



Localizing the SDGs through multi-stakeholder partnerships

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Title of the Initiative	Localizing the SDGs through multi-stakeholder partnerships
Status	Application
Year Submitted	2018
Organization	City of Utrecht
Geographic Region	Western Europe and Others
Country/Region	Netherlands
Name of City/Local Authority	Utrecht
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Website of the City/Local Authority	https://www.utrecht.nl/city-of-utrecht/international-relations/
Website of the Initiative	https://www.utrecht4globalgoals.nl/
How did you learn of the Guangzhou Award?	<ul style="list-style-type: none"> Guangzhou Award Website Email Invitation Participating in the previous Guangzhou Award International Conferences Sister Cities Consulates in Guangzhou UCLG Metropolis

	Media Reports Others:
Abstract of the Initiative	When the Sustainable Development Goals (hereafter SDGs) were initiated, Utrecht City Council confirmed its commitment by declaring Utrecht a "Global Goals City." Facing growing urbanisation and sustainability challenges, Utrecht municipality views the SDGs as an opportunity to guide its mission to achieve healthy urban living for everyone. The approach to localize the SDGs focuses on two areas: Activating and cooperating with local stakeholders, and connecting local initiatives and expertise with international developments. To boost local SDG action and reach a broader audience, Utrecht municipality cooperates with the local foundation Utrecht4GlobalGoals. To stimulate responsible business conduct and investments to accelerate SDG achievements, the municipality partners with local businesses. Together, these public and private partners aim to reach the 350.000 citizens of Utrecht and inspire and facilitate them to take local and global action for the SDGs. Furthermore, Utrecht municipality is developing local SDG indicators to measure and track its own SDG performance. While the motto of "think global, act local" clearly applies to Utrecht's SDG approach, it also makes sense to "think local, act global." Utrecht sees its role, and that of other cities, as building the bridges that enable two-way traffic between local and international action on the SDGs. Only by supporting other cities and regions in their efforts to achieve the goals, especially those with fewer resources, will the SDGs be achievable on a global scale.

Application of this registration

[Update](#)

A. Profile of the Initiative

Geographic Region	Western Europe and Others
Name of CountryTerritory	Netherlands
Name of City/Local Authority	Utrecht
Organization	City of Utrecht
Title, name and position of person(s) submitting	
1. Dr. Marthe van LaarhovenInternational Affairs Advisor	
Basic City Data	
Population Size: 347,574	
Population Growth Rate(%): 19.00	
Surface Area (km ²): 99	
Population Density (people/km ²): 3,644	
GDP Per Capita (U.S.\$): 43,747	
GINI Index: 0.297	
URL/Webpage of Your City:	
URL/Webpage of the Initiative: https://www.utrecht4globalgoals.nl/	
Main source of prosperity (e.g. industry, trade, tourism, creative industry, etc.) :	

B. Title and Abstract

For a large integrated initiative, please consider submitting up to three initiatives under the same title. For example, you may wish to submit under "Low-Carbon Urban Development for My City" an initiative on public transport, an initiative on energy efficiency in buildings, and an initiative on use of renewable energy.

Title or Tagline of the Initiative	Localizing the SDGs through multi-stakeholder partnerships
Sub-title	

Start date of the initiative	2016-01-01
Tentative End Date of the Initiative (if not yet completed)	2030-12-31
Thematic Areas	<p>Social</p> <p>Economic</p> <p>Environmental</p> <p>Governance/Management</p> <p>Technology</p> <p>Others:</p>

Abstract/Short description of the innovative initiative being submitted for Award.(150 words max)

When the Sustainable Development Goals (hereafter SDGs) were initiated, Utrecht City Council confirmed its commitment by declaring Utrecht a “Global Goals City.” Facing growing urbanisation and sustainability challenges, Utrecht municipality views the SDGs as an opportunity to guide its mission to achieve healthy urban living for everyone. The approach to localize the SDGs focuses on two areas: Activating and cooperating with local stakeholders, and connecting local initiatives and expertise with international developments.

To boost local SDG action and reach a broader audience, Utrecht municipality cooperates with the local foundation Utrecht4GlobalGoals. To stimulate responsible business conduct and investments to accelerate SDG achievements, the municipality partners with local businesses. Together, these public and private partners aim to reach the 350.000 citizens of Utrecht and inspire and facilitate them to take local and global action for the SDGs. Furthermore, Utrecht municipality is developing local SDG indicators to measure and track its own SDG performance.

While the motto of “think global, act local” clearly applies to Utrecht’s SDG approach, it also makes sense to “think local, act global.” Utrecht sees its role, and that of other cities, as building the bridges that enable two-way traffic between local and international action on the SDGs. Only by supporting other cities and regions in their efforts to achieve the goals, especially those with fewer resources, will the SDGs be achievable on a global scale.

C. Background Information

Describe the legislative or policy framework under which the initiative is taking place, for example, a public policy document at the central or local government level, a policy statement, a covenant, a compact or internationally recognized agreement including, for example, the Sustainable Development Goals, and/or the New Urban Agenda

Utrecht City Council confirmed its commitment to the new set of 17 Global Goals in 2016, by declaring Utrecht a “Global Goals City.” Rather than creating a top-down policy, the aim was to provide a framework of action, whereby the municipality facilitates local and global public-private partnerships for the SDGs, and cooperates with local businesses, knowledge institutions, and citizens. Simultaneously, the municipality takes its responsibility by measuring the impact of local policies on the SDGs. The City Council approved a work plan with concrete actions and results that will be evaluated and renewed every three years.

D. Summary of the Origins of the Initiative

Describe what sparked the initiative and how the initiative came about and what challenges or issues of sustainable development it is meant to address using the following lead questions as your guide (350 words max)

1. Describe briefly the reason(s) for undertaking the initiative including social, economic, political or cultural challenge (s) or issues confronting the city/region/community. Include where relevant number of people, enterprises or institutions affected.

In the City of Utrecht, growing urbanisation and traffic flows will make it a challenge – now and in the future, and for all its 350.000 inhabitants – to keep the city as healthy as possible. It is the ambition of Utrecht municipality to develop a model for ‘healthy urban living for everyone’; a city in which health is central in everything we do, where healthy citizens live in a healthy environment and work in a healthy economy. This requires an integrated, interdisciplinary and multi-stakeholder approach. That is why Utrecht has adopted the SDGs as a framework to orient the city’s development. The global outlook of the SDGs allows the municipality to connect its local development strategy to international sustainability standards.

2. Describe the goals of the initiative in terms of desired change or outcome and timeframe for achieving the change or outcome (for example, change in policy, strategy, business model, technology, means of implementation, financing arrangements, human development and empowerment, measuring and evaluating progress and impact, etc.).

Within the Utrecht Global Goals City framework (applicable until 2030), the municipality localizes the SDGs, together with citizens, the private sector and knowledge institutions, by:

- Facilitating a local campaign to raise awareness and stimulate local SDG action;
- Creating and supporting coalitions with local stakeholders, to address international sustainable development challenges.

The first actions under this framework are summarized in a three-year plan (2017 – 2019):

- Organise and support a local awareness-raising campaign together with Utrecht4GlobalGoals;
- Stimulate businesses to co-develop local and international SDG strategies and activities;
- Facilitate a local network to exchange knowledge and to communicate about sustainability initiatives in relation to the SDGs
- Build a public-private partnership to make an international contribution to SDG 11 in Uganda
- Develop local SDG indicators to align municipal policies with the SDGs

3. Describe whether the innovation involves any partnership (public-public, public-private, public-community, etc.) and if yes, who is or was the leading partner(s), the role they each played and whether other parties have benefited or are benefiting from your innovation and how?

The Millennium Goals campaign had been fuelled by strong civil society involvement and the municipality was keen to build on this legacy when transitioning to the SDGs. Existing civil society organisations joined forced to create Utrecht4GlobalGoals, as the new foundation leading local cooperation on the SDGs.

Besides this, Utrecht municipality and Utrecht4GlobalGoals are looking for opportunities to partner with local businesses connecting their products and services with the SDGs and complementing their expertise to form public-private partnerships contributing to the SDGs globally.

4. Describe the resources used for implementing the initiative, including funding/financing strategy or arrangements and any significant contributions that are not in cash, for example, in human, technical or managerial resources.

Utrecht4GlobalGoals annually receives 80.000 euro from the municipality. This is included in the annual 283.000 euro municipal budget for the SDG approach, with 1.8 FTE committed. On top of private investments, Utrecht municipality and its consortium received a 300.000 euro grant from the Netherlands Enterprise Agency, for the SDG 11 project in Uganda. The municipality is currently exploring European funding possibilities to boost the local SDG indicators research.

E. Summary of the Innovative Aspect(s) of the Initiative

Describe the innovation for the initiative using the following lead questions as a guide. (350 words max)

1. Describe whether the initiative should be considered evolutionary or revolutionary. Evolutionary would imply that innovation evolved over time based on lessons learned from experience and that the changes or outcomes are cumulative. Revolutionary would imply something quite new or something that has been borrowed from elsewhere but never been tried before in the sector or context in question and therefore bears a certain degree of risk. If it's borrowed from elsewhere, describe what the linkage with the other preceding experiences is.

For the past years, Utrecht municipality and Utrecht4GlobalGoals continuously adapted the strategy to localise the SDGs. The underlying policy document 'Utrecht Global Goals City' deliberately allows experiments. This proved vital to translate a global framework to a particular local context. It takes time and exercise to bridge existing sustainability initiatives and siloed municipal departments under the SDG umbrella.

The lessons learned have cumulated into new and unexpected local stakeholders joining the Utrecht4GlobalGoals movement. For example, a multi-stakeholder coalition of Utrecht municipality, local businesses and Utrecht4GlobalGoals are bringing the international Climate Planet to Utrecht. Within this 20 meter high globe, a 360 degree film shows the urgency of climate change and provides inspiration for a sustainable future. The fact that local stakeholders, supported by the municipality, take the lead and share the financial risk, creates high involvement and responsibility to guarantee the impact of the event. The total cost of the event is over 750.000 euros and the aim is to attract 50.000 visitors.

2. Describe where the innovation is being applied, for example, in policy or strategy; planning, design and implementation; business model or financing arrangement; tools and technology; governance and administration; etc.

Within the municipality, the aim is to align local policies and strategies with the SDGs. By connecting the SDG targets to existing local indicators and municipal data, transversal policymaking is encouraged and the municipality becomes aware of its global footprint.

Externally, new forms of cooperation between local government, knowledge institutions, civil society and the private sector accelerate SDG actions that contribute to local and global sustainable development. Encouraged by and in partnership with the municipality, local businesses and entrepreneurs use local

expertise and skills to work on sustainable development elsewhere in the world, thereby simultaneously stimulating CSR and creating new, sustainable, business opportunities.

3. Describe whether there was or are any obstacles or resistance to the innovation and if so, how were/are they being overcome.

Bridging the interests of local stakeholders and securing financial commitment to establish effective partnerships proved challenging. This is illustrated by the difficulty to find the first stakeholder willing to invest in the Climate Planet. Eventually, a successful crowd funding campaign, initiated by Utrecht4GlobalGoals, took away the hesitation and convinced public and private stakeholders to commit to the financial risk together. Second, the siloed structure of Utrecht municipality does not allow for immediate acceptance and integration of the transversal SDGs. Section F describes how this obstacle is being overcome with help of a local SDG data dashboard.

F. Summary of the Desired Change or Outcome and how it is being Measured

Describe how the initiative, and in particular the innovation, is or will be making a qualitative and/or quantitative change and how that change or outcome is being measured. (350 words max)

1. What change(s) or outcome(s) have you already achieved or hope to achieve? Please describe the nature of the change(s) or outcome(s) in, for example, improved quality of life; new levels of social, economic or environmental sustainability, including new attitudes and behavior; improved efficiency, effectiveness, accountability or transparency, etc. Please describe the scale of the change, for example, primarily local, regional, national or global and where possible, please quantify the change(s) or outcome(s) being achieved.

In 2017, a citizens survey showed that 28% of Utrecht citizens already know the SDGs. The goal is to reach 30% in 2019, leading up to 75% in 2030. It is expected that increased citizen's awareness will compel local businesses to join in SDG actions because they want to speak to their customers values.

Localizing the SDGs is expected to boost transversal policy-making to better tackle sustainability issues. An already successful example is the new, upcoming socially responsible purchasing policy. Using the SDGs as point of departure, it applies the people, planet, prosperity pillars of sustainable development to guide the government's procurement and purchasing practices. Thereby combining the previously separated social and environmental dimensions of procurement policy.

2. What indicators or metrics are you using to assess the change? Describe who is doing the measuring, and who is using the measurements and how.

To map and track the municipality's own SDG performance, the departments of international affairs and research started developing local SDG indicators. To show the connection between the SDGs and local policies, existing local indicators were linked to the SDG targets and UN indicator framework. By rearranging existing data, about i.e. public health and energy, according to the SDGs, municipal departments are stimulated to recognise the interconnections and consider the broader impact of local policies.

3. Describe any specific tools or methods that were developed or applied to improve the chances to attain the desired outcome or change, for example, new working methods, new data and information, new incentives or disincentives, new means of communication and knowledge, new technology, etc.

A data dashboard was developed to present local SDG data in a user-friendly way. This tool can combine multiple data sources, visualise it, and allows users to customise it to meet their specific needs. These characteristics make it suitable to measure the SDGs, because it encourages the user to discover connections between siloed policy data, which stimulates transversal policy-making. The goal is to develop a participatory data tool. Local stakeholders can complement the quantitative municipal data with qualitative case studies of local SDG projects. These are already being collected by Utrecht4GlobalGoals in an online platform. Besides showcasing and awarding good practices with SDG awards, it increases visibility of the SDGs and inspires others to contribute as well.

4. How does the initiative and its intended changes or outcomes contribute to a new image or reputation for your city or community?

By putting the mission 'healthy urban living for everyone' at the heart of localizing the SDGs, Utrecht is increasingly being recognised, as a city that respects the people, planet, prosperity pillars of sustainable development. Utrecht's SDG approach was mentioned as a best practice in the Dutch voluntary national review on the SDGs to the UN, and in the UCLG report to the UN High Level Political Forum in 2018, where Mayor Jan van Zanen presented examples.

G. Describe what you think other cities can learn from our initiative and what your city/community is prepared to do to further that learning.

Utrecht and other cities are uniquely positioned to be leaders, catalysts, educators, facilitators, implementers, and patrons of the SDGs because they are the common link connecting so many of the other key players in this story. They are responsible for the health and opportunities of their residents and businesses, and at the same time, they engage with national and international entities to shape policies, fund projects and programmes, and create norms, all of which can be leveraged to support the SDGs. Utrecht takes this responsibility seriously and invites any entities or individuals working to advance the SDGs to be in touch about collaborating.

All the products and services it has developed or co-created, such as the local SDG data dashboard and the Utrecht4GlobalGoals communication campaign, can be copied or applied by other cities, anywhere in the world. Only by supporting other cities and regions in their efforts to achieve the goals, especially those with fewer resources, will the SDGs be achievable on a global scale. Utrecht is already sharing its experiences and cooperating with a coalition of Dutch SDG municipalities, and an informal network of European SDG cities.

H. Relevance of the Initiative to the 2030 Agenda for Sustainable Development, Commonly Referred to as the "Sustainable Development Goals" and to the New Urban Agenda.

Please tick the most appropriate boxes and provide a brief description of the relevance of your initiative in relation to the relevant goal(s). Please also refer to the complete text of the Sustainable Development Goals at: www.un.org/sustainabledevelopment/sustainable-development-goals/. Regarding the New Urban Agenda please refer to the Action Framework for Implementing the New Urban Agenda at: www.unhabitat.org and <http://nua.unhabitat.org/AFINUA19thApr.pdf>

- Goal 1: End poverty in all of its forms
- Goal 2: End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- Goal 3: Ensure healthy lives and promote well-being for all ages
- Goal 4: Ensure inclusive and equitable education and promote life-long learning opportunities for all
- Goal 5: Achieve gender equality and empower all women and girls
- Goal 6: Ensure availability and sustainable management of water and sanitation for all
- Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all
- Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- Goal 10: Reduce inequality within and among countries
- Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable

The relevant targets in the case of Goal 11:

- Target 1: Access for all to adequate, safe and affordable housing and basic services and upgrade slums
- Target 2: Access to safe, affordable, accessible and sustainable transport systems for all
- Target 3: Participatory, integrated and sustainable human settlement planning and management
- Target 4: Safeguard cultural and natural heritage
- Target 5: Reduce deaths and number of people affected by disasters with particular focus on the poor and people in vulnerable situations
- Target 6: Improve air quality and manage municipal and other wastes
- Target 7: Universal access to safe, inclusive and accessible green and public spaces, in particular of women, children older persons and persons with disabilities

<p>Target 8: Support positive economic, social and environmental links between urban, peri-urban and rural areas</p> <p>Target 9: Improving resource efficiency, mitigation and adaptation to climate change, resilience to disasters and implement holistic disaster risk management</p> <p>Target 10: Support least developed countries in building sustainable and resilient buildings utilizing local materials</p> <p>Goal 12: Ensure sustainable consumption and production patterns</p> <p>Goal 13: Take urgent action to combat climate change and its impacts</p> <p>Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p> <p>Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p> <p>Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions for all</p> <p>Goal 17: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development</p>

I. Descriptive Materials in Annex to the Document

<p>These are materials destined to allow members of the Technical Committee and the Jury to have a better understanding of the context of your initiative which is a very important consideration. Please do not exceed the specifications below; anything that exceeds these specifications may not be availed to the Technical Committee or the Jury. Please provide, where possible and relevant, the following:</p>
<ul style="list-style-type: none"> ◆ Up to 5 press clippings or copies of covers and tables of content of reports published on the initiative.
<ul style="list-style-type: none"> ◆ Up to 5 photos (with titles) that best illustrate the initiative (.jpeg at 300 dpi, 2000 x 2000 px max).
<ul style="list-style-type: none"> ◆ Up to 5 graphics that best illustrate the initiative (300 dpi). These graphics could illustrate for example, trends, ratios or percentages; tools or technologies; etc.
<ul style="list-style-type: none"> ◆ 1 map that best illustrates the physical context of the initiative (300 dpi)
<ul style="list-style-type: none"> ◆ 1 chart that best illustrates the initiative (300 dpi)
<ul style="list-style-type: none"> ◆ 1 technical drawing (300 dpi)

J. Additional material

Any additional material such as videos should be submitted on a DVD/CD or by email to the Secretariat at info@guangzhouaward.org.

Note: Any additional material should be submitted to the Secretariat via email or mailing.

The Guangzhou Award Secretariat

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