



## Media Brief

**SDG GLOBAL FESTIVAL OF ACTION, 25-26 MARCH 2021**

**- A Turning Point for People and Planet -**

# **Innovation, inspiration, and entertainment brings the global community together to drive action towards the SDGs**

The fifth [SDG Global Festival of Action](#), powered by the [UN SDG Action Campaign](#), finds new ways to inspire, mobilize and connect people and organizations to take action on the SDGs. In light of the pandemic, the Festival will be held in a dynamic virtual space with six different stages, featuring plenary sessions, lightning talks, performances, interactive workshops, exhibits and a space to connect with leaders, changemakers, activists, private sector and more. To access the virtual space, please register: [bit.ly/JoinGlobalFest2021](https://bit.ly/JoinGlobalFest2021).

## **WHY IS THIS A TURNING POINT FOR PEOPLE AND PLANET?**

We must make 2021 a turning point for people and planet! COVID-19 has turned our life upside down, and it urges everyone to work together towards a better recovery, keeping the SDG's as our 'north star' and blueprint for transformative action.

As a better understanding around the inextricable links among the SDGs is emerging, leaders from governments, the private sector and across societies are reimagining and redesigning jobs, finance, mobility, health care, education, and technology. The need for acting - not issue by issue, but across entire systems - offers real hope for unlocking rapid action on daunting challenges such as pandemics, now and in the future, along with deep-seated inequalities and climate change.

The pandemic has also shown the resilience of humankind and how global threats require global action and solidarity. Also evident is the profound power of individuals. People have collectively constrained the spread of the virus by heeding the advice from health professionals and organizations. They demonstrate how actions add up, and will take us past the turning point and on to transformation. The Festival brings together all stakeholders to share bold imaginings, bold ideas and bold approaches to seize the opportunity of this moment and ensure we create a turning point for people and the planet.

## **THE FESTIVAL'S FOUR THEMES:**

Centering around the concept of turning things around, the Festival will provoke debate and drive ideas and actions around four themes that will determine the pace of progress. It will #TurnItAround for **climate action** in a critical year for bold and transformative leaps forward as the world races to eliminate fossil fuel subsidies, combat deforestation, protect biodiversity and achieve net-zero carbon emissions. It will #TurnItAround for


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**poverty & inequality** to mobilize behind a new social contract for those left furthest behind. Through universal health coverage, safety nets, justice and human resilience, the world should never again be in a position of such acute vulnerability. The Festival will #TurnItAround for **gender equality** as a central tenet in building forward together, because gender discrimination is not only wrong, but harms us all by undercutting the intelligence and experience of over half of humanity. It will #TurnItAround for **inclusive systems and sustainable finance** because we must rethink the global economy and power structures, achieve inclusive financial systems that align with the SDGs, and stop perpetuating wide-scale discrimination and exclusion. **For the latest program, visit [globalfestivalofaction.org/program](http://globalfestivalofaction.org/program)**

**ACCESS:**

We invite you to cover the Festival and share our dynamic panel sessions on your channels, whether as TV segments, articles, video features, digital media or podcasts. Our speakers and performers include (*as of 24 February*):

**Amina J Mohammed,**  
United Nations  
Deputy Secretary General

**Achim Steiner,**  
UNDP Administrator

**Karina Gould,**  
Canadian Minister for  
International Development

**Maria Flachbarth,**  
Parliamentary Secretary  
of State

**Cristina Gallach,**  
Spanish Secretary of State

**Jutta Urpilainen,**  
European Commissioner for  
International Partnerships

**Stefano Boeri,**  
President of Triennale

**Danny Sriskandarajah,**  
CEO of Oxfam  
Great Britain

**Ilona Szabó  
de Carvalho,**  
Co-founder and president  
of the Igarapé Institute

**Lysa John,**  
Secretary General, CIVICUS

**Trisha Shetty,**  
Founder of She Says

**Bebe Vio,**  
Italian Paralympic champion

**Yemi Alaade,**  
Nigerian Afropop singer,  
actress and UNDP Goodwill  
Ambassador

**Tasneem Alsultan,**  
Saudi Arabian photographer  
and activist

**Patti Smith,**  
Musician and co-founder of  
Pathway to Paris

**Kumi Naidoo,**  
Founding Chair at Africans  
Rising

**Sanda Ojiambo,**  
CEO and Executive Director,  
UN Global Compact

**Ellen Jackowski,**  
Chief Sustainability and  
Social Impact Officer,  
HP Inc.

**Mavis Owusi-Gyamfi,**  
Executive Vice President,  
Africa Centre for Economic  
Transformation (ACET)

**Homi Kharas,**  
Senior Fellow, Brookings

**Siya Kolisi,**  
UN Global Advocate,  
Spotlight Initiative

**Eddie Ndopu,**  
UN SDG Advocate

**Delphine O,**  
Secretary General,  
Generation Equality Forum

**Mitzi Jonelle Tan,**  
Convenor, Youth Advocate  
for Climate Action Philippines

**Prajakta Koli,**  
Digital Content Creator,  
YouTube Creators for  
Change Ambassador

**Homi Kharas,**  
Senior Fellow, Brookings

**Kashif Siddiqi,**  
Co-Founder, Football  
for Peace

**Bomba Estéreo,**  
Grammy nominated  
Colombian band



Centering around the concept of turning things around, discussions and debates will range from the latest updates on COVID-19 vaccine distribution, raising ambition to face the climate crisis, addressing the increase in poverty and inequalities and how to accelerate women's rights. Our audience is joining us from 180+ countries, and over 10k have already registered to attend with female participants currently at 54%, and with a large youth engagement – from the global south in particular. Many participants are already taking action for the SDGs, and the Festival aims to inspire and connect people to learn from each other and scale up efforts around the world.

Our virtual platform, where the full Festival can be experienced, has the capacity to host a 20k live audience. The Main Stage sessions will also be simultaneously live streamed on UN WebTV and YouTube - as well as other media outlets - further increasing our audience reach

## MULTILINGUALISM AND ACCESSIBILITY:

Live and pre-recorded sessions featured on the Main Stage will be in English and simultaneously translated into French and Spanish and signed in International Sign Language for full accessibility. Live and pre-recorded sessions on the Japan Stage will be in English and Japanese and will also be signed in International Sign Language. Social media assets will be in English, French, Spanish and Japanese.

## HOW TO CONTRIBUTE:

Our partners are key in amplifying our initiatives to mobilise millions across the world to accelerate action on the SDGs. We value collaboration across all industries, ranging from tech to media to awareness raising. Some of the things we can do together are:

### NOW:

- **Invite your networks to register:**  
[bit.ly/JoinGlobalFest2021](https://bit.ly/JoinGlobalFest2021)
- **Share on social media:**  
[bit.ly/SocialMediaassets-GFOA](https://bit.ly/SocialMediaassets-GFOA)
- **Share on your website**
- Add us to your **newsletter**
- **Create SDG-related content** and tag us and/or link to the Festival
- **Request access to pre-recorded videos** on the Festival themes for inclusion on your media channels. **Please contact us** to get access

### DURING THE FESTIVAL:

- **Broadcast** the event on your channels and websites: We will provide you with **embed codes and direct links** for easy sharing on your platforms and channels.
- Cross-post our live stream on your social media platform: **Please contact us** to get access
- Join the conversation by using our **hashtag #TurnItAround**

**Have more ideas? We'd love to hear them! You can find our contact info below.**



## BROADCAST OPPORTUNITIES:

Interested media partners can receive a live embed link to host the Festival on their digital platforms. Pre-recorded sessions can be made available in advance to use in your programming. **Contact us for details.**

## IMPORTANT LINKS:

- Websites:** <https://globalfestivalofaction.org> • <https://sdgactionawards.org>
- Japan Festival:** <https://globalfestivalofaction.org/japan-en/>
- Registration Link:** [bit.ly/JoinGlobalFest2021](https://bit.ly/JoinGlobalFest2021)
- Social Media assets:** <https://trello.com/b/tp1bELOO/sdg-global-festival-of-action-2021>
- Hashtag:** #TurnItAround
- Key messages:** <https://trello.com/c/D3j4QYFq>
- Social Media:** [Twitter](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [YouTube](#) | [Medium](#)

Join us and your mark as an official Media Partner and #TurnItAround for people and the planet! Sign up for the latest information: [bit.ly/JoinGlobalFest2021](https://bit.ly/JoinGlobalFest2021)

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