

A SMART WAY TO START DOING GOOD

The United Nations' 17 Sustainable Development Goals



Mara Catherine Harvey
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A SMART WAY TO START DOING GOOD

At school we learn all about our ABCs,
So why don't we also learn our SDGs?
The same way we need every letter to spell,
We need SDGs for the world to do well!
Explore the "Sustainable Development Goals":
Let's rethink our actions and everyone's roles...

What help can we give and what more can we do?
There's a role for us all, for me and for you.



Smart Way To Start Series
Book 5



Financial inclusion of girls is key to achieving gender economic equality. **A SMART WAY TO START** is working to increase the financial confidence of girls far and wide, so that they have better chances of entering the workforce on equal terms. For this reason, we are proud to support Plan International, who work to advance girls' rights and gender equality in different parts of the world.

Plan International's programmes create the conditions for adolescent girls and young adults to be educated, safe and economically empowered. We want to help, too, because all over the world, girls suffer discrimination in education, health, work and family life. The Sustainable Development Goals cannot be realised without a specific focus on achieving gender equality. To achieve their ambition, Plan International is building upon existing partnerships and seeking out new opportunities for collaboration, in order to expand their reach and grow the girls' rights movement.

Join in - you can make a difference too!



WWW.PLAN.CH/MAEDCHEN

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The United Nations'
17 Sustainable Development Goals



M. C . Harvey supports The Sustainable Development Goals

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DEDICATED TO ALL THE CHILDREN WHO WILL
HELP SOLVE THE WORLD'S BIGGEST PROBLEMS.
AND TO ALL THE ADULTS WHO WILL ENABLE
THEM TO BRING THESE SOLUTIONS TO LIFE.

Nobody made a greater
mistake than he who
did nothing because
he could do only a little.

-Edmund Burke
(1723-1792)



The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future.

At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries – developed and developing – in a global partnership.

They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

[SDGS.UN.ORG/GOALS](https://sdgs.un.org/goals)





You read in the pages of book number 4
our planet has problems we cannot ignore.
We must find a balance in all that we do,
so nature can flourish and people can, too.

What is it exactly that needs to be done?
Could finding this balance be something fun?
Can you save the planet if you're just a kid?
I'd say: "Yes, indeed! It's *high time* we all did!"



THE ABC OF SDG

At school we learn all about our ABCs
so why don't we also learn our SDGs?
The same way we need every letter to spell,
we need SDGs for the world to do *well*.

Twenty-six letters
to write every line:
they're easy to learn
when you read them in rhyme.
So just like the alphabet,
let's learn by heart
our 17 SDGs.
Come on, *let's start* ...



All the world's nations united as one,
aiming to finally get the job done:
defining Sustainable Development Goals,
rethinking our actions and everyone's roles.

What help can we give
and what more can we do?
There's a role for us all,
for *me* and for *you*!
To grow more sustainably,
here's what we need:
let's go and explore
Seventeen SDGs...



THE GLOBAL GOALS



FOR SUSTAINABLE DEVELOPMENT



No one ever should be **poor**
nor be **hungry** ever more,
nor be ill without good **care**:
so life is better everywhere!

Children need to go to **school**,
and **equal** treatment is the rule.
Everywhere you go you'd see
clean **water** and clean **energy**.

With decent jobs life's more fun,
so **growth** is good for *everyone*.
Infrastructure is the key
to **lower inequality**.

Let's build more sustainably
our **cities and communities**.
Choosing wisely when we **buy**,
means our **planet** will not die:



Save the **oceans and the seas**,
the **animals and all the trees**.
For the world to live in **peace**,
let's all be good **partners**, please.



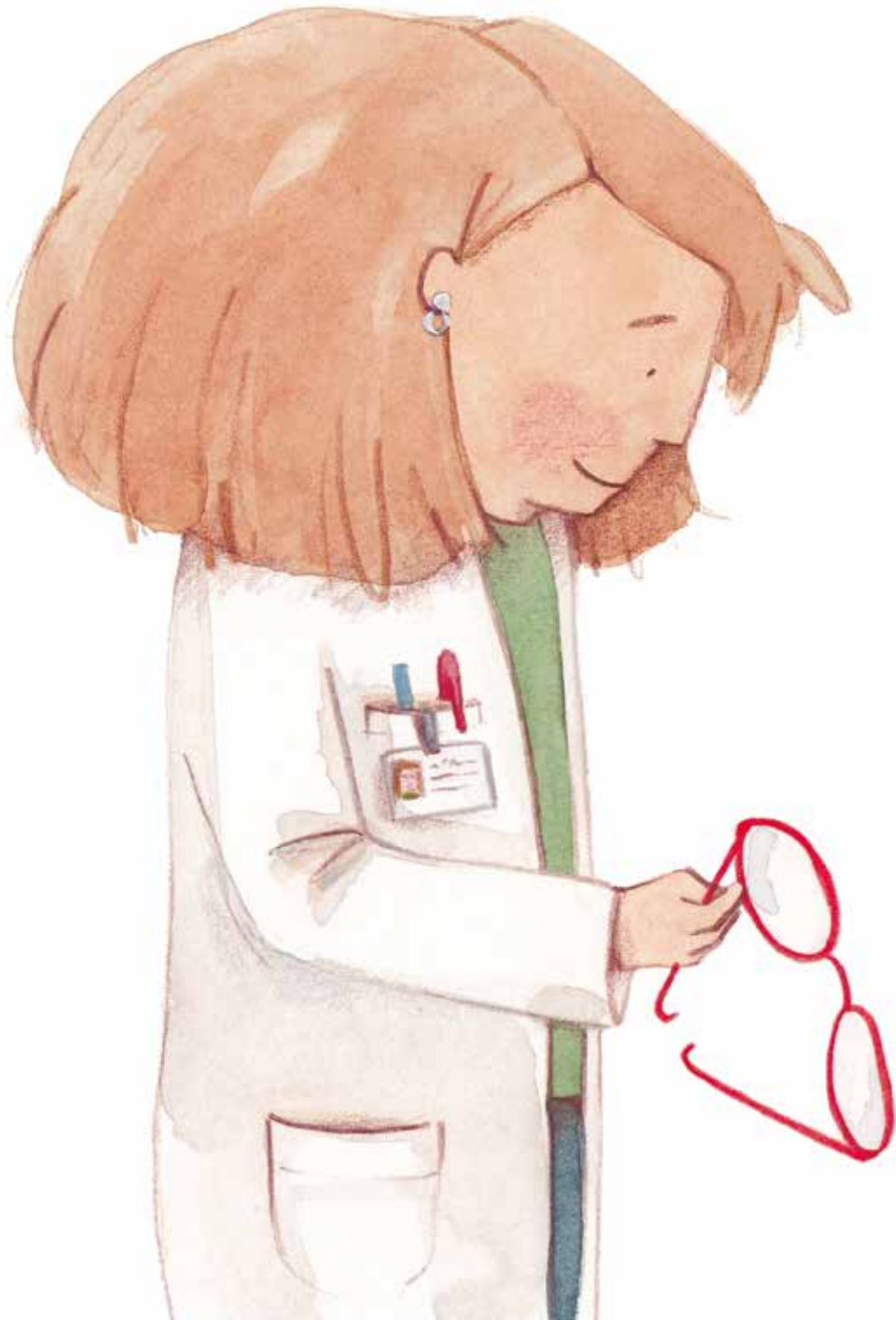
We need to make sure that no people are poor:
that they live in peace, feeling safe - and what's more,
have a place to call home, a warm bed at night.
That's what we all need. It's fair and it's right.





No child should go hungry for lack of a meal,
nor ever be forced to work, beg or steal.
There is enough food on our planet for all,
we just need to share it, and not waste it all.





Each person deserves to grow healthy and fit,
good food and good medicine help quite a bit.
Warm clothes are important, and shoes the right size,
and glasses, if you can't see well with your eyes.





All children must learn to count, read and write.
Yes, all of these skills are important for life.
How can you study if you cannot read?
Or count up your coins without math? Hard indeed.





In every country there must be a law
to protect girls and women, so they can be sure
they have the same rights as all of the men
to learn, work and earn, and be equal to them.





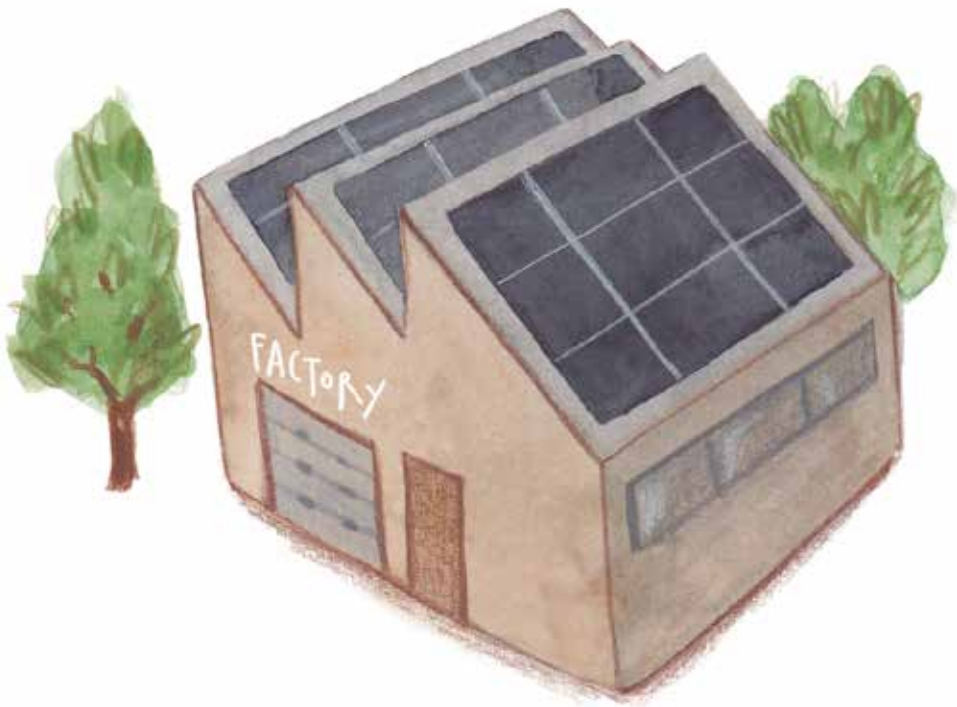
Safe access to water and to a clean loo
is something we all need. I think so, don't you?
Everyone should have a tap and a sink,
where water is clean enough for you to drink.





SOLAR
PANELS!

It really is harmful to use oil and coal,
to light up the dark, and heat when it's cold.
Let's use clean energy for everyone,
with power that comes from the wind and the sun.





Each adult should have decent work they can do,
using their skills and rewarded well, too.
The day spent at work would not end too late,
and working conditions should be fair and safe.

9 INDUSTRY INNOVATION AND INFRASTRUCTURE



Airports and hospitals, train tracks and roads,
are core infrastructure for countries to grow:
to exchange the things that we all buy and sell.
And internet, too, so it's faster as well!



10 REDUCED INEQUALITIES



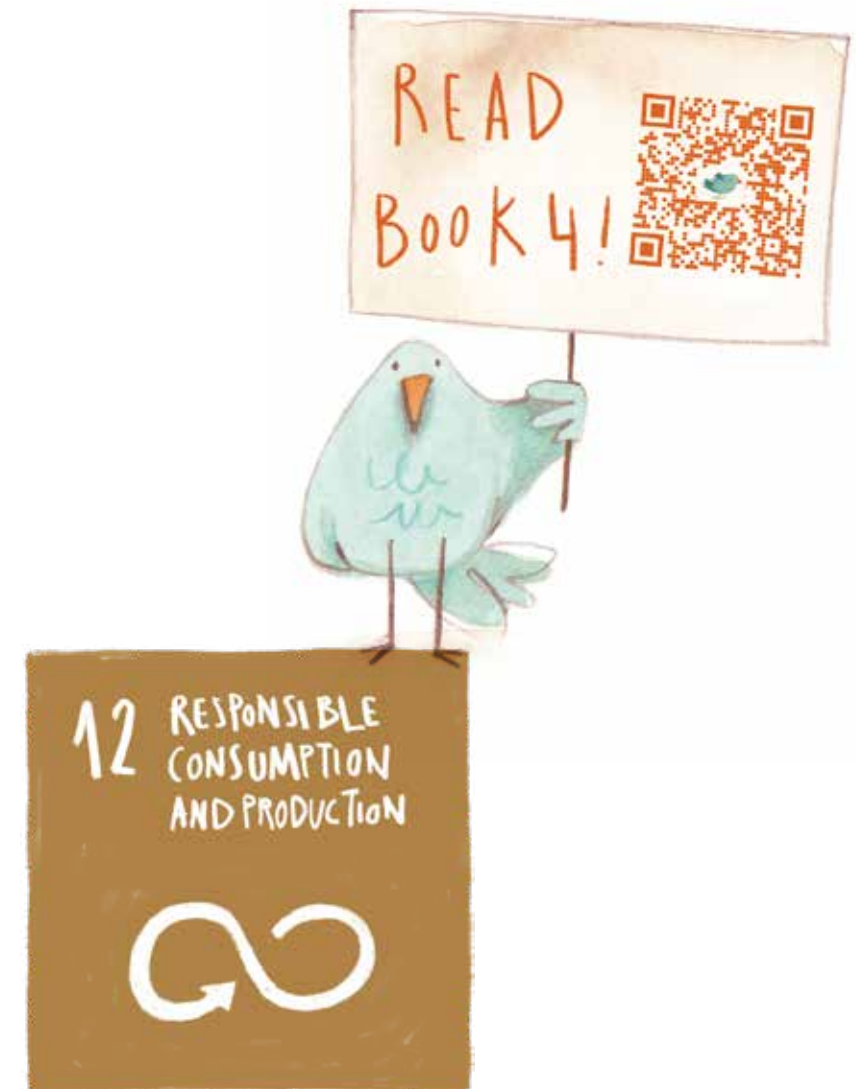
The very rich nations must find ways to give to less well-off countries, where poor people live. With direct investment and trade that is fair, they'll help other nations to earn their fair share.





Our cities need buildings with access for all,
for wheelchairs and blind dogs, for tall and for small.
The people who live there should breathe cleaner air,
and roads should be safe, so you needn't be scared.





The products we buy should be made without haste, without hurting nature, without causing waste. Whenever we purchase, we do have a choice. We can have an impact, if we use our voice!

13 CLIMATE
ACTION



We all must take action to fight climate change:
the rainstorms grow stronger and forest fires rage.
We must plant again all the trees we cut down.
New ways to protect all the Earth must be found!



14 LIFE BELOW WATER



We must stop polluting our oceans and seas:
In poison and pesticide, poor fish can't breathe!
The whales can't eat plastic, it makes them so sick.
To save our marine life, we've got to be quick!



15 LIFE
ON LAND



Wild animals need our help, too, and here's why:
by cutting down forests, the animals die.
For wildlife to flourish, for birds to be free,
their land needs protection, and so do the trees!





For all this to happen we really need peace:
for people to thrive we need all wars to cease.
When people are scared, they can't care for the Goals.
Would you care for the Earth if you're injured and cold?





What makes me most hopeful, is that people today are working as partners and finding a way for all of these Goals to be reached everywhere! Together we'll make global trade much more fair!



Well done! You have learnt all the 17 Goals,
We can save the Earth if we all play a role!
Now that you know just what our world needs,
here is the message I *urge* you to heed.

Each day with our money, we all can make sure
that business is fairer and benefits more
the people in countries where work is less paid
so they can live better and nature is saved.

We surely can meet all our needs of today,
while helping the people in lands far away.
We can take action if we raise our voice.
and we can do good, with each single choice.

Wouldn't the world be much nicer for all,
if oceans were clean, if trees could grow tall?
If people were happy and more generous?
We *can* make this happen... it's all up to us!

By being more mindful and showing we care,
we can make a difference, each day, everywhere!
For each of these Goals, you'll have what you need:
the courage to speak up, with impact indeed!

ABOUT THE AUTHOR:

Mara Catherine Harvey

I am passionately driven by two strong beliefs: that we cannot wait another 100+ years to see economic gender equality come to life, and that daily financial decisions are the most untapped source of positive social change. These convictions are at the heart of my stories.

Over the past two decades, working in the financial industry, I became aware of the opportunity and necessity to engage women and girls more actively in managing money. At the same time, it became clear that we need to mobilise more private capital towards resolving the world's most pressing issues, if we want to achieve the 17 Sustainable Development Goals of the United Nations by 2030.

So I decided to find a playful way to convey important messages around money, equality and sustainability to young children, making it fun and engaging for the parents too. Because money is not just a transmission of value: it's a transmission of values.

Book 1: A Smart Way to Start

Book 2: A Smart Way to Save

Book 3: A Smart Way to Spend

Book 4: A Smart Choice to Make

Book 5: A Smart Way to Start Doing Good



This is my contribution to making the world a better place, one story rhyme at a time.

For more information: WWW.SMARTWAYTOSTART.COM



ABOUT THE ILLUSTRATOR:

Mariajosé Gajate Molina

(MARIAJO ILUSTRAJO)

Loving drawing since I can remember, I followed my passion studying illustration at the art school *Arte10*, in Madrid. I've been a freelance illustrator since then, completing projects for a wide range of clients.

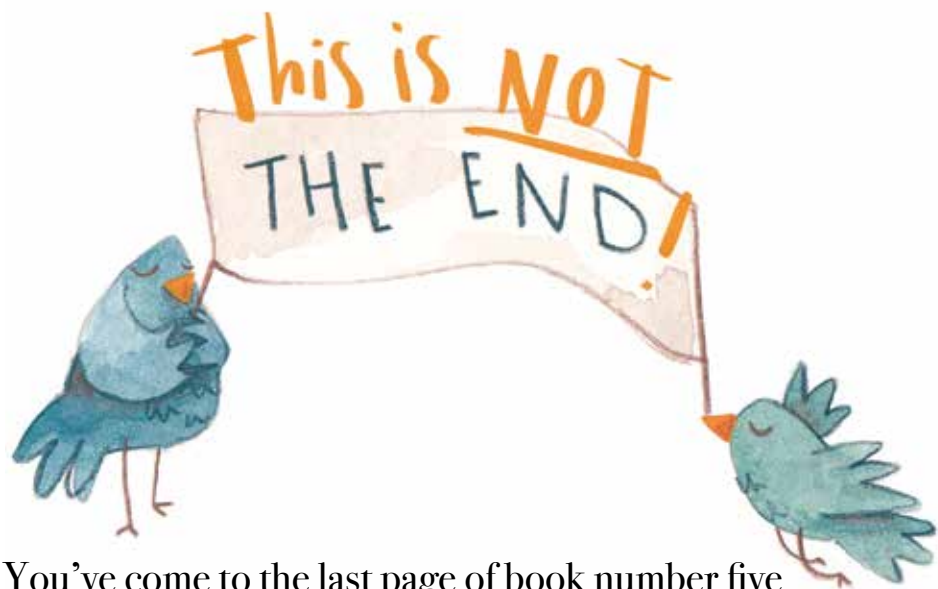
Learning never stops, so some years later I moved to Bath where I studied Graphic Communication at Bath Spa University.

I enjoy learning new ways of working, developing new styles or just getting my hands dirty. Nothing is more important than loving what you do ("sketcher, traveller and tea drinker"). I always carry a pencil and a notebook in my bag. Maybe you'll find me doodling in a cafe!

Currently I am studying MA Childrens Book Illustration at Anglia Ruskin in Cambridge to continue improving and having fun.

If you want to know a bit more about me:

WWW.MARIAJOILUSTRAJO.COM



You've come to the last page of book number five
And now you know all that the world needs to thrive!
We all can do good, we all can do more...
And Marty's adventure continues, for sure!

[SMARTWAYTOSTART.COM](https://www.smartwaytostart.com)

[SUSTAINABLEDEVELOPMENT.UN.ORG/SDGS](https://sustainabledevelopment.un.org/sdgs)



SMART WAY TO START



TRANSFORM GIRLS' LIVES!

AROUND THE WORLD, GIRLS CONTINUE TO FACE
UNIQUE BARRIERS THAT VIOLATE THEIR RIGHTS
AND KEEP THEM FROM REACHING THEIR FULL
POTENTIAL. DISCRIMINATION LEADS TO GRAVE
INJUSTICES LIKE GENDER-BASED VIOLENCE,
LIMITED OR NO EDUCATIONAL OPPORTUNITIES,
CHILD MARRIAGE AND EARLY PREGNANCY.
PLAN INTERNATIONAL WORKS IN OVER 75 COUNTRIES
TO ENSURE EVERY GIRL AND YOUNG WOMAN HAS
POWER OVER HER LIFE AND THE WORLD AROUND HER.
HELP GIRLS UNLEASH THEIR POTENTIAL!

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