

Sustainable Development Goals - Scenarios Aimed at International Promotion through Pedagogy and Thematic Philately

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Abstract: *The Sustainable Development Goals continue to be in the spotlight and the order of the day, being considered some of the major initiatives regarding environmental protection that have appeared in the last period. Their impact on the life of local communities, as well as in the academic community, is a substantial one, they put pressure on those who make decisions to adopt policies, strategies, and good practices, responsible for the environment and the dynamic development of society. Beyond the various scenarios regarding the long-term sustainability of some measures and solutions, an impressive effort has been and must be made to reduce and prevent pollution of environmental factors and many other similar situations. In this sense, we sought to identify if there are solutions aimed at promoting work scenarios in the case of sustainable development objectives. What we have noticed, are several philatelic effects (postal stamps, FDCs and special envelopes, envelopes, and blocks, illustrated postcards, maxims, etc.) that have appeared in the last 7-10 years, internationally, most of them intended to emphasize and impose the (re)adaptation of scenarios to fight against environmental pollution and (re)define opportunities for community development on sustainable principles. Consequently, it matters not only what we propose to do, but also what each of us can do; or in this case, promoting the problems faced by the environment, and their associated solutions (from the perspective of sustainable development objectives), are a niche that deserves more attention.*

Keywords: *Environmental protection, sustainable development, thematic philately, international promotion*

1. Introduction

The Sustainable Development Goals (SDGs) that emerged under the auspices of the United Nations (UN) continue to be in the limelight and the order of the day. These are still considered to be some of the major and far-reaching initiatives that have appeared in recent times, about environmental protection and the adjacent measures for the viable support of future generations [1]. The impact, but especially their role, in the development of local communities and the academic community, is substantial.

These measures raise the awareness of the general public - investing in children and young people to ensure a more equitable, fair, and sustainable world for all [2] - who have access to information about the state of the environment and, at the same time, put pressure on all the actors who are in the position of making decisions to adopt policies, strategies, and good practices, which from the very beginning and until the end are responsible with the living environment and the current dynamic development of society [3]. It is certain that beyond the various scenarios regarding the sustainability of some long-term measures and solutions (after 1987) [4], an impressive effort has been, is, and still needs to be made to reduce and prevent the pollution of environmental factors [5] and many other similar situations. And, of course, to ensure a minimum standard of living, from a resource perspective, for future generations.

In this sense, we sought to identify if there are solutions aimed at promoting work scenarios in the case of sustainable development objectives. What we have noticed, from a purely philatelic perspective are several philatelic effects (e.g. *postage stamps, FDCs, special envelopes, blocks, postcards, maxims*) that have appeared in the last 7-10 years, at the international level, most of

them being intended to emphasize the (re)adaptation of scenarios to fight against environmental pollution and to (re)define opportunities for community development on sustainable principles. Being aware that there are numerous and varied solutions proposed to address the theme of sustainable development objectives, we believe that we must align ourselves through the present work also from the perspective of thematic philately, which promises, through the issues recently put into circulation, greater visibility in favor of the considered theme. Thus, we noticed that in recent years, several countries around the world have issued philatelic issues related to the objectives of sustainable development, which were designed not only to draw attention to this topic of general interest but also to promote the idea that our living environment needs help in its fight against the pollution we produce. Under these conditions, we believe that thematic philately also has a well-defined, clear, and rigorous word, in terms of promoting sustainable development objectives and transmitting similar messages with a pronounced applicative character. Consequently, it matters not only what we propose to do, but also what each of us can do; or in this case, promoting the problems faced by the environment through the philatelic invoice fund, and their associated solutions (particularly from the perspective of sustainable development objectives), are a niche that deserves more attention.

2. Materials and methods

The initiative to identify some philatelic materials started from several articles published a short time ago in a specialized blog in the field, namely Jurnalul Philatelic. Although those articles do not expressly present the idea of sustainable development, our approach was to see how this concept penetrated and was subsequently widely promoted. Starting from this and an article with a similar theme [6], to identify the pieces in question, we turned to a series of sites, with philatelic specifics, on the list of which we can find Colnect[®], Delcampe[®], Okazii[®], eBay[®], WOPA+[®], etc. The indexing, analysis, and description of the identified pieces were made starting from the data provided by Colnect[®] and Delcampe[®] or published by the postal administrations.

Following the identification of the philatelic pieces in the topic addressed, due to the large number of results, we applied the following selection criteria, which can equally have a pedagogical effect:

- *thematic relevance*: the philatelic issues themselves should properly address issues related to sustainable development objectives or at least tangentially refer to them, providing information on this aspect of global billing;
- *the quality of the design of the pieces*: the visual appearance of the philatelic issues must be attractive and highlight the visual impact of the sustainable development objectives in the current context of the Information and Knowledge Society;
- *innovation, novelty, and originality of the exhibition*: philatelic shows that bring innovative elements or original approaches to the theme will be considered to highlight both the creativity and the impact of the message conveyed;
- *The educational content of the issued pieces*: philatelic issues should directly provide educational information on the effects of adopting sustainable development objectives at the local communities level, as on potential solutions for their successful implementation;
- *connection with other current events*: if the philatelic issue correlates with current events or with other awareness campaigns regarding environmental protection and the approach of similar action strategies, it can be positively evaluated and taken into account;
- *representation of diversity*: philatelic issues should reflect diversity and convey an eloquent and comprehensive message regarding the need to protect the environment and (re)define the community development context;
- *the effectiveness of the message transmitted*: philatelic issues must clearly and effectively communicate the message regarding the impact of the adoption of sustainable development objectives at the local/regional level;
- *availability of information*: philatelic issues should be accompanied by both additional information and descriptions providing context and details about the issue itself;
- *quality of philatelic material*: the use of quality materials for philatelic issues can be an additional selection factor.

All these criteria contributed decisively to the selection and promotion of the identified philatelic issues, which successfully address the issue of the objectives proposed at a global level for the sustainable development of communities, equally drawing attention not only to scenarios with a possible negative impact on the environment and the community but also on the scenarios emerging on the horizon.

3. Results and discussion

The acceleration of changes on all levels, as well as the impact between technology and the natural environment, calls for a new mentality regarding environmental issues, so an ecological education from the earliest age [7]. This approach is of major importance because the first forms of organization of knowledge by children, of the environment, appear in pre-primary education and continue in the primary classes by reintroducing the subject of Knowledge of the Environment, starting with the 1st grade.

In this sense, through interdisciplinary approaches and recourse to ways of working through projects, to focusing on transversal skills and key skills, to contents that include situations and phenomena from the current context, teachers become more than sources of information; they become facilitators of authentic learning, which students can put into practice in the future [8]. The teacher's role is configured and transformed into that of a partner in the learning process, a process in which students must engage with enough energy to be able to produce the much-desired changes and to develop skills appropriate to the world in which we live.

Themes related to ecology, recycling, and environmental protection (both in general and specific cases), combined with Romanian culture and tradition are very important [9], in the current context of managing non-renewable resources, and not only, that is why it is good to be addressed in educational institutions, in leadership classes or even in optional proposed classes, at the request of the institution and/or the community. Completing them with projects related to the identification of the community's needs and the careful study of the long-term strategy aimed at transformation on sustainable principles [10], along with the approach to sustainability (viability) issues in the curricular and extracurricular activities of educational institutions are only two perspectives worth considering [11]. These can have visible implications in the acquisition of ecological behavior norms specific to ensuring the balance between the health of the individual, society, and the environment, and the formation of a disapproving attitude towards those who violate these norms, respectively the formation of the necessary attitudes for the development of conscious and responsible activities that lead to improving the quality of the environment.

The concept of education for sustainable development (ESD) is essential in the modern world. This involves implementing the values of sustainable development in all facets of our lives, including the education system. Encouraging young people as promoters of sustainable development involves efforts to activate and empower them in economic, social, and environmental issues [12]. Because it is a fundamental concept for the population of general interest, sustainable development should be seen as both a philosophy and a list of measures to be taken by one individual and implemented by another. In other words, sustainable development must become a common state of mind for everyone [13]. In this sense, the World Commission on Environment and Development (WCED) gave the best-known definition of sustainable development in the report "Our Common Future" (1987), also known as the Brundtland Report; this definition says that "sustainable development is the development that seeks to meet the needs of the present without compromising the ability of future generations to meet their own needs". When we talk about sustainable development, we must remember the 17 Sustainable Development Goals (SDGs), which were assumed by our country and the other UN member countries in September 2015. Therefore, the nations of the world have committed the year to eliminate poverty and hunger, combat inequality and injustice, and take active steps to protect the environment by 2030.

At the level of Romania, for the implementation of the European provisions in the matter of sustainable development, the Department for Sustainable Development was established, by Government Decision No. 313/2017. The Department is financed from the state budget through the budget of the General Secretariat of the Government and has the following functions:

- coordinating the implementation activities of the 17 sustainable development objectives;

- planning and integration of the information communicated by the institutions with attributions in the field, for the formulation of proposals for measures to improve the efficiency of the processes developed by the public administration authorities,
- reporting to the Government, on the elaboration or implementation of the set of measures through sustainable development at the national level and coordination of activities;
- monitoring of sustainable development indicators established at the EU and UN levels, as well as specific indicators, adapted to Romania's conditions.

3.1 Sustainable Development Goals, 05/09/2016, Mauritius

From the perspective of thematic philately, under the theme entitled "Together for sustainable development", it appeared on 09.05.2016, at the UN Post Office of Mauritius, multicolored postage stamp (Mi MU#1162, Yt MU#1191 and Sg MU#1277), format 44.5 x 30 mm, with comb lace 13¾, printed by offset lithography (Fig. 1). It bears the value of 27 Mauritius rupees and exhibits under the official seal of the U.N.O. the emblem associated with the Sustainable Development Goals [14].

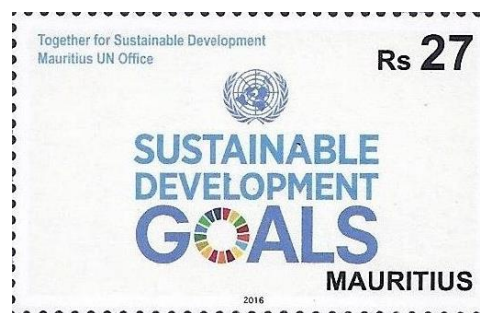


Fig. 1. Postmark of the philatelic issue "Sustainable Development Goals", 09.05.2016, Mauritius [14]

3.2 Sustainable Development Goals, 24.10.2016, U.N.O. Geneva

The 17 laced postage stamps (one for each of the Sustainable Development Goals), with 13¾ comb lace, issued on 24.10.2016 under the auspices of the U.N.O. Geneva included in a multicolored sheet (indexed in catalogs Mi NT-GE#973..989KB, Sn NT-GE#629a-q, Yt NT-GE#961..977, Sg NT-GE#853.. 869, WAD UN#229MS.16..245MS.16, Zum NT-GE#984..1000) with the face value of 17*1 Swiss francs (Fig. 2). Printed by the offset lithography technique, the postage stamps reached post offices and collectors in a print run of 28,000 copies [15].



Fig. 2. The complete sheet (with the 17 postage stamps and the related vignette) for the philatelic issue "Sustainable Development Goals", 24.10.2016, U.N.O. Geneva [15]

Awareness of environmental protection, as well as the significant impact of the 17 sustainable development goals among human communities, have increased in visibility in recent years, leading to sustained efforts to reduce the use of single-use plastics, promote recycling, develop more sustainable energy alternatives, as well as the definition of new strategic partnerships to achieve and adopt an appropriate ecological education. The education itself referred to, but also individual and collective actions are essential to reduce pollution and protect the environment.

3.3 Global Goals for Sustainable Development, 04/12/2017, Papua New Guinea

As part of the "Chairmanship of the Asia Pacific Economic Cooperation (APEC)" series, the four multicolored laced stamps contained in the 105 x 75 mm mini-sheet reproduced in Fig. 3 - top image (Mi PG#2265..68KB, Yt PG#BF227, Sev PG#2148ms) appeared on 12/04/2017 at Papua New Guinea post offices. In addition to these, the booklet (Mi PG#BL203, Yt PG#BF229, Sev PG#2149) saw the light of day in which all 17 sustainable development goals are explicitly highlighted (see Fig. 3, bottom image) [16].



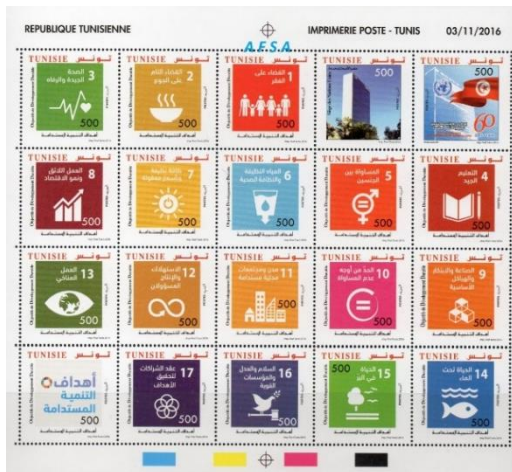
Fig. 3. Mini-sheet (with the 4 postage stamps and no vignette) and sheet for the philatelic issue "Global Sustainable Development Goals", 04.12.2017, Papua New Guinea [16]

3.4 Other philatelic issues representative of the Sustainable Development Goals

Worldwide, there are several materials of a philatelic nature (*postage stamps, envelopes on the first day of issue, blocks and sheets, envelopes, illustrated postcards*) that promote the idea of sustainable development, of which we mention only a part, respectively:

- a) full multicolored sheet "Adhesion of Tunisia to United Nations, 60th Anniv." (Mi TN#1892-1911KB, Sg TN#1870a, Sn TN#1627, Yt TN#1798-1817, WNS TN#040MS-16) issued on

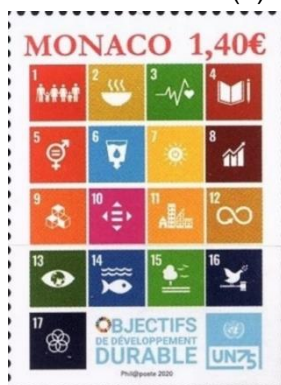
- 11/12/2016 at Tunisian Post Offices, with lace comb 13½, printed by offset lithography at the face value of 20*500 Tunisian miles [17];
- b) full multicolored sheet "Solidarity Stamp 2019. Agenda 2030" (Mi ES#5384KB, Ed ES#PP81) appeared on 25.09.2019 at the Post Offices of Spain, with comb lace 13½ x 13, later printed at the Fábrica Nacional de Moneda y Stamps-Real Casa de la Moneda (RCM-FNMT) by offset lithography at the nominal value of 8*1.40 Euro [18];
- c) multicolored postage stamp "75th Anniversary of the United Nations" (Mi MC#3509, Sg MC#3399, Sn MC#3025a, Un MC #3270, Yt MC#3254) appeared on 23.10.2020 at the Post Offices in Monaco, in 30 x 41 mm format, with 13¼ lace, later printed by offset lithography in an edition of 40,000 copies at a nominal value of 1.40 Euro [19];



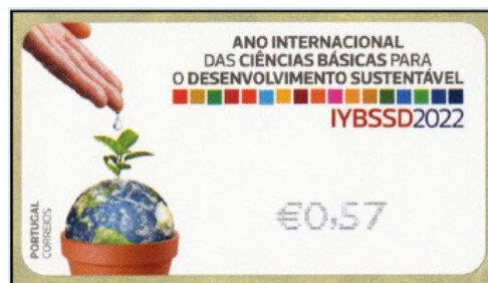
(a)



(b)



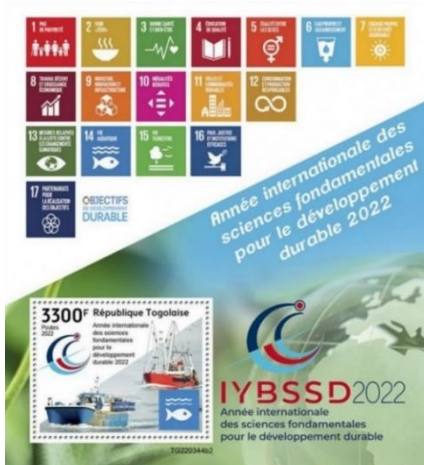
(c)



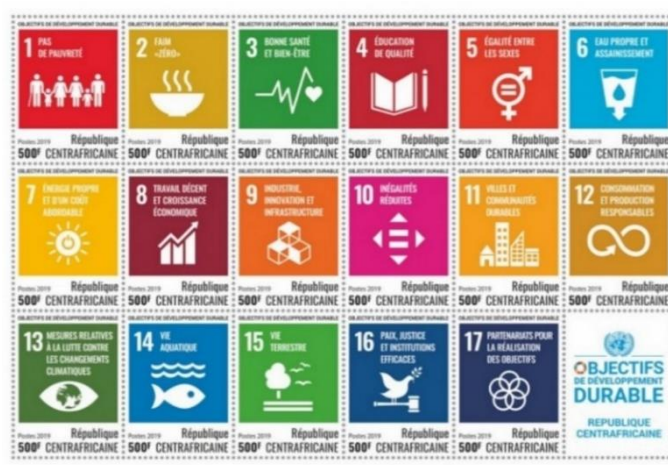
(d)



(e)



(f)



(g)

Fig. 4. Various philatelic materials representative of the "Global Sustainable Development Goals", for the reference period 25.09.2019 - 30.05.2022 0-[22]

- d) A multicolored postage stamp from the series "International Year Basic Science for Sustainable Development" (Mi PT#AT134, Yt PT#D249), appeared under the imprint of the designer Hélder Soares at the Post Offices of Portugal on 30.05.2022, in unlaced format 55 x 30 mm, later printed by offset lithography and digital printing at Copidata S.A. [20];
- e) multicolored postage stamp (Mi CH 2806, Sn CH#1862, Yt CH#2731, WADP CH#028.22, Zu CH#1918) issued under the imprint of designers Andrea Münch and Markus Läubli, at the Post Offices of Switzerland on 05.05.2022, in 28 x 33 mm format, with comb lace 13½ x 13¼, later printed at Cartor Security Printing by offset lithography at face value of 110 Swiss cents [21];
- f) multicolored slip from the "Intern. Year of Basic Sciences for Sustainable Development" (TG#2022.09.01-135) issued at the Post Offices of Rep. Central African on 01.09.2022 [22], printed by offset lithography at the face value of 3,300 West African CFA francs.

4. Conclusions, perspectives, and proposals

Environmental pollution in all its forms represents a significant global problem, with a negative impact on the development of human communities at the local and regional levels. This unpleasant situation is mainly generated by socio-economic activities and can be addressed by reducing the use of single-use plastics, more efficient management of the resulting waste, and the involvement of all entities with a decision-making role. Actions to prevent environmental pollution must be taken now to protect the planet and ensure a sustainable future for future generations.

Sustainable development as a concept seeks and tries to find a stable theoretical framework for decision-making in any situation where there is a human-environment relationship, whether it is the environment, the economic environment, or the social environment. Although initially sustainable development wanted to be a solution to the ecological crisis determined by the intensive industrial exploitation of resources and the continuous degradation of the environment and sought, first of all, the preservation of the quality of the environment, nowadays the concept has expanded to the quality of life in its complexity, and from an economic and social point of view. This last aspect also emerges from the promotion carried out at the international level through the prism of materials specific to thematic philately. Thus, the current objective of sustainable development is also given by the concern for justice and equity between states, not only between generations.

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Annex



Fig. 5. Circulated envelope with the postmark "Sustainable Development Goals",09.05.2016, Mauritius 0



Fig. 6. Illustrated postcard stamped "Solidarity Stamp 2019. Agenda 2030", 25.09.2019, Spain 0

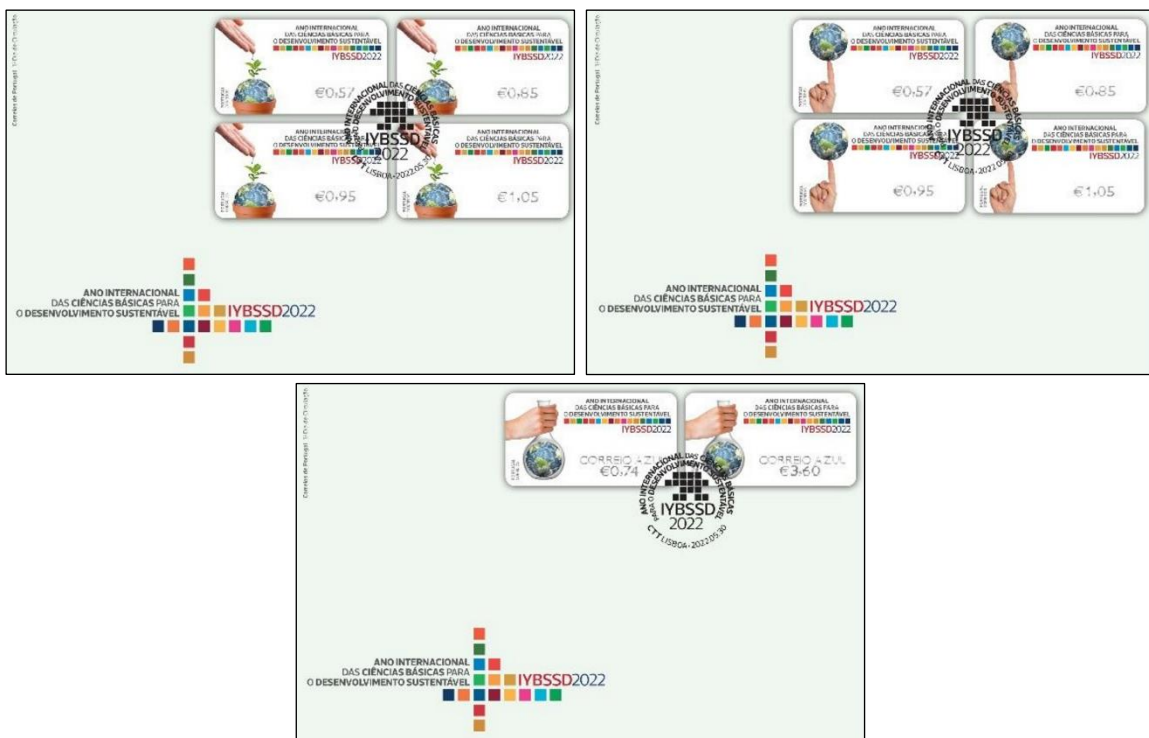


Fig. 7. Postmarked FDCs "Intern. Year Basic Science for Sustainable Development", 30.05.2022, Portugal 0-Error! Reference source not found.