

# Switzerland: Taking Action for Sustainable Development



A traveller in Zürich turns the SDG Wheel of Fortune. © UN Geneva/Emmanuel Hungrecker

## ***What are the bold actions being taken by the UN and the private sector to achieve the Sustainable Development Goals?***

Creating awareness of the Sustainable Development Goals (SDGs) among community members, government and other stakeholders are needed to improve and sustain interactions between government and the people towards achieving the Goals.

In Switzerland, the United Nations Office at Geneva (UNOG) launched the [#YouNeedToKnow campaign](#), which aims to raise awareness about the importance of the SDGs. It is an initiative of the Perception Change Project, led by the Office of the Director-General at UNOG, in partnership

with Dufry, a global retailer with shops in over sixty countries and a combined yearly traffic in their shops of 2.3 billion people.

The campaign was launched in November 2016 in cooperation with the Geneva Airport, where an average of 1.5 million passengers pass through every month. Campaign visuals were featured prominently in the baggage claim area, at the duty free shop and on video screens throughout the Geneva Airport, sending a message to travellers that the SDGs are in everyone's interest. Furthermore, three light projections with the SDG icons and campaign graphics also

”

*Bringing the Goals to passengers from all around the world is a great opportunity to remind them that, to achieve the Global Goals, we will need the highest-level political commitment, the collective effort of all people, and the engagement of all actors, at all levels, including the private sector.*

**Michael Møller**  
Director-General  
UN Office at Geneva

”

*As the leading retailer in airports across the world, Dufry stands at the heart of global connectivity. We are delighted to collaborate with the UN and the international community in their ambition to bring 2 billion people to know about the 17 key objectives in the quest to ensure a sustainable future for all.*

**Julian Diaz**  
Chief Executive Officer  
Dufry



**SUSTAINABLE DEVELOPMENT GOALS**  
17 GOALS TO TRANSFORM OUR WORLD

[un.org/sustainabledevelopment](https://un.org/sustainabledevelopment)

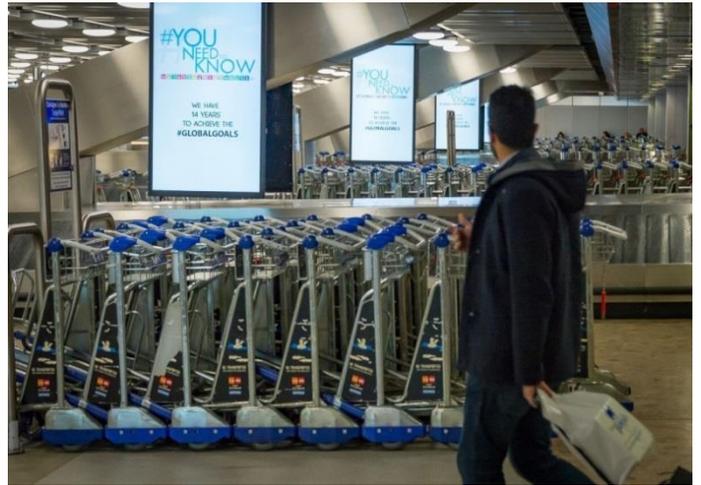
GlobalGoalsUN

GlobalGoalsUN

# Switzerland: Taking Action for Sustainable Development



#YouNeedToKnow campaign in Dufry. © UN Geneva/Matija Potocnik



A traveller reading the message of the campaign. © UN Geneva/Matija Potocnik

drew public attention as part of Geneva Lux festival in December 2016-January 2017.

Subsequently, the campaign was implemented during the busy pre-Christmas period at the Heathrow Airport in London, UK, running short video clips on LED wall screens at all terminals.

Adding an interaction with an SDG Wheel of Fortune for the travellers, the campaign was further expanded to the Zürich Airport with 2 million passengers per month, in time to welcome people attending the World Economic Forum in Davos in January 2017.

Attractive SDG visuals and interactive games in the areas where they have to spend hours was an effective way of reaching out to passengers.

The Perception Change Project team is working on producing learning and interactive tools, such as the Wheel of Fortune and a brochure describing the Goals in simple terms and actions that people can take to help achieve the SDGs.

Given the success of the initial run in the three aforementioned airports, the UNOG and Dufry have agreed to expand the campaign in Dufry shops worldwide, targeting major UN and international conferences.

## ***Why do the above actions matter to people?***

While many people value the importance of quality education, clean environment and water, good health, decent work and affordable energy, they still do not know about the SDGs. This

campaign allows the general public to learn about the SDGs through issues that individuals care about, and catalyses to change their attitude towards a more sustainable lifestyle.

## ***What SDGs have been particularly advanced?***

The campaign raises awareness on all 17 Goals.



**SUSTAINABLE DEVELOPMENT GOALS**  
17 GOALS TO TRANSFORM OUR WORLD

[un.org/sustainabledevelopment](https://un.org/sustainabledevelopment)

GlobalGoalsUN

GlobalGoalsUN