Making a Difference, One Image at a Time

In 2011, Ogilvy-Konen, from United Nations, Secretary General, convened a task force to ‘Innovate Work and Economics’. As part of this project, they asked renowned photographers to create high-impact imagery that would help global leaders and organizations take action. The final results were presented in a report titled ‘The Creative Edge – art of communicating innovation’. In the report, Konen went on to challenge media on the larger media and visual content companies to pull more meaning and impact to work in support of the ‘Global Goals’.

Some of the photos are part of the series featuring business leaders creating art for the Sustainable Goals, Care for the Commons, and a story for ‘Innovate Work and Economics’. Designer, Zainab Marrar, captured a photo of an environmental activist in a Hands-on workshop with visual evidence of what the UN’s Paris Agreement and the Global Goals mean for a sustainable future. The image was captured at the UNHabitat Congress in Cebu, Philippines, and was later used by the UN to communicate the goals. A series of images was created by photographers to promote the Global Goals and the ways individuals and organizations can contribute to achieving them.

Pegg, B., in 2019, is a photographer of the project-based photograph of a ‘Million Volunteers’- Global Goals for Sustainable Development. Pegg’s work was used by UNICEF in their Global Goals campaign. The image shows a group of volunteers gathering in a park, holding signs for the Global Goals. The image was captured in New York City, and was later used by UNICEF in their campaign to promote the Global Goals. A series of images was created by photographers to promote the Global Goals and the ways individuals and organizations can contribute to achieving them.

How can you help? Spread the word about the Global Goals for Sustainable Development and its call for action to everyone you know. You can also support the Global Goals by taking action on your own. You can find out more about the Global Goals at the United Nations and see all of the images that can be licensed to make a difference.

Some Sobering Statistics:

• In 2019, there are 1.1 billion children living in extreme poverty around the world, making up 42% of the world’s population.
• A quarter of the world’s population is undernourished, and people in rural areas, especially in sub-Saharan Africa, are at greatest risk.
• Approximately 700 million people lack access to clean water.
• More than 2.5 billion people live in slums, which is a major challenge for urban planning.

Source: UNICEF