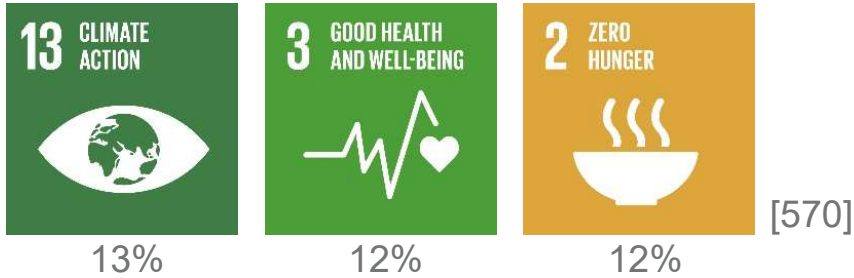


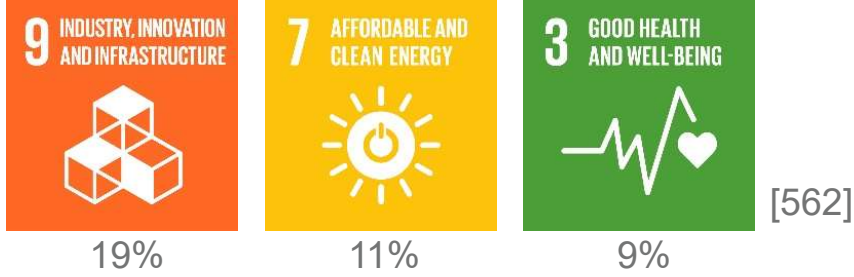
SDGs as an individual personal or professional goal

Results of a survey on the Sweden booth at the Hanover Fair 2019

Top 3 personal SDG



Top 3 professional SDG



Which of the Global Goals is most important to you personally?

[survey at Hanover Fair - Apr 01-05, 2019]*

		1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Total responses	570 = 100%	8%	12%	12%	10%	3%	11%	8%	2%	4%	1%	4%	2%	13%	2%	2%	5%	1%
Europe	431 = 100%	8%	12%	13%	10%	3%	11%	6%	1%	3%	2%	3%	3%	14%	3%	2%	6%	1%
Asia-Pacific	86 = 100%	7%	12%	8%	7%	5%	12%	15%	5%	6%	1%	8%	0%	8%	2%	1%	2%	1%
Africa	25 = 100%	8%	8%	4%	4%	4%	16%	16%	0%	4%	0%	4%	4%	0%	0%	4%	12%	0%
North America	8 = 100%	25%	38%	13%	0%	0%	0%	0%	0%	13%	0%	0%	0%	13%	0%	0%	0%	13%
Latin/South America	20 = 100%	15%	10%	15%	15%	0%	5%	10%	0%	5%	0%	0%	0%	10%	0%	0%	10%	0%
Germany	259 = 100%	8%	14%	11%	10%	2%	12%	6%	1%	3%	2%	3%	2%	15%	2%	3%	6%	1%
Sweden	53 = 100%	9%	11%	13%	11%	8%	11%	6%	0%	0%	2%	6%	4%	17%	4%	0%	2%	0%
Europe - other countries	119 = 100%	5%	8%	18%	10%	4%	9%	5%	3%	5%	1%	3%	3%	11%	3%	1%	6%	3%

Which of the Global Goals is most important to you professionally?

[survey at Hanover Fair - Apr 01-05, 2019]*

		1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Total responses	562 = 100%	3%	6%	9%	8%	4%	4%	11%	6%	19%	5%	5%	4%	7%	1%	2%	5%	2%
Europe	427 = 100%	4%	5%	8%	9%	4%	4%	10%	6%	18%	3%	5%	4%	7%	1%	2%	6%	3%
Asia-Pacific	84 = 100%	1%	8%	10%	4%	4%	4%	11%	8%	23%	7%	7%	4%	7%	1%	1%	6%	0%
Africa	24 = 100%	0%	8%	4%	4%	8%	13%	21%	0%	17%	8%	8%	0%	4%	4%	0%	0%	0%
North America	8 = 100%	0%	0%	13%	25%	0%	0%	0%	25%	13%	0%	13%	0%	0%	0%	0%	0%	13%
Latin/South America	19 = 100%	0%	5%	16%	11%	0%	5%	16%	5%	26%	5%	0%	0%	0%	0%	5%	5%	0%
Germany	255 = 100%	3%	6%	8%	9%	4%	3%	12%	6%	16%	3%	5%	3%	8%	2%	2%	7%	3%
Sweden	53 = 100%	6%	2%	6%	2%	4%	4%	4%	9%	25%	2%	9%	11%	11%	0%	2%	4%	4%
Europe - other countries	119 = 100%	3%	4%	10%	13%	7%	7%	9%	3%	20%	4%	3%	4%	4%	1%	2%	3%	2%

	1 KEINE ARMUT	2 KEIN HUNGER	3 GESUNDHEIT UND WOHLERGEHEN	4 HOCHQUALITÄT BILDUNG	5 GESCHLECHTER-GLEICHHEIT	6 SAUBERES WASSER UND SANITÄRVERHÄLTNISSE	7 BEAUFWANDIGTE UND SAUBERE ENERGIE	8 MENSCHENWÜRDIGE ARBEIT UND WIRTSCHAFTSWACHSTUM	9 INDUSTRIELLE INNOVATION UND INFRASTRUKTUR	10 WENIGERE UNGLEICHHEITEN	11 NACHHALTIGE STÄDTE UND GEMEINSCHAFTEN	12 NACHHALTIGE KONSUMTION UND PRODUKTION	13 MASSNAHMEN ZUM KLIMASCHUTZ	14 LEBENSUNTTER WASSER	15 LEBEN AUF DEM LAND	16 FRIEDLICHE UND GERECHTE STÄRKE INSTITUTIONEN	17 PARTNERSCHAFTEN FÜR ZIELERREICHUNG
top 4 per regions/countries [minimum >3 hits]:	1	2	3	4													

* tablet-based self-survey at the Hanover Fair on the Swedish booth/hall 27 - Apr 01-05, 2019

SDGs as an individual personal goal – Ranking

Results of a survey on the Sweden booth at the Hanover Fair 2019

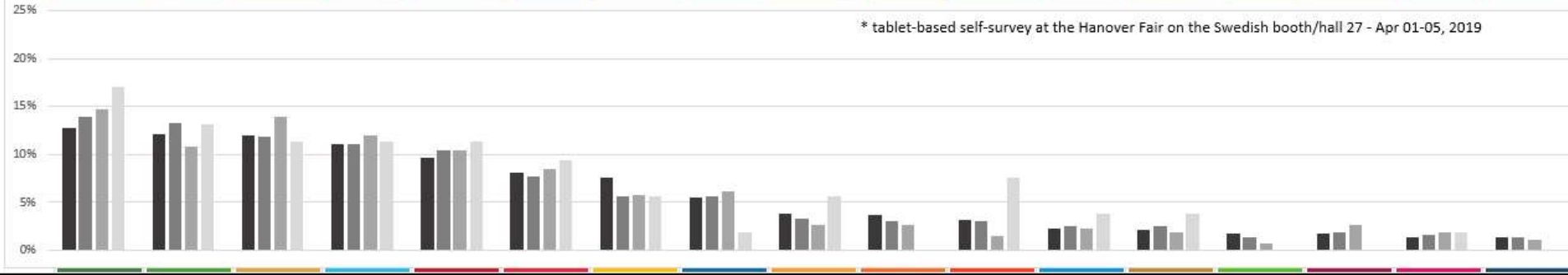
Which of the Global Goals is most important to you personally?
 [survey at Hanover Fair - Apr 01-05, 2019]*



Total responses / Ranking	13	3	2	6	4	1	7	16	11	9	5	14	12	15	8	10	17	
Europe	431	60	57	51	48	45	33	24	24	14	13	13	11	11	6	8	7	6
Asia-Pacific	86	7	7	10	10	6	6	13	2	7	5	4	2	0	4	1	1	1
Africa	25	3	1	2	4	1	2	4	3	1	1	1	0	1	0	1	0	0
North America	8	1	1	3	0	0	2	0	0	0	1	0	0	0	0	0	0	1
Latin/South America	20	2	3	2	1	3	3	2	2	0	1	0	0	0	0	0	0	0
Germany	259	38	28	36	31	27	22	15	16	7	7	4	6	5	2	7	5	3
Sweden	53	9	7	6	6	6	5	3	1	3	0	4	2	2	0	1	1	0
Europe - other countries	119	13	22	9	11	12	6	6	7	4	6	5	3	4	1	1	1	3

top 4 per regions/countries
 [minimum >3 hits]:

- 1
- 2
- 3
- 4



SDGs as an individual professional goal – Ranking

Results of a survey on the Sweden booth at the Hanover Fair 2019

Which of the Global Goals is most important to you professionally?
[survey at Hanover Fair - Apr 01-05, 2019]*

Total responses / Ranking	9	7	3	4	13	8	2	16	11	10	6	5	12	1	17	15	14	
Europe	427	77	43	36	38	32	25	22	13	21	24	18	19	19	15	11	9	5
Asia-Pacific	84	19	9	8	3	6	7	7	6	6	5	3	3	3	1	0	1	1
Africa	24	4	5	1	1	1	0	2	2	2	0	3	2	0	0	0	0	1
North America	8	1	0	1	2	0	2	0	0	1	0	0	0	0	0	1	0	0
Latin/South America	19	5	3	3	2	0	1	1	1	0	1	1	0	0	0	1	0	0
Germany	255	40	30	21	22	21	16	16	7	13	19	8	9	8	8	7	6	4
Sweden	53	13	2	3	1	6	5	1	1	5	2	2	6	3	2	1	0	0
Europe - other countries	119	24	11	12	15	5	4	5	5	3	3	8	8	5	4	2	2	1

