

## Will this ad help the SDGs?

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I'm still struggling to make my mind up about [this](#) commercial promoting the Sustainable Development Goals. It is being released everywhere: I saw it at the cinema on Monday while I was waiting to see Everest (a movie about mountain climbers dying; not a children's flick, in other words). The ad has been produced by [Project Everyone](#) and appears to have the UN's approval.

On one hand you could argue it will help the Goals move beyond the confines of the conversations we development types have. On the other hand, and this is where my inclinations lie for now, you could argue the ad cheapens the Goals---a cutesy comic about the problems of our planet. As a good utilitarian, this would be something I would have no problems with if I thought it would work---if it would really expand the reach of the Goals, and enhance the efforts expended in their name. But I'm not sure that this is likely.

Maybe I'm wrong though (my wife, who's often a better judge of these things than I am, thought the ad was great). You be the judge.