



# Building Cross-Sectoral Cooperation

**Estonian Coalition for  
Sustainable Development**





**Bridge 47** was created to bring people together to share and learn from each other. We mobilise societies from all around the world with the help of Global Citizenship Education.

We believe anyone can change the world. With the help of Global Citizenship Education, we can learn to do things better, to live by values that make a difference. Global Citizenship Education encourages us to reflect upon our assumptions, make informed decisions and demand policies that create a fairer and more equal world.

Building Cross-Sectoral Cooperation –  
Estonian Coalition for Sustainable Development

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This publication is an effort to show Global Citizenship Education actions – in line with SDG Target 4.7: to ensure that by 2030 all learners acquire the knowledge and skills needed to promote sustainable development, including among other aspects through education for sustainable development and sustainable lifestyles, human rights, gender equality, the promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and of culture's contribution to sustainable development. (Source: Sustainable Development Solutions Network)

The scale and ambition of SDG Target 4.7 requires multi-level and cross-sectorial partnerships with local and national governments, members of parliament, the private sector, civil society, the EU, the Council of Europe, UN systems, academics, media, youth and educators, and improved cooperation and coordination across European, national and regional levels across all policy areas. The Coalition for Sustainable Development is an example of how cross-sectoral partnerships can contribute.

# Sustainable development —

A common way to define sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. The following 17 Global Goals were established in 2015 by the United Nations to effectively tackle global issues such as poverty, gender inequality and climate change, among many others. A 15-year plan was set to deliver the Goals by the year 2030. Source: United Nations



## Estonia's progress in sustainable development —

In Estonia, the Government Office officially takes charge for the implementation of the Sustainable Development Goals (SDGs). They measure the SDGs and report national reviews at the High-Level Political Forum on Sustainable Development at the United Nations.

# Estonia's main strengths



## HIGH QUALITY AND GOOD ACCESSIBILITY OF EDUCATION

- 46.6% of 30- to 34-year-olds have acquired tertiary education (in 2019)



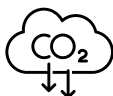
## HIGH EMPLOYMENT RATE WITH MINIMAL LONG-TERM UNEMPLOYMENT

- 79.5% in the working-age population (aged 20–64) are employed (in 2018)
- only 6.9% of young people (aged 15–24) are not in employment, education or training (in 2019)



## QUICK AND EXTENSIVE ACCESS TO PUBLIC SERVICES THROUGH E-SERVICES

# Main challenges



## LOWERING CO<sub>2</sub> EMISSIONS PER CAPITA

- total greenhouse gas emissions in 2017 were 21.1 million tonnes



## DECREASING THE RISK OF POVERTY FOR WOMEN AND DISABLED PEOPLE, INCLUDING FAMILIES WITH DISABLED CHILDREN

- 24.4% of the total population lived at risk of poverty, in severe material deprivation or in households with low work intensity (in 2018)



## TACKLING THE GENDER PAY GAP



## IMPROVING THE HEALTH, INCLUDING MEN- TAL HEALTH, AND DECREASING THE NUM- BER OF PREVENTABLE DEATHS

# The Coalition and its members —

The world is interconnected, and everyone is related in their own way to the global goals for sustainable development, whether at a personal, community, professional or political level. It is in everyone's interest that the world and Estonia can be truly inclusive, caring and prosperous. Therefore, a cross-sectoral cooperation and engagement network entitled the Estonian Coalition for Sustainable Development was formed and first gathered in spring 2018.

In the spirit and cooperative nature of the SDGs we brought together very different organisations who all shared the desire and motivation to act and do their part in achieving sustainable development. Members of the Coalition are NGOs, some of the largest enterprises active in Estonia, as well as small one-person businesses, the Government Office, and a range of different ministries and institutions. The Coalition works towards raising public and self-awareness and knowledge of sustainable development, provides global citizenship education training to our members and the public and brings together organisations who in their everyday work compose studies and statistics to use this science-based input for better policy making. A cross-sectoral approach has proven success-

ful in Estonia, as the goals remain the same. The SDGs provide a very clear framework for such collaboration. An important part of the Coalition is to have others with whom to share your successes and concerns: finding partners or help in organising training sessions, getting your campaigns to reach far more people than you could have done on your own, lending your fresh perspective to the challenges of others. An important aspect is having a community that is working with you toward the same goal and understands the challenges you face.

It has also provided space for actors who would never previously have had links to work together. For example, the Government Office has a direct link to different business sector representatives and is aware of the concrete work and examples when explaining how the work towards the SDGs is progressing beyond their own efforts. Moreover, NGOs can create campaigns to raise awareness on SDGs and the individual's role in them which is then displayed in the office spaces of large companies. Collaboration and community are important and empowering in working towards sustainable development.

The very first meeting of the Coalition with some of the representatives of the Coalition members. © AKÜ



# Members as of June 2020

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## PUBLIC SECTOR

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REPUBLIC OF ESTONIA  
GOVERNMENT OFFICE



TALLINN UNIVERSITY



REPUBLIC OF ESTONIA  
MINISTRY OF THE ENVIRONMENT



## PRIVATE SECTOR

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**milton**



**Tallinn  
Music  
Week**



**Reet Aus**

## CSO

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**terveilm.ee**



# Examples of how our members work towards a more sustainable world > Reet Aus & Stockholm Environment Institute Tallinn

The conventional fashion industry is one of the world's most polluting industries, and has a highly negative environmental, economic and social footprint. The textile industry is built on an outdated linear economic model and therefore textile waste has become a major problem in the sector. The EU textile industry alone generates around 16 million tons of textile waste per year (The European Commission).

Therefore, more and more fashion designers are turning to the concept of upcycling. It's a recycling approach where "waste" – i.e. textile leftovers that would usually end up in landfill or incineration – is used to create new, higher-value products. Reet Aus, the ethical fashion designer and Senior Researcher at the Estonian Academy of Arts is one of the first designers to bring upcycling to an industrial scale to create garments that are entirely made from manufacturing leftovers and are therefore 100% upcycled.

Reet Aus teamed up with the Stockholm Environment Institute (SEI) Tallinn centre to create a novel circular business model, called UPMADÉ, for applying the upcycling method in the textile industry on an industrial scale. UPMADÉ has been adopted by several brands and a number of textile manufacturers in Bangladesh, India and Europe. It helps brands to cut down on their textile waste by channelling leftovers back into the design and production of new garments.

This maximisation of resources leads to savings in energy, water and other resources by avoiding production from virgin raw material.



© Reet Aus / Aus Design

In 2014, UPMADÉ certified its first garment producer in Bangladesh and in its first five years UPMADÉ saved 174,826,127 litres of water and 108,576 kg of CO<sub>2</sub>. This means that 12,980 kg of textile waste has been saved from landfill and instead has been converted into new clothes.

By integrating UPMADÉ with other sustainability approaches, such as the use of organic cotton and fair trade, it is possible to create a transparent and sustainable textile and garment production chain. Furthermore, UPMADÉ allows brands to communicate better with their consumers and highlight the problems of the textile industry. UPMADÉ is truly a win-win solution for all in the textile industry.

© "UPMADÉ – towards a circular fashion industry", by Helen Saarniit & Harri Moora, SEI Tallinn

# Statistics Estonia

In 2018, based on the new sustainable development goals, Statistics Estonia published the collection “Indicators of Sustainable Development”. The collection presents 87 analysed and illustrated indicators that make it possible to monitor the implementation of 17 global sustainable development goals and the duration of the viability of the Estonian cultural space. Links have been established with National Strategy on Sustainable Development and several development and action plans.

The statistics dashboard provides a good overview of what is taking place in the field of sustainable development, where all sustainable development indicators are presented as data graphs. On the statistics dashboard, anyone can create a personal overview of the indicators of interest,

download information in different forms and also share it. Monitoring and comparing trends helps to analyse and make sense of Estonia’s sustainability, which is the basis for making important decisions both in Estonia and globally.

Sustainable development indicators also play an important role in Statistics Estonia’s new web application, the Tree of Truth. The Tree of Truth is a measure of the country’s key indicators, which compares actual results on the basis of three development plans: National Strategy on Sustainable Development “Sustainable Estonia 21”, National Reform Programme “Estonia 2020” and the action plan of the Government of Estonia. The comparisons presented in the Tree of Truth are a good basis for both strategic action planning and evaluation of results.

© Statistics Estonia





# INDICATORS OF SUSTAINABLE DEVELOPMENT



# Tallinn University

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In order to help students develop a more comprehensive view, and the systematic and scientific ability to address current problems, the university has developed a project learning method called ELU. It provides an opportunity for students from different disciplines to solve real-life problems together and thereby contribute to the sustainable development goals. Thus, in ELU projects, students are solving issues of how to create a waste management system suitable for Estonia, free the university from single-use plastic, help Estonian small farmers reach their customers better, and build better cycle paths in Tallinn.

In addition to the traditional single discipline-oriented lines of research, a group of researchers are working on interdisciplinary projects – for better environmental communication and education,

who contribute to environmental anthropology, and so on. Participation in the UNICA Green Network and the Coalition for Sustainable Development provides a broader framework and an opportunity to work together to address the challenges of sustainable development.

Recently, Tallinn University celebrated the 100th anniversary of teacher education. It is through teacher training that the university also contributes to the development of a sustainable society. If the students of Tallinn University gain the skills to teach others to notice and care, then the future members of the society will be caring and the future society more considerate.

© Tallinn University



# Telia Eesti

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Telia is a telecommunications company that contributes to several goals of sustainable development through digitalisation and technology, for example reducing inequalities, improving the quality of education and solving climate problems.

Telia has created the YOUNITE volunteering programme where staff members carry out a wide range of activities, for example producing digital maps for humanitarian workers, educating children about cyber-bullying and internet safety or guiding the elderly in using technological devices. Telia has focused on contributing to gender equality, specifically in order to bring more women into the technology sector. Unfortunately, the share of women in the ICT sector in Estonia is currently only around 20%. However, an interest in technology must start as early as possible in schools.

Therefore, Telia has supported the HK Unicorn Squad technology club for girls in primary and basic schools, created their own Telia TechGirls technology programme for teenagers, and mentored the Future Heroes girls' leadership programme.

They have also launched digital waste collection campaigns and are creating solutions that help cities optimise lighting and public transport based on anonymous mobile data.

The sustainable development goals are very clearly intertwined in all Telia's business activities and social responsibility and they involve their partners, other companies and cooperate with the state and civil society. Telia is doing all this to raise awareness of the climate crisis and other societal challenges and to help find sustainable solutions through technology and digitalisation.

© Telia Eesti







© Cleantech ForEst

## Cleantech ForEst

Cleantech ForEst is accelerating green innovation in Estonia by developing the cleantech sector. Cleantech ForEst supports early-stage start-ups with economic, social and climate goals. The mission and ambition behind their green business idea competitions and accelerator programmes is to empower entrepreneurs and help them develop their Cleantech ideas into great businesses. Besides start-up programmes, Cleantech ForEst also develops green innovation networks and runs education and innovation programmes. The Journey summer school brings together youth from all over Europe for a month, and here new green businesses and movements are initiated. The education programme for professionals Pio-

neers into Practice concerns systems innovation and practical tools for creating change. The programme is implemented and experienced in an interactive and tangible way.

Cleantech ForEst is bringing EIT Climate-KIC innovation projects to Estonia from energy for the transition to a circular economy, to green financial schemes, to smart sustainable city districts. Cleantech is not just technology that saves on energy and resources, but also a new way of thinking. Cleantech ForEst activities cover most of the SDGs: clean energy, climate actions, well-being, clean water, land and living environment, and sustainable productions, consumption, cities and communities.

# The activities of the Coalition —

The activities of the Coalition have included public campaigns, training sessions, workshops, debates, movie programmes and much more besides. Some examples of the activities the Coalition has carried out so far can be found below.

## HUMAN RIGHTS FILM PROGRAMME

In partnership with the national broadcasting company channel, ETV2, a whole month-long movie programme “Month of Human Rights” was brought to TV screens and cinemas. The goal was to raise the awareness of the wider public on human rights issues in crisis situations, during wars and situations of cultural clashes. Documentaries such as “Island of Hungry Ghosts” (2018), “The Deminer” (2017), “Girl in Return” (2019) and “Under the Wire” (2019) were shown in TV. Two cinemas in Tallinn hosted movie nights with grand openings and thematic speakers, displaying films such as “For Sama” (2019), “The Insult” (2017) and “Capernaum” (2018). The film programme was very successful, reaching thousands of viewers with television audiences.



© Estonian Public Broadcasting

## OPINION FESTIVAL 2019: DISCUSSIONS AND INTERACTIVE WALL OF SDGs

Each summer an Opinion Festival is organised in Estonia, which hosts public discussions on a wide range of subjects. In 2019, the Estonian Coalition for Sustainable Development took part in it and hosted a two-day campaign to promote the SDGs through various interactive activities that provided a fun and engaging way for people who had no previous knowledge of the goals to learn more.



© Arvamusfestival

The different activities included watching videos, listening to stories, learning more about the specifics of the SDGs, picking favourite SDGs and making pledges. One of the Coalition partners, the Government Office, facilitated a wider area called “Estonia 2035” and hosted various panel discussions for Estonian future and sustainable development.



© Arvamusfestival

In cooperation with the European Commission and Estonian MFA, an interactive wall was set up and remained as an ongoing activity throughout the two days. The campaign at the festival was also visited by the President of Estonia, Ms. Kersti Kaljulaid. The president also joined a panel discussion organised by the Government Office. The interactive approach was extremely popular and brought altogether thousands of participants.

### WORKSHOP “SUSTAINABLE DEVELOPMENT: THE INTEREST OF THE STATE AND CORPORATIONS”

The Coalition members Sustinere, Estonian Roundtable of Development Cooperation and Lileoru organised a one-day seminar and workshop in summer 2018. The introduction to the seminar was made by green economy expert Gunter Pauli. In addition to hearing the expert's vision about unapplied potential in Estonia, the participants also engaged in practical group work. In smaller groups, people got to share their visions of sustainable Estonia in 2035 and potential ways to achieve this goal. The main output of the event was the Coalition's proposals for the Estonian 2035 strategy process led by the Government Office of Estonia.

### CAMPAIGN BY NGO MONDO: “MINA HOOLIN” (“I CARE”)

Coalition member Mondo organised a public campaign with the aim of encouraging people to see sustainable development goals as an inseparable part of all our daily lives. The campaign was promoted in various channels such as Mondo's social media channels, the Coalition members' offices and social media channels, shopping malls, online news sites and libraries and schools over the country. It highlighted the following six goals of sustainable development: poverty, hunger,

health, education, consumption and water. Simple guidelines on these topics were shared on how each of us can contribute to these goals through our daily actions. Some specific recommendations were the following:

- Support people with fewer opportunities, for example through the SOS Children's Village Estonia Association.
- Buy local, seasonal and fairly produced food, avoid wasting.
- Try to live a year without buying any new clothing items. Buy your necessary clothing from second-hand shops.
- Know that your “water footprint” is greatly increased by water-demanding foods on your kitchen table, such as beef or chocolate.
- If possible, support organizations that work towards improving the availability of education in poorer countries.



### ARE COFFEE DRINKS COSTING 2 EUROS INEXPENSIVE TO YOU?

There are 783 million people in the world who have to live on less than 1.6€ a day. See what you can do.



### DO YOU HAVE ANY OBJECTIONS TO YOUR MATH TEACHER?

There are 57 million children in the world who do not even have access to primary education. See what you can do.

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