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Igniting SDG sparks - Norway

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A photograph of a woman with short blonde hair, wearing a dark blue jacket, standing on a balcony. She is looking towards the camera with a slight smile. Behind her is a scenic view of a city nestled between mountains, with lights from buildings and boats visible against a cloudy sky.

The Challenge: Increased Awareness of the SDGs

The Target: From 35 % to 60 %

The Target group: The Entire Population of Norway

Communications Concept

Target: The SDGs must be lifted from closed meetings and presented to the people.

Target Group: The Norwegian Population.

Strategic Partnerships: Early anchoring with local stakeholders

- The Norwegian Trekking Association (DNT)
- The Municipality/City
- Local Businesses
- Schools
- The University & Students



Key Takeaway No 1

Find Partners that Compliment you



Key Takeaway No 2

Give People a
Happening





Key Takeaway No 3

Provide “Instamoments”







The Pandemic happened - what to do?





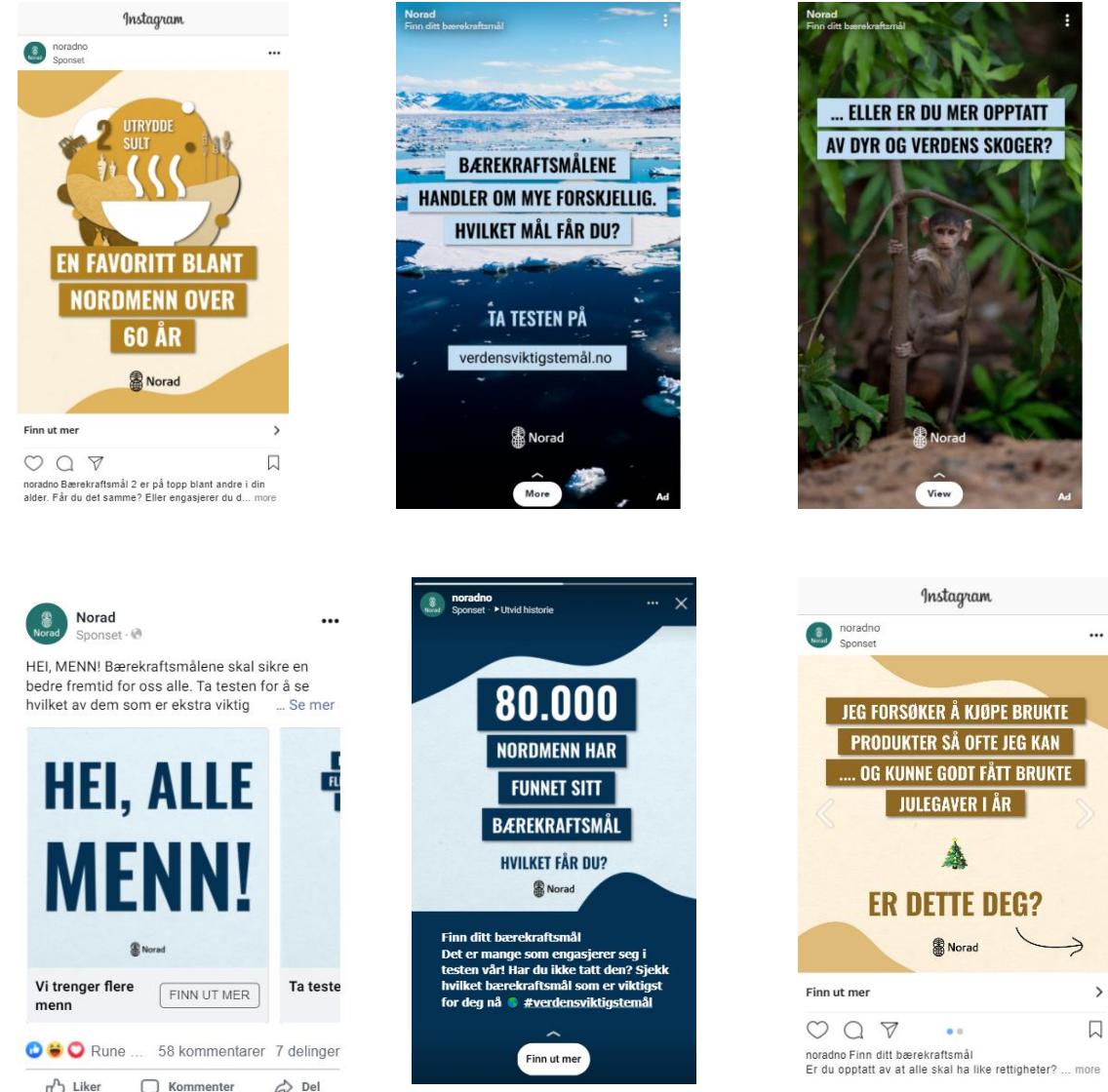
Key Takeaway No 4

Make it Personal



Key Takeaway No 5

Use Social Proofing





THE FOOD EFFECT



Key Takeaway No 6

Communicate through
Others



2016

35%



2021

72%



Norad

Thank you!

Twitter: @MarteLid

LinkedIn: Marte Lid

Links:

<https://www.norad.no/thefoodeffect>

<https://www.verdensviktigstemaal.no/>

<https://youtu.be/dtyxycLBWYs>

