

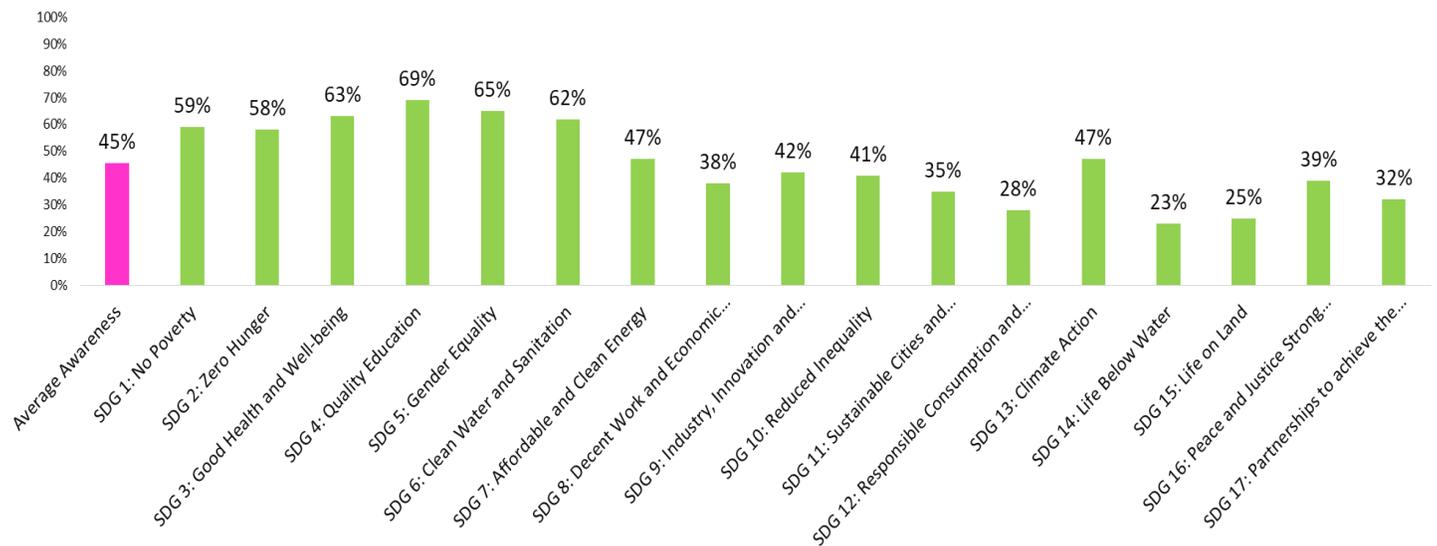
Press Release

University Students: Overwhelming support for the SDGs Albeit Low Awareness

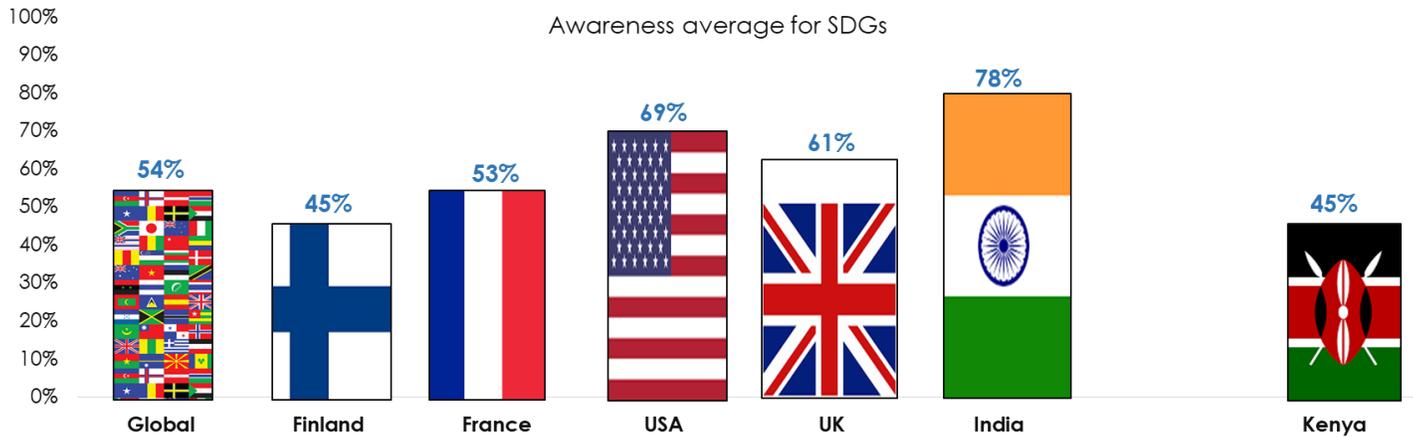
27th February 2018, Nairobi Kenya.....The Sustainable Development Goals (SDGs), have set out an ambitious agenda for global development for the next fifteen years, leading up to 2030. According to a global study conducted by the United Nations in 2017, 90% of the humanity are not aware of the United Nation's ambitious Sustainable Development Goals (SDGs). This low awareness recorded globally is not surprising as the SDGs cover a range of complex social, economic, and environmental challenges. Due to their complexity, it has been argued that universities should play a strategic role mandate around the creation and dissemination of knowledge on the SDGs.

Below Average Awareness Levels

The average awareness for the 17 SDGs amongst the university students in Kenya stands at 45% as compared to 54% for global university students. The SDGs with high awareness (+60%) are SDG3 Good Health and Wellbeing, SDG4 Quality Education, SDG5 Gender Equality and SDG6 Clean Water and Sanitation. Those with medium awareness (between 50%-59%) are SDG1 No Poverty and SDG2 Zero Hunger. More than ten 10 SDGs have less low awareness of less than 50%.



The average awareness of SDGs for the global survey stands at 54% and it is highest in India followed by USA and UK. The scores for Kenya are below average at 45%.



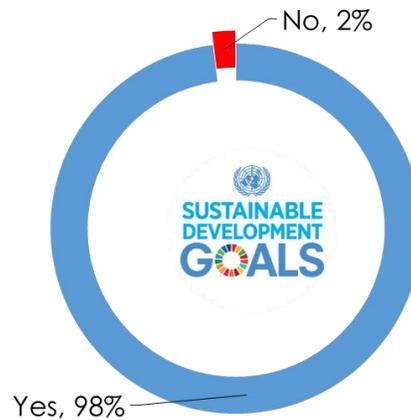
*Global, Finland, France, USA, UK, India = source is average scores Sustainability Literacy Test i.e. Sulitest

* The comparison is indicative as different variables used to compute awareness

Youth Consider SDGs a solution to Social, Economic and Environmental Problems

Kenyan youth are concerned about world problems such as global warming (27%), environmental pollution (15%), poverty (12%), unemployment (8%) and terrorism. The top 3 concerns about Kenya is unemployment (16%), corruption (15%) and poverty (12%).

An overwhelming majority (98%) of the respondents feel that SDGs can be used to solve the social, economic problems in Kenya and the World.



Q. Do you think that SDGs can be used to solve the world and Kenyan problem that you identified as worrying you the most



Involvement in the SDGs

More than half of the students (62%) have been involved in activities linked to the attainment of SDGs in the last 12 months. Post graduates students (83%) have higher involvement as compared to under graduates (61%). In addition males (65%) have a higher involvement as compared to females (58%).

Personal conviction mostly motivates respondents who have been involved in SDG linked activities. Respondents who have not been involved in in SDG linked activities majorly cited lack of information as a barrier to their involvement.

“The survey shows that there is overwhelming support for the SDGs and this translates in to high interest in assisting Kenya to achieve them. The challenge at hand is to provide information to the youth and also equip them with the “how” this can be done” says Maggie Ileri, CEO, TIFA Research.

“The SDGs conversation needs to happen at street level – away from the workshops and the seminars. If we are to make meaningful progress in implementing the Sustainable Development Goals, we must involve young people in the process. Through the #MyLittleBigThing Universities Competition, MK-Africa has started the journey of moving from discussions about the SDGs to action” says Muthoni Kanyana, CEO of MK-Africa.

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