



The popular Smurfs characters are encouraging children, young people and adults to make the world happier, more peaceful, equitable and healthy with a campaign launched today by the United Nations, UNICEF, and the United Nations Foundation.

The [“Small Smurfs Big Goals” campaign](#) is designed to encourage everyone to learn about, and support, the [17 Sustainable Development Goals](#) which were agreed on by all 193 member countries of the United Nations in 2015.

The message of the campaign is clear: as a team, however small we feel, we can champion the Goals.

In this way, the Small Smurfs address children and young people in particular and emphasize their role as the world's most passionate advocates on issues that matter to them the most. "This campaign will give children and young people the platform they need to have their voices heard", said UNICEF Director of Communications Paloma Escudero.

"The entertainment industry moves the hearts and minds of people of all ages, and the UN thanks our friends at Sony Pictures Animation and the Smurfs for this creative effort to mobilize support for the Sustainable Development Goals", said Maher Nasser, Director of the Outreach Division in the United Nations Department of Public Information. "We hope this campaign will motivate millions of young people and their families to do their part to end poverty, reduce inequality, and protect our planet – three key aspects that will lead to the well-being and happiness of all people."

Team Smurfs will rally behind the 17 Goals through to [the International Day of Happiness](#) on 20 March 2017 when the campaign will culminate in a celebration at United Nations Headquarters in New York to mark the occasion. This year, the International Day of Happiness will highlight the Sustainable Development Goals as building blocks of happiness. Voice actors from the upcoming animated movie [Smurfs: The Lost Village](#) will attend, to honour young people and children who have played a role in raising awareness of the Sustainable Development Goals.