



## *Social Media Toolkit*

### **Beyond the Sustainable Development Goals (SDGs): Addressing Sustainability and Development**

Thank you for your support of the “Beyond the Sustainable Development Goals (SDGs): Addressing the Sustainability and Development” course!

In this toolkit, you will find messaging from the “Beyond the Sustainable Development Goals (SDGs): Addressing the Sustainability and Development” course landing page on Michigan Online, the course logo, faculty quotes, a download link to a promotional video and other video content, a shortened link to the course description page, and sample social media posts that you are welcome to share through your channels.

Please contact us at [ai-marketing@umich.edu](mailto:ai-marketing@umich.edu) if you have any questions or ideas for additional opportunities to collaborate in support of this course.

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## Course Description:

We're excited you're here! This course, "Beyond the Sustainable Development Goals (SDGs): Addressing Sustainability and Development," is the first course in the upcoming Sustainability and Development MasterTrack Certificate program (Fall 2020), but you can also take this course as a stand-alone learning opportunity.

Sustainability and development pose unprecedented challenges as human societies grow and seek to ensure future wellbeing and prosperity. In this course, we'll focus on addressing the twin challenges of sustainability and development with actionable knowledge for innovating solutions to the world's most pressing problems like climate change, poverty and inequality, and biodiversity loss and ecosystem degradation. Rather than sustainability being a qualifier for development (e.g. sustainable development), we conceptualize Sustainability and Development as co-equal fields of inquiry and action that seek to build bridges between the natural, social and applied sciences and the humanities. When sustainability and development are placed on an equal footing, it requires us to think more explicitly about the trade-offs, co-benefits and synergies between them, which we will be exploring in depth in each week.

Throughout the course, you will be introduced to the theoretical currents in Sustainability and Development, and will garner an in-depth understanding of the United Nations' 17 Sustainable Development Goals (SDGs). We will also consider the methods and skills necessary for designing innovative solutions to sustainability and development problems through the emerging field of Sustainability Science.

In this course, we will explore three of the most pressing challenges undergirding the Sustainable Development Goals (SDGs) including climate change, poverty and inequality, and ecosystem degradation and biodiversity loss, with case studies to guide and challenge our thinking. In the final week of the course, we will discuss the trade-offs, co-benefits and synergies between these challenges, especially as they relate to designing innovative solutions for achieving our sustainability and development goals.

By the end of this course, you will be able to:

1. Understand and explain the world's most pressing problems with a specific focus on poverty & inequality, ecosystem degradation and biodiversity loss, and climate change.
2. Critically analyze the Sustainable Development Goals (SDGs) and their relationship to the world's most pressing problems.
3. Use frameworks and evidence necessary to develop solutions.
4. Assess relevant solutions that would help realize the SDGs and at the same time solve the pressing problems.
5. Apply skills learned to implement solutions.

## Content:

### *Beyond the Sustainable Development Goals Course Image*




#### **Download:**

Thumbnail Image [Here](#)



## *Beyond the Sustainable Development Goals Social Images*



**Beyond the Sustainable Development Goals: Addressing Sustainability and Development**



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## *Beyond the Sustainable Development Goals Social Quote Images*



" There has never been a more important time to consider the critical challenge of achieving both sustainability and development. We are entering a period of profound disruption to social and economic systems – understanding the opportunities and challenges for achieving sustainability and development is more important now than it has every been."

**Pamela Jagger, PhD**

*Associate Professor, U-M School for Environment and Sustainability*



Pamela Jagger, PhD, [Social Quote Image](#)

Bilal Butt, PhD, [Social Quote Image](#)



## *The Twin Challenges of Sustainability and Development*

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YouTube: <https://youtu.be/eBAIzGpV-eU>

## *Filming During the COVID-19 Pandemic with Pamela Jagger, PhD*

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YouTube: <https://youtu.be/xbrp6FQYvHk>



*Why Sustainability and Development? With Pamela Jagger, PhD,  
and Arun Agrawal, PhD*

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YouTube: <https://youtu.be/HLJ92LGg07s>

## Draft social media copy:

Preferred URL: <http://myumi.ch/kxWeW>

Sustainability and development pose unprecedented challenges as human societies grow and seek to ensure future wellbeing and prosperity.

Learn about addressing these challenges in the “Beyond the Sustainable Development Goals (SDGs): Addressing the Sustainability and Development” course. This is the first course in the new “Sustainability and Development MasterTrack™ Certificate” from the University of Michigan School for Environment and Sustainability.

Enroll now at <http://myumi.ch/kxWeW>.

#Sustainability  
#Development  
#Environment

(Recommended Content: [The Twin Challenges of Sustainability and Development](#) or [Why Sustainability and Development?](#))

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Explore sustainability and development with Pamela Jagger, PhD, from the University of Michigan School for Environment and Sustainability in, “Beyond the Sustainable Development Goals (SDGs): Addressing the Sustainability and Development.”

This is the first course in the new “Sustainability and Development MasterTrack™ Certificate” from the School for Environment and Sustainability.

Join now at <http://myumi.ch/kxWeW>.

#Sustainability  
#Development  
#Environment

(Recommended Content: [Beyond the Sustainable Development Goals Social Quote Images](#))

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Professor Pamela Jagger, PhD, from University of Michigan School for Environment and Sustainability speaks to us from her home about the commitment to launching the “Beyond the Sustainable Development Goals (SDGs): Addressing the Sustainability and Development” course in the midst of the COVID-19 pandemic.

This new course is the first step toward completing the new “Sustainability and Development MasterTrack™ Certificate” from the University of Michigan School for Environment and Sustainability.

Learn more and enroll now at <http://myumi.ch/kxWeW>.

#Sustainability  
#Development  
#Environment

(Recommended Content: [Filming during the COVID-19 pandemic](#).)

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Critically analyze the United Nations Sustainable Development Goals and their relationship to the world’s most pressing problems in the new “Beyond the Sustainable Development Goals (SDGs): Addressing the Sustainability and Development” course.

This is the first course in the new “Sustainability and Development MasterTrack™ Certificate” from the University of Michigan School for Environment and Sustainability.

Enroll now at <http://myumi.ch/kxWeW>.

#Sustainability  
#Development  
#Environment

(Recommended Content: [Beyond the Sustainable Development Goals Social Quote Images](#) or [Beyond the Sustainable Development Goals Social Images](#) )

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Consider the methods and skills necessary to design innovative solutions to sustainability and development problems through the emerging field of Sustainability Science in the “Beyond the Sustainable Development Goals (SDGs): Addressing the Sustainability and Development” course.

This is the first course in the new “Sustainability and Development MasterTrack™ Certificate” from the University of Michigan School for Environment and Sustainability.

Learn more and enroll now at <http://myumi.ch/kxWeW>.

#Sustainability  
#Development  
#Environment

(Recommended Content: [Beyond the Sustainable Development Goals Social Quote Images](#) or [Beyond the Sustainable Development Goals Social Images](#) )

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Join the “Beyond the Sustainable Development Goals (SDGs): Addressing the Sustainability and Development” course and focus on problems like climate change, poverty and inequality, as well as biodiversity loss and ecosystem degradation.

This is the first course in the new “Sustainability and Development MasterTrack™ Certificate” from the University of Michigan School for Environment and Sustainability.

Enroll now at <http://myumi.ch/kxWeW>.

#Sustainability  
#Development  
#Environment

(Recommended Content: [Why Sustainability and Development?](#) or [Beyond the Sustainable Development Goals Social Images](#) )