

# Awareness of Sustainable Development Goals (SDGs) vs Millennium Development Goals (MDGs)

August 2016

In 2000, all the 189 member states of the United Nations committed to a series of goals to improve the lives of people living in poverty around the world by 2015. GlobeScan measured global awareness of the Millennium Development Goals (MDGs) in 2007, halfway through the time agreed on to achieve goals such as eradicating extreme poverty and hunger, achieving universal primary education, and reducing child mortality. In 2015, all UN member states (now 193) decided on a new series of goals – the Sustainable Development Goals (SDGs) – to once again end poverty and improve health, education, and equality, all while protecting the planet.

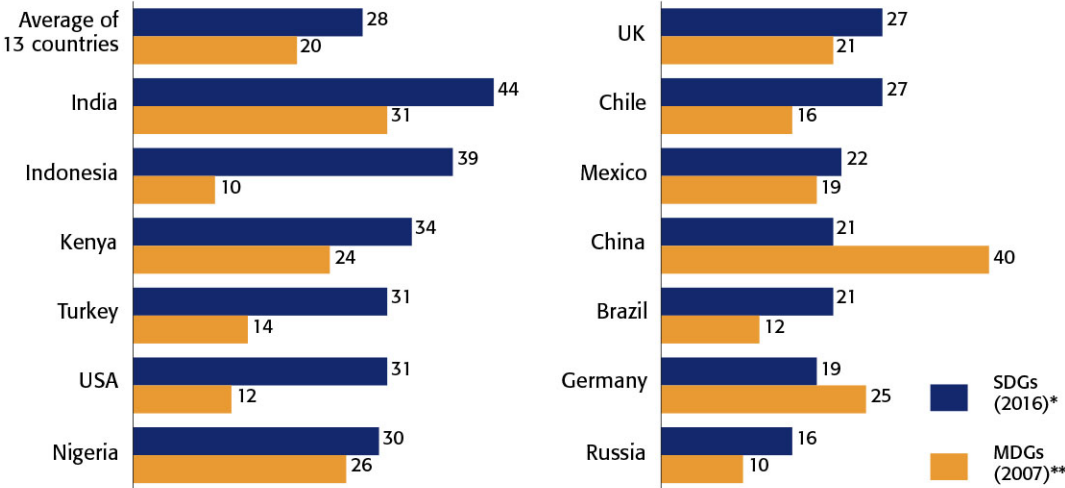
One year after the establishment of the SDGs, results from GlobeScan's latest Radar research show that awareness of the newly established *Global Goals* is significantly higher than the level of awareness of the MDGs at their midpoint. Nearly three out of ten people (28%) across 13 countries surveyed in 2007 and 2016 say they have some or a lot of awareness of the new goals, whereas in 2007 on average two out of ten people (20%) claimed familiarity with the MDGs.

Awareness about the SDGs is particularly strong in emerging countries such as India, Indonesia, and Kenya where on average more than three out of ten people say they know about the goals. Awareness of the SDGs in these countries is significantly higher than familiarity with the previous MDGs, as measured in 2007, suggesting a broader engagement of the new Global Goals than was the case for the MDGs.

However, in China and Germany awareness of the SDGs is lower than that of the MDGs in 2007; especially in China where familiarity with the MDGs in 2007 was twice that of familiarity with SDGs in 2016. Nevertheless, in all other countries surveyed in both 2007 and 2016 people are more knowledgeable about the new goals than they were about the MDGs. Americans are among those most familiar with the SDGs, contrasting with relatively low familiarity with the MDGs in 2007.

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"A lot" and "Some," by Country, 2007–2016



\*SDGs: Leaders of 193 countries meeting at the United Nations in 2015 agreed on a series of 17 goals to end poverty in the world and protect the planet by the year 2030.

\*\*MDGs: Leaders of 189 countries meeting at the United Nations in 2000 agreed on a series of goals to improve the lives of people living in poverty around the world.

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These findings suggest that the promotion of the SDGs has been far more successful than that of the MDGs, managing to reach a larger proportion of the global public more quickly than with the MDGs campaign. It is likely that the framework of sustainable development also appeals to a broader segment of the population, as people particularly in emerging countries are increasingly aspiring to a prosperous but also sustainable future. Protecting the planet while improving the lives of those living in poverty and inequality is an aspiration that large swaths of the population everywhere can stand behind, and one that governments, companies, NGOs, and multilateral organizations can align with the public around.

## About GlobeScan

GlobeScan is a strategy consultancy specializing in stakeholder intelligence and engagement in the areas of reputation, sustainability and purpose. We help global companies, multilateral organizations and international NGOs build stronger, more trusting relationships with their stakeholders to deliver long-term success.

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