



**GLOBAL** **FESTIVAL**  
**OF ACTION** FOR SUSTAINABLE DEVELOPMENT





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# What is the Global Festival of Action?

The **Global Festival of Action for Sustainable Development** is the world's annual event to celebrate, empower, and connect the global community driving Action for the Sustainable Development Goals, organized by the United Nations SDG Action Campaign.

The Festival provides a **dynamic and interactive space to showcase the latest innovations, tools and approaches to SDG implementation** and connect organizations and individuals from different sectors and regions to exchange, build partnerships, and make the impact of their solutions scale.

Taking place in Bonn each year, the Festival will bring together a wide array of organizations and individuals – spanning multiple sectors and regions – to **build synergies** amongst different constituencies, **increase mutual understanding**, and **approach problems and solutions from multiple angles**. It will recognize and celebrate the innovators, conveners and breakthrough actors who are transforming lives, and generating practical solutions to some of the world's most intractable world's challenges.

**When:** 21-23 March 2018

**Where:** World Conference Center, Bonn, Germany.

To attend visit: <http://globalfestivalofaction.org/media/>

Last year's edition has featured 800+ participants, 80+ countries represented, 139 speakers, 50+ sessions, 10 knowledge sharing sessions, 8 VR films, 60+ live events and more.

**This year the numbers keep growing:**

**3,300+** registrations received

**1,000+** participants expected from **150+** countries

**48+** substantive sessions and workshops

**140+** speakers from private sector, governments, organisations, academia, media and the UN-system

**7** winners of the first ever UN SDG Action Awards



# Who's coming?

The festival connects an inspiring mix of business leaders, activists, UN representatives, academia, governments, innovators, global organizations, and the media from across the globe to share their insight and experience in a dynamic and hands-on atmosphere. Leading thinkers and doers who are breaking down barriers and working on some of the world's most pressing challenges.

This year's confirmed speakers list keeps growing.  
See all updates: [www.globalfestivalofaction.org/speakers](http://www.globalfestivalofaction.org/speakers)



James Yarker  
Artistic Director  
Stan's Cafe



Nick Nuttall  
Coordinator fo  
Communications and  
Outreach



Dimitri Moore  
Video Producer &  
Storytelling Coach  
Digital Promise Global



Emmanuel Ametepye  
Youth Advocates Ghana  
(YAG); convener African  
Youth SDGs Summit





## What's new?

**UN SDG Action Awards** - Members of the global SDG community have been invited to enter their projects, initiatives, networks and people for the chance win a **UN SDG Action Awards** which will be showcased at the **UN SDG Action Awards Ceremony** on the first evening of the Festival, 21st March 2018. Winners will be awarded in seven categories: **innovators, mobilizers, connectors, storytellers, communicators, visualizers** and **includers**. The winner initiatives represent some of the most innovative, impactful and replicable efforts worldwide to make the Agenda 2030 a reality.

**Inclusive process** - This year's Festival program was co-created by the sustainable development community at large by means of an inclusive process. The UN SDG Action Campaign has invited members of the community to submit session proposals and curated the submissions, giving birth to a diverse agenda.

## What are the 2018 Festival themes?

**Innovative approaches** - To deliver Agenda 2030 we need transformative change. What are new technological innovations that can help? Which underlying social norms and value systems need to be disrupted? How can disruptive change globally, nationally and locally be fostered at high pace?

**Citizen Engagement** - Agenda 2030 was created with broader citizen consultation than any previous global political agenda. Why does it matter to include citizen voices in global political debates? How can people from around the globe be engaged in the implementation of the SDGs? How can the impact of citizen engagement be maximized?

**Communicating the SDGs** - Everyone can contribute to achieve the SDGs. To do that everyone has to know about the SDGs. How can we reach people who are not yet aware of Agenda 2030? How can we reach those people we don't usually reach outside "our bubble"? How can we make data and topics like governance be interesting - or "How to make data sexy"? How can national and local ways of communicating the SDGs be devised?

**Mobilizing action** - We are now over two years into this important agenda, the time is to act! How can different stakeholders mobilize action in different contexts? What tools and approaches have been tried, tested and ready to be scaled up? How can the SDG community keep building momentum for change?

**Multi-stakeholder engagement** - To deliver Agenda 2030, collaboration and cooperation across sectors and stakeholders will be critical. How are different stakeholders approaching these efforts at a local, regional, national and international level? How can every level work, feedback, review and report together? What systems, coalitions, tools and mechanisms are available to foster inclusive cooperation to achieve the SDGs?



# A Festival experience like no other

The organizers are delighted to share a diverse and jam-packed programme of thematic sessions for Festival-goers, running across the three days of the event - but that's not all! There is plenty to experience and get your hands dirty at this year's event!

## SDG ACTION STUDIO

At the 2017 edition, a firm crowd favourite was the 'SDG Studio' – a live stage, positioned in the lobby of the World Conference Centre that featured TED-style talks, media interviews and cross-sector, multi-stakeholder and cross-generational interviews and discussions throughout the course of the Festival.

## DEMO SESSIONS

These interactive, participatory sessions will allow participants to share practical skills and demonstrate their tools. Everyone can lead and participate. Look out for the signaled spaces and get ready to get your audience engaged.

## UN SDG ACTION CAMPAIGN INTERACTIVE SPACE

In this space, you can get to know the faces behind the SDG Action Campaign and learn about all our initiatives at once. Gain insight on citizen perception on SDG progress by exploring the MY World 2030 survey, learn about real-time cutting-edge advocacy support from our big data and analytics experts and find out how we are using new media to generate engagement.

## VIRTUAL REALITY ZONE

Since January 2015, the UN SDG Action Campaign has coordinated the United Nations Virtual Reality Series to bring the world's most pressing challenges closer to decision makers and global citizens around the world, pushing the boundaries of empathy. The UN Virtual Reality Series shows the human stories behind development challenges, allowing those in power to make a difference as they gain a deeper understanding of the everyday realities of people who are in danger of being left behind.

By wearing high tech headsets, viewers are transported to another time and place. 3D images fill the full range of perspectives and tracking technology moves in 360' at lightning speed. The series will continue to address crises that threaten the livelihoods of vulnerable groups such as war, health epidemics, and natural disasters, as well as everyday global challenges such as climate change, pollution, and migration.

## FILM SCREENINGS

The UN SDG Action Campaign is curating an official selection of films to inspire the SDG actors worldwide to scale up their action. Two brand new ones will be launched during the event.



## **SOCIAL EVENT**

After two intense days of insights, co-creation, and sharing, all participants will connect, celebrate and engage in a social event on the river Rhine. This will be a great opportunity to get to know fellow Festival-goers, share some of the interesting ideas and stories you've encountered so far, and build those important relationships to help you revolutionize action around the SDGs. After the closing plenary ends, the boat will depart at 19:00, dinner and drinks will be served on board and the boat will return at 22:00.

## **WORLD'S LARGEST LESSON**

The World's Largest Lesson is an opportunity to take meaningful, local action on the Sustainable Development Goals during the festival itself. This is a 2-part activity where Festival participants will have the opportunity to craft their own World's Largest Lesson in teams of 2-3 under the guidance of expert facilitators that are driving this global movement. During the second day of the Festival, participants of this session will go out to local schools and will deliver their lessons to a grade 5-8 class (students aged 9-13 years) in Bonn, empowering them to take part in the MY World Survey and commit to taking small actions on the Goals.

# **Environmental footprint**

A number of actions are being taken to reduce the carbon and overall environmental footprint of the event and offset unavoidable greenhouse gas (GHG) emissions related to it:

## **CLIMATE NEUTRAL**

The Global Festival of Action for Sustainable Development is taking the 'Climate Neutral Now' pledge by partnering with the United Nations Framework for Climate Change Convention (UNFCCC) to measure, reduce, report and compensate for emissions spent on hosting the event (including those associated with participant travel).

## **REDUCED PAPER USE**

There will be no printed agenda, publications library or paper handouts. Instead, the Festival will feature an events app and digital signage.

## **VIRTUAL PARTICIPATION**

For those who can't make it to Bonn, a live streaming of the plenary sessions and the SDG Studio will be available, allowing virtual audiences to experience the festival without travelling.

## **WASTE MANAGEMENT**

Every effort is being made to avoid the generation of waste and encourage the separation of unavoidable waste using differently marked bins to ensure maximum recycling.

Reusable water bottles distributed to participants will limit the generation of plastic waste.



## FOOD AND CATERING

The catering is done through a “Green Globe” and “Sustainable Bonn” certified company, which prioritizes the use of regional products, and tea and coffee from organic fair trade cultivation. Special attention is paid to the avoidance of food waste by calculating precise quantities and attempting to re-use.

Leftover food in good condition is picked up and re-distributed in cooperation with the German association Foodsharing e.V.

Organic waste is processed into biogas.

## Partners

The Global Festival of Action for Sustainable Development is designed as an inclusive convening opportunity for the international SDG community. The event is made possible with the support of our organizing, supporting, host city and action partners.

### HOST



### ORGANIZING PARTNER



### SUPPORTING PARTNERS





# BMW Foundation

Herbert Quandt

## HOST CITY PARTNER

NACHHALTIGKEIT.  
SUSTAINABILITY.  
DURABILITÉ.  
**BONN.**

See the full list of partners: <http://globalfestivalofaction.org/2018partners/>

## Media Info

From gender equality and climate change to humanitarian issues and social innovation: if you cover any topic in the development field, the Global Festival of Action for Sustainable Development is the key occasion to discover new stories and expand your network of contacts.

The Festival offers the media three days full of immersive and cutting-edge content, as well as the opportunity to meet and interview the leading thinkers, policy-makers, private sector leaders, activists and civil society leading the way towards the achievement of the Sustainable Development Goals.

**To attend the Festival as a member of the Press:**

<http://globalfestivalofaction.org/media/register-for-media-accreditation/>

**To join our Media Partners** and take on public outreach for the Festival to reach diverse audiences and support activation towards the Festival and the SDGs, contact: [marta@sdgactioncampaign.org](mailto:marta@sdgactioncampaign.org)

**For interviews and inquiries**, please contact:

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**Follow the Festival on [Facebook](#), [Twitter](#) and [Instagram](#) for live coverage, behind-the-scenes stories and more.**