

THANK YOU FOR DIRECTLY SUPPORTING SDG #1

**1** NO POVERTY



**END POVERTY IN ALL ITS FORMS EVERYWHERE**

By protecting lives and preserving nature in **Antsanitia, Madagascar**, **YOU** are already contributing to 12 of the UN's 2030 Sustainable Development Goals (SDGs), including **SDG #1: No Poverty**.

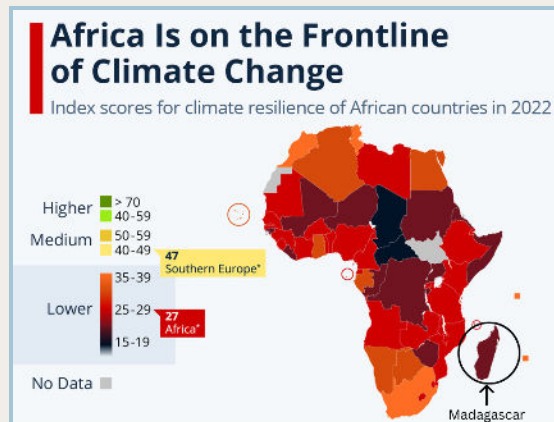


**Local actions. Global impact.**

In this **Sustainable Solutions** series, we'll share practical ways you can advance these same Global Goals right here at home — simply by making thoughtful lifestyle choices that support a more sustainable future.

**For SDG 1 — No Poverty**, small actions at home can create meaningful benefits for those living in poverty. The three approaches below focus on **climate justice, fair livelihoods, and income generation** — all proven drivers of poverty reduction.

**1. How Climate Action Can Help Reduce Poverty**



Climate change disproportionately impacts those who contribute least to global emissions.

For example, **the entire continent of Africa has accounted for less than 3% of total global emissions** — yet many regions face some of the most severe impacts. Madagascar's climate resilience score is among the lowest on the continent.

In addition, a recent World Bank study estimates that climate change may push an additional **70 million people from Sub-Saharan Africa and South Asia into extreme poverty by 2030**.

**Discover the "People Power" Sustainable Living Playbook**

Reducing household emissions today will help protect livelihoods, food systems, and economic stability for vulnerable communities in the years ahead. The **"People Power" Playbook** outlines the first steps to take for lowering emissions in four key areas — **Home, Food, Travel, and Shopping** — all of which we'll dive deeper into in future issues.

**It's Time for Your "People Power Crash Course!"**

**TOP 20 HIGH-IMPACT CLIMATE ACTIONS FOR HOUSEHOLDS AND INDIVIDUALS**

Category	Action	Percentage
Food	Plant-Rich Diets (92.2)	12.4%
	Reduced Food Waste (53.1)	
	Composting (2.9)	
	Recycled Paper (1.4)	
Waste	Recycling (11.3)	1.3%
	Reduced Plastic (5.4)	
	Composting (2.9)	
	Recycled Paper (1.4)	
Travel	Electric Bicycles (1.5)	2.8%
	Transit (0.4)	
	Hybrid Cars (4.7)	
	Electric Cars (9.4)	
Home	Public Transit (15.4)	8.6%
	LED Lighting (15.7)	
	Solar Hot Water (13.7)	
	High-Performance Glass (11.3)	
	High-Efficiency Heat Pump (8.9)	
	Smart Thermostats (7.3)	
	Low-Flow Fixtures (1.5)	
	Distributed Solar Photovoltaics (6.6)	
	Insulation (6.2)	
	Public Transit (15.4)	
	LED Lighting (15.7)	
	Solar Hot Water (13.7)	
High-Performance Glass (11.3)		

Discover how a series of **practical household measures** can provide **25% of the total emissions reductions** needed to remain below 1.5°C!

purpose ON THE planet FOUNDATION

For today, just click on the image above to see how a series of practical household measures can provide 25% of the total emissions reductions needed to remain below 1.5°C!

## 2. Redirect Spending to Support Global Livelihoods

Today's digital tools — including AI-powered apps — make it easier than ever to support poverty reduction through everyday purchasing decisions.



Choosing fair-trade products or ethically sourced supply chains that support smallholder farmers, artisans, and workers in lower-income regions is a practical way to reduce poverty.

Ethical purchasing supports wages, education, and local economic growth — helping families build sustainable livelihoods.

Two digital tools to guide ethical purchasing:

- **Boycott** — scan products to see social impact
- **Good On You** — identify poverty-reducing brands

## 3. Offer Digital Work or Micro-Invest in Entrepreneurs

Direct income is one of the fastest poverty-reducing interventions, especially in regions with limited local job opportunities.

Thanks to **remote work and global connectivity, skilled freelancers can now be found worldwide** — making affordable support just a video call away.



Hiring freelancers in lower-income regions for tasks such as **design, data entry, research, or translation creates immediate income opportunities.**

- **Freelance Work Access: Upwork or Fiverr**

Microenterprise is another proven pathway out of poverty. **Small loans help entrepreneurs start or grow businesses, creating sustainable income and financial independence for families.**

- **Microenterprise Loans: Kiva or Opportunity International**

## Your Actions at Home Can Help Reduce Poverty Globally



By lowering emissions, supporting ethical purchasing, and expanding income opportunities, your everyday choices can help create a more equitable and sustainable world — **reinforcing the impact you're already making in Madagascar while supporting 12 of the UN's 2030 Sustainable Development Goals.**

Connect with Us:



**Purpose on the Planet** is an approved 501(c)(3) non-profit organization. The **ReWrite Our Story** program is also recognized on the UN website as a 2030 SDG Acceleration Action.



Try email marketing for free today!