

SUSTAINABLE DEVELOPMENT: the use of the coast in relation to tourism in Swansea County



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¹ Photograph: Simpsons Estate Agents, '10 reasons to live in Swansea' 2018 <<http://www.simpsonsproperty.co.uk/blogs/10-reasons-to-live-in-swanea>> [Accessed 21st March 2018].

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1. List of Abbreviations

AONB – Area of Natural Beauty
GBMP – Gower Beaches Management Plan
GHG – Green House Gas
LBAP – Swansea Local Biodiversity Action Plan
NGO – Non-Governmental Organisation
SC – Swansea Council
SDGs – Sustainable Development Goals
SMP – Shoreline Management Plan
WBFGA – Well-being of Future Generations (Wales) Act 2015

2. Introduction

Since the Earth Summit in 1992 and the production of Agenda 21 in 1993, the focus on sustainable development has continued to evolve to recently resulting in the creation of the SDGs (see Figure 1). They have now become paramount for many authorities at local, national and international level, aiming to tackle the demands of society and the fragility of the environment through issues related to social well-being, economic growth, infrastructure and environmental protection².



Figure 1: Sustainable Development Goals from the United Nations³

Within the United Kingdom, the Welsh government have been front runners in implementing sustainable development, through the WBFGA. It intends to improve the social, cultural, economic and environmental well-being of Wales by focusing on the long-term impacts of developments and social being, by implementing seven goals⁴ (see Figure 2).

² United Nations, 'Sustainable Development' <<https://sustainabledevelopment.un.org/resourcelibrary>> [Accessed 11th March 2018].

³ United Nations 'Sustainable Development Goals' <<http://www.un.org/sustainabledevelopment/sustainable-development-goals/>> [Accessed 14th March 2018].

⁴ Welsh Government, 'Well-being of Future Generations (Wales) Act 2015', 2016, <<http://gov.wales/topics/people-and-communities/people/future-generations-act/?lang=en>> [Accessed 8th March 2018].

Well-being Goals

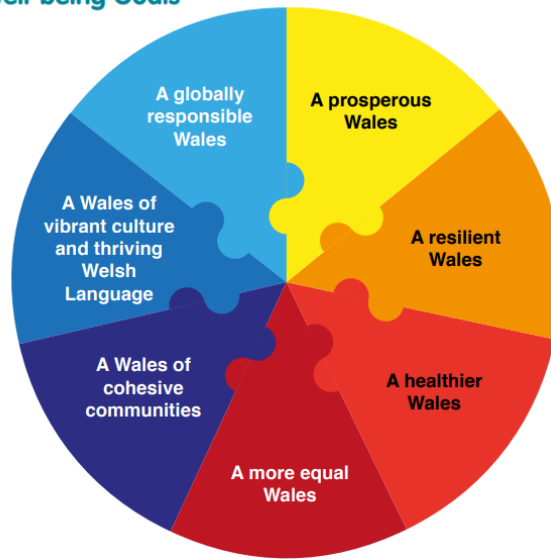


Figure 2: Well-being goals of the Well-being of Future Generation (Wales) Act 2015⁵

Swansea has 34 miles of coastline, within which are designated AONB sites⁶, and which create "high conservation and aesthetic value that can be said to support the Welsh tourism industry"⁷. In order to protect this, Swansea implemented a number of initiatives, such as the LBAP, GBMP, and the SMP, to ensure that the local population as well as tourists have safe and easy access to the coast. Agenda 21 recognises tourism as a vital part of economic development⁸, and in Swansea tourism contributes a sizeable amount to the local economy and attracts 4.3 million visitors each year⁹. Whilst tourism reaps economic benefits, such as employment, and local economic gain¹⁰, the coast also offers ecosystem services that directly benefit both tourists and the local population, for example social well-being. However, it is important to recognise that it is the healthy and thriving natural environments that determine the success of these services¹¹.

This report will attempt to highlight how the environment is essential to maintaining tourism within Swansea County, and how that consequently positively affects social well-being and the economy. It will explore how SC have implemented the three pillars of sustainability (environmental, social and cultural, and economic) within its coastal management strategies, and how these could be improved, as well as how they have complied with sustainability initiatives such as the SDGs, Agenda 21 and the WBFGA.

⁵ Welsh Government 'Well-being of Future Generations (Wales) Act 2015: The Essentials', 2015, <<http://gov.wales/docs/dsilg/publications/150623-guide-to-the-fg-act-en.pdf>> [Accessed 12th March 2018], p.3.

⁶ Swansea Environmental Forum, 'Swansea Environment Strategy' 2006, <http://swanseaenvironmentalforum.net/wp-content/uploads/2014/10/Swansea_Environment_Strategyfull.pdf> [Accessed 11th January 2018], p.16.

⁷ Phillips, M., Rosser, G., Jenkins, R., Cullis, M., 'Beach Management Strategies: a Comparative Coastal Stakeholder Assessment, Gower, South Wales, UK', *Journal of Coastal Research*, Vol. Special Issue, 64 (2011), p.1397.

⁸ Liburd, J., 'Introduction to Sustainable Tourism Development' in *Understanding the Sustainable Development of Tourism*. Ed. by Liburd, J., & Edwards, D. (Oxford: Goodfellow Publishers Ltd, 2010), p. 5.

⁹ The Tourism Company, 'City and County of Swansea Beaches Management Plan and Action Plans for Blue Flag Beaches of Gower' October 2015, <<https://www.swansea.gov.uk/gowerbeachesmanagementplan>> [Accessed 15th January 2018], p.5.

¹⁰ Dwyer, L., Edwards, D. 'Sustainable Tourism Planning' in *Understanding the Sustainable Development of Tourism*. Ed. by Liburd, J., & Edwards, D. (Oxford: Goodfellow Publishers Ltd, 2010), p.22.

¹¹ Berks, F. 'Coasts for people: interdisciplinary approaches to coastal and marine resource management', (New York: Routledge, 2015), p.46.

3. Environmental Pillar

Tourism in itself can be especially damaging to environments, as the nature of tourism on the coast is centred on the beaches, posing risks such as the decline of water quality, an increase of waste production and littering, and habitat destruction by the constant use of the area¹². That said, in order to maintain the benefits of tourism, good coastal management and healthy environments are essential, which consequently provide a level of protection for the environment in return.

SC does not specifically state this concept within its environmental protection and coastal management plans such as the LBAP and the GBMP. However, both initiatives comply with some of the objectives established by the WBFGA, Agenda 21 and the SDGs, and recognise that coastal users can help to protect the environment whilst experiencing the benefits that it provides.

The commitment of SC to protect the environment is demonstrated in the LBAP 2005. The plan reflects the WBFGA's "a resilient Wales" goal (see Figure 3) as it recognises that coastal resources are becoming increasingly under threat due to the use of coasts by both tourists and locals¹³, and that almost 70% of the habitats and 20% of species can be identified as priorities for conservation¹⁴.

Goal	Description of the goal
A prosperous Wales	An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.
A resilient Wales	A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).
A healthier Wales	A society in which people's physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.
A more equal Wales	A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well-connected communities.
A Wales of vibrant culture and thriving Welsh language	A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.
A globally responsible Wales	A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.

Figure 3: Explanation of the goals set out by the *Well-being of Future Generations (Wales) Act 2015*¹⁵

¹² Dwyer, L., Edwards, D., p.23.

¹³ Swansea Council, 'Swansea Local Biodiversity Action Plan' August 2017 <<https://www.swansea.gov.uk/article/10113/Swansea-Local-Biodiversity-Action-Plan>> [Accessed 14th March 2018], p.4.

¹⁴ Swansea Council, 'Swansea Local Biodiversity Action Plan', p.5.

¹⁵ Welsh Government 'Well-being of Future Generations (Wales) Act 2015: The Essentials' p.6.

It aims to raise awareness of Swansea's natural assets in order to promote protection from the public¹⁶, and establish key actions that will aim to collect data and identify potential habitat management strategies with the need to monitor these areas in the long-term¹⁷, as reflected in the WBFGA principles¹⁸ (see Appendix 1) and the guidelines for the SDGs (see Appendix 2) for long-term commitments whilst considering future generations.

However, whilst the plan does recognise potential threats, it does not respond to the carrying capacity of the area: that there are physical limits to an environment and "physical limits to increasing tourism numbers"¹⁹. To satisfy this concept, restriction of use could be established in order to protect the environment for periods of time²⁰. Albeit, this clearly would have negatives effects on certain aspects of tourism, such as economic income, well-being and seasonal employment rates²¹.

Furthermore, the LBAP also complies with the ideas set out by Agenda 21; it suggests educating tourists and local residents about the significance of the environment²². The LBAP recommends that promotional materials, such as leaflets, should be produced in order to demonstrate the importance of natural environment to tourists, as well as the public and local businesses²³.

The GBMP 2015 goes one step further and suggests involving all users of the Gower beaches to assist with the environmental protection of the area whilst experiencing the benefits that the coast can offer. Similarly to the LBAP, it recognises how the increase of visitors to the Gower can have adverse effects on the natural environment concerning habitat destruction and erosion²⁴ (again complying to WBFGA "a resilient Wales" goal). From this, the plan intends to: encourage work parties for beach cleaning and increase the number of environmental events in the Gower; to change behavioural attitudes towards conduct on the beaches; and improve recycling and waste facilities on all beaches²⁵. However, unlike the LBAP, the plan does not specifically state what methods will be applied in order to carry out these intentions. In order to produce a more thorough management plan, specific methodologies could be expressed for each of these points in terms of promotion and organisation.

Both the LBAP and GBMP recognise that complete inclusion, rather than a top-down approach to implementation as well as education are essential in protecting the natural environment, in order to maintain such high levels of tourism.

4. Social & Cultural Pillar

As previously stated, high levels of tourism depends on the protection of the natural environment, and from which, has knock-on effects on social well-being for tourists as well as for local residents who use these coastal areas for recreational purposes and spiritual escapes²⁶. Other positive impacts of

¹⁶ Ibid.

¹⁷ Swansea Council, 'Swansea Local Biodiversity Action Plan', p.9.

¹⁸ Welsh Government 'Well-being of Future Generations (Wales) Act 2015: The Essentials' p.7.

¹⁹ Dwyer, L., Edwards, D., p.25.

²⁰ Presbury, R., Edwards, D. 'Sustainable Operations Management', in *Understanding the Sustainable Development of Tourism*. Ed. by Liburd, J., & Edwards, D. (Oxford: Goodfellow Publishers Ltd, 2010), p. 56.

²¹ Dwyer, L., Edwards, D., p.22.

²² Liburd, J., p.5.

²³ Swansea Council, 'Swansea Local Biodiversity Action Plan', p.19.

²⁴ The Tourism Company, p.11.

²⁵ The Tourism Company, p.21.

²⁶ Dwyer, L., Edwards, D., p.23.

tourism within an area can also include an improvement of quality of life due to the economic gains that visitors bring; an increase of profits for small business owners within the area; and also provide a sense of cultural richness through an increase of diversity²⁷ - all contributing to overall social and cultural well-being.

Swansea has been awarded the Blue Flag accreditation by Keep Tidy Wales for four of its beaches: Bracelet Bay, Caswell Bay, Langland Bay, and Port Eynon²⁸ (see Figure 4). The Blue Flag accreditation assesses the water quality, environmental management, environmental education and safety²⁹, all of which consequently provide a recreational space that has approved management, suggesting good environmental protection and opportunity for well-being.

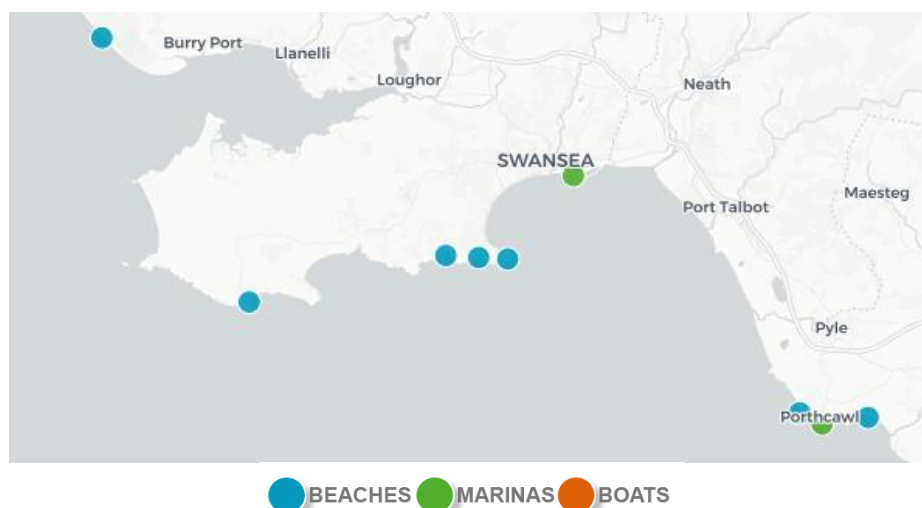


Figure 4: Sites awarded Blue Flag accreditation around the Swansea area³⁰

This is specifically stated within the GBMP as accreditation to be retained, whilst ensuring the value of the outdoors and natural environments is promoted³¹, and seeking the cooperation of all beach users³². This is reflected by its use of public participation via surveys to discover the public perceptions concerning their local beaches. The survey concluded that the Blue Flag award encouraged and assured users that the water quality and safety was of a high enough standard to be used confidently, increasing not only visits per year, but also resulting in special attentions given by the GBMP to promote this awarded, assured quality³³ - ultimately indicating that well-being is being achieved. This idea of public participation and inclusion is not only mirrored by LBAP, but also the SDG 16.7: to ensure participation and representation is included in decision-making at all levels³⁴, as well as the principles set out by the WBFGA: to involve all people with an interest to achieve well-being³⁵.

Contrariwise, despite the increase in tourism having positive effects on well-being and ensuring environmental protection, this temporary increase in population can also have negative impacts on

²⁷ Ibid.

²⁸ Swansea Council, 'Gower Beaches Management Plan' October 2015, <<https://www.swansea.gov.uk/gowerbeachesmanagementplan>> [Accessed 15th January 2018].

²⁹ The Tourism Company, p.2.

³⁰ Blue Flag, 'Blue Flag', <<http://www.blueflag.global/>> [Accessed 15th March 2018].

³¹ The Tourism Company, p.3.

³² The Tourism Company, p.16.

³³ The Tourism Company, p.6.

³⁴ United Nations, 'Transforming our world: the 2030 Agenda for Sustainable Development' <<https://sustainabledevelopment.un.org/post2015/transformingourworld>> [Accessed 16th March 2018].

³⁵ Welsh Government 'Well-being of Future Generations (Wales) Act 2015: The Essentials' p.7.

social well-being and cultural values, such as an increase in crime rate, competition for services between tourist and resident, and overcrowding of these spiritual retreats³⁶. The GBMP does not state any measures to mitigate the potential negative consequences, but solely focuses on the social benefits provided by the Blue Flag accreditation. In order to tackle these issues an increase in policing of the area at peak tourism periods³⁷ may be an effective way to reduce crime rates, but also improve social well-being by the sense of security, and provide employment for security officers.

Additionally, the use of environmental education is an essential part of the criteria in order to gain Blue flag status³⁸, as well as within Agenda 21³⁹. The GBMP not only suggests the use and implementation of facilities and opportunities for schools and educational groups⁴⁰, but also facilities to promote wider education and engagement with visitors at Port Eynon beach⁴¹. However, the plan does not disclose any information about these kinds of visitor facilities at every beach that holds the Blue Flag accreditation. Similarly to the LBAP, a more thorough promotional campaign, or educational facilities aimed at tourists to provide information on appropriate behaviour, and the potential impacts of visitors⁴², may be considered at all other sites to avoid negative impacts, such as disrespect for locals with regards to service competition and overcrowding.

Similarly to the environmental pillar, education and inclusion is an essential part of achieving sustainability with regards to social and cultural well-being. And repeatedly, as the environment provides this sense of escape and recreation, it is important to highlight the necessity of environmental protection so that tourists can improve well-being within these spaces for generations to come.

5. Economic Pillar

The economic benefit of tourism is described as a “valuable” contribution to the economy within Swansea due to the vast amount of visitors the area attracts within the year⁴³. Agenda 21 recognises tourism as a form of economic development on a worldwide scale⁴⁴, and within Swansea, the tourism industry contributes £360.5 million to the local economy⁴⁵, due to the natural sites⁴⁶.

Environmental change, for example flood risk and coastal erosion as a result of sea-level rise, pose threats to the use of the coastal environments by local and tourist by narrowing the beach areas. However, in this particular case, it is notable that this degradation of the environment is again partly caused by anthropogenic-induced risks such as GHG emissions that contribute to climate change⁴⁷, highlighting that the lack of environmental protection will have negative impacts on, not only the environment, but also the value of tourism in Swansea.

³⁶ Ibid.

³⁷ Dwyer, L., Edwards, D., p.23.

³⁸ The Tourism Company, p.42.

³⁹ Liburd, J., p.5

⁴⁰ The Tourism Company, p.36, 38

⁴¹ The Tourism Company, p.25

⁴² Dwyer, L., Edwards, D., p.38

⁴³ Swansea Environmental Forum, 'Swansea Environment Strategy' p.4.

⁴⁴ Liburd, J., 'Introduction to Sustainable Tourism Development', p.5.

⁴⁵ The Tourism Company, p.5.

⁴⁶ Phillips, M., Rosser, G., Jenkins, R., Cullis, M. p.1397

⁴⁷ Cuff, A., Goudie, A., 'Causes of Climate Change' 2009

<<http://www.oxfordreference.com/view/10.1093/acref/9780195324884.001.0001/acref-9780195324884-e-32>> [Accessed 19th March 2018].

SC have implemented the SMP throughout the county in order to minimise coastal erosion and flood risks threatening to damage: major economic drivers such as industry, commerce, and tourism⁴⁸; residential safety; and the environment, as well as utilise "sustainable and balanced" methodologies⁴⁹.

It suggests that from Sker Point to Swansea Bay, the existing defences are to be maintained and unaltered, leaving the coastal walkways, natural mudflats acting as a habitat for migratory birds, as well as other tourist developments on the seafront to be defended by a number of existing groynes and seawalls⁵⁰ (see Table 3). From Mumbles Head to Loughor Estuary, combined proposed policies include more natural methods through no intervention, natural defences, and holding the existing defences for the benefit of tourist value⁵¹ (see Table 3). This is intended to have little effect on the number of coastal users, ultimately conserving the economic value of tourism in this area, avoiding adverse social impacts that inherently come with new developments, and avoiding anthropogenic changes to the environment. This indicates that the SMP complies with the overarching theme of the SDGs and WBFGA: an interconnected development scheme that includes all three pillars of development (economic, social and environmental).

Table 3: Shoreline Management Plan recommended policies for coastal erosion and flood defence in the Swansea area⁵²

Location	Hold the line, maintenance and upgrades to existing defences	Intervention through hard engineering	Use of natural defences (sand dune management or no intervention)
Sker Point to Swansea Docks	✓		✓
Swansea Bay	✓		
Mumbles Head to Worms Head			✓
Worms Head to Whiteford Point			✓
Loughor Estuary	✓		✓

Nevertheless, the SMP does state how selecting this short-sighted approach may have adverse effects on the tourist industry in the long-term due to a lack of intervention⁵³. Whilst it recognises that a more active approach may be necessary to prevent flooding and coastal erosion in the future, it

⁴⁸ Swansea and Carmarthen Bay Engineering Group, 'Lavernock Point to St. Ann's Head Shoreline Management Plan SMP2', January 2012 <http://www.southwalescoast.org/smp/files/SMP_2012/FINAL%20SMP2%20Report%20and%20Appendices%20PDF%20version/SMP2%20Main%20Document/Main%20SMP%20Document.pdf> [Accessed 12th February], p.22.

⁴⁹ Swansea and Carmarthen Bay Engineering Group, p.33.

⁵⁰ Ibid.

⁵¹ Swansea and Carmarthen Bay Engineering Group, p.45.

⁵² Swansea and Carmarthen Bay Engineering Group, p.43-46

⁵³ Swansea and Carmarthen Bay Engineering Group, p.54

does not suggest any potential methods in order to sustain the economic benefit of tourism that is currently due to the present environmental situation.

This specific example highlights the challenges associated with achieving a balance between the three pillars of sustainability. It seems that these potential risks to the coast create a dilemma for decision-makers as to whether they should create developments on the basis that social protection from flooding, and preventing damage to the environment from engineering projects is necessary at the expense of the economic benefit from tourism in the long-term.

However, it is argued that using natural processes such as sand dune management as opposed to hard engineering, is more a cost effective and sustainable approach to coastal erosion⁵⁴, which could potentially be explored further by the SMP. However, discovering the best, sustainable option would require a network of expertise only found through collaboration and partnerships. The SDGs (Goal 17) and WBFGA (collaboration principle⁵⁵, see Appendix 1) both encourage the concept of cooperation for the success of sustainability. Using this example, partnerships would be required in order to find the most sustainable solution through a pool of knowledge from varying backgrounds. This could include the environmental organisations concerned with coastal and environmental health (to ensure the environment is protected), as well as construction professionals (for the newest, most efficient technologies to provide social protection) and planning professionals to ensure the best amenities would be available for visitors (for economic income).

The fragility of the environment, not only from continual use of the area, but also from anthropogenic-induced risks such as GHGs repeatedly enforces how healthy and thriving environments are essential in order to maintain coastal benefits such as income to the economy through tourism.

6. Conclusion

Through one aspect of society, such as tourism, the three pillars of sustainability can be demonstrated as an interconnected and multidimensional system that forms an ongoing process to achieve success. Whilst measures can be established at a community level by local councils for the improvement of sustainability, such as use restrictions, an increase in policing, and education, some aspects such as environmental changes are not so easily remedied. However, the coastal management strategies of SC have generally complied with the SDGs and WBFGA, showing a serious commitment to sustainable development that can be argued to have positive impacts on the wider international community. As a front runner of sustainable development in the United Kingdom, Wales acts as a source of inspiration, especially concerning coastal, sustainable tourism strategies. That is not to say that these initiatives are perfect, and as previously mentioned, achieving sustainable development is an ongoing process that is ever-changing due to the demands of society and fragility of the environment.

⁵⁴ Cooper, J., McKenna, J., 'Working with natural processes: the challenge for coastal protection strategies'. *The Geographical Journal*, Vol.174.4 (2008), p.317.

⁵⁵ Welsh Government 'Well-being of Future Generations (Wales) Act 2015: The Essentials', p.7.

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<<http://gov.wales/topics/people-and-communities/people/future-generations-act/?lang=en>> [Accessed 8th March 2018].

8. Appendices

Appendix 1: Sustainable Development principles from the Well-being of Future Generations (Wales) Act 2015⁵⁶.



Sustainable Development Principle

The Act puts in place a 'sustainable development principle' which tells organisations how to go about meeting their duty under the Act.

In this Act, any reference to a public body doing something “in accordance with the sustainable development principle” means that the body must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

Part 2 ‘Improved well-being, section 5 ‘the sustainable development principle, paragraph (1)’.

Public bodies need to make sure that when making their decisions they take into account the impact they could have on people living their lives in Wales in the future.

There are 5 things that public bodies need to think about to show that they have applied the sustainable development principle. Following these ways of working will help us work together better, avoid repeating past mistakes and tackle some of the long-term challenges we are facing.



Long term

The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs.



Prevention

How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.



Integration

Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.



Collaboration

Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.



Involvement

The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.

⁵⁶ Welsh Government 'Well-being of Future Generations (Wales) Act 2015: The Essentials', p.7

Appendix 2: Principles for the Sustainable Development Goals⁵⁷.



Principles for Framing Sustainable Development Goals, Targets, and Indicators

Issue Brief

Prepared by the SDSN Secretariat

February 14, 2014

This brief note summarizes suggestions for framing Sustainable Development Goals (SDGs) as well as their Targets and Indicators. These principles are derived from two reports prepared by the Leadership Council of the Sustainable Development Solutions Network (SDSN): The *Action Agenda for Sustainable Development* and *Draft Indicators for Sustainable Development Goals*. In these reports the SDSN proposes an integrated framework of 10 goals, 30 targets, and 100 indicators, taking into account as comprehensively as possible the set of principles described below. The SDSN is committed to supporting the various processes underway to design and adopt the SDGs by 2015.

THE IMPORTANCE OF SUSTAINABLE DEVELOPMENT GOALS

The SDGs will be complementary to the tools of international law, such as legally binding global treaties and conventions, by providing a shared normative framework that fosters collaboration across countries, mobilizes all stakeholders, and inspires action. Indeed, as has been demonstrated by the MDGs, well-crafted goals will:

- **Unite the global community and inspire coherent public and private action at local, national, regional, and global levels.** Sustainable development must be pursued at all levels of government (local, national, regional) and by public and private stakeholders, including business, civil society, academia, and research. Well-crafted, outcome-focused goals will foster a unity of purpose across public and private actors. Such goals can be applied at local, national, and regional scales, and will shift the focus of debate from “what?” to “how?”
- **Help guide the public's understanding of complex sustainable development challenges, including neglected ones.** Just like the MDGs familiarized decision makers with maternal mortality and other development challenges, the SDGs will lay out an agreed list of priority challenges, which will educate heads of government, mayors, business leaders, scientists, and other stakeholders about the complex issues that must be addressed in combination. Children everywhere should learn the SDGs to help them understand the challenges that they will confront in adolescence and adulthood.
- **Promote integrated thinking and put to rest the futile debates that pit one dimension of sustainable development against another.** The challenges addressed by the SDGs are inherently integrated, so sustainable development will require that the goals be pursued in combination, rather than individually or one at a time. As a result, SDGs cannot be ordered by priority. All are equally important and work in harmony with the others.
- **Support long-term approaches towards sustainable development.** The goals, targets and indicators will allow public and private actors to chart out long-term pathways to sustainable development, which can be shielded from day-to-day politics, short electoral cycles, and short-term business imperatives.
- **Define responsibilities and foster accountability.** The SDGs will also mobilize governments, businesses, civil society, and the international system to strengthen measurement and monitoring for sustainable development. In particular, the goals will empower civil society to ask governments and the private sector how they work towards every one of the new goals. The new set of goals for sustainable development must also be bolstered by significant improvements in local, national, and global data collection and processing, using new tools (GIS, remote sensing, social networking, etc.) as well as existing ones.
- **Inspire active problem solving by all sectors of society.** Just like the MDGs have spurred problem solving, particularly in health and agriculture, the post-2015 goals can promote active problem solving by governments, the private sector, and civil society on the challenges of ending poverty, promoting economic growth, strengthening social inclusion and trust, maintaining environmental sustainability, and improving governance.

⁵⁷ United Nations, 'Principles for Framing Sustainable Development Goals, Targets, and Indicators', February 2014, <<http://unsdsn.org/wp-content/uploads/2014/02/Principles-for-Framing-SDGs-Targets-Indicators1.pdf>> [Accessed 21st March 2018].