

SDG 10: REDUCE INEQUALITY Marketing



End extreme poverty. Fight inequality and injustice. Fix climate change. Whoa. The Global Goals are important, world-changing objectives that will require cooperation among governments, international organizations and world leaders. It seems impossible that the average person can make an impact. Should you just give up?

No! Change starts with you!

On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development — adopted by world leaders in September 2015 at an historic UN Summit — officially came into force.

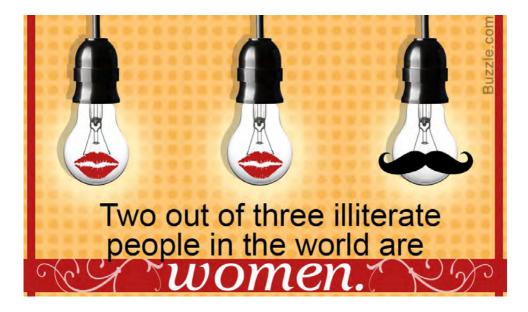


Goal 10: Facts and figures

- On average—and taking into account population size—income inequality increased by 11 per cent in developing countries between 1990 and 2010;
- A significant majority of households in developing countries more than 75 per cent of the population—are living today in societies where income is more unequally distributed than it was in the 1990s;
- Evidence shows that, beyond a certain threshold, inequality harms growth and poverty reduction, the quality of relations in the public and political spheres and individuals' sense of fulfilment and self-worth;
- There is nothing inevitable about growing income inequality; several countries have managed to contain or reduce income inequality while achieving strong growth performance;
- Income inequality cannot be effectively tackled unless the underlying inequality of opportunities is addressed;
- In a global survey conducted by UN Development Programme, policy makers from around the world acknowledged that inequality in their countries is generally high and potentially a threat to long -term social and economic development;
- Evidence from developing countries shows that children in the poorest 20 per cent of the populations are still up to three times more likely to die before their fifth birthday than children in the richest quintiles;
- Social protection has been significantly extended globally, yet persons with disabilities are up to five times more likely than average to incur catastrophic health expenditures; and
- Despite overall declines in maternal mortality in the majority of developing countries, women in rural areas are still up to three times more likely to die while giving birth than women living in urban centres.

GOAL 10: Targets

- By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average;
- By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status;
- Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard;
- Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality;
- Improve the regulation and monitoring of global financial markets and institutions and strengthen the implementation of such regulations;



WORLD INEQUALITY REPORT 2018

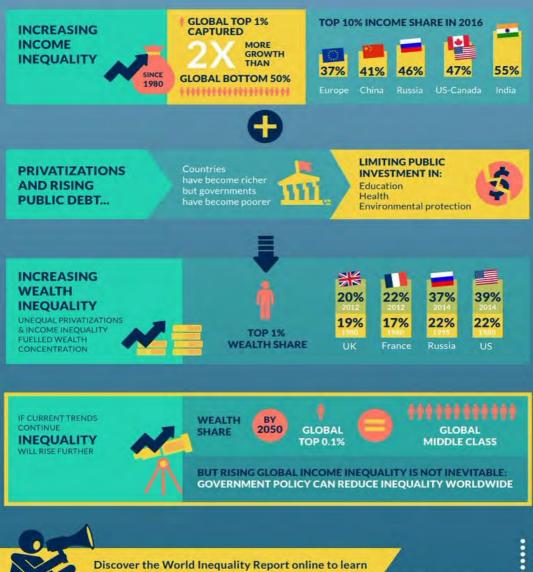
REVEALS UNEQUAL IMPACT OF GLOBALIZATION SINCE 1980

#WIR2018

WORLD

INEQUALI

INEQUALITY HAS INCREASED IN NEARLY ALL REGIONS IN RECENT DECADES, THOUGH AT DIFFERENT SPEEDS, HIGHLIGHTING THE IMPORTANT ROLE OF GOVERNMENTS IN SHAPING AND MITIGATING INEQUALITY.



about and discuss the policies governments can implement to tackle rising global inequality.

wir2018.wid.world



BEFORE COVID-19

REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

= INCOME INEQUALITY = WAS FALLING IN SOME COUNTRIES



THE GINI INDEX MEASURES INCOME INEOUALITY AND RANGES FROM 0 TO 100. WHERE O INDICATES THAT INCOME IS SHARED EQUALLY AMONG ALL PEOPLE. AND 100 INDICATES THAT ONE PERSON ACCOUNTS FOR ALL INCOME

COVID-19 IMPLICATIONS

THE MOST VULNERABLE GROUPS ARE BEING HT HARDEST BY THE PANDEMIC







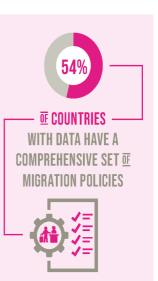


GLOBAL RECESSION COULD SOUEEZE DEVELOPMENT AID TO DEVELOPING COUNTRIES



RESOURCE FLOWS FOR DEVELOPMENT

\$420 \$271 BILLION BILLION [2017] (2018)



OLDER PERSONS PERSONS WITH

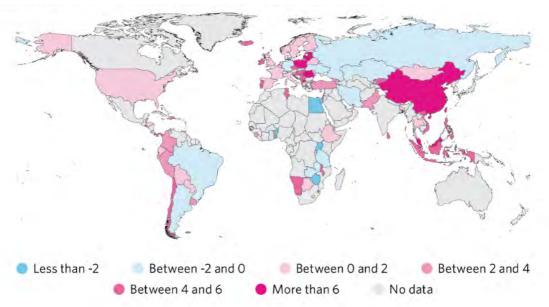
CHILDREN DISABILITIES

WOMEN

MIGRANTS AND REFUGEES

Leaving no one behind means that those with lower incomes are able to benefit and participate in a country's broader economic growth. Progress towards shared prosperity can be measured through the growth of household income (or consumption) of the poorest 40 per cent of a country's population. In 73 of the 90 countries with comparable data during the period 2012 to 2017, this group experienced real income growth. Furthermore, in more than half of those countries (49), the bottom 40 per cent experienced income growth higher than the overall national average, indicating lower levels of inequality. Still, in all countries with data, the bottom 40 per cent of the population received less than 25 per cent of the overall income, while therichest 10 per cent received at least 20 per cent of total income.

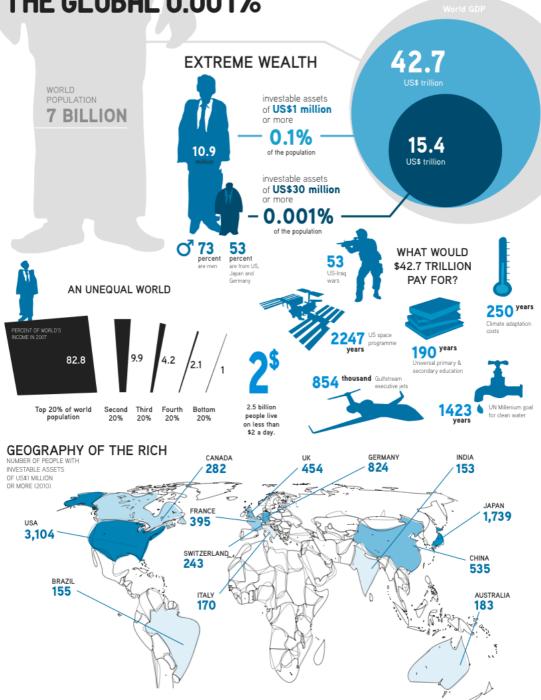
Annualized per capita growth rate of income of the poorest 40 per cent of the population, 2012–2017 (percentage)



Progress in shared prosperity has been strongest in Eastern and South-Eastern Asia, with the bottom 40 per cent of the population growing annually by 4.9 per cent, on average. Growth in sub-Saharan African countries has been more limited, although comparison is challenging due to limited data (available for 15 countries only).

There has been class warfare going on for the last 20 years, and my class has won. Warren Buffett, Chairman & CEO, Berkshire Hathaway

THE GLOBAL 0.001%





One in ten children is a child with a disability!

Co-funded by the Erasmus+ Programme of the European Union

80 PER CENT FROM ONE BILLION POPULATION

with disabilities live in developing countries.



SDG 10: REDUCED INEQUALITIES





OECD INCOME Inequality:

 Income inequality in OECD countries is at its highest level for the past half century

- Average OECD Gini coefficient: 0.32
- Average OECD level of relative income poverty:



 Rise in inequality caused OECD growth rates:



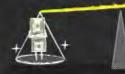
HIGHEST Inequality In the Oecd:



NEQUALITY

Gini coefficient: Chile (0.50)
Relative income poverty: Mexico
Youth poverty: Turkey
(28.4% of people aged 0-17)





- Gini coefficient: Denmark (0.25)
- > Relative income poverty: Czech R
- > Youth poverty: Denmark
 - (2% of people aged 0-17)



🖉 THE GINI COEFFICIENT

measures, between 0 and 1, how much the distribution of income, or consumption, across an economy deviates from total equality. A score of 1 would represent one person accounting for 100% of income and consumption in an economy.

WORLD'S WEALTH INEQUALITY:





THE RICHEST <mark>85</mark> THE POOREST 3.5 BILLION

> 1% owns 48% of world wealth (2014)

THE CASE OF THE UNITED STATES:



 The top 5% of US households own 91 times the wealth of the average household

- > Relative income poverty: 17.6%
-) Gini coefficient: 0.40
- > Youth poverty: 19.6% of people aged 0-17



(21.4%)



epublic (5.3%)

85% of mayors are men

Precarious work & women

overrepresented in precarious jobs

majority of involuntarily underemployed

maternity leave is a challenge as contracts may be shorter than leave of workers in science, technology, engineering and mathematics (STEM) are men

of workers in education, health and welfare are women



women live longer but in poorer health

80%

75%

almost 200



more male than female Members of the European Parliament in current legislature

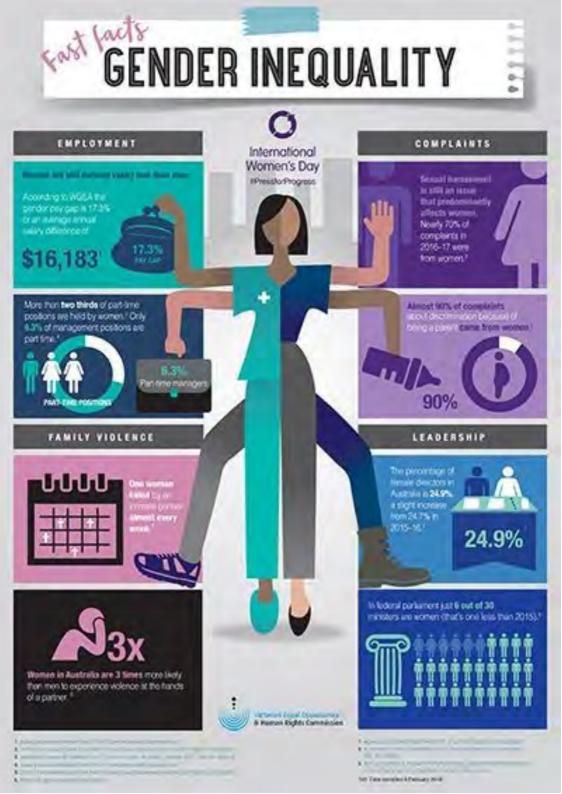
47%

of millennials believe reducing gender gaps in salaries and pensions is one of the best ways to tackle gender inequalities

+16 BILLION € GDP

if more women were to enter digital jobs, this would the annual boost for the European economy (according to the European Commission)





INVEST IN EQUALITY











ONE IN FOUR WOMEN is physically or sexually abused during pregnancy.

Globally, **NEARLY** 40% of murders of women are committed by an intimate partner. EVERY DAY, **39,000 GIRLS** ARE FORCED INTO EARLY MARRIAGE.



INCLUSION & PARTICIPATION

Women make up only 21.9% of Parliamentarian seats, and 8% of the world's executives. 95% of countries have a male head of state.

Mo Iaw res in f

More than 100 countries have laws on the books that restrict women's participation in the economy.

WOMEN IN POWER = GREATER OPPORTUNITIES FOR GIRLS' EDUCATION, HEALTH, AND EQUALITY

7WOMEN DELIVER

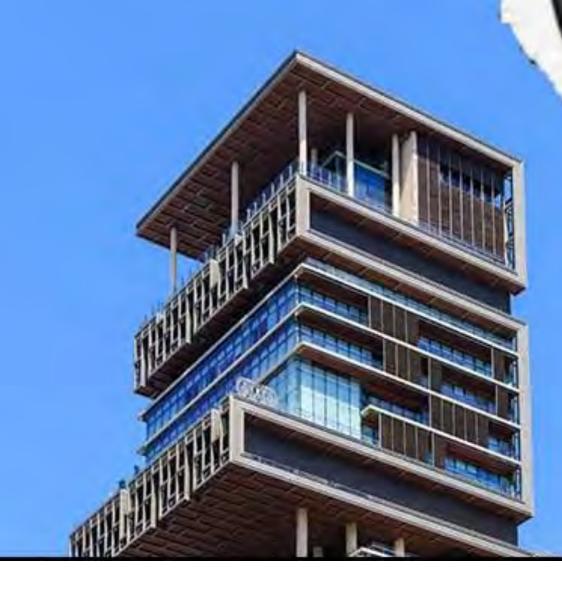
WHO WINS? EVERYBODY.





THE WORTS FORM OF INEQUALITY IS TO TRY TO MAKE UNEQUAL THINGS EOUAL

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