



# COMMUNICATING THE SUSTAINABLE DEVELOPMENT GOALS - **FOR EVERYONE**

UN Headquarters 1:00-3:00 pm, 21 April, 2016 in Conference Room 5

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## OBJECTIVES

- Inspire new communication means/tools for the SDGs.
- Bring together different actors to work together to communicate the SDGs - bridging the gap between policy experts, campaigners and communication experts and build new partnerships for communicating.

## OUTLINE

This policy room will bring together communication experts, global leaders in politics, business, and civil society during the UN PGA High Level Thematic Debate on the SDGs to emphasize the need for increased and better communication and partnerships by sharing best practices.

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**01:00-01:15 pm**

(Sandwiches and beverages available upon arrival)

**"Make your personal SDG commitment"** for social media with stamps and selfies.

## PROGRAM ELEMENTS

**WELCOME** [2 min.]

### Speaker

H.E. Mr. Mogens Lykketoft, President of the 70<sup>th</sup> Session of the UN General Assembly - video

**WATCH FILM "LET'S GET THE JOB DONE" – LAUNCHING THE MOST AMBITIOUS PLAN IN HISTORY [3 min.]**

Project Everyone established an incredible partnership on the launch of the Sustainable Development Goals September 25, 2015 whereby an estimated number of 3 billion people became aware of the goals.

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## THE ART OF COMMUNICATING THE SDGs TO PEOPLE IN THE STREET [5 min.]

How do we take a lengthy UN plan written in the dense language of geopolitics and make it comprehensible and vital for seven billion people?

### Speaker

- **Mr. Jakob Trollbäck**, Chief Creative Officer, TROLLBÄCK+COMPANY, whose motto is “discard everything that means nothing”

## ROUND TABLE DISCUSSION #1

### MAKING THE SDGs FAMOUS FOR SEVEN BILLION PEOPLE [25 min.]

The best chance for the Sustainable Global Goals to succeed is if everyone on the planet is aware of them. Where are we, what works, and how can we best share our experiences with SDG communication.

**Moderator:** **Nadira Angelina Hira**, writer and award-winning journalist

### Opening Pitch

- **Mr. Mitchell Toomey**, Director, UN SDG Action Campaign: *Where are we now? – The revolution in data-driven communications*
- **Ms. Majken Gilmartin**, CEO, Eir Soccer: *Soccer and Sports – The Best Way to meet People*

### Discussants

- Mr. Alex Zekai Wang, Founder and President of YouThink Centre, China
- Mila Rosenthal, Director Communications Group
- Ms. Sofía García García, Liaison & Advocacy, SOS Children's Villages International
- Mr. Ravi Karkara, Senior Advisor Strategic Partnership and Advocacy, UN Women

### HOW THE SDGs AND THE EUROPEAN YEAR FOR DEVELOPMENT MOVED THE EUROPEANS [7 min.]

The EU made 2015 a European Year for Development. With relatively few resources, the European Commission for the first time succeeded in creating a pan-European communication success on international cooperation. In cooperation with World's Best News, communication was moved to the streets of European capitals and cities, and using new communication channels in partnership with European governments, CSOs and the private sector. The Europeans now feel better informed, and increasingly support development cooperation.

### Speakers

- **Ms. Stina Soewarta**, Head of Unit - Communication and Transparency, European Commission's Directorate General for International Cooperation and Development
- **Mr. Thomas Ravn-Pedersen**, Head of Secretariat and Editor-in-Chief, World's Best News





## ROUND TABLE DISCUSSION #2

### THE SDGs CALL FOR PARTNERSHIPS – BUT HOW? [25 min.]

How can international organisations, governments, CSOs and the private sector best meet the challenge of “Action at All Levels” when it comes to communication? What do these new partnerships look like?

#### Opening Pitch

- **Mr. Rotimi Olawale**, Co-founder, Youth Hub Africa (Nigeria) and Chairman of African Youth Panel: Young people are key when it comes to SDG awareness creation
- **Ms. Juniper Downs**, Global Head, YouTube Policy (TBC) – *Suggested topics: Creative communications and partnerships to reach new audiences and create long lasting conversation with the young people and the UN*

#### Discussants

- Ms. Paddy Torsney, Permanent Observer to the United Nations, Head of the Office
- Carlos Garcia, Executive Director of Global Governance for the UN Sustainable Development Goals
- Arrey Obenson, Secretary General, Junior Chamber International
- Nicholas Nuttall, Head of UNFCCC communications and outreach programme

**OUTCOME** – “WHAT WE TAKE AWAY FROM HERE, AND WHAT ARE THE NEXT STEPS” [5 min.]

#### Speaker

- Mr. Mitchell Toomey, Director, UN SDG Action Campaign

### CLOSING REMARKS [8 min.]

With leadership and collaborative action on a scale perhaps not yet seen, success is possible for the achievement of the Sustainable Development Goals. But it also requires massive communication, and engagement of the broader public, the civil society, and our youth.

#### Speakers

- Christina Gallach, Under-Secretary-General for Communications and Public Information
- H.E. Neven Mimica, EU Commissioner, (International Cooperation & Development)





Please e-mail us at [trp@dca.dk](mailto:trp@dca.dk) (Thomas Ravn-Pedersen, World's Best News) for any further questions.

