



MY 360°

MY WORLD 360°

EMPOWERING THE NEXT GENERATION OF SDG JOURNALISTS

What is the MY World Global Citizen Survey?

[MY World](#) is a global citizen survey to bring people's voices into official debates about the Sustainable Development Goals (SDGs). Never have so many people from all over the world been asked to mobilize and take action to make a promise come true.

The objective of MY World is to hold governments and institutions accountable and make sure every person has their say on SDG achievement. MY World asks citizens whether they are aware of the **SDGs**, it allows citizens to focus on 6 of the 17 goals that are of most immediate concern to them and to evaluate if the situation of these has got better, stayed the same or got worse over the past months.

MY World is a tool to make people's voices heard and show how these goals are relevant to their lives, bringing attention to what needs to be changed, transformed, achieved in people's perception.

Through storytelling and innovative communication programs, we are capturing the sentiment and personal views of individuals around the world, especially focusing on the most vulnerable, and shedding a light on people's realities and stories of action that can challenge and create a positive impact.

MY World is led by the United Nations SDG Action Campaign and shared by global, national and local partners around the world. The results and stories are used to support governments to make decisions informed by this collective voice and to maintain ongoing dialogue with the public regarding progress. The series are shared in local and global digital campaign, and the content is exhibited across the world.

From now until 2030, we want as many people in as many countries as possible to be involved in MY World. We want to encourage people to share how the SDGs are linked to their lives and whether they feel that progress has been made in achieving them. Together with our partners, we aim to mobilise millions of



citizens, institutions and organisations across the globe to raise their voices. This is history in the making!
Learn More: about.myworld2030.org

Talk to Your Community

How are the SDGs important for me and the people around me?

This is a big question! Start by exploring the [Sustainable Development Goals](#) and how they are relevant to you and your community. MY World can be used as a tool to start the conversation and ask yourself and the people around you what stories need to be told. Get started:

- **Step One: Register as a Partner**

As a partner you can choose a unique Partner Identification name (ID) which will be linked to each response you collect, as a way to keep track of the responses you have collected and what your survey participants responded. Once you have collected at least 50 responses under your partner ID, these will be visible in the global results platform. (see data.myworld2030.org – partner tab).

Registering is quick and easy, by filling out the registration form at <https://myworld2030.org/register/>

Here are some useful facts to help you through the registration process: [FAQs](#)

- **Step Two: Collect the responses**

We have a number of toolkits ready to get you started: [GET STARTED TOOLKIT](#)

When making the plan, consider your target group and objective: What is your target? How many responses do you aim to collect and from whom? How will you share the survey? Online, at events, or through interviewing people in the street?

Whether offline or online, organize a team of people to conduct the survey and collect the responses and views.

- **Step Three: View, analyze and share the results!**

From the Global Results Page you can observe how people voted by country/region, gender, age, education and HDI.

Once you've collected at least 50 responses, the data from the MY World survey will be publicly available and open to everyone to analyse and share at data.myworld2030.org

Through MY World, you can be part of the global movement, and add your voice to those of thousands of citizens around the world. With the help of the unique Partner ID, you will be able to track your own results, create and export your own graphics and data which can be used to understand what your participants want, need and are concerned about, and find your story!



Look at the trends, top priorities, surprisingly low or high responses, and big differences in comparison to other peoples/regions results. What inspires you the most?

*To help narrow your focus, you can find the specific targets for each goal on the [UN website](#).

