A ground-breaking annual event designed by and for the SDG Action Community to inspire action for the Sustainable Development Goals

Powered by the **UN SDG Action Campaign**

With the support of
the German Ministry for Economic Development and Cooperation (BMZ),
the German Federal Foreign Office and partners.

www.globalfestivalofaction.org
https://sdgactioncampaign.org/

Twitter @SDGaction
Facebook @SDGaction
Instagram @sdgaction
Linkedin: UN SDG Action Campaign
# Content

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why Now: Global Context</td>
<td>2</td>
</tr>
<tr>
<td>SDG Global Festival of Action 2020: Transforming Local Action for Global Impact</td>
<td>3</td>
</tr>
<tr>
<td>Designed by and for the SDG Action Community</td>
<td>5</td>
</tr>
<tr>
<td>2020 Edition - Forecast</td>
<td>7</td>
</tr>
<tr>
<td>Powered by the UN SDG Action Campaign and Partners</td>
<td>8</td>
</tr>
<tr>
<td>Featured in the media around the world</td>
<td>11</td>
</tr>
<tr>
<td>Media Contact</td>
<td>12</td>
</tr>
</tbody>
</table>
Why Now: Global Context

The adoption of the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals in 2015 was a watershed moment of hope and urgency. For the first time, the world gained a universal development agenda by, with and for the people, shaped by the most participatory process in the history of the United Nations. The agenda commits to the essentials that every human being needs, now and in the future, from health to decent work, to clean air, to reliable institutions.

Meeting those needs and acting in consonance with a long history of commitments to human rights, requires transforming the world’s current model of development. This is the central premise of the 2030 Agenda. It is a monumental shift that holds great promise for most people in the world today—and represents possibly the only way forward for future generations.

Yet so far, the world are failing to make the transition.

Each day brings new warning signs. The alarming rise in inequalities and acute levels of vulnerability. Citizen protests in every region of the world, from the streets to the voting booth. And of course, the ongoing damage caused by climate change in every country and ecosystem.

It is not surprising that today, despite the monumental achievement of agreeing to the 2030 Agenda, we face a deficit in faith in political, economic and other global and national institutions. Institutions have delivered, but still not far or fast enough, and not in ways that lead to a reasonably balanced sharing of costs and benefits. Even the United Nations, while still widely trusted and respected, has struggled with a loss in public confidence and skepticism about the value of multilateralism.
SDG Global Festival of Action 2020: Transforming Local Action for Global Impact

2020 Key Information

**Five years into the 2030 Agenda, 2020 will be a critical year for accelerating progress towards the Sustainable Development Goals.**

2020 will kick start the Decade of Action announced by the UN Secretary-General. 2020 also marks the UN’s 75th anniversary, including the launch of the biggest-ever global conversation on the role of global cooperation in building the future we want.

2020 must call for accelerated action and champion the widest possible involvement of people in what is, after all, their agenda. It must strive to make sure that everyone in the world, from people in central ministries to those in isolated villages are involved and that no one is left behind. The SDG Global Festival of Action is a ground-breaking annual event, designed by and for the SDG Action community and powered by the UN SDG Action Campaign with the support of the German BMZ, the German Federal Foreign Office and other partners with the overall aim of inspiring action for the Sustainable Development Goals (SDGs).

The 2020 and fourth edition of the SDG Global Festival of Action will be a milestone to raise the visibility and impact of global initiatives, with great focus on local and innovative actions and solutions that can lead to transformative change toward the SDGs.

**When** 1 to 3 April 2020

**Where** World Conference Centre Bonn (WCCB), Bonn, Germany

**Who** The SDG Global Festival of Action is designed by and for the international SDG action community to meet and connect, to share, experience and learn from the latest thinking, approaches and practices to be better equipped to advance the Goals together. Over 2,000 SDG changemakers from around the world including artists and creatives, social innovators, philanthropists, international institutions & NGOs, local authorities and national governments, academia and leading businesses will come together with the shared goal of finding new ways to inspire action for the SDGs.
The Festival will:

**Accelerate Local Action:** identify and promote local actions and innovations that can lead to transformative change.

**Bolster the Decade of Action:** amplify the visibility and impact of the Decade of Action whilst recruiting new partners to join the global movement.

**Amplify and increase the impact of UN@75:** Support and catalyze the roll out of the UN@75 initiative, enlist SDG partners at the Festival to promote, own and deliver the UN@75 global consultations and facilitate on-site multi-stakeholder dialogues on multilateralism.

**Nurture and grow the SDG Action Community:** Provide a global platform to launch new campaigns - including the 2020 edition of the SDG Action Awards - host network meetings and discover the latest initiatives and changemakers working towards the achievement of the Goals.
Designed by and for the SDG Action Community

The SDG Global Festival of Action is designed by and for the international SDG action community to meet and connect, to share, experience and learn from the latest thinking, ideas, approaches and practices to be better equipped to advance the Goals together.

The 2020 edition will feature new formats tailored to make available to participants tangible learning, take-aways and opportunities to strengthen the impact of their work, and build new alliances and networks with like-minded individuals and organisations.

The Big Picture

High-level plenaries unite leaders from the United Nations, national and local government officials, progressive thinkers, activists and well known change-makers to discuss the political landscape, the importance of collaboration, how local solutions lead to global transformation, and how to harness the power of the ‘SDG Generation’ for the Decade of Action.

1. The Big Picture - high-level plenary sessions

Knowledge-building

Each year the Festival offers content focused on deepening participants’ knowledge of the SDGs, enabling them to take a deeper look into policies related to climate action, gender equality and fighting inequalities, and become inspired by revolutionary ideas and actions changing the landscape of sustainable development.

2. Sharing transformative action insights - multi-stakeholder panel discussions
3. Catalysing the Decade of Action - substantive deep-dives
4. Inspiring a new normal - project insights and knowledge sharing

Ideation and up-skilling

The Festival is only as powerful as the achievements made by participants after they return home. Festival experiences take a hands-on approach to enhancing participants’ skills to advance the SDGs.

5. Innovation incubation labs - hands-on workshops
6. “How to” sessions - specialist skill building workshops
Connections and meetings
The Festival unites the global SDG community, and when it comes together, ideas grow, collaborations begin and change is triggered. To leverage this unique energy, the festival organizes facilitated networking sessions and offers networks and alliances the opportunity to hold private strategy meetings.

7. Uniting SDG actors and innovations - facilitated networking sessions
8. Demo Spaces - pop-up presentations and pitches
9. Strategy sit-downs - closed door network and alliance meetings

Broadcasting and disseminating
Live streamed throughout the Festival, the SDG Live Studio is host to strategic launches, Action talks focused on SDG Action and interviews with influential experts. Media partners and content creators can utilize the Media Zone to tell their stories.

10. SDG Live Studio
11. Media Zone

Experiencing and exploring
The Exhibition Zone is where to find the most interactive and immersive experiences, featuring art showcases, live performances and demonstrations, installations, Virtual and Augmented Reality Journeys. This dedicated space will provide a feast for the eyes, the ears and the mind to delve into the Decade of Action!

12. Immersive and interactive exhibitions

Celebrate
This festival is no different than others when it comes to celebrations! After full days of sessions, experiences and media moments, two evenings of connections and cultural experiences will celebrate the joint passion for achieving the SDGs.

SDGs Alive
SDGs Spectacular
2020 Edition - Forecast

CARLA QUALTROUGH
Minister of Employment, Workforce Development and Disability Inclusion, Government of Canada

CHARLES MUCHIRI
Founder of BlackRhino VR MY World 360 creator

Katlego Kai
TED Fellow, performance artist, musician, writer, LGBTI+ activist

AIDA MULUNEH
Founder, Addis Foto Fest Canon Ambassador

ACHIM STEINER
Administrator of the United Nations Development Programme

SASHA WALTZ
Artistic Director of the Berlin State Ballet, Leader of the dance company Sasha Waltz and Guests

VANESSA NAKATE
Climate Activist, Uganda

ANDREW PARSONS
President of the International Paralympic Committee

FABRIZIO HOCHSCHILD
UN Under Secretary-General and Special Advisor to the UN Secretary-General for UN75

Florian Weischer
Chairman, Weischer Media, President of SAWA

Isatou
Founder of the One Plastic Bag movement in The Gambia

Emanuela Del Re
Vice-Minister Foreign Affairs and Development Cooperation, Italy
Powered by the UN SDG Action Campaign and Partners

Host

The UN Secretary-General established the UN SDG Action Campaign to convene people from every part of the world to push for the SDGs—and hold decision-makers to account for progress. It mobilizes individuals and organizations to join the global movement for the SDGs. It inspires them to dream up new ideas and take bold actions. And it connects people to the corridors of decision-making where they can influence the plans, policies, investments and political commitments that will keep the promises made.

The campaign provides strategies for all parts of the United Nations to engage with citizens around SDG action. It makes links to key decision-making moments such as UN summits, the High-Level Political Forum and the UN General Assembly. The Action Campaign develops and tests advocacy innovations that can reach diverse audiences and be widely applied within and beyond the UN system. Equally, through channels for listening to people’s perspectives, it helps UN Member States and UN organizations to improve awareness and strengthen policymaking and service delivery.

https://sdgactioncampaign.org/

Twitter @SDGaction
Facebook @SDGaction
Instagram @sdgaction
Linkedin: UN SDG Action Campaign
Organizing partner

Engagement Global – Service für Entwicklungsinitiativen informs about current projects and initiatives in Germany and worldwide, advises individuals and groups on development projects and also offers financial support. We provide the necessary qualification at a needs-based level, unite individuals and institutions and support the commitment of civil society, of municipalities, private operators and institutions.

Supporting partners

Within the German government, the Federal Ministry for Economic Cooperation and Development (BMZ) is responsible for Germany’s development policy. The BMZ’s task is to determine the objectives of German development policy; to negotiate with about 80 partner countries worldwide regarding bilateral cooperation; and to play a part in shaping multilateral cooperation. The 2030 Agenda for Sustainable Development adopted by the United Nations forms the international framework for Germany’s development policy. A special focus for the BMZ is creating better opportunities in the countries where refugees originate. Other important topics are global food security, sustainable economic development and climate action.

With offices in Berlin and Bonn and a network of around 230 missions abroad, the Federal Foreign Office maintains Germany’s relations with other countries as well as with international and supra-national organisations.
Marina Ponti, Global Director of the UN SDG Action Campaign

As one of the main architects of the UN Millennium Campaign - the predecessor of the UN SDG Action Campaign - Ms. Ponti served as Global Deputy Director and Regional Director for Europe for over a decade and was at the vanguard of innovative campaign initiatives, building multi-stakeholder coalitions, mobilizing resources and forging long-term partnerships between civil society organizations, Local Government, parliamentarians, media, the private sector and the UN.

Prior, Ms. Ponti was an advocacy and resource mobilization specialist with UNICEF and the UN Secretariat. She also served as Chief Operating Officer at Catapult, a girls and women’s right crowdfunding platform, and as Special Advisor on post-2015 during the final negotiations of the 2030 Agenda for the global network Social Watch. Ms. Ponti started her career with the Italian NGO Mani Tese as Head of Campaigning and External Relations, leading global campaigns and movements on debt, trade, human rights and development assistance.
Featured in the media around the world

United Nations’ sustainable development goals and Afghanistan

BBC

Moroccan Initiative is awarded with UN Action Awards for sustainable development

Huffpost

“The UN SDG Action Campaign has collected thousands of photographs of citizens around the world, that reflect the impact of the 2030 Agenda for Sustainable Development on people’s lives”

El País

Innovation, sustainability and viability are key elements to be awarded

Deutsche Welle

Nigerian anti-corruption Group wins UN Award: “The campaign that led to the awards demonstrated the extraordinary momentum towards achieving the SDGs in different parts of the world”

Vanguard

No fancy suits and long speeches at UN-backed sustainable development festival in Bonn

UN News

Global Festival of Action: UN conference breaks new ground

FOCUS Online

The United Nations celebrate the Global Festival of Action in Bonn

Westdeutscher Rundfunk, Germany
Media Contact

Interview requests and media inquiries about the UN SDG Action Campaign and the SDG Global Festival of Action should be directed to

Marta Rojas Sevillano, Communications Lead, UN SDG Action Campaign
Marta.rojas@undp.org / T: + 49 (0) 176 830 58100 / S: marta.rojass

Further Information is available via web & social media
www.globalfestivalofaction.org
https://sdgactioncampaign.org/

Twitter @SDGaction
Facebook @SDGaction
Instagram @sdgaction
Linkedin: UN SDG Action Campaign

Photo and video gallery: https://globalfestivalofaction.org/media-kit/

#SDGActionFest