Hi, I'm Edward Michaud, and I'm the communications advisor with the SDG Lab. We're going to cover some of the key communications approaches and styles that you may want to use in your initiative.

One tip, don't get lost in the jargon. The SDGs by themselves, you have 17 goals and within that indicators and targets. So it's important that when you communicate about the SDGs, that you really focus on the message at heart, look at the top level goal. What is that goal telling you?

Don't get too lost and going down deep into the different layers of the goals themselves. And when you do talk about sustainable development, try to have your messages relate to people, relate to the issues that they care about, that they're interested in.