

**Time:** 20 - 30 minutes

**Teams:** 3 - 6 players

**Location:** Flat surface in a park, a visible public space, or indoors

### Educational Objective

The purpose of this task is to encourage participants to creatively express sustainability concepts and raise awareness of the Sustainable Development Goals (SDGs) through visual communication.

The activity fosters critical thinking, creativity, and collaboration.

Moderator

# SDG Street Art

## Step-by-Step Instructions

### 1. Introduction & Framing

Explain that art can inspire reflection and action on sustainability.

Emphasise that the activity is about creativity and awareness, not artistic perfection.

Show 1 - 2 examples of impactful sustainability messages or visuals.

**Methodological tip:** Encourage participants to think about what message would make someone stop and reflect.

### 2. Organisation

Choose a space that shows sustainability challenges and attracts attention. Ensure the space is safe and permits chalk/poster placement.

Ensure the team has access to coloured chalk or markers, a suitable surface (pavement or large paper) and a smartphone.

### 3. Create Your Artwork (15 minutes)

Give the team these instructions:

- Design a pavement poster or paper banner with a strong sustainability message or statistic.
- Use official UN reports for ideas and visit <https://sdgs.un.org/goals> for more details.
- Make the message eye-catching, inspiring, and thought-provoking.
- Place the artwork in a visible location and take a photo when finished.

**Moderator's role:** Support the team with ideas, ensure messages are positive and linked to SDGs, and help with practical setup if needed.

### 4. Reflect & Discuss (5 minutes)

Ask the team to briefly present their artwork.

Use guiding questions:

- Which SDGs are represented in your artwork?
- Why did you choose this message?
- How can art influence attitudes toward sustainability?

**Methodological tip:** Highlight creativity and relevance, not artistic skill.

### 5. Summary & Consolidation

Summarize the key messages created by participants.

Reinforce the message: visual communication is a powerful tool for change.

Connect the activity to global efforts for sustainability and SDG advocacy.

### Mission Equipment

Coloured chalk or markers

Pavement or large sheets of paper

Smartphone

Internet access



### Role of the Moderator

The moderator acts as a facilitator, not an art critic. Your role is to:

- Create an encouraging and open atmosphere.
- Keep time and structure the activity.
- Ask reflective, open-ended questions.
- Help participants link their messages to SDGs.

### Optional Enhancement

Ask the team to share photos of the artwork on social media with SDG hashtags.

Encourage participants to include QR codes or short links to SDG resources in their social media posts.