



Proposal for Emoji: Sustainable Development Goals

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Date: September 17, 2023

1. Identification

- A. Sustainable Development Goals
- B. sustainable development; global goals; sdg wheel; global development; sdgs; sdg; sustainability goals; wheel

2. Images

- A. Please see attached the images below in a ZIP file.

Size 750 x 750 px



Size 72 x 72 px



Size 18 x 18 px



B. License

Link for license to use the SDG wheel:

https://www.un.org/sustainabledevelopment/wp-content/uploads/2019/01/SDG_Guidelines_AUG_2019_Final.pdf

3. Category

- A. Category: other-symbol
- B. after  recycling symbol



Selection Factors

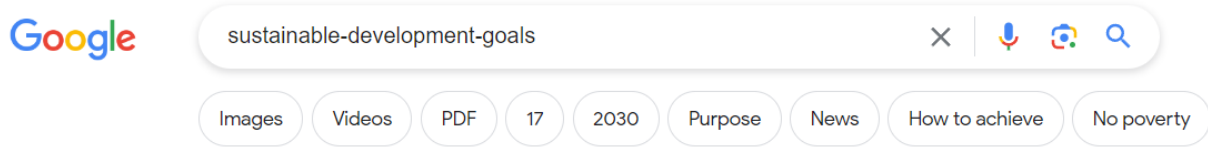
A. Compatibility

N/A

B. Usage level

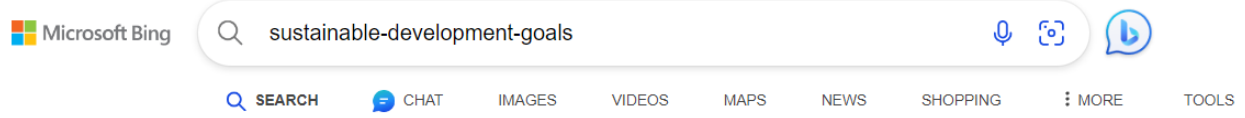
- Frequency.

- B.1.a Google Search



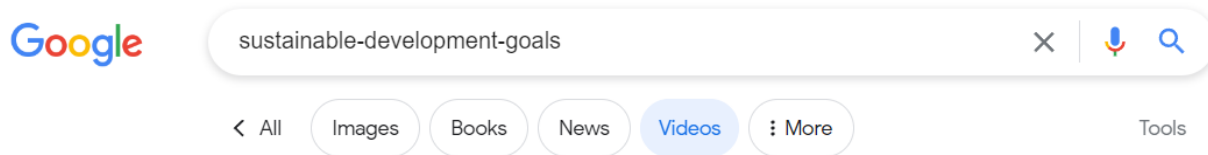
About 640,000,000 results (0.42 seconds)

- B.1.b Bing Search



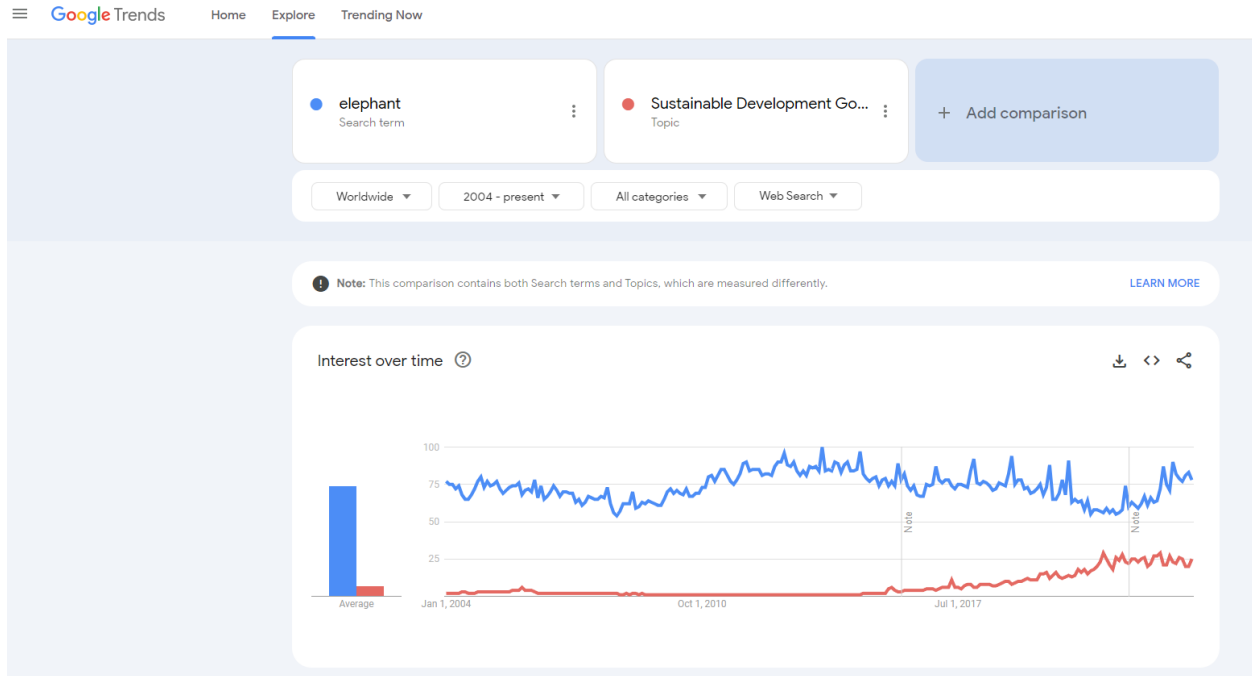
About 8,490,000 results

- B.1.c Google Video Search

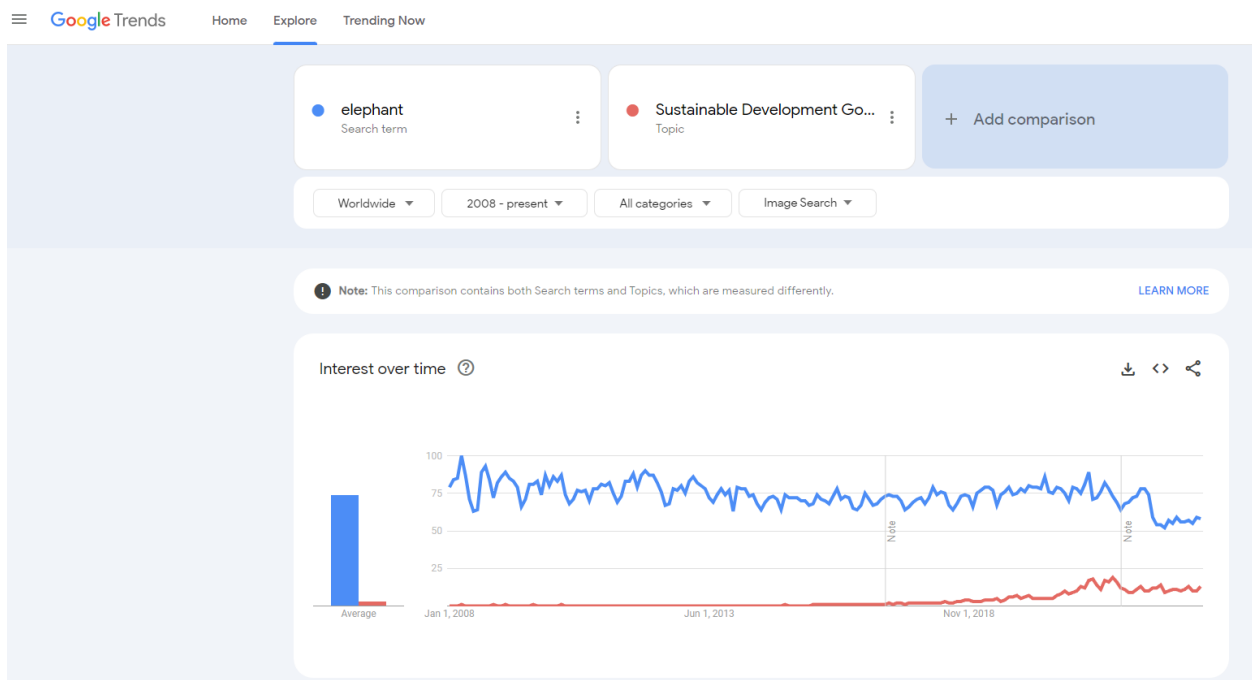


About 8,640,000 results (0.30 seconds)

- B.1.d Google Trends: Web Search



▪ B.1.e Google Trends: Image Search



○ Multiple usages.

Yes, there are multiple uses for the SDG wheel. It can be applied to corporate social responsibility, sustainability, global development, policy, human rights, social cause, color wheel, caring for the world, goals, ambition, climate action, ending poverty, and social inclusion, among others.



o Use in sequences.

The emoji can be used in over 17 sequences to represent many of the goals and in general sustainability and social impact. Please see the following below:

- | | | |
|---------------------------------|--|--|
| 1. No Poverty | 8. Decent Work and Economic Growth | 14. Life Below Water |
| 2. Zero Hunger | 9. Industry, Innovation, and Infrastructure | 15. Life on Land |
| 3. Good Health and Wellbeing | 10. Reduced Inequalities | 16. Peace, Justice, and Strong Institutions |
| 4. Quality Education | 11. Sustainable Cities and Communities | 17. Partnerships for the Goals |
| 5. Gender Equality | 12. Responsible Consumption and Production | |
| 6. Clean Water and Sanitation | 13. Climate Action | |
| 7. Affordable and Clean Energy | | |

Sustainability:

Social impact:

Global development:

US SDG policy:

United Nations SDGs:

C. Breaking new ground.

Yes, the SDG emoji represents a unique and new concept because there is no concept that distinctly represents sustainability or social impact let alone the goals it represents such as no poverty, reduced inequalities, and climate action. The SDGs are for everyone, even though they come from the United Nations, so they are not exclusive to only being used by the United Nations.

D. Distinctiveness

The SDG wheel is a visually iconic entity for the United Nations Sustainable Development Agenda, which is a general framework adopted by all 193 member states (countries from all over the world) of the United Nations General Assembly to improve the quality of life for people and the planet. The “SDG” in the SDG wheel represents the acronym for the Sustainable Development Goals as well as each of the 17 goals the color wheel represents. The color wheel is applied as a paradigm for what all the goals represent (please refer to the link here for each of the specific goals: <https://sdgs.un.org/goals>), sustainability, sustainable development, sustainability advocacy, sustainable development policy, and even more broadly for social impact, United Nations-related work, corporate social responsibility, and ESG, or Environment, Social, Governance. Millions of businesses, nonprofits, governments, and networks use the SDGs to represent their commitment to the icon’s message.

E. Completeness
N/A