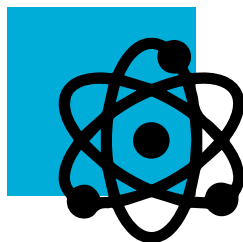
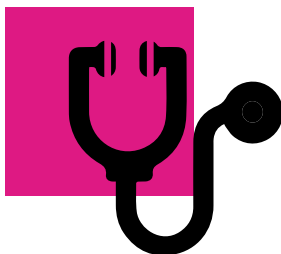
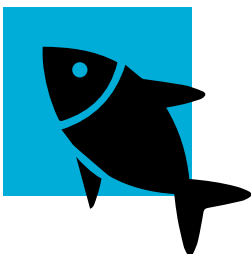
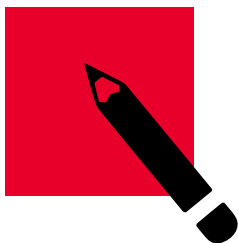


170 JOBS



WITH A PURPOSE



INTRODUCTION

The 17 Sustainable Development Goals (SDGs) are humanity's to do list for a sustainable planet, a clear roadmap for a better future. They were adopted by world leaders in 2015 to reach specific targets by 2030.

In 2017, the Perception Change Project (PCP) launched a publication entitled 170 Daily Actions to Transform Our World. The aim was to communicate, in simple terms, basic actions for the 17 Sustainable Development Goals (SDGs), actions that anyone and everyone can take. To broaden this concept, the PCP is pleased to present 170 Jobs with a Purpose.

Young people planning their careers in today's world have a different set of priorities than their parents and grandparents. As humanity as a whole becomes increasingly determined to achieve the SDGs, new generations dream of meaningful jobs that generate a social impact and have a purpose, as well as an income. New positions will continue to emerge, but most "ordinary" jobs that exist today will still be important tomorrow. Everyday tasks in ordinary jobs can be accomplished in a way that contributes to at least 1 of the 17 SDGs. In other words, you can do practically any job and still make a difference. Discover 170 jobs, some long established and others newly conceived. While, of course, many can move us towards more than one of the SDGs, all of these jobs with a purpose have a unique place on the road to the Sustainable Development Goals.

1 NO POVERTY



1. SOCIAL WORKERS

Social Workers improve the lives and resources of individuals and communities, which is vital for eradicating poverty. They do this in a variety of ways, for example, by helping orphans into adoption or helping people adjust to difficult changes.

2. EARLY CHILDHOOD EDUCATORS

There is a major link between early childhood education and poverty. **Early Childhood Educators** can help break the poverty cycle in families by giving children a good start so that they don't fall behind their peers.

3. SOCIAL AND COMMUNITY SERVICE

Social and Community Service

Managers find gaps and problems in services for vulnerable groups of people, including children, the seriously ill, the elderly, or the homeless, and then try to address them.

4. LOAN OFFICERS

A **Loan Officer** is the middleperson between a bank and a borrower. He or she can help people qualify for loans, which can also help them to avoid falling into poverty.

5. SOCIAL ENTREPRENEURS

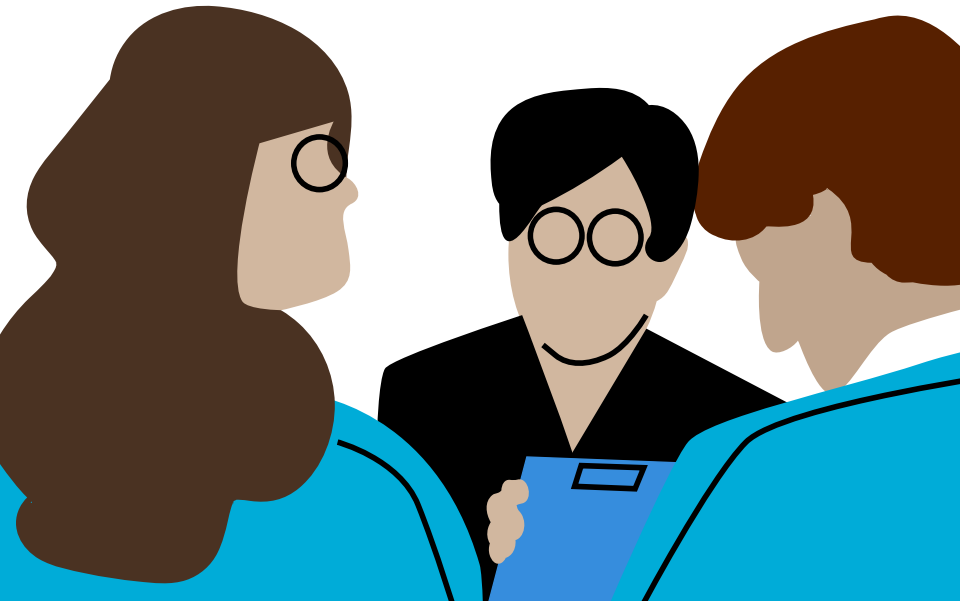
Social Entrepreneurs create social enterprises: these are businesses but, instead of focusing solely on making a profit, they solve social problems. When social enterprises succeed, people come out of poverty.

6. PROGRAMME OFFICERS

In the social sector, **Programme Officers** have a variety of tasks: they are vital to foundations and non-profit organisations. As a **Programme Officer**, you can find opportunities to oversee the development of specific programmes that fight poverty.

7. FAMILY & MARRIAGE COUNSELLORS

Financial difficulties can have a negative impact on family stability. **Family and Marriage Counsellors** can help keep families strong and out of poverty, providing them with professional guidance to get through difficult times.



8. INSTRUCTIONAL COORDINATOR

Teachers may find it challenging to provide children from underprivileged backgrounds with the best learning support at school. **Instructional Coordinators** develop and oversee school curricula and learning materials, as well as helping teachers with their implementation. This helps children stay on a good academic path and out of poverty.



9. LANDSCAPE ARCHITECT

Fostering mental well-being within communities can also help fight poverty. **Landscape Architects** design outdoor spaces that create pleasant and engaging communal areas, providing kids and youths with a safe and interesting place to spend their free time.

10. ENTREPRENEURS

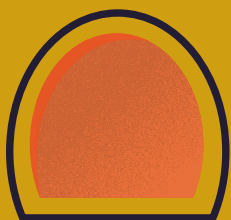
Entrepreneurs can create job and training opportunities for people in poverty. This gives them the chance to learn a skill or a trade and become self-sufficient.

2 ZERO HUNGER



1. GROCER

As a **Grocer**, you can help provide low-income families with fresh produce, encouraging healthy, nutritious lifestyles. These families aren't the only ones who benefit – eliminating malnutrition can also make a difference for society as a whole, as healthcare costs continue to rise and hospital resources are increasingly overused.



2. FOOD BANK EMPLOYEE

Food banks are non-profit organisations that collect and store excess food from growers, manufacturers, shops, etc. and then distribute it to people who can't afford to buy it for themselves. As a **Food Bank Employee**, you can play a significant part in reducing food waste, eradicating hunger, and expanding the food bank to reach more people.



3. FARMERS' MARKET VENDORS

Farmers' Market Vendors can donate their goods or give surplus or unsold produce to hungry children and families.

4. ORGANIC VEGETABLE GROWERS

Many supermarkets and grocery shops refuse misshapen or aesthetically unappealing fruits and vegetables. **Organic Vegetable Growers** can donate their "ugly" produce to homeless shelters and other anti-hunger organisations.

5. FOOD TECHNOLOGIST

Many processed foods are low in nutrients. However, these are often the only foods given to the poor because they last longer. **Food Technologists** can find creative ways to make processed foods more nutritious.



6. SOUP KITCHEN MANAGER

A **Soup Kitchen Manager** can ensure that their soup kitchen is run ultra-efficiently to serve as many hungry people as possible.

7. AGRICULTURAL SCIENTIST

As an **Agricultural Scientist**, you can identify ways to grow and deliver agricultural products more effectively. This means you can improve food quality and sustainability while also reducing food waste.

8. BAKER

A **Baker** can hold occasional sale days when they sell baked goods at lower prices so that more people are able to afford them.

9. DIETICIAN

People who struggle to afford enough food often don't know how to nourish themselves correctly with the little that they do have. This can result in undernourishment and illness. A **Dietician** can reach these people by working with non-profit organisations or charities, or independently, and teach them about achieving proper nutrition with limited resources.

10. FOOD-WASTE SUPERMARKET MANAGER

Most supermarkets around the world throw away colossal amounts of perfectly good food every single day. A **Food-waste Supermarket Manager** runs a supermarket that receives unsold food from regular supermarkets, which it then sells at very low prices or donates.



3 GOOD HEALTH AND WELL-BEING



1. PHARMACIST

People may suffer severe consequences if they're not prescribed the right medicines. **Pharmacists** play a vital role in making sure that this doesn't happen, and that medicines are accessible and affordable.

2. 'ALTERNATIVE MEDICINE' PRACTITIONER

Individuals from different cultures may look for different kinds of healthcare according to their particular ailments and/or beliefs. Many **Practitioners** treat medical conditions with '**Alternative Medicine**', which comprises numerous forms of treatment like acupuncture, traditional Chinese medicine, herbal medicine, spiritual healing, homeopathy, etc.

3. PHYSIOTHERAPISTS

Physiotherapists can do an enormous amount for the health and well-being of people of all ages, such as rehabilitating patients who have suffered minor or major injuries and helping people cope with an illness, disability, or the effects of ageing.



4. PHYSICAL EDUCATION TEACHER

A variety of experiences at school help shape children for their future. **Physical Education Teachers** play a significant role in teaching youth about the importance of physical exercise for overall well-being, as well as the social skills and cooperation needed to play on a team.

5. NURSES & PHYSICIANS

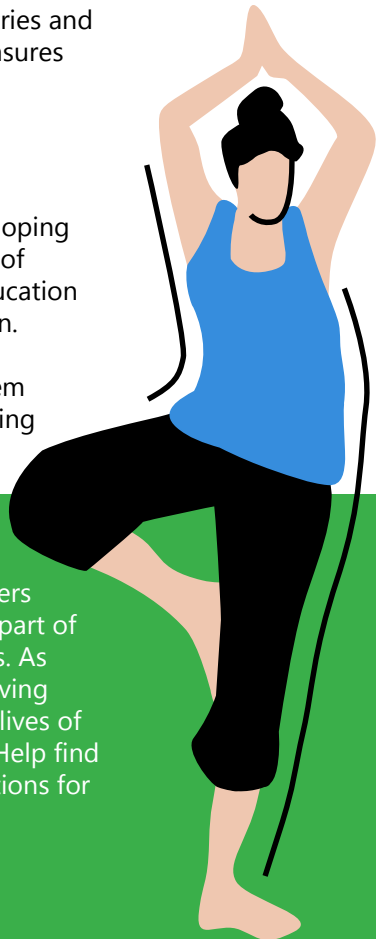
Nurses & Physicians are fundamental to health and well-being for all, as their skills are universal – they can do their jobs anywhere in the world. They can also help train the medical workforce in developing countries and introduce health programmes and measures for disease prevention and control.

6. FAMILY-PLANNING COUNSELLOR

Throughout developed as well as developing countries, there are still large numbers of people with limited or no access to education about family planning and reproduction. As a **Family-Planning Counsellor**, you can reach out to agencies to advise them on the implementation of family-planning programmes.

7. PARAMEDICS

Paramedics aren't just ambulance drivers but, even if it isn't the most significant part of their job, driving is the most dangerous. As a **Paramedic**, your job goes beyond saving people's lives: you need to protect the lives of other **Paramedics** and your own, too. Help find creative ways to improve safety regulations for emergency travel.





8. PSYCHOLOGISTS

Mental health and physical well-being are equally important and they're closely linked. As a **Psychologist**, you can play a crucial role in helping people tackle complex issues and thus improve their overall health. Moreover, **Psychologists** can aid in preventing substance and alcohol abuse.

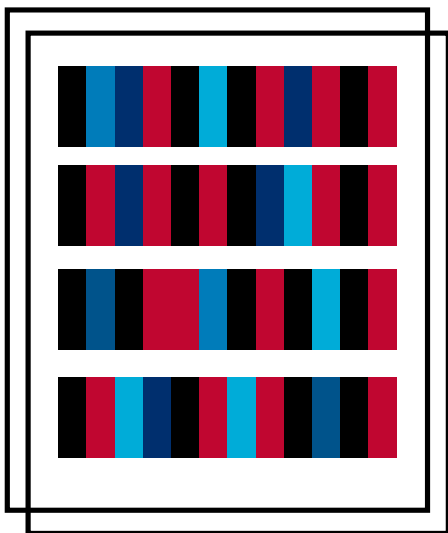
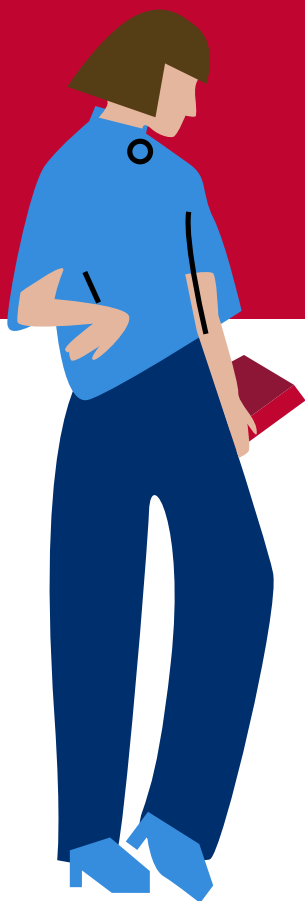
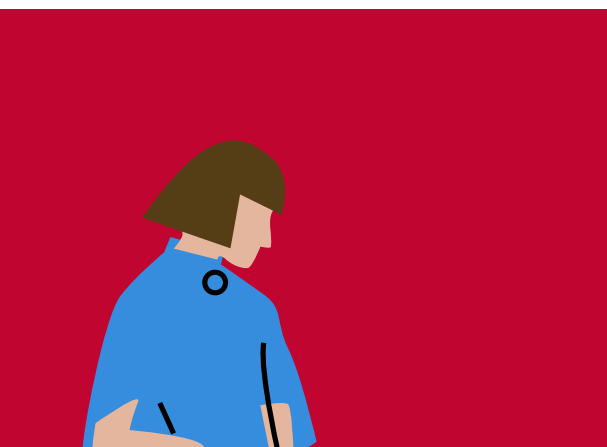
9. OPTICIAN

As an **Optician**, you can improve someone's well-being by making it possible for him or her to do more in life. You can also lend your skills and knowledge by giving free eye tests to people or families who can't afford them.

10. YOGA TEACHER

Practices based on the mind-body connection, such as yoga, are increasingly recognised as valuable to health and well-being. **Yoga Teachers** can bring these benefits to a wide variety of groups by teaching in rehabilitation centres, schools, community centres, or even workplaces.

4 QUALITY EDUCATION



1. LIBRARIANS

Librarians are often the “vehicles” between people who want to learn and the material that can help them. A **Librarian** can organise and retrieve information in ways that make it easily accessible for people.

2. TEACHER

A **Teacher’s** influence is immeasurable – **Teachers** provide students with the necessary tools to gain employment later in life and the education needed to avoid poverty.

3. SPECIALISED EDUCATOR

Many children are deprived of a quality education as a result of learning difficulties or disabilities. A **Specialised Educator** can help such children in a variety of circumstances and learning environments, fostering their success.



4. ARCHAEOLOGISTS

Through their research, **Archaeologists** discover how humankind has developed over the centuries. Their work is important for the education of current and future generations, as it helps them understand how societies have progressed to where they are now.



5. JOURNALISTS

Journalists have an enormous responsibility, as they choose how to portray their material. They can improve the quality of education, grow societal knowledge, and reduce misinformation when they strive to publish stories that are both accurate and clear.

6. ASTRONOMERS

Without **Astronomers**, we wouldn't know about the world beyond our planet Earth. This area of knowledge enriches quality education.

7. ILLUSTRATOR

The illustrations in books, posters, games, etc. are central to understanding the intended message in the story, especially for younger children. Therefore, **Illustrators** play a very significant role in education.

8. ARCHIVISTS

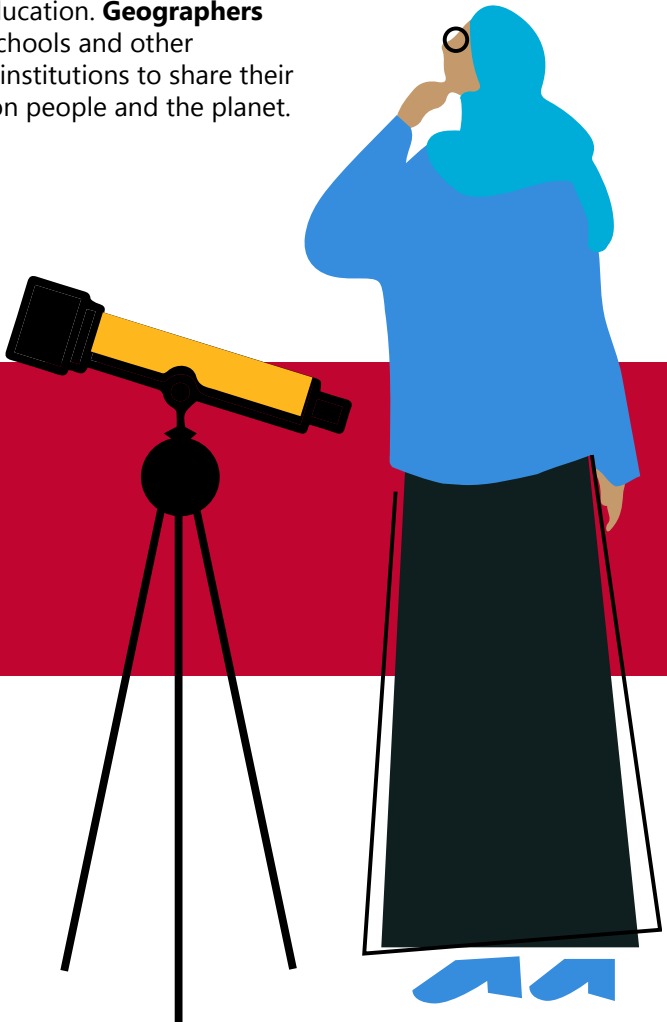
Archivists look after records that are considered valuable to society. In effect, Archivists provide the historical information that students and people need for research and a well-rounded, fact-based education.

9. TUTOR

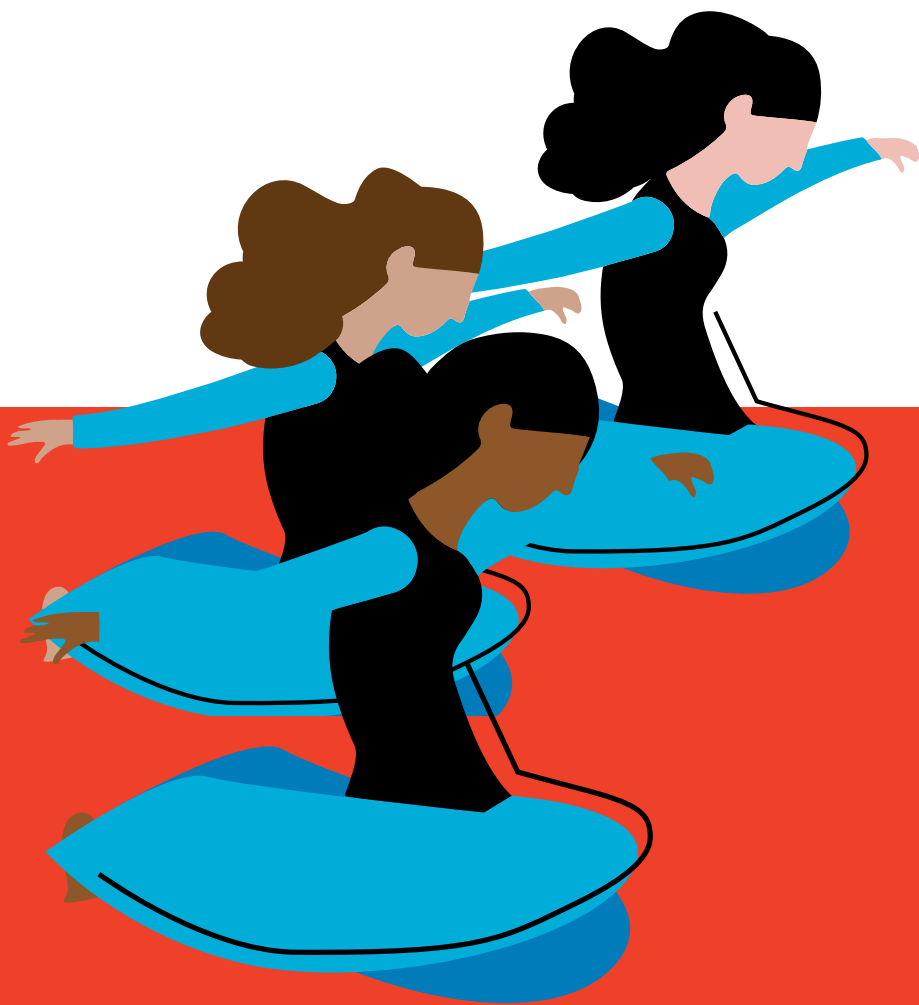
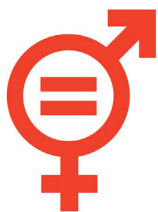
Teachers typically have large numbers of students in their classes, making it difficult to give each one individualised attention. Some children and youth need extra support, or have difficulty going to school. **Tutors** have the flexibility to accommodate unique situations and can improve the quality of education.

10. GEOGRAPHER

As the natural environment, cultures, and societies are all interlinked and constantly evolving, the field of geography is crucial for a good education. **Geographers** can visit schools and other academic institutions to share their research on people and the planet.



5 GENDER
EQUALITY



1. MIDWIVES

Almost all the **Midwives** in the world are women, even though men are equally capable of delivering babies and educating others about reproductive health. The perception of this being “women’s work” should be dismantled and men should be encouraged to study midwifery if they are so inclined.

2. DANCER

In the modern dance sector, there are significantly more men in positions of power than women. Conversely, there are fewer men in “feminine” genres, such as ballet. Through the work they do, and by encouraging others, **Dancers** can help achieve gender equality in their industry.

3. ADVERTISING MANAGER

Advertisements are carefully crafted to appeal to specific audiences, so **Advertising Managers** can promote gender equality in their work, as well as ensuring it in their workplaces.

4. PHOTOGRAPHER

A picture speaks 1000 words.

Photographers have a unique opportunity to convey key messages related to gender equality through their photographs.

5. BEAUTY THERAPIST

Beauty treatments are usually very gender-specific, which can cause restrictions for both men and women.

Beauty Therapists can create gender-neutral treatments and promote gender equality in their workplace.

6. PRESIDENT OR POLITICIAN

Much of the gender inequality that persists today is deeply rooted in laws and policies; as a **President** or a **Politician**, you can work to change them.

7. POLICE CHIEF

There are clearly unequal gender ratios in police forces everywhere in the world. A **Police Chief** can use her position of authority to encourage change in attitudes towards women in the sector.

8. CEO OR DIRECTOR

CEOs and Directors have a profound influence on how their employees are paid and recognised, how they progress, and how they're treated in general. This means they can do a lot to ensure gender equality in their companies.



9. COMPUTER PROGRAMMER

There are many professions with noticeable gender pay gaps, one of which is computer programming. Becoming a **Computer Programmer** means that you can promote equal pay and encourage more women to choose the same path.

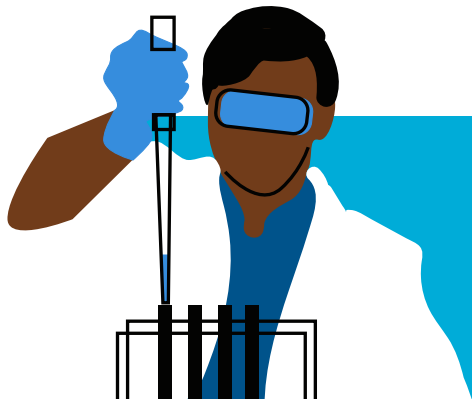


10. HUMAN TRAFFICKING CASE MANAGER

Human trafficking is still a severe global problem, and women are at particular risk. **Human Trafficking Case Managers** intervene in crisis situations and help both male and female victims of human trafficking.

6 CLEAN WATER AND SANITATION





1. WATER RESOURCE ENGINEER

Water Resource Engineers can make sure that the systems they create for managing different water resources are sustainable: ensuring clean and accessible water for all people, without negative environmental impacts, can have a huge effect on social progress.

2. WATER TREATMENT PLANT OPERATOR

Did you know that wastewater can be turned into safe drinking water? **Water Treatment Plant Operators** do the delicate job of making this happen. They make sure that water is safe when it comes through our taps, and safe when it's sent back into the natural environment after we've used it.

3. EPIDEMIOLOGIST

Epidemiologists study health and disease conditions in different populations. They typically work closely with policymakers, health practitioners, and health-programme developers, as their work supports these other professions. As such, **Epidemiologists** can play a major part in establishing access to proper sanitation and hygiene services for all.

4. HYDROLOGIST

A **Hydrologist** studies the water cycle and water sources. This means that part of their job is to measure and predict past, present, and future levels of pollution in water. By presenting these forecasts to people with the power to change policies, **Hydrologists** can help minimise the environmental impact on our water systems.

5. DRY CLEANING OR LAUNDRY WORKER

In many areas around the world, your choice of laundry detergent has a direct effect on the quality of local water. **Dry-cleaning & Laundry Workers** can choose eco-friendly alternatives and they can communicate this issue to their customers to spread awareness.

6. GEOLOGISTS

Geologists go to the original springs of the water that we eventually use. They study underground reservoirs, rock patterns and their changes. By doing this, they are able to predict water movements and, therefore, determine the most sustainable way to extract it.

7. HOME HEALTH AIDE

Many people who have disabilities, illnesses, or are elderly aren't able to perform daily tasks on their own. As a **Home Health Aide**, you help these people access clean water and proper sanitation.

8. WATER CONSERVATION SPECIALIST

Water is a scarce resource and many communities don't have enough water to meet their basic needs. A **Water Conservation Specialist** can play a vital role in increasing water-use efficiency to address scarcity problems: they look for ways to save water across all sectors.



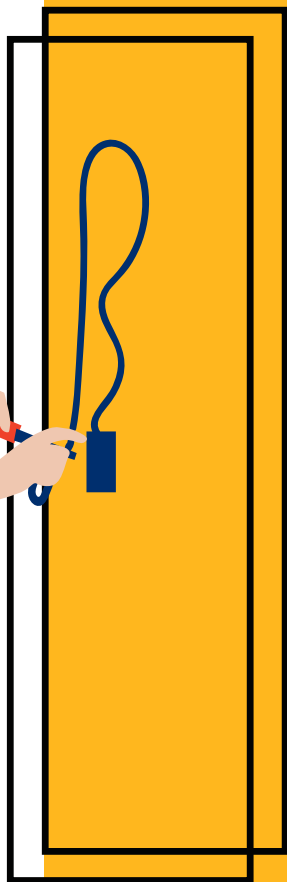
9. HEALTH INSPECTOR

A **Health Inspector** is key to keeping up hygiene standards and ensuring that businesses and other organisations follow water and sanitation regulations.

10. CLEANER

Cleaners are considerably involved in achieving clean water and sanitation for all. Of course, cleaning provides proper sanitation directly, but a **Cleaner** can also choose eco-friendly products and ensure responsible water use.

7 AFFORDABLE AND CLEAN ENERGY



1. ELECTRICIAN

Usually, **Electricians** work at a variety of job sites. This means they have the chance to influence many different groups, companies, and individuals to adopt daily energy-saving habits that can help protect the planet.

2. WIND-TURBINE SERVICES TECHNICIAN

A wind farm can't work without a **Wind-Turbine Services Technician**, as he or she is responsible for ensuring the turbines are fully operational and for preventing malfunctions.

3. SOLAR PHOTOVOLTAIC INSTALLER

As the solar industry expands, **Solar Photovoltaic Installers** are essential to keeping up its rapid growth. Just by performing their daily tasks, **Solar Photovoltaic Installers** can promote the many benefits of solar power among a large number of people and businesses.

4. CIVIL ENGINEER

The scope of a **Civil Engineer's** work is very broad; they are able to incorporate renewable and/or efficient energy systems into countless facilities and structures.

5. FARMER

As a **Farmer**, you can save on costs and become energy independent by generating bio-energy on your farm. This is produced using biomass (from different agricultural processes) that has collected sunlight.

6. ARCHITECT

Energy use in buildings makes up an enormous part of our total energy consumption. As a result, **Architects** can take responsibility for including only modern, energy-efficient building materials, appliances, and electrical systems in their designs.

7. WIND FARM DEVELOPER

As a **Wind Farm Developer**, you can establish wind farms that are as effective in cost, scope, and operation as possible. This means cooperating with landowners and governments, as well as ensuring the best wind quality, climatic conditions, etc.





8. GEOTHERMAL ENGINEERS

Geothermal Engineers find new and innovative ways to use geothermal energy technology, which is becoming increasingly significant. Therefore, they are crucial to the continued growth of this important renewable energy source.

9. STATISTICIANS

Statisticians can analyse key data on access to energy services, the market share of renewable energy, energy intensity, and much more. Their analyses enable them to determine the current status of the energy sector and make predictions about its impact and any future trends.

10. ELECTRICAL ENGINEER

Our daily energy consumption increases significantly when we use inefficient and wasteful electronics. **Electrical Engineers** are central to solving this issue, as they can develop new electrical devices that are as efficient as possible.

8 DECENT WORK AND ECONOMIC GROWTH



1. HUMAN RESOURCES OFFICER

Human Resources Officers can ensure that the most suitable candidates are recruited and then trained in the most equal and effective ways possible.

2. SALES REPRESENTATIVES

Sales Representatives usually have a voice in deciding which clients to approach with their products. As a result, they can aim to choose clients (businesses, organisations, etc.) that have sound values. These are demonstrated in the working conditions of their employees, their company ethics, and their overall employee satisfaction.

3. BUSINESS PERSON

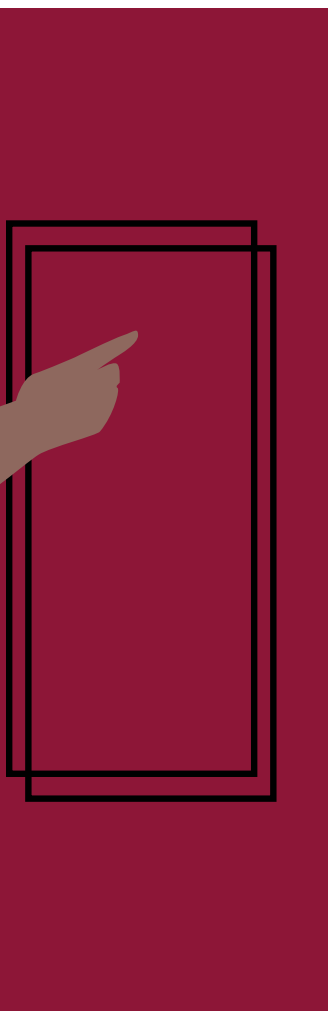
Whether a **Business Person** manages other employees or not, he or she plays a part in ensuring decent work and creating a fair and balanced work environment.

4. LAWYER

There is a serious, global need to end human trafficking. As a **Lawyer**, you can represent victims of human trafficking and modern slavery and make other lawyers and justices aware of the extent of the problem.

5. MATHEMATICIAN

It can be difficult to see the bigger picture in the relationship between working conditions and economic growth. As a **Mathematician**, you can work for different companies, organisations, etc. and assess their policies in terms of economic growth. Then, you can promote development-oriented policies.



6. BANKER

"Sustainable finance" encompasses financial services that include environmental, economic, and social criteria in their operations.

Bankers can embrace this in numerous ways, namely through social-impact bonds, microfinancing, impact investing, and so on.

7. INVESTMENT ANALYST

Part of an **Investment Analyst's** job is to research new investments. He or she is thus in a good position to encourage investments in companies, organisations, programmes, etc. that support sustainable development





8. CAREER COUNSELLOR

Sometimes, finding the right career path is challenging, particularly for youth, and this increases unemployment rates. **Career Counsellors** can improve this situation by using their skills to guide people in the best direction and towards careers with a purpose.

9. LABOUR LAW ATTORNEY

As a **Labour Law Attorney**, you can help employers and employees out of situations like harassment charges or contract violations. Moreover, you can occasionally offer pro-bono assistance to people who aren't in a position to pay for your services.

10. ACCOUNTANT

Economic growth within companies and organisations depends on their cash flow over longer periods of time. **Accountants** provide vital information for evaluating growth by carefully analysing profits and losses. In so doing, they help prevent problems like bankruptcy or corruption.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



1. SOCIAL MEDIA SPECIALIST

Social media is becoming increasingly important as online marketing and e-commerce continue their rapid growth. By developing and maintaining a company's social networking presence, a **Social Media Specialist's** innovative work is a catalyst for marketing success.

2. WEB DEVELOPER

Have you ever looked something up online and immediately found the answer? This is made possible by **Web Developers**. As a **Web Developer**, you can find innovative ways to help companies and organisations publish their progress towards sustainable development.

3. ASTRONAUT

Human space exploration is constantly developing thanks to the advancing technological capabilities of space shuttles and spacecraft. **Astronauts** are key agents in this industrial innovation. The data gathered by Astronauts provide significant input for our knowledge on climate change, food security, ecological factors that contribute to the spread of diseases, and much more.

4. COMPUTER SCIENTIST

In today's digital age, **Computer Scientists** are essential; their skills are useful in almost every industry. **Computer Scientists** create and improve software to have a positive impact on countless aspects of society, from financial services and public health to environmental concerns and development.

5. GENERAL MAINTENANCE AND REPAIR WORKER

As a **General Maintenance and Repair Worker**, it's often your task to source new domestic appliances, technological components, etc. to replace obsolete ones. Working across several industrial and domestic environments, you can help facilitate sustainable infrastructure development by selecting the most ecological mechanisms available.

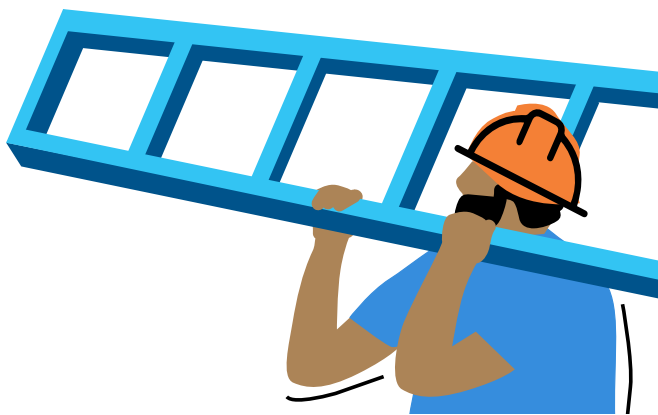
6. INDUSTRIAL DESIGNER

The manufactured products that we use daily all have an effect on our natural environment. As an **Industrial Designer** - whichever industry you work in - you can aim to develop products using sustainable materials and clean industrial processes

7. WASTE MANAGEMENT TECHNICIAN

Societies today are frequently labelled "Throw-Away Societies", but there's no such thing as "away". How our waste is processed and where it ends up has a huge impact on the well-being of people and our planet. Therefore, **Waste Management Technicians** are part of a particularly delicate industry, as their primary aim is to sort and dispose of waste as responsibly as possible.





8. CHANGE MANAGER

We live in a constantly changing world. For industries to be sustainable and successful, internal organisational changes need to be made in alignment with all the external changes taking place, including social, economic, technological, and environmental. **Change Managers** help people within organisations understand and embrace those changes.

9. INNOVATION CONSULTANT

As an **Innovation Consultant**, you can be instrumental in ensuring a sustainable future for companies of many types, including start-ups and social enterprises. By helping them adopt a “future-oriented” approach in terms of strategy and technology, you’re promoting sustainable industrialisation, economic development, and innovation.

10. MECHANICAL ENGINEER

A **Mechanical Engineer** can work in almost any industry seeking innovation. He or she can improve upon a very wide range of machines and devices, making them more reliable, resource-efficient, and sustainable.

10 REDUCED
INEQUALITIES



1. SPECIAL NEEDS CAREGIVERS

Special Needs Caregivers have a detailed understanding of the conditions of special needs children and the specific support they need. Not only can caregivers help the children feel confident and self-assured, they can also minimise discrimination against them and lead people to treat them as equals.

2. SCRIPTWRITER

Through thought-provoking storylines and three-dimensional character development, a **Scriptwriter** can change people's perspectives by portraying the issues surrounding inequalities in different societies.

3. GENEALOGIST

By revealing the diverse and often surprising cultural and ethnic backgrounds of people who are curious about their origins, **Genealogists** repeatedly demonstrate that we're all connected.

4. IMMIGRATION OFFICER

Usually, the first person you see when you enter a country is an **Immigration Officer**. They can facilitate orderly, safe, and responsible migration while advising immigrants on rules and regulations. Beyond this, an **Immigration Officer** should ensure that they and their colleagues treat all immigrants fairly and without prejudice.



5. CULTURAL STUDIES TEACHER

An unequal balance of power is a root cause of inequality. The relationship between power and cultural practices is a primary focus of a **Cultural Studies Teacher**. By teaching students about this correlation, he or she can explain the complex reasons behind existing inequalities and, thus, how they may be reduced.

6. RECREATIONAL THERAPIST

Many people have unique disabilities or conditions that prevent them from living a full life. A **Recreational Therapist** creates personalised treatment plans to help people feel able and socially, physically, emotionally, and/or mentally equal.

7. SPORTS COACH

Sports have long been used to unite people, to break down social barriers and judgements based on race, gender, age, etc. Reducing inequalities can be the aim of a **Sports Coach** in their efforts to foster a unified and successful team.

8. SOCIOLOGIST

A **Sociologist** studies almost all aspects of society, including social behaviour, interactions, processes, organisations, etc. Using their research, **Sociologists** can consult with policymakers and assist them in reducing societal inequalities for physical, race, age, ethnicity, or gender reasons, among others.

9. DOMESTIC VIOLENCE HOTLINE OPERATOR

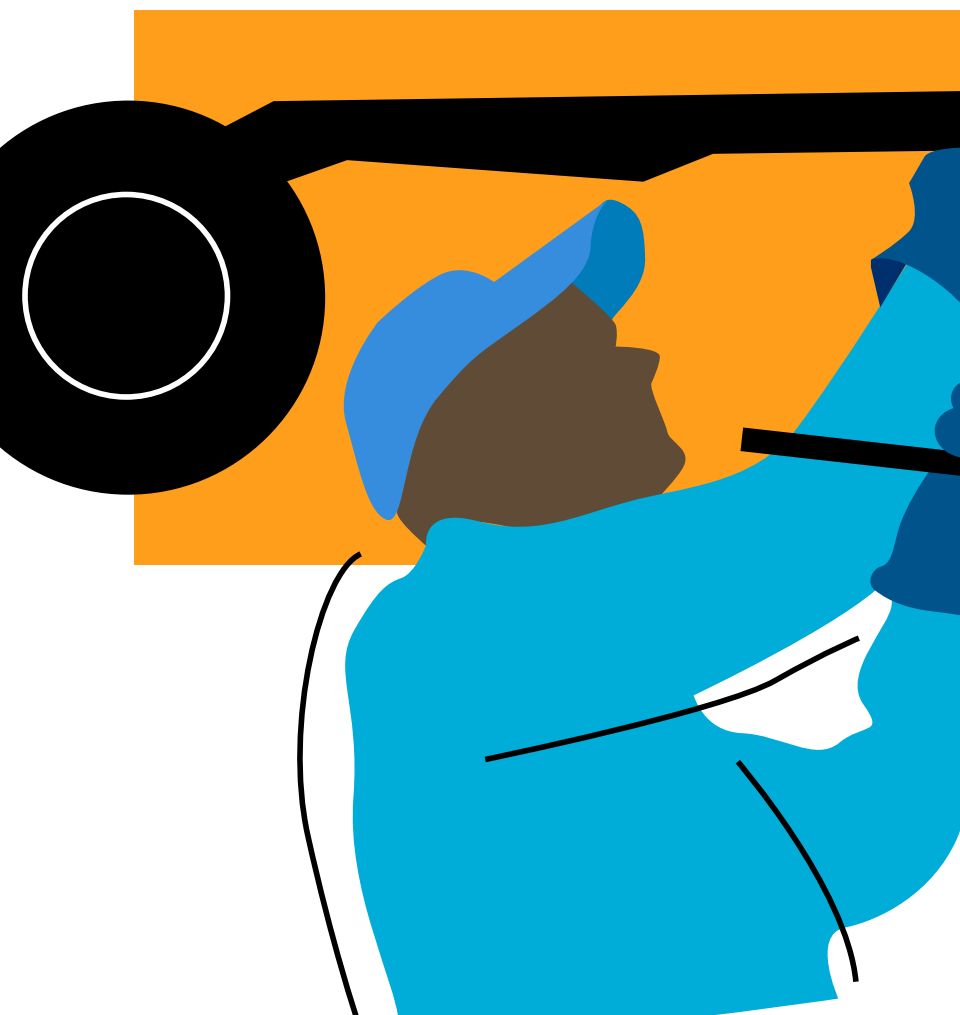
Unfortunately, victims of domestic violence, both men and women, tend to stay silent. A **Domestic Violence Hotline Operator** reassures victims that they're not alone and supports them in taking the first steps towards freedom, informing them of their rights and/or helping them with crisis intervention.



10. MAYOR

In many cities and towns around the world, ethnic minorities face serious inequalities. A **Mayor** can help by addressing this issue in the services of his or her city, for example in health, education, or employment. The specific areas in which racial inequality is visible are often rooted deep within a society, and can be observed and reduced in different ways and through various policies and activities.

11 SUSTAINABLE CITIES AND COMMUNITIES





1. URBAN PLANNER

Cities take up a mere 3% of our Earth's landmass, but they produce 75% of our global carbon emissions! This simple fact shows how critical it has become to manage our cities responsibly. **Urban Planners** construct small- or large-scale development plans for inclusive and sustainable urbanisation.

2. GRAPHIC DESIGNER

A **Graphic Designer** can create infographics that present information on sustainable urban living and can aim to make these simple, clear, and visually attractive in order to appeal to busy city dwellers. Moreover, infographics can be displayed in online forums and public spaces so as to be viewed by as many people as possible.

3. AUTO MECHANIC

Car emissions send greenhouse gases into the atmosphere, cause air pollution in cities, and damage health. **Auto Mechanics** repair and maintain cars, lawn mowers, lorries, and other types of engines to make them more efficient and reduce their emissions.

4. CONSTRUCTION MANAGER

Many urban residents are used to living around construction sites, as cities are constantly developing and adapting to change. Today, **Construction Managers** should ensure that their projects include measures to increase sustainability, accessibility, safety, resource-efficiency, and resilience.

5. METEOROLOGIST

Adapting to climate change, especially when it comes to mitigation and disaster risk reduction, requires innovation and the combined efforts of many different parties. One such party is a **Meteorologist**. Through his or her study of the atmosphere and weather, a **Meteorologist** can inform societies and authoritative bodies about extreme weather and natural disaster warnings in time to take action to reduce their impact and save lives.

6. INSURANCE BROKER

When natural disasters - including water-related disasters - strike, many people and businesses find it impossible to recover financially. Certain **Insurance Brokers** can help people mitigate the damage of natural disasters, not only by managing insurance claims, but by educating their clients on disaster recovery planning.

7. PUBLIC TRANSPORT DRIVER

Millions of city residents depend on **Buses, Taxis, Trams**, etc. for their everyday mobility. **Public Transport Drivers** should drive responsibly - both in terms of safety and fuel-efficiency - and pay special attention to the needs of people with disabilities, the elderly, pregnant women and children.

8. TOUR GUIDE

As **Tour Guides** show visitors around specific locations, providing them with enlightening information and interesting facts, they're essential to safeguarding the world's cultural and natural heritage.

9. PARKS AND RECREATION DIRECTOR

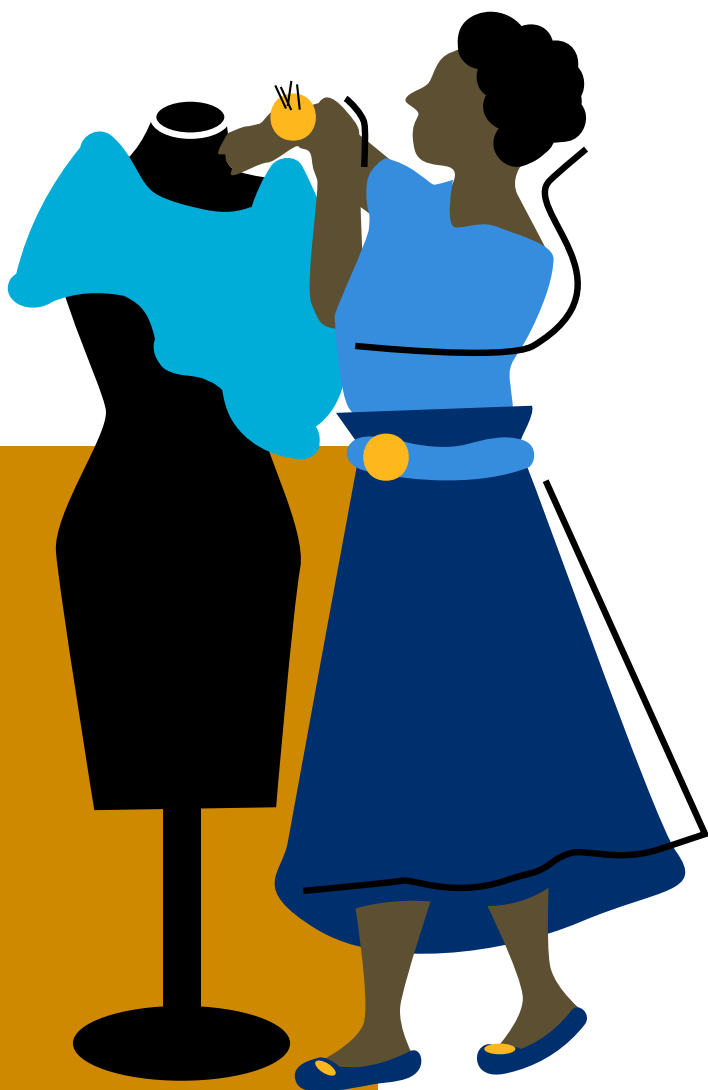
A **Parks and Recreation Director** holds an important position on a city council, as they manage the department responsible for planning and operating recreation areas around a city. They can provide abundant public green spaces that are accessible and safe, particularly for women, children, people with disabilities, and the elderly.

10. WASTE COLLECTOR

What would it be like if nobody collected your rubbish? Although it may not seem like a pleasant job, **Waste Collectors** are unquestionably vital to the functioning of a city. As a **Waste Collector**, you should prioritise collecting waste correctly (e.g., recyclables vs. non-recyclables), rather than quickly. This supports the environmental aspects of waste management systems.



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



1. HEAD CHEF

A **Head Chef** designs the menu for a restaurant, catering company, etc. and sources all the necessary ingredients. By choosing ingredients that are local and in season, a **Head Chef** can have a big impact on the sustainability of his or her service. For example, shortening the distance that your food travels to reach your plate reduces the amount of fuel needed to deliver your meal.

2. HAIRDRESSER

Washing and dying hair, a **Hairdresser** sends a lot of chemicals down the drain every day. As such, it's important that the shampoos, conditioners, dyes, etc. are used sparingly, and are as eco-friendly as possible, to minimise their environmental impact.

3. PRINTING MACHINE OPERATOR

Most manufacturing companies require all their materials to be printed, but paper accounts for thousands of tonnes of waste every year. The overconsumption of paper leads to deforestation. **Printing Machine Operators** can take responsibility by completely adopting the "reduce, reuse, recycle" principles with regard to their ink cartridges, e-waste, and paper use. They can also guarantee the energy-efficiency of their printers.





4. FASHION DESIGNER

Fashion and textiles is one of the most polluting industries. For a **Fashion Designer**, ensuring product sustainability is difficult, as a fashion item's life-cycle is long and complex. However, choosing ethical and environmentally friendly materials at the beginning of the process can support the sustainability of the product throughout its life-cycle.

5. HOMEMAKER

In many cases, people can positively impact the planet even more from their homes than through a professional occupation. As a **Homemaker**, adjusting the consumption of your household is critical. A few examples of sustainable practices include using natural alternatives to cleaning products and pesticides, minimising plastic consumption, and buying energy-efficient appliances.

6. BAR AND CAFÉ OWNER

Bar and Café Owners can practise responsible consumption – and show customers how it is done – by using minimal packaging, sourcing local, organic and seasonal produce, recycling waste correctly, controlling portion sizes to reduce food waste, etc. In addition, they can incorporate several vegetarian and vegan options into the menu.

7. POTTER

While pottery is very durable and can last for centuries, making it sustainable in terms of longevity, the production of ceramics is highly energy-intensive. As a **Potter**, you can use non-toxic glazes where possible, and an energy-efficient kiln can also act as a heater for your home or workplace.

8. SECOND-HAND SHOP MANAGER

Second-hand shops are sustainable in various ways: waste and pollution are reduced, and the socioeconomic impact is greater, as earnings usually go to a charity. **Second-hand Shop Managers** inherently support sustainable consumption; they can further this by donating any unsellable goods directly to the people who need them instead of throwing them away.

9. HOTELIER

As the tourism industry continues to grow every year, it is increasingly important for **Hoteliers** to run their hotels responsibly. Suitable sustainability initiatives vary from place to place, but every **Hotelier** should work to reduce waste, conserve water, use eco-friendly cleaning and laundry products, implement energy-efficient systems, etc.

10. INTERIOR DESIGNER

Part of an **Interior Designer's** job is to source furniture, products, and construction materials, so he or she should do this responsibly. They can insist on reclaimed or recycled materials, consciously place windows to maximise the use of natural light, and use non-toxic paint and untreated wood, among other eco-friendly materials.

13 CLIMATE ACTION



1. FILMMAKERS AND PRODUCERS

People love films: they're not only entertaining but also have the power to move the audience both mentally and emotionally. **Filmmakers and Producers** should use this power to the planet's advantage and incorporate messages about the climate into their work.

2. ECOLOGIST

The field of ecology is exceptionally far-reaching, as it includes every living organism on Earth and its relationship with the environment. The in-depth information that **Ecologists** can give policymakers shows them how human activities affect the natural environment; they can therefore help avoid damage.

3. AIRLINE PILOT

Air travel is a massive contributor to climate change and the demand for flights is steadily increasing. There needs to be a global effort to build a more sustainable aviation industry. An **Airline Pilot** can encourage passengers to offset the carbon emissions of their flights when they make announcements on board.

4. CLIMATE CHANGE ANALYST

Climate change is inherently complex, so finding appropriate ways to respond and adapt is challenging. The research conducted by **Climate Change Analysts** contains detailed information as well as predictions of future changes. They can work with lawmakers, organisations, and the general public to spread information on climate change that is as accurate as possible.

5. HORTICULTURALIST

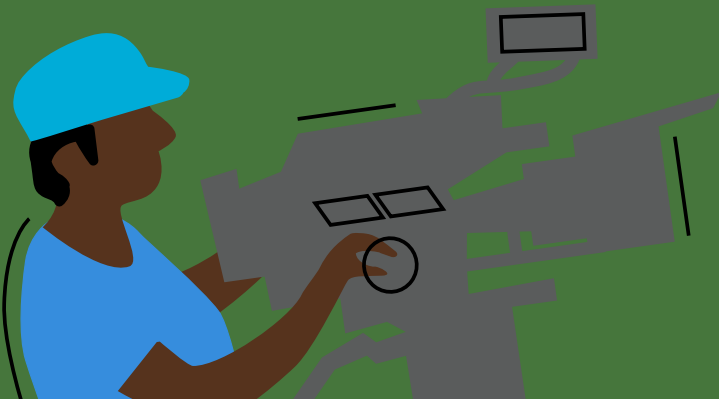
The global population will have to adapt to climate change in big and small ways. Plant growth and productivity is one of the areas that will be heavily affected. Whether **Horticulturalists** work in the education sector, in an administrative role, or as a consultant, they can provide invaluable information on how to adapt plant reproduction to climate change.

6. LUTHIER

These days, just as practical objects must be made sustainably, so must musical ones. The species of wood traditionally used to make instruments such as guitars and violins are becoming increasingly endangered. A **Luthier** should choose sustainable materials, e.g., bamboo or even recycled plastics.

7. CATERING MANAGER

Meat consumption is a key driver of climate change, as livestock production is the most resource-intensive, carbon-intensive, and environmentally destructive human activity in the world. A **Catering Manager** at a food-service-management company can strive to serve mainly vegetarian meals and encourage people across various institutions, e.g., schools, companies, prisons, halls of residence, etc. to eat less meat.





8. JEWELLER

Many types of jewellery require different metals and diamonds, and mining these, especially in the case of gold, emits a lot of carbon pollution. **Jewellers** can source recycled metals and lab-created diamonds, or they can choose to sell antique, pre-owned jewellery.

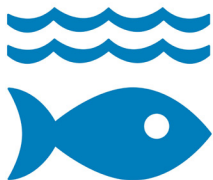
9. COMMERCIAL FARMER

Animal agriculture is one of the leading causes of climate change. Even though large factory farms are the most harmful, smallholder **Commercial Farmers** should also improve their practices. For example, instead of clearing pasture for animals to graze on grass, they can use edible plants instead, which promotes biodiversity and reduces greenhouse gas emissions.

10. SUSTAINABILITY CONSULTANT

More and more organisations, governments and companies need **Sustainability Consultants** for their expertise on: climate action plans, climate vulnerability, risk assessments, mitigation strategies and more.

14 LIFE BELOW WATER





1. AQUACULTURE TECHNICIAN

Overfishing and habitat destruction are becoming increasingly severe sustainability issues. An **Aquaculture Technician** can assist commercial organisations, governments, and academic institutions in implementing sustainable aquatic plant and fish husbandry methods, for example, to repopulate bodies of water.

2. FISH AND GAME WARDEN

As a **Fish and Game Warden**, you may patrol a variety of water bodies, e.g., lakes, rivers, and/or seas, to ensure that fishermen and hunters follow the laws and regulations that have been put in place to protect local aquatic ecosystems.

3. OUTDOOR EDUCATION INSTRUCTOR

Shaping children's attitudes towards environmental issues can have very positive effects on their behaviours in later life. **Outdoor Education Instructors** can incorporate countless lessons into their activities and expeditions; they can teach their students about the detrimental environmental impact of marine pollution and encourage them to help solve the problem.

4. OCEANOGRAPHER

Enhanced scientific cooperation is needed to address growing issues like ocean acidification. **Oceanographers** can provide scientific research and data to help monitor levels of ocean acidification in different areas. This information is essential for identifying the effects of ocean acidification and for governments, companies, and other institutions to develop solutions.

5. MARINE BIOLOGIST

70% of the Earth's surface is covered by oceans, making marine biology a gigantic field of study. Whichever aspect you choose to focus on as a **Marine Biologist**, you can contribute to the sustainable management, protection, and restoration of marine ecosystems to avoid destructive effects.

6. DIVE GUIDES

Dive Guides should ensure that tourists follow the "take only photos – leave only bubbles" principle. Diving connects people with the precious beauty of our oceans, but, beyond this, **Dive Guides** can literally open peoples' eyes to the destruction that humans have caused e.g., damaged coral and marine pollution.

7. MARINE ANIMAL RESCUER

As a **Marine Animal Rescuer**, not only do you rehabilitate marine animals that are sick, stranded, injured, or abandoned, you also often witness the impact that humans have on the oceans. You should therefore strive to share the animals' stories to raise awareness about the well-being of the ocean and marine life.





8. COMMERCIAL FISHERMAN

Fishing practices, laws, and policies differ between locations, but **Commercial Fishermen** everywhere can live by general principles: harvest at a sustainable rate to avoid overfishing, lobby for suitable laws and policies, and spread awareness about the impact of destructive fishing practices at all levels.

9. UNDERWATER FILMMAKER AND PHOTOGRAPHER

Conservation-themed media campaigns can be extremely effective for raising awareness of the issues around marine ecosystems and for inspiring action. **Underwater Filmmakers and Photographers** can provide the films and images for these campaigns.

10. PLASTICS RECYCLING MANAGER

It's estimated that the oceans will contain more plastic than fish by the year 2050, making it one of the most urgent environmental issues of our time. More and more non-profit organisations and companies are hiring **Plastics Recycling Managers** to manage a supply chain, sourcing plastics from the ocean and turning them into new products.

15 LIFE ON LAND



1. PARK NATURALIST

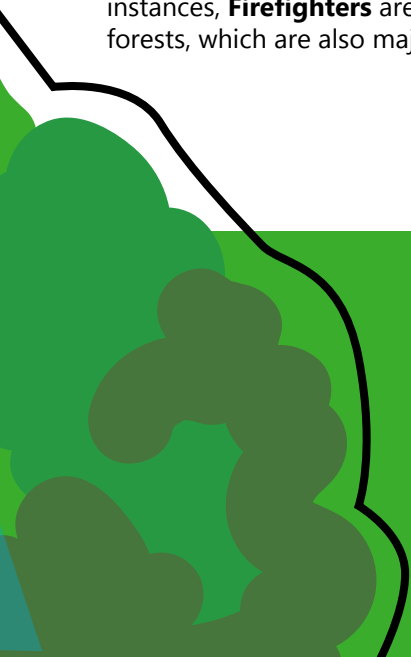
A **Park Naturalist** plays an important role in the sustainable use and management of local and/or national nature parks: they educate visitors on conservation by giving lectures, tours, etc., and they offer advice to managing bodies on resource and land management, as they are experts on protecting wildlife.

2. GARDENER

Gardeners should do their best to avoid using pesticides, herbicides and toxic fertilisers, as these often kill wildlife and damage the soil. Instead, they can choose natural fertilisers, e.g., animal manure.

3. FIREFIGHTER

Forest fires occur frequently and, in the face of climate change, wildfires are becoming increasingly common as well. In these instances, **Firefighters** are vital to minimising the damage to forests, which are also major wildlife habitats.





4. ACTOR

Often, **Actors** are also famous celebrities with a lot of “star power” and influence over people. Thus, **Actors** can use their status to bring attention to issues such as deforestation, poaching, conservation, etc. Moreover, they can choose specific acting parts that convey a message about these issues.

5. BEEKEEPER

A central factor in the gradual loss of the Earth’s biodiversity is the shrinking bee population. Bees are essential because they pollinate the majority of our crop species. As a **Beekeeper**, you contribute to the conservation of biodiversity by growing the bee population and preventing their extinction.

6. WILDLIFE VETERINARIAN

As wildlife health and populations dwindle, the need for veterinary expertise is more urgent than ever. A **Wildlife Veterinarian** helps ensure wildlife conservation by treating free-ranging animals for the diseases threatening their species’ survival.

7. PARK RANGER

Park Rangers participate in an exceptionally wide range of conservation efforts, as they combat desertification and deforestation, protect natural resources, improve agricultural efficiency, prevent wildfires, etc. This makes a **Park Ranger** an integral player in sustainable nature management.

8. PROGRAMME ASSOCIATE

Working as a **Programme Associate** for a conservation organisation that works to combat wildlife trafficking and poaching, you make a meaningful contribution to research, raising awareness, and donor communications, all of which help end this global crisis.

9. LOGGER

As a **Logger**, you contribute to sustainable forest management when you avoid cutting down too many trees of the same species, leave the smaller trees to continue growing, and replant wherever you've had to clear-cut.

10. FORESTRY TECHNICIAN

Much of the research that presents a forest's condition – i.e., on tree growth, disease prevalence, wildlife patterns, etc. – is collected by **Forestry Technicians**. This information is essential, as it helps establish the most effective and sustainable ways to manage those particular forests.



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



1. ARTIST

For centuries, the visual arts have had the power to evoke emotions in people and help them to engage with certain messages, themes, or ideas. As an **Artist**, you can choose to incorporate positive symbols of peace and justice into your work.

2. INTERNATIONAL NEWS REPORTER

International News Reporters play a significant part in choosing and framing the global issues that they broadcast. They can strive to cover stories related to sustainable peace, justice for all, violence, the exploitation and abuse of children, etc. They can frame these stories in ways that promote peaceful action, equal access to justice, and the participation of developing countries in global governance.

3. HUMAN RIGHTS OFFICER

Through their work identifying and addressing human rights violations – often on a global scale – **Human Rights Officers** help pave the way towards a just and sustainable world.

4. MUSEUM CONSERVATOR

Many museums house priceless historical artefacts that embody humankind's progress over time. As a result, museums become instruments of development, reflecting the democracy and transparency of governing institutions. A **Museum Conservator** is thus key to sustaining this relevance, as he or she preserves and restores the artefacts.

5. JUDGE

A fundamental agent in promoting the rule of law at national and international levels is a **Judge**, whose aim should be to ensure equal access to justice for all.

6. MUSICIAN

Music has the power to bring people together: it can communicate culture and diplomacy in a unique way while also entertaining people. Through thematic concerts, **Musicians** can promote peace.





7. SECURITY GUARD

Peace and sustainable development need all forms of violence to be reduced on a global scale. Naturally, reaching this target needs to be a collective effort. A **Security Guard** is important for making the public feel safe in diverse environments and for calling upon the police to tackle violence and crime.

8. CARTOONIST

What makes cartoons such an effective means of communicating ideas? Messages in cartoons are absorbed much quicker than in diagrams or text; they're not limited to a particular language and people who are illiterate can fully grasp them as well. As a **Cartoonist**, you can convey important ideas about combatting violence, terrorism, discrimination, and more.

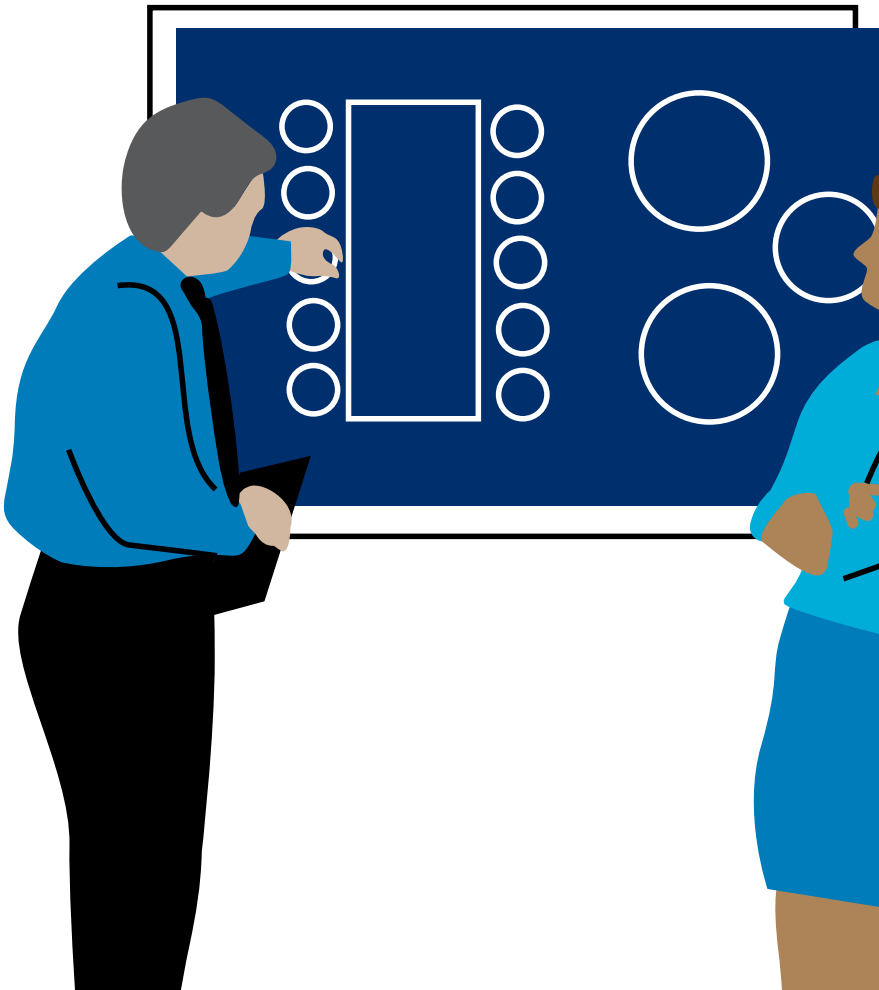
9. PARLIAMENTARIAN

A **Parliamentarian** can use his or her position to put through legislation that supports inclusive, participatory, and representative decision-making at all levels.

10. UN PEACEKEEPERS OR BLUE HELMETS

UN Peacekeepers or Blue Helmets are sent into certain conflict areas to keep enemies apart while solutions are explored and developed. In other words, their principal purpose is to try to create peace under the most hostile circumstances.

17 PARTNERSHIPS FOR THE GOALS



1. TRANSLATOR AND INTERPRETER

Language barriers can also be barriers to partnerships. **Translators and Interpreters** break down these barriers, facilitate flows of communication, and, in turn, make it possible to build global partnerships, policy coherence, and an equitable trading system.

2. WEBMASTERS

Webmasters should manage their websites in a way that ensures they're accessible and easy to understand for anyone who hasn't been educated in information and communications technology. This enhances the use of IT, which is an increasingly important enabling technology.

3. COMMUNICATIONS ADVISOR

Multi-stakeholder partnerships that mobilise and share knowledge and expertise are major drivers of sustainable development. A **Communications Advisor** should have transparency and ethics as their guideposts when they construct the media relations strategy and overall image of their organisation.

4. EVENT PLANNER

An **Event Planner** can be instrumental in fostering partnerships at all levels, and between a range of organisations, institutions, and individuals, by planning successful events that bring people together.



5. SOCIAL ANTHROPOLOGIST

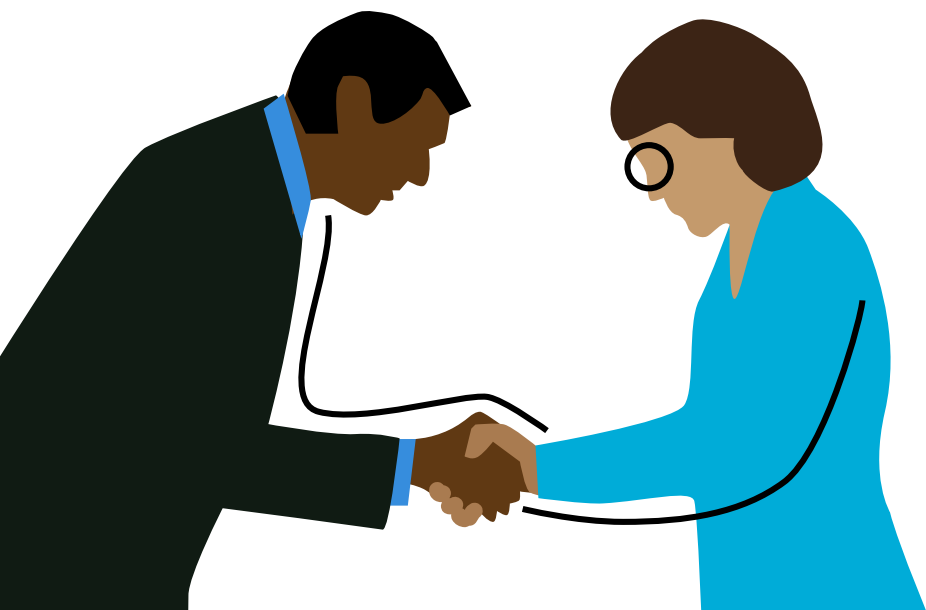
The sustainable development goals are more likely to be achieved if the global partnerships supporting them are based on respect. Using their deep understanding of cultures and their differences, **Social Anthropologists** can help strengthen partnerships, particularly those involving the least developed nations.

6. DIPLOMAT

Diplomats sustain international relations by being the vehicles between governments. They're vital for global policy coordination, policy coherence, and, therefore, for sustainable development.

7. AUTHOR

As an **Author**, you have the power to use the fundamentals of language and storytelling to capture our imaginative minds and educate us. In your books, you can tell stories that reflect the importance of both local and global partnerships for sustainable development.





8. CONFERENCE ORGANISER

Regular face-to-face meetings help global, multi-stakeholder, and other partnerships grow and thrive. In this context, **Conference Organisers** can support a wide variety of partnerships through ensuring their meetings run smoothly from the logistics side.

9. CREDIT COUNSELLOR

Whether independently or as part of a non-profit organisation, a **Credit Counsellor** can lend his or her services to people in developing countries. He or she can help create debt management plans and, in turn, reduce debt distress. This contributes to attaining long-term debt sustainability in developing countries.

10. ART GALLERY OWNER

Art can transcend cultural borders. By placing artwork from all around the world in the same space, an **Art Gallery Owner** naturally makes a strong statement that promotes global partnerships.

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



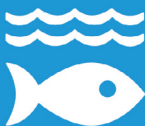
12 RESPONSIBLE
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AND PRODUCTION



13 CLIMATE
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FOR THE GOALS



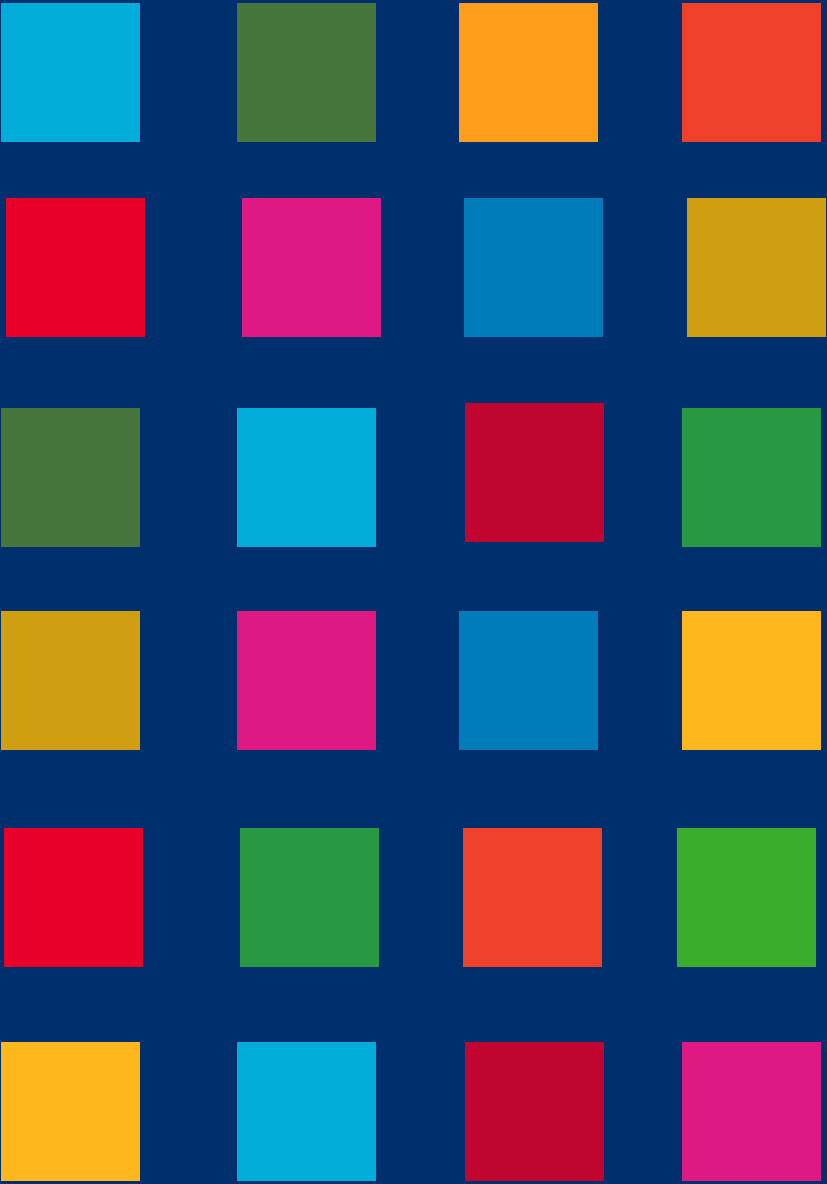
**SUSTAINABLE
DEVELOPMENT
GOALS**

CONCLUSION

A thorough action plan was needed to address global issues such as climate change, poverty, inequality, conflict, etc. This is why, in 2015, world leaders agreed on the 17 Sustainable Development Goals (SDGs). Also known as the Global Goals, these are all interconnected and will require the help of every government, organization, company, and individual on our planet. This booklet describes 10 influential jobs for each of the 17 SDGs. However, interdependency is at the very heart of all the goals; you'll probably contribute to several of them by having one of these jobs. Moreover, as machines will continue to take over human jobs in the future, new and innovative positions will constantly be emerging. As such, it's important to remember that this list is by no means exhaustive; there are, and will be many more jobs with a purpose.

ABOUT THE PERCEPTION CHANGE PROJECT

The Perception Change Project (PCP) was launched in 2014 by the Director-General of the United Nations Office at Geneva. The PCP aims to change the perception of International Geneva by highlighting and showcasing the relevance and impact of the work done by the UN agencies, international organizations, NGOs, and other institutions that make up International Geneva. One of the PCP's ambitions involves changing people's perceptions of the journey towards the 17 Sustainable Development Goals and demonstrating that we all have a part to play in reaching them. What better way than to choose a job with the purpose of doing just that?



Genève
internationale
Peace, Rights and Well-Being



UNOG
THE UNITED NATIONS OFFICE
AT GENEVA

