



# DISCUSSION GUIDE

CANADA'S IMPLEMENTATION  
OF THE 2030 AGENDA FOR  
SUSTAINABLE DEVELOPMENT

---

WORKING TOGETHER TOWARDS  
DEVELOPING A NATIONAL  
STRATEGY

# CONSULTING WITH CANADIANS

## Purpose of this Guide

The purpose of this guide is to introduce the 2030 Agenda to Canadians, facilitate conversations and discussions, inspire commitment and spark action around the Sustainable Development Goals. Throughout this guide, Canadians will be asked questions about sustainable development and the creation of Canada's 2030 Agenda National Strategy (National Strategy).

This practical guide can be used as a tool to facilitate a broad discussion around the 2030 Agenda and solicit feedback from Canadians. The guide is intended to support, complement and build on other engagement activities. It is designed to allow Canadians to make their voices heard and can be used as a tool for facilitating conversations along with other resources, or as a stand alone document.

## Consultation Objectives

The Government of Canada is seeking your views for a new National Strategy for implementing the 2030 Agenda for Sustainable Development, including:

- **Who** should be involved in implementing and advancing the 2030 Agenda and its Sustainable Development Goals (SDGs) in Canada?
- **What** should Canada track and monitor to demonstrate steady progress towards the 2030 Agenda?
- **When** should Canadians expect to see the results of implementing the 2030 Agenda and its SDGs?

- **Where** can Indigenous knowledge enhance and support sustainable development; where should it be highlighted to amplify impact?
- **Why** should Canadians across all sectors be engaged on the 2030 Agenda?
- **How** can Canadians best be engaged, to ensure no one is left behind?

## How to Participate

Questions are included throughout this guide to solicit your views on what the National Strategy could look like. You can choose to answer any or all questions that are of interest or pertinent to you.

There are several ways for you to get involved including participating online, through social media, or providing your comments by email, phone, fax, TTY, ASL and LSQ video, or mail. Contact information is provided in the section entitled "Stay Connected" at the end of this guide.

# TABLE OF CONTENTS

<b>The 2030 Agenda for Sustainable Development</b> .....	4
The Sustainable Development Goals .....	5
Moving Forward.....	7
<b>Developing a 2030 Agenda National Strategy</b> .....	9
Outline .....	9
Building the Foundation.....	11
Key Concepts, Thematic Areas & Questions.....	11
1. Setting Canada's Priorities for the National Strategy Together .....	11
2. Leaving No One Behind .....	12
3. Leadership, Governance & Policy Coherence .....	14
4. Accountability, Transparency & Reporting .....	15
5. Measuring Success & Canadian Indicator Framework .....	16
6. Awareness, Engagement & Partnerships .....	18
7. Indigenous Knowledge, Self-Determination & Reconciliation .....	19
8. Communities, Municipalities & Cities .....	20
9. Learning, Knowledge & Research .....	21
10. Innovation, Business & Investment.....	22
<b>Moving Forward Together</b> .....	23
<b>Staying Connected</b> .....	23

# THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

Adopted by Canada and all 193 United Nations Member States in September 2015, the 2030 Agenda for Sustainable Development is a 15-year global framework centered on an ambitious set of 17 Sustainable Development Goals (SDGs), with 169 targets and more than 230 indicators.

The 2030 Agenda is a people-centred, universal and transformative blueprint for sustainable development. It envisions a secure world free from poverty and hunger, with full and productive employment; access to quality education and universal health coverage; achieving gender equality and empowering all women and girls; and ending environmental degradation.

The 2030 Agenda is guided by the principles of the Charter of the United Nations. It is grounded in the Universal Declaration of Human Rights that are underpinned by four central tenants that are fundamental to its realization:

1. The 2030 Agenda is universal in nature and applicable to every country, meaning that the 2030 Agenda and its SDGs are as relevant in Canada as everywhere else in the world.
2. The 2030 Agenda is ambitious and aspirational, acknowledging the need to move beyond conventional actions and seek transformative solutions.
3. The SDGs are interlinked and indivisible. The achievement of any goal is linked to the achievement of others.
4. The 2030 Agenda is only achieved when no one is left behind, ensuring that all people can participate in, contribute to, and benefit from sustainable development.

## WHAT IS SUSTAINABLE DEVELOPMENT?

As our understanding evolves, so does our definition of sustainable development, however the most frequently quoted definition is from Our Common Future, also known as the Brundtland Report:

“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

The 2030 Agenda recognizes that sustainable development moves beyond essential environmental concerns and encompasses all three interconnected aspects of sustainable development; environmental, social and economic.

Sustainable development not only ensures the planet's health for future generations, it also includes economic stability and vibrant, healthy communities.

## The Sustainable Development Goals

At the heart of the 2030 Agenda are its Sustainable Development Goals, 17 indivisible goals balanced across the three dimensions of sustainable development (economic, social and environmental).

The 2030 Agenda builds on the Millennium Development Goals (MDGs) and sets the vision for global action until 2030. The SDGs constitute a more inclusive, more in-depth approach to sustainable development, with a focus on ensuring the most vulnerable are not left behind. The process of arriving at the SDGs was inclusive and consultative, and was led by UN Member States with broad participation from stakeholder groups.

The SDGs cover more ground, with ambitions to sustainably address inequalities, economic growth, decent jobs, cities and human settlements, industrialization, oceans, ecosystems, energy, climate change, sustainable consumption and production as well as peace and justice. It balances economic growth, social justice and environmental stewardship and underlines the links between peace, development and human rights.

To be achieved, the SDGs must be implemented in an integrated manner while recognizing economic, social and environmental dimensions of sustainable development are mutually reinforcing – failure in one area could lead to failure in others.

Efforts have been made to better understand the linkages and interrelationships that exist between the SDGs. Dealing with the threat of climate change impacts how fragile natural resources are managed; achieving food security and improved health outcomes help eradicate poverty; and, fostering peace and inclusive societies will reduce inequalities and help economies prosper.

The 2030 Agenda also recognizes the central role of achieving gender equality and the empowerment of all women and girls in the realization of all 17 SDGs, which is why it is not only a stand-alone goal (SDG 5), but also integrated across the targets and indicators of all 17 SDGs. Sustainable development cannot be achieved if half of humanity continues to be left behind.








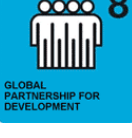




















Understanding these linkages is necessary in order to build integrated strategies and policies that create connections between different goals, and better understand the tensions and potential trade-offs among them. A common misconception exists that economic growth and environmental protection are at odds; that a choice must be made between stimulation growth and creating jobs or reducing greenhouse gas emissions. Canadian experience shows that the economy can grow, society can develop and the environment can be protected, all at the same time. All three aspects of sustainable development, economic, social, and environmentally, are essential.

# THE MILLENNIUM DEVELOPMENTAL GOALS (2000-2015)

The Millennium Development Goals (MDGs) adopted by UN Member States in 2000, arose from the Millennium Declaration. The MDGs were revolutionary in providing a common global framework with eight goals focused on eliminating poverty, hunger, disease, illiteracy, environmental degradation and gender inequality, by the year 2015. The MDGs encouraged unprecedented efforts, resulting in remarkable development gains, including reducing extreme poverty, and significant progress towards universal primary education.

At the time of their inception, the MDGs were the most specific, measurable and broadly supported poverty reduction targets established, and many significant results were achieved. They have been described by the UN Secretary-General Ban Ki-moon as “the greatest anti-poverty push in history”.

The Millennium Development Goals		The Sustainable Development Goals	
       	Focus is primarily on “treating symptoms” rather than solving underlying issues	Built on the understanding that sustainable development encompasses economic, environmental and social development equally	                 
	Governments and the development community are held responsible for delivering on development	A whole of society approach is expected, and all members of society are responsible for delivery on the goals	
	Each societal sector works independently	All sectors of society work collaboratively and interdependently	
	In order to achieve concentrated impact and focus efforts, emphasis is placed only on certain geographies and issues	Understanding that there is a need for holistic approaches across geographies and issues to address systematic challenges	
	Funding is mostly link to short term outcomes	Funding and investment is long term, with a focus on transformational change	
	Top down planning approach	Emergent and responsive planning based on national and local issues	



## Moving Forward

Three years into the global implementation of the 2030 Agenda, while progress has been made across many of the goals and targets, it has not been at the pace needed to achieve this ambitious agenda.

In Canada, many are fortunate to enjoy a good quality of life. Canadians are strong supporters of diversity and united by values such as equality and inclusion. Canadians enjoy unsurpassed natural beauty; global, open cities; and vibrant communities. Yet, social and economic inequalities persist and many Canadians still face unacceptable barriers to equality.

There is still much to do to achieve the SDGs, so that no one is left behind. Similar to many other countries, Canada is confronted with rapid globalization, shifting demographics and the emergence of new technologies that are changing the way Canadians live and work.

Too many Canadians still have to make difficult choices: to find safe accommodation or to eat a nutritious meal, buy clothes for their children or save for their future. To this end, Canada is promoting sustainable, inclusive and equitable economic growth, creating greater opportunities for all, reducing inequalities, raising basic living standards, fostering equitable social development and inclusion, and promoting integrated and sustainable management of Canada's natural resources and ecosystems.

Climate change is one of the most pressing global challenges facing humanity today. The science is conclusive. It tells us that swift action is needed to reduce greenhouse gases, enhance climate resilience and protect our natural environment. Canada has the world's longest coastline, bordering the Pacific, Atlantic and Arctic oceans, and one of the largest ocean bodies of any country in the world. These waters are central to Canada's heritage, culture and economy. Canadians rely on their coasts and waterways to earn a living, to import goods and to export Canadian products. Although Canada has made progress in protecting the health and resilience of its oceans, challenges remain, including the conservation and sustainable use of the oceans and marine resources for sustainable development.

## CANADA'S "REPORT CARDS"

Canada is making progress towards many of the SDGs, the SDG Index and Dashboard Report 2018, prepared by a team of independent experts at the UN Sustainable Development Solutions Network Secretariat and the Bertelsmann Foundation, ranks Canada 20th, out of 156 countries, on overall performance.

The report highlights that Canada is advanced in areas such as quality education (SDG 4) and affordable and clean energy (SDG 7), improving on good health and well-being (SDG 3) and decent work and economic growth (SDG 8), while it is falling behind on responsible consumption and production (SDG 12) and climate action (SDG 13).

The 2030 Agenda presents Canada with an opportunity to tackle the greatest hurdles of this generation head on. All members of Canadian society must be brought together to achieve the SDGs, the federal government cannot achieve them alone. To accelerate progress on the SDGs, a common vision, leadership, intent and coordinated action is most effective when paired with diverse partnerships, greater innovation, increased awareness and broader engagement.

To support a whole of government, whole of society approach to implementing the 2030 Agenda at home and abroad, Canada is developing a National Strategy to guide the efforts of federal departments, provinces and territories, Indigenous peoples, municipalities, civil society, the private sector, and other relevant stakeholders. A Sustainable Development Goals (SDG) Unit has been established to work collaboratively to accelerate action, including the development of a 2030 Agenda National Strategy.

Making a substantial effort to embrace and implement the SDGs will not only build a more inclusive and sustainable Canada for current and future generations, but will demonstrate Canada's commitment to global sustainable development.

While the 2030 Agenda calls on countries to implement the SDGs domestically, the agenda also contains a commitment to international partnership in support of sustainable development across the globe. Canada is committed to aligning its work, both domestically and internationally, to support the achievement of the SDGs and ensure that no one is left behind.

Innovative, multi-stakeholder domestic and international partnerships are essential to achieving the 2030 Agenda, including to mobilize additional sources of capital in support of the SDGs. Working closely with other states, civil society and international and private-sector organizations, Canada contributes actively to global efforts to eradicate poverty and build a more peaceful, more inclusive and more prosperous world.





# DEVELOPING A NATIONAL STRATEGY

## Outline

Canada's success in implementing the 2030 Agenda and the SDGs depends on action being taken across all segments of Canadian society. Everyone has a role to play in Canada's progress. Canadians should not only be aware of potential contributions to the SDGs, but should have an influence on the National Strategy. Collaboration throughout the implementation process is essential to Canada's success. Sharing your views on the questions below will help create a shared vision for Canada's implementation of the 2030 Agenda.

## Building the Foundation

### Key Concepts, Thematic Areas & Questions

1. Setting Canada's Priorities for the National Strategy Together
2. Leaving no one Behind
3. Leadership, Governance & Policy Coherence
4. Accountability, Transparency & Reporting
5. Measuring Success & Canadian Indicator Framework
6. Awareness, Engagement & Partnerships
7. Communities, Municipalities & Cities
8. Indigenous Knowledge, Self-Determination & Reconciliation
9. Learning, Knowledge & Research
10. Innovation, Business & Investment

## Building the Foundation

A National Strategy is necessary to guide Canada's implementation of the 2030 Agenda and to accelerate action on the SDGs, measuring progress, addressing gaps, contributing to the global success of the goals for all, ensuring that no one is left behind.

Developing a whole of government, whole of society National Strategy will outline Canada's aspirations for achieving the 2030 Agenda and the SDGs. The National Strategy will reflect the ambitions of all of society, including people who are at the greatest risk, including Indigenous peoples, women and girls, immigrant and refugee populations, persons with disabilities, seniors, members of the LGBTQ2 community, non-binary individuals and youth.

The National Strategy will seek to create a common understanding and vision for Canada's path forward for implementing and identifying actions to be taken to advance progress on the SDGs. It will include elements such as governance; awareness; engagement and partnerships; research, innovation, business and investment; and, accountability, transparency and reporting.

The National Strategy will set the foundation for developing a Canadian Indicator Framework so that Canada can track and report on progress using indicators adapted to the Canadian context and reality, building on existing Canadian data. Indigenous traditional knowledge will hold a significant place, reflecting Canada's commitment to a renewed relationship with Indigenous peoples and ensuring the representation of the diversity of Canadian society and experiences.

The Government of Canada will ensure historically marginalized groups are included by actively working to build meaningful participation and engagement throughout the development process. This will continue throughout implementing the 2030 Agenda. Partners such as provinces and territories, Indigenous peoples, municipalities, civil society, the private sector, women and

girls, immigrant and refugee populations, persons with disabilities, seniors, members of the LGBTQ2 community, non-binary individuals and youth all make important contributions that are essential to achieving meaningful sustainable development results.

The National Strategy will be continuously evolving, and the first iteration will set the foundation for future actions on the SDGs. Through on-going communication, engagement and partnership with all of society, the National Strategy will be reviewed and updated periodically in order to reflect new and evolving priorities and realities.



# KEY CONCEPTS, THEMATIC AREAS & QUESTIONS

## 1. Setting Canada's Priorities for the National Strategy

The 2030 Agenda and its implementation will shape how Canadians approach sustainable development in Canada. An effective National Strategy will include the views, knowledge, successes and challenges of Canadians, no matter their intersecting identity factors.

Successful implementation of the 2030 Agenda in Canada requires that Canadians, guided by the SDGs, define what success means for Canada. The 2030 Agenda provides the opportunity to shape Canadian sustainability moving forward and decide together what Canadians think success look like.

While the SDGs are universally applicable, the 2030 Agenda acknowledges that every country has different national realities, capacities and levels of development. Priorities can help generate ownership, adapt the goals to countries and their specific contexts, and ensure the relevance of the 2030 Agenda in diverse settings.

1. What does achieving the SDGs mean to you? What do you see as Canada's biggest challenges in implementing the 2030 Agenda and its SDGs?
2. Should Canada prioritize certain SDGs? If so, which ones? If not, why not?
3. What are your or your community's sustainable development priorities? What, if anything, is happening in your community or in Canada more broadly to advance the SDGs?
4. At what level do you think priorities should be set [local, sub-national, national, all]?
5. How should priorities be determined [based on performance in specific areas, speed of progress, areas in which Canada has the potential to be a global leader]?
6. How does implementing the SDGs domestically and internationally complement each other; how are they linked?



## 2. Leaving no one behind

The commitment to leaving no one behind underpins the 2030 Agenda.

This means that the benefits of a fully realized 2030 Agenda will directly benefit not just a few, nor most, but of all lives around the world and in Canada - now, and in the future. People are left behind when they lack the choices and means that enable others to participate in or benefit from sustainable development. This can be a result of:

- **living in multidimensional poverty** or below other minimally accepted standards of security, income, public services, infrastructure or well-being; and/or
- **facing exclusion, discrimination and/or entrenched inequalities**; being less able to gain influence, access education or skills development, survive setbacks, acquire wealth, and access job markets or technologies.

Groups that have been historically left behind include Indigenous peoples, women and girls, immigrant and refugee populations, persons with disabilities, youth, seniors, and members of the LGBTQ2 community and non-binary individuals. Their voices must be heard, and their active participation in the decisions that affect them is essential to shaping Canada's implementation of the 2030 Agenda.

The 2030 Agenda challenges Canada to take action, to advance equality and make sure everyone has access to the opportunities they need to prosper, particularly people whose perspectives and needs have been ignored and dismissed for far too long.

Canada, through its commitment to the 2030 Agenda, has a responsibility to ensure that people who have been left behind can achieve the same benefits as people who have experienced greater progress. In practice this means **taking deliberate action** to chart a new course aimed specifically at curbing inequalities between people, groups and places; confronting discrimination; advancing reconciliation; and fast-tracking progress among the furthest behind.

## KEY CANADIAN CHALLENGES IN LEAVING NO ONE BEHIND

Women are under-represented in politics and leadership roles, earn less, on average, than men and continue to experience high rates of gender-based violence.

LGBTQ2 and non-binary persons also face similar discrimination and obstacles to the realization and enjoyment of their rights.

Persons with disabilities do not have the same level of opportunity and inclusion as other Canadians when physical spaces are simply not accessible to them.

Newcomers to Canada often face multiple challenges, such as learning a new language and finding work. They can struggle to get ahead because of barriers beyond their control, such as discrimination or unacceptable prejudices based on the colour of their skin or their ethnic background.

Certain barriers and challenges are unique to or greater for Indigenous peoples, and may be even more pronounced for people who are living in northern or remote communities, women, LGBTQ2 and people with disabilities or functional limitations. Indigenous children and families face specific barriers to overcoming acute poverty, including failed government policies, the continued impact of Canada's colonial history, effects of trauma from the Indian Residential School system and discrimination in certain settings



Canada's National Strategy will be:

**Diverse:** The Strategy should reflect the vast array of individual experiences unique to Canadians and should encompass the variety of distinct dimensions, qualities and characteristics that make up Canada.

**Inclusive:** The Strategy should strive for equity and embrace, respect, accept and value differences. The Canadian Indicator Framework will aim to measure the progress of those most likely to be left behind.

Without the explicit intention to include everyone, there is a risk of allowing people historically excluded to continue to be denied the benefits of global progress, innovation, new technologies or global prosperity.

1. Where should Canada focus its efforts to be more inclusive?
2. What kind of engagement [online, in person, large forums, small-scale events] do you think best allows communities at risk of being left behind to be involved in developing the National Strategy?
3. What are Canada's biggest challenges in ensuring no one is left behind? What are Canada's biggest opportunities and strengths in this regard?
4. What sustainable development policies or programs do you think have successfully engaged and supported marginalized Canadians?
5. Internationally, how can Canada best support, promote and build momentum for the SDGs?



### 3. Leadership, Governance & Policy Coherence

The 2030 Agenda and its 17 SDGs belong to everyone, everywhere. Due to its scale and scope, governments carry the primary responsibility for the 2030 Agenda's successful implementation. An important step in carrying out this responsibility is making sure that effective governance structures are in place to coordinate and monitor progress, include decision-making processes, reporting mechanisms and ensuring that all policies support progress.

**Leadership:** Leadership on the SDGs can be defined in many ways. Leadership will come from all across Canada and can be anything from individual actions, to building partnerships, to spreading awareness through social media, to personal commitments to sustainability, to youth initiatives and events led by civil society.

**Governance:** Governance is how societies or groups organize to make decisions. The action, manner or style of governing may differ, be it by a federal, provincial, territorial or local government, to a school board or community run organization but each is vital to the process.

**Policy Coherence:** Policy coherence is the promotion of mutually reinforcing policies across government departments or levels of government to working towards achieving common objectives and to anticipate potential impacts on other policy areas. Coherent policies enable governments at all levels to balance differing policy objectives, while still contributing to a broader, shared goal.

Today's global economy is increasingly interconnected and domestic policies, implemented by countries like Canada, are more likely to have a global reach and influence.

Canada has committed to demonstrating federal leadership, domestically and internationally, to make progress on the SDGs. There are many different governance approaches to implementing the 2030 Agenda; some countries have taken a bottom up approach, where civil society and the private sector are responsible for catalyzing action. Others have taken a top down

## FEDERAL POLICIES WORKING TO ADVANCE THE 2030 AGENDA

- Canada's Poverty Reduction Strategy is a commitment to longer-term investments in areas such as housing, clean water, health, transportation, early learning and child care, and skills and employment, all to address multiple dimensions of poverty.
- The Federal Sustainable Development Strategy is the primary vehicle for federal sustainable development planning and reporting. It sets out sustainable development priorities, establishes goals and targets, and identifies actions to achieve them.
- Canada's Feminist International Assistance Policy seeks to transform the impact and results of Canadian international assistance, to eradicate poverty and to build a more peaceful, inclusive and prosperous world.
- The Gender Results Framework (GRF) sets strong gender equality goals for Canada, supported by six pillars. The GRF is aligned with the Government of Canada's policy of GBA+, ensuring that gender is considered in relation to other intersecting identity factors.
- The Innovation Skills Plan is a framework to drive growth that supports firms at all points along the innovation continuum and Canadians at every stage of their lives. Emphasizing partnerships, it brings together stakeholders from across the innovation system.
- The Social Innovation and Social Finance Strategy will provide support for community organizations working to achieve positive solutions to persistent social problems, including those facing vulnerable populations, such as Indigenous people, seniors, youth, immigrants, and women fleeing violence. Social innovation and social finance can help more people contribute to and share in the prosperity of their community and society.



approach, where governing bodies hold most of the responsibility.

While the Government of Canada is the primary lead on implementing the 2030 Agenda, all Canadians should work towards achieving the SDGs. The 2030 Agenda is Canada's agenda.

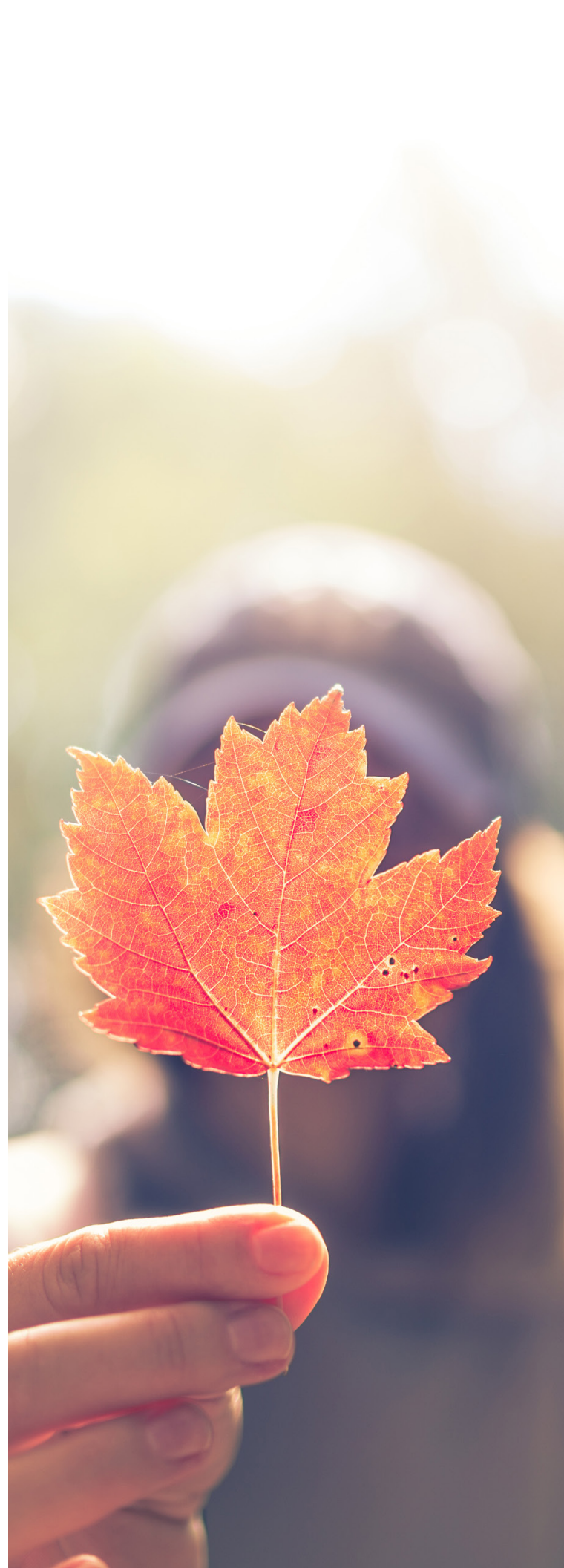
1. How can the Government of Canada show leadership on the SDGs? How can others [private sector, federal/provincial/territorial/municipal government, civil society]?
2. How can the Government of Canada support effective implementation of the SDGs? How can others [private sector, federal/provincial/territorial/municipal government, civil society]?
3. How can all Canadians be empowered to get involved in advancing the SDGs?
4. Who [private sector, federal/provincial/territorial/municipal government, civil society] do you want to see as leaders on the SDGs?
5. Should Canada play an international leadership role on advancing progress towards any specific SDGs? If so, which ones. If not, why?
6. Should Canada put more emphasis on international cooperation and collaboration in support of sustainable development?

---

#### 4. Accountability, Transparency & Reporting

The 2030 Agenda calls for follow-up and review processes that are open, inclusive, participatory and transparent for all people. These processes should support reporting by all relevant partners and stakeholders. At the national level, the 2030 Agenda calls on countries to conduct regular evaluations of their progress against the goals and targets, and incorporate input from all stakeholders. Canada supports this participatory approach. By promoting more open, inclusive and participatory decision-making, Canada is laying the foundation for successful implementation of the 2030 Agenda.

Monitoring progress through robust tracking and coordinating SDGs reporting will be critical to



Canada effectively implementing the 2030 Agenda and making progress on SDG goals. Countries are responsible for reporting their progress against SDG targets using both global and country specific indicators, as appropriate. Regular reporting on national SDG implementation is essential for Canada, and all countries to take ownership of the SDGs, and for governments to be accountable to their citizens.

Not only are accountability and transparency efforts, like open data, important for building trust and good government, it can also can inspire community-driven action and problem solving as well as encourage knowledge sharing, openness, and creativity. Reporting and sharing information and data intentionally and proactively enables more communicative, accessible, and engaged communities.

True accountability and transparency means collaboration with partners on developing inclusive, comparable, meaningful measures for reporting and tracking purposes.

1. What are the best tools for reporting to Canadians on Canada's progress against the SDGs?
2. How frequently should the National Strategy be reviewed and updated?
3. What accountability and transparency mechanisms could be built into Canada's reporting structure?
4. Who should report on Canada's progress on the SDGs [governments, civil society, private sector, academic institutions, etc]?
5. Should Canada report on more holistic and intersectional indicators of progress [happiness index, wellbeing index, etc]?
6. How should civil society feed results into the National Strategy?

## CANADA'S SDG DATA HUB

On May 16, 2018, the government launched the SDG Data Hub, a one-stop online resource with valuable statistics and metrics to track Canada's progress in achieving the 17 SDGs. It is an evergreen resource updated as new data and statistics become available, and will evolve as global indicators are further developed.

The SDG Data Hub provides access to comprehensive statistics and measures from Government of Canada departments, agencies, international organizations, industry and academia

## 5. Measuring Success & Canadian Indicator Framework

Good data provides a starting point, shows where progress is being made and outlines areas for improvement. Governments need data to make evidence-based decisions, and citizens need data to hold governments accountable.

To measure global progress on the SDGs, the United Nations Member States supported the creation of the Global Indicator Framework (GIF), a common framework that can be used by all countries working towards the SDGs. The GIF was collaboratively developed by an international working group, including Statistics Canada. It is the primary mechanism for monitoring global progress and will be used by Canada throughout our implementation of the 2030 Agenda.

The GIF is comprised of 169 measurable targets associated with each SDG. These targets break down the components of their SDG and translate them into smaller, measurable commitments. Each target has at least one indicator used to measure its progress under that target to determine if the SDG has been successfully achieved by 2030.





To support Canada's commitment to the 2030 Agenda, Statistics Canada leads the work to fulfill the mandate given to all national statistical offices by the United Nations General Assembly to coordinate and report on the global indicators.

The GIF, with its 169 targets and 232 indicators, is intended for the follow-up and review of the 2030 Agenda for all UN Member States. The targets and indicators are not necessarily applicable to all national contexts and many do not translate to the Canadian experience. For example, under SDG 3: Good Health and Well-Being, one global indicator tracks the prevalence of tropical diseases, an important challenge, but one that is not pertinent to the vast majority of Canadians.

To measure Canada's progress on the SDGs, relevant, reliable, timely and disaggregated data is essential. Developing a Canadian Indicator Framework (CIF) will allow the Government of Canada to track progress on work directly related to the Canadian reality. To measure Canada's progress towards the 17 SDGs, a set of nationally relevant, objective and comprehensive sustainability indicators will be specified through the CIF.

**Relevant:** The CIF needs to be relevant and reflective of Canadian realities.

**Objective:** The CIF has to specify clearly what is being measured. There must be a clear linkage among targets in national, sub-national and local levels and the indicators required to assess

progress against these targets.

**Comprehensive:** The CIF has to be comprehensive and inclusive with clear metrics reflecting outcomes for all segments of the population in Canada.

The disaggregation, or division into specific component parts, of data will reflect Canadian

diversity, allowing the CIF to measure how the SDGs are benefiting or falling short for specific populations, including women, Indigenous peoples, newcomers, persons with disabilities, seniors and members of the LGBTQ2 community, non binary individuals and youth. Setting targets and consistent linkage between targets and indicators will play a critical role in ensuring Canada has a strong indicator framework.

Canadian targets and indicators, including those related to clean growth, modern and resilient infrastructure, and building safe and healthy communities will also reflect a commitment to advance economic and social objectives without harming the environment.

1. The CIF needs to reflect relevant national, provincial, territorial and local contexts. What do you see as priority areas?
2. What specific kinds of targets should be reflected in the CIF?
3. How does the Government of Canada ensure new CIF indicators meet the needs of specific populations and ensure no one is left behind?
4. Is there additional disaggregation that could be used to inform the CIF [geographic, rural vs urban, sex, age, income]?
5. How can Canada ensure it is accurately measuring the impacts of the SDGs on historically marginalized communities [women, Indigenous peoples, newcomers, persons with disabilities, seniors, members of the and LGBTQ2 community, non-binary individuals and youth?

## 6. Awareness, Engagement & Partnerships

Many Canadians do not know about the 2030 Agenda or its SDGs – approximately 43% of Canadians have heard about the Agenda. In order to mobilize the country behind it, a massive awareness effort is needed.

Awareness, engagement and partnership at the national, sub-national and local level plays a large part in countries' success in mainstreaming and institutionalizing the SDGs into their national consciousness. For Canadians to support and mobilize around the global goals they must be well informed and actively involved. Without knowledge of the SDGs, how can anyone be expected to strive for them? As a result, communication and transparency will be crucial throughout the implementation process.

Canada has a long tradition of cooperation between governmental and non-governmental stakeholders. Achieving the 2030 Agenda will require Canada to strengthen this partnership. By working together and sharing their diverse experiences, Canadians are more likely to find solutions to common problems.

Raising public awareness of the existence of the SDGs and of what Canada is doing in response to the SDGs is important. Equally as important is the fact that the SDGs belong to everyone and that anyone can contribute towards their achievement.

1. What is your level of awareness or knowledge of the 2030 Agenda?
2. What types of communications initiatives and approaches should Canada use to build awareness around the SDGs?
3. What are the best methods to ensure on-going engagement on Canada's implementation of the 2030 Agenda with all of society?
4. How can Canadians most at risk of being left behind be included and engaged in all aspects of the implementation process?
5. What kind of partnerships, networks and events are needed to advance the 2030 Agenda? Are there any existing partnerships, networks and events that should be supported?
6. How can Canada engage youth on, and share with youth, the 2030 Agenda and its SDGs [integrated into educational activities programming, social media]?

## YOUTH AND THE 2030 AGENDA

Global achievement of the 2030 Agenda will have the greatest benefit for children and youth - they will inherit the world we leave them, and so our successful implementation will have the greatest effect on future generations.

Young people can be powerful in holding their governments accountable to their commitment to the 2030 Agenda by speaking publicly about their support for the SDGs, supporting business and organizations working to achieve the goals, and use their education and to take specific actions on the SDGs and share their knowledge with others.

Children and youth are agents of change, already taking action on the SDGs across the world, empowered through information, knowledge and awareness of sustainable development. They can invent, they can innovate and they can campaign for causes or to solve problems that they care about.

## 7. Indigenous Knowledge, Self-Determination & Reconciliation

Indigenous peoples' rights and well-being need to be addressed across all SDGs. The Government of Canada recognizes that all relations with Indigenous peoples need to be based on the recognition and implementation of their right to self-determination including the right of self-government. Indigenous peoples are in a unique position to inform and make powerful contributions to Canada's sustainable development efforts, including support for sustainable livelihoods; consumption patterns and practices; and, food security. Indigenous peoples' knowledge systems comprise distinct and diverse cultures, understanding and ways of relating to people and the environment.

There is a recognized need in Canada and internationally to better support, understand and strengthen the knowledge, technologies, practices, and efforts of Indigenous peoples addressing and responding to sustainable development.

The United Nations Local and Indigenous Knowledge Systems says that:

[Local and Indigenous knowledge] is integral to a cultural complex that also encompasses language, systems of classification, resource use practices, social interactions, ritual and spirituality. These **unique ways of knowing are important facets of the world's cultural diversity, and provide a foundation for locally-appropriate sustainable development.**

Harnessing Indigenous knowledge can strengthen Canadian and global efforts to ensure sustainable livelihoods, responsible consumption patterns and practices, and contribute to greater food security for all.

1. How can Canada's reconciliation process with Indigenous peoples inform the implementation of the 2030 Agenda and how can the 2030 Agenda support reconciliation?
2. How does Indigenous traditional knowledge contribute to Canada's understanding and achievement of the SDGs? How can it do more?
3. What are best practices when learning from or collecting Indigenous traditional knowledge and applying it in the context of sustainable development?

## RECONCILIATION WITH INDIGENOUS PEOPLES AND THE SDGS

For the Government of Canada, the realization of the 2030 Agenda for Sustainable Development cannot be achieved without collective action that recognizes and includes the diverse voices and participation of Indigenous peoples. There is significant alignment between the SDGs and the work of reconciliation—centered on closing socio-economic gaps between Indigenous people and non-Indigenous Canadians, advancing self-determination and improving relationships with Indigenous peoples.

The Government of Canada believes strongly that Indigenous peoples have the right to participate in the decisions that affect them at all levels: before, throughout and after the development and implementation of policies, programs and projects. That is why Canada advocates for meaningful inclusion and enhanced participation of Indigenous peoples in multilateral, regional and national organizations and processes. Canada recognizes that Indigenous peoples are important partners in international development efforts, including in the implementation of the 2030 Agenda.

4. Do SDGs and their targets adequately reflect and include Indigenous traditional knowledge, directly or indirectly? If not, where do you see the gaps?
5. How can Canada best partner with Indigenous peoples through the development of the National Strategy to strengthen the nation-to-nation relationship?

## 8. Communities, Municipalities & Cities

Localizing SDGs within communities, municipalities and cities is an essential part of leaving no one behind and crucial for Canada's implementation for the 2030 Agenda.

Communities are built of people who share common ideas, goals or enterprises, and can be as small as a household to as large as the global community. A community could be where people live; a shared culture or set of values; a profession; an interest or passion; or virtual. Diverse communities are crucial to driving progress towards achieving the SDGs.

Municipalities and cities are critical to realizing the 2030 Agenda and provide comprehensive and people-centred services that bridge silos, reach the most vulnerable – including people most at risk of being left behind– and contribute to the overall health and wellbeing of individual, families and communities. Local governments are in a unique position to identify and respond to their own sustainable development needs and are responsible for a wide range of services that directly impact the lives and livelihoods of people living in their communities. With the majority of the global population now living in cities, making cities inclusive, sustainable, resilient and safe is critical to achieving the SDGs.

Communities, municipalities and cities can become critically important leaders who bring a diverse wealth of knowledge to driving change locally and empower a global community where solutions span not just borders, but cultures, ethnicities, religions, politics, racial and economic backgrounds.

1. What are some of the biggest sustainable development challenges in your community? How is your community addressing these challenges?
2. How can the role of local communities, municipalities and cities in addressing sustainable development be increased?
3. What knowledge does your [local, regional, cultural, social, working, religious, secular] community have that could inform Canada's National Strategy?

## SMART CITIES CHALLENGE

Launched in the fall of 2017, the Smart Cities Challenge seeks to encourage all communities to become dynamic, forward thinking and innovative through the adoption of smart cities approaches. Delivering up to a total of \$225 million in prizes directly to communities over 10-years, the Smart Cities Challenge represents a change in the way the Government of Canada provides funding to its communities.

The Challenge asked communities across Canada to consult with their residents to determine how data and connected technologies could be levered to solve persistent social, economic, environmental or cultural problems and achieve meaningful and measurable positive outcomes.

Municipalities, local governments and Indigenous communities from across Canada proposed innovative ideas as diverse as the communities themselves; for example, targeted solutions in such areas as food security, energy and waste management and social services for seniors and youth, as well as tools to attract talent and spur entrepreneurship, improve transportation systems and emergency services and further the goals of reconciliation.

The Challenge is designed to promote economic growth and support the transition to a clean growth economy by increasing innovation capacity in communities, enhancing the effectiveness and efficiency of municipal services and encouraging the creation of productive partnerships across sectors.



## 9. Learning, Knowledge & Research

Ongoing learning, knowledge sharing and creative research are key to advancing our efforts to create resilient societies and transform the world. Learning, knowledge and research are powerful tools for discovery, innovation and progress, which can be channelled towards advancing all aspects of sustainable development (economic, social and environmental).

Lifelong learning and knowledge sharing can empower us to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity.

Vibrant and diverse networks of students, academics, scientists, researchers, think tanks, institutions of higher education, continuing education and educational associations are key for bringing about the transformative changes needed to achieve the 2030 Agenda. Collectively, their work is vital to achieving the SDGs as they make discoveries, generate new ideas and create solutions to the many global challenges.

Academic institutions play a unique role in accelerating SDG implementation because they are able to engage youth as a force for change and can help generate the knowledge, analysis and expertise needed to understand and implement the SDGs as a universal and interlinked agenda. They have a great impact in supporting SDG implementation by being conveners for multi-stakeholder engagement, informing policy makers through academic research, and developing sustainable solutions in broad collaboration with society.

Learning, knowledge and research allow Canadians to better understand the world and enable people to make informed decisions. Strong analysis of evidence-based research and a broader understanding of sustainable development will support effective decision-making and shape how Canada responds to the 2030 Agenda.

1. What are the opportunities to enhance learning and research around the SDGs?

### “ACADEMIC IMPACT” HUBS

On October 24, 2018 the UN identified 17 universities from around the world, to serve as ‘Academic Impact’ Hubs for each of the 17 SDGs based on their innovative approaches and expertise around a particular goal.

The University of Manitoba has been charged with promoting scholarship and best practices for SDG 6 – Clean Water and Sanitation. As the Academic Impact Hub for this SDG, the university is doing interdisciplinary research on water systems to help build sustainable, resilient communities locally in the province of Manitoba and in Canada. University researchers are examining three main areas related to water systems sustainability: economic, social or equity-based and environmental; each with unique perspectives, along with key overlaps.

Through its Centre for Human Rights Research, the university is carrying out projects on clean water and water and sanitation security considering the needs of the Indigenous peoples of Canada with the active participation of those communities.

2. What tools or mechanisms can be used to share knowledge and best practices around the SDGs?
3. Who should take a leadership role in supporting and advancing learning and research towards sustainable development solutions?

## 10. Innovation, Business & Investment

The scale and ambition of the 2030 Agenda requires new approaches to sustainable development that are socially inclusive, fiscally responsible and environmentally conscious. Partnerships play a key role in advancing these approaches and can gather the knowledge, expertise, technology and capital necessary to support the creation of unique solutions to our societies' most pressing challenges and the achievement of the SDGs in all countries.

Innovation, business and investment are all important to successfully implement the 2030 Agenda. Every SDG is interconnected. The 2030 Agenda tackles complex, multi-dimensional problems, ones that requires bringing diverse actors together to identify and test new solutions.

**Innovation:** Innovation for sustainable development is about identifying new and more effective solutions to sustainable development challenges and can take many forms including technological, scientific, social and civil. An innovative Canada will be more productive, resilient, and adaptable to change and better able to support higher living standards for all Canadians. Strengthening our capacity for innovation around the SDGs is a fundamental part of ensuring the benefits of growth can be experienced by all.

**Business:** The private sector can play a key role in developing cutting-edge innovation, and supporting job creation and economic growth. The private sector can provide new solutions for sustainable development and be at the forefront of technology development that meet the infrastructure and energy demands of Canada. Their involvement will be key to implementing the 2030 Agenda.

**Investment:** The UN estimates that USD 5-7 trillion is needed annually to achieve the 2030 Agenda around the globe. It is therefore essential that investors, big and small, go beyond acknowledging and aligning with the SDGs and move to raising and directing new capital towards supporting environmental, social and economic sustainability practices.

We cannot know what the economic, social and environmental landscape of Canada will be in 2030, but the SDGs provide a visionary framework to proactively address and solve the challenges to come. An enabling environment for sustainable development requires the engagement of all stakeholders. All are uniquely able to build sustainable and resilient societies and are essential to the achievement of the SDGs.

1. How can Canada show leadership in innovation, business and investment to advance the SDGs?
2. In which areas should Canada invest more resources?
3. How can partnerships with the private sector be developed to foster innovation?
4. How can business and the private sector be encouraged to invest in opportunities that support progress to advance the SDGs?
5. What support do businesses and the private sector need to further align their Sustainability and Corporate Social Responsibility (CSR) strategies with the SDGs?
6. When making decisions about purchases or investments do you consider environmental, social or economic sustainability practices? Which practices do you usually consider?

# MOVING FORWARD TOGETHER

Canada strongly supports the 2030 Agenda, and is committed to working with national and international partners to build a more peaceful, inclusive and prosperous world that leaves no one behind.

It is not an overstatement to say that the 2030 Agenda brings both enormous opportunities and immense challenges for Canada and countries around the world. While the SDGs reflect a global consensus on “the future we want”, success is dependant on the ability to work together, inspire action and meet Canada’s commitment to leave no one behind throughout the implementation of the 2030 Agenda.

We hope that you will work with us as we strive to achieve these ambitious goals for the benefit of all Canadians.

## STAY CONNECTED

The 2030 Agenda in Canada  
Sustainable Development Goals Unit,  
Government of Canada

**Programme2030-2030Agenda@canada.gc.ca**  
**canada2030agenda.ca**



## Notes