Imagine a world that works.

A world in balance, not out of whack. A safe world, of justice and rights, for people and planet. A world on the way to the Sustainable Development Goals (SDGs).

Imagination carries great power. What we can imagine, we can make happen. We start knowing what actions to take. Common narratives take root, bringing us together, and tipping points arise. We pivot in new directions.

The past year was marked by interlocking crisis — from deepening inequalities to poverty, food insecurity, escalating climate emergency, and conflicts that challenged our hopeful vision for a better future for all. But times of crisis are also times of opportunity, and — by taking action together — as individuals, as governments, as civil society and as business leaders, we can build a world that is more peaceful, sustainable and fair.

The 2023 Annual Report highlights the UN SDG Action Campaign’s continued efforts to catalyze systemic transformation by rethinking, recalibrating, and reimaging economies and societies recalibrating, and reimagining economies and societies so that they serve people and the planet, while inspiring SDG action and sending a message of hope and possibilities.

The achievements captured in this report would not have been possible without the dedication and support of the Campaign’s partners including the UN Development Programme (UNDP) that hosts the Campaign and supports its work at all levels. I would like to offer my heartfelt gratitude to the German Federal Ministry for Economic Cooperation and Development (BMZ), the Italian Ministry of Foreign Affairs and International Cooperation (MAECI), and the Qatar Fund for Development for their generous financial contributions, and for their trust and political support. I would also like to express my sincere thanks to all partners across UN Agencies, international organizations, civil society organizations, private sector, creative sector and academia for the unwavering commitment, support and collaboration.

Finally, a huge thanks to my team for the passion and professionalism that they bring every day to their work.

Looking ahead, the Campaign will continue to Convene, Campaign and Catalyze with focus in the areas of financing for development, gender equality, climate action, sustainable food systems and justice and peace.

We will continue to deepen our cooperation with many partners from civil society, youth and other stakeholders.

Our priorities will be the Summit of the Future, the G7, the G20, the Hamburg Sustainability Conference, the COP29 and the Financing for Development Conference in 2025. We will also continue to lend our advocacy and communication support to our partners including through open-source advocacy campaigns, SDG media dialogues, SDG digital art exhibits to inspire action and engage new audiences and tap into humanity’s creative power for good. The 2024 edition of the UN SDG Action Awards programme — our flagship initiative — will identify and celebrate exceptional changemakers and initiatives that are making a difference towards the 2030 Agenda for Sustainable Development.

Even in a troubling world, hope remains the antidote to fear and the reason to act. Let’s make 2024 the year of opportunity, transformation, solidarity and of reinvigorated multilateralism towards a more sustainable, inclusive and fair world.

With my deepest gratitude,

Marina Ponti
Global Director
UN SDG Action Campaign
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The UN SDG Action Campaign (hereinafter referred to as “the Campaign”) is a special initiative of the UN Secretary-General hosted by the Executive Office of the United Nations Development Programme (UNDP) and based in Bonn, Germany. The Campaign is mandated to CONVENE, CAMPAIGN and CATALYZE by accelerating SDG action.

The Campaign’s Advocacy for Change aims at systemic transformation by rethinking, recalibrating, and reimagining economies and societies so that they serve people and the planet, while inspiring SDG action and sending a message of hope and possibilities.

Civil society’s contributions to SDG processes at all levels are essential to ensure a more inclusive multilateral system and greater accountability. In 2023, the Campaign scaled up its strategic focus on increasing meaningful civic participation in SDG policy making at all levels through consultations, informal dialogues, townhall meetings, events, and SDG media sessions.

The Campaign continues its campaigning efforts with a focus on providing strategic advocacy support to its partners. This led to the design and roll out of the open-source advocacy campaign Unite to Act for the SDGs and the SDGs Digital Art Exhibitions both aimed at inspiring SDG action, engaging new audiences, and raising the profile of the SDG political processes, while tapping into humanity’s creative power for good.

The Campaign believes that change can happen – everywhere – even in the most challenging contexts. This is why the Campaign continues to run the UN SDG Action Awards programme to identify and support changemakers delivering SDG impact to their communities and building a bridge towards an equitable future for all.
UN SDG Summit Informal Consultations

In the lead-up to the 2023 SDG Summit, the Campaign co-organized consultations, informal dialogues, and townhall meetings with the President of the UN General Assembly, the SDG Summit co-facilitators, and the UN Secretary-General’s Office, and convened civil society organizations, youth, and other stakeholders.

For the SDG Action Weekend Civil Society Dialogue, the Campaign worked with a visual scribe artist, Marsha Dunn, who captured, summarised, and visually presented the input provided by the speakers.

UN SDG Action Weekend Civil Society Dialogue | Enhancing, Advocacy, Financing and Accountability – Key Messages from Civil Society to the SDG Summit and Beyond | 16 September | UNHQ

The Campaign, jointly with the UN Foundation, co-facilitated the Civil Society Dialogue at the UN SDG Action Weekend, featuring the UN Secretary-General and civil society leaders. The dialogue served to recognize and promote civil society’s critical role in achieving the SDGs and provided a dialogue platform between the high-level officials from the United Nations, the SDG Summit and civil society organizations, youth, women’s groups, persons with disabilities and indigenous groups, among others.
Speakers included António Guterres, UN Secretary-General, Elizabeth Cousens, President and CEO of the UN Foundation, H.E. Fergal Mythen, Permanent Representative of Ireland to the United Nations and SDG Summit co-facilitator, Inés Yábar, Next Generation Fellow, Changemaker, Amitabh Behar, interim Executive Director of Oxfam International, and Ilona Szabó de Carvalho, Co-Founder and President of the Igarapé Institute, Abia Akram, Equal World Campaign Ambassador, among others.

The Campaign organized two sessions at the SDG Media Zone during the 78th UN General Assembly, which brought together world leaders, influencers, activists, experts, content creators, and media partners to highlight actions and solutions in support of the SDGs.

The first session entitled, The Future of Gender Equality, was moderated by Janelle Dumalaon, Deutsche Welle US Correspondent, engaged with Lysa John, Secretary-General of CIVICUS; Trine Bramsen, Fmr. Minister of Defense of Denmark and Danish MP, and Marina Ponti, Global Director of the UN SDG Action Campaign, in a fascinating conversation on gender equality and women’s empowerment.
The second session entitled **Uniting for a Food Secure World** focused on the role of creativity and innovation in addressing food insecurity. This interesting conversation was moderated by Laura Pepe, RAI TV, and engaged Stefano Gatti, Director General for Development and Cooperation and Special Envoy for Food Security, Italian Ministry of Foreign Affairs and International Cooperation; Marina Ponti, Global Director, UN SDG Action Campaign, and; Foodmasku, New York-based Indonesian artist.

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**Strategic Advocacy Support to the Fifth United Nations Conference on the Least Developed Countries (LDC5) | 5-9 March, Doha, Qatar**

The LDC5 Conference was a once-in-a-decade opportunity to chart a new path for accelerating sustainable development and unlock the full potential of Least Developed Countries. The Campaign partnered with the United Nations Office of the High Representative for the Least Developed Countries, Landlocked Developing Countries and Small Island Developing States (UN-OHRLLS) to roll out advocacy activities and increase engagement at the LDC5.

**SDG Media Zone**

The Campaign organized five Flip the Script Sessions at the UN SDG Media Zone, which were streamed on UN Web TV:

- **Multilateralism** | H.E. Fergal Mythen, Permanent Representative of Ireland to the United Nations
- **Creativity** (6 March) | Michel Lunanga, mentor at Canon Young People Programme; Chioma “Cill” Ogbonna, Singer, Songwriter and Artivist
- **Partnerships** | Jutta Urpilainen, Commissioner for International Partnerships, European Commission
- **Gender Equality** | Zanji Sinkala, Journalist from Zambia with Context News and the Thomson Reuters Foundation; Somaya Faruqi, Education Cannot Wait Global Champion and Women Rights Activist; Tomas Gonzalez, Programme Management Officer, UN-OHRLLS
- **Youth Empowerment** | Adam Pensotti, Head of Canon Young People Programme; Afruza Tanzi, Social Entrepreneur; Jeanine El Moghrabi, Sustainability Manager at Canon EMEA; Souphaksone Silaphet, Journalist at Lao National Television
SDG Action Space

The Campaign’s interactive SDG Action Space provided a lively space for the participants to show their commitment to flipping the script for a better future in the LDCs. A special Flip the Script for LDCs video premiered on the screens at the venue of LDC5. The Campaign also featured a digital art exhibition, in partnership with Code Green, and led an informative session on the UN SDG Action Awards.

Side Event: Flip the Script from Potential to Prosperity: SDG advocacy and campaigning towards the SDG Summit

The Campaign organized a side event where high-level speakers led an inspiring discussion on the unique role of campaigning and advocacy for the SDGs, particularly in amplifying the message of hope, mobilizing people to #Act4SDGs and #FlipTheScript, and building momentum towards the SDG Summit. Some of the high-level speakers included Ambassador Alya Ahmed bin Said Al-Thani, Permanent Representative of the State of Qatar to the United Nations; Heidi Schroderus-Fox, Director, UN-OHRLLS; Thomas Munthali, Director General for the National Planning Commission, Government of Malawi, and; Jutta Urpilainen, European Commissioner for International Partnerships. The event ended with an inspiring music performance by Cill: “All You’ve Got”.

LDC5 Participants at the SDG Action Space. Photo: UN SDG Action Campaign/Christina Ann Samson/Mohammed Mostafa

SDG Action Space

SDG Action Space

SDG Action Space
Global People’s Assembly | 17-18 September | New York

Led by mobilizing partner Global Call to Action against Poverty (GCAP), the Global People’s Assembly 2023 brought together representatives from around the world to hold governments accountable for SDG commitments and address social, environmental, and economic injustices, emphasizing the principle of leaving no one behind. The Campaign supported the event and facilitated the participation of Ulrika Modéer, UN Assistant Secretary-General, at the Opening Plenary. The Campaign also joined the Global People’s Assembly in the NYC Climate March.
PILLAR 2 - CAMPAIGN

Through targeted and strategic advocacy and campaigning, the UN SDG Action Campaign continued to inspire and engage millions of people while tapping into humanity’s creative power for good through impactful, open-source advocacy campaigns and digital art exhibitions.

UNITE TO ACT Campaign

The Campaign launched the open-source UNITE TO ACT campaign to generate support and mobilize action in the lead up to the SDG Summit. The campaign leveraged the motif of a ribbon of unity and through open-source social media assets called on individuals and both public and private sector entities to come together and affect definitive and sustainable change for the SDGs.

The Campaign’s key partners ranging from UN Agencies to civil society organisations, creative sector and influencers, adapted and disseminated the UNITE TO ACT campaign to drive impact and accelerate action towards the SDGs. The UNITE TO ACT campaign culminated in the Global Week to #Act4SDGs mobilization in September — during the SDG Summit — which generated +156M SDG actions from 190 countries.

100M+ REACH  
+15% Compared to 2022

3.5M+ VIDEO VIEWS  
+1,125% Compared to 2022

+58% SOCIAL MEDIA ENGAGEMENT  
Compared to 2022
Creativity is a key element of the Campaign’s work, and collaboration with partners.

The open-source UNITE TO ACT campaign generated immense interest.

Between July and the end of November, the UNITE TO ACT campaign reached over 100M people through the #Act4SDGs on various social media channels and engaged diverse leaders and celebrities — a marked increase from last year that not only exceeded the Campaign’s objectives but also demonstrated the public’s demand for concrete action towards the 2030 Agenda.
Celebrities and influencers joined the call to action, including Danish actor Nikolaj Coster-Waldau, Nigerian singer-songwriter Yemi Alade, Italian performer Elisa, Pulitzer-winning photographer Muhammed Muheisen, Actress and SDG Advocate Dia Mirza, inviting their followers to unite to #Act4SDGs. Italian singer and activist Elisa showcased the UNITE TO ACT video at the opening of 40 concerts in Italy and across Europe.

Institutional leaders who supported the Global Week to #Act4SDGs on social media

Institutional leaders who supported the Global Week to #Act4SDGs on social media included António Guterres, UN Secretary-General; Amina J. Mohammed, UN Deputy Secretary-General; Achim Steiner, UNDP Administrator; Maimunah Mohd Sharif, Executive Director, UN-Habitat; Ulrika Modéer, UN Assistant Secretary-General; Svenja Schulze, Federal Minister for Economic Cooperation and Development, Germany; Lysa John, Secretary-General, CIVICUS.

European Sustainable Development Week

The European Sustainable Development Week mobilized over 10 million individuals in the name of the SDGs.

UNDP Bangladesh

UNDP Bangladesh adapted the UNITE TO ACT campaign successfully and was awarded five awards at the 2023 UNDP Digital Communications Awards. They customized the visual assets and videos and created SDG murals and dances including a “Flash Mop” to clean a wall and footpath of Dhaka, paint it with SDG colors and design SDG cube murals. UNDP Bangladesh also brought together SDG Socializers, including dancer Ridy Sheikh (over 1.2 million followers on YouTube) to promote the Global Week to #Act4SDGs.

UN/DP Mongolia

UN/DP Mongolia created a public act of solidarity for the SDGs under the UNITE TO ACT campaign. Hundreds of people gathered at their call to join the campaign and expressed their voices and actions for the SDGs on the main square in Ulaanbaatar, Mongolia.
Let’s Do It World

Global Week partner and SDG Action Award winner Let’s Do It World, successfully mobilized 20 million individuals for its global 2023 World Cleanup Day effort in a range of countries spanning El Salvador and Estonia to Kenya and Indonesia through the UNITE TO ACT campaign.

Change Maker 2040 Museum

The new Change Maker 2040 Museum in the Philippines, a project by PAEC Global and in partnership with the Campaign, reached 100,000 students with an innovative and immersive educational installation aimed at inspiring a generation of youth to take action towards a sustainable and equitable future.

Battery Tour’s Clean Energy Concert

UNITE TO ACT campaign was prominently featured at the Battery Tour’s Clean Energy Concert in Times Square on Peace Day, 21 September, featuring AY Young and Project17, in collaboration with the UN Joint SDG Fund, with UNITE TO ACT visualizations on the stage.

Action for Climate Empowerment Hub

The Campaign supported the UNFCCC’s Action for Climate Empowerment Hub Youth Event with training on building effective communication and advocacy strategies using the UNITE TO ACT Campaign.
UNITE TO ACT inspired creative partnerships

JCDecaux and the Joint SDG Fund

The Campaign partnered with JCDecaux and the Joint SDG Fund to raise the profile of the SDGs and mobilize action during Global Week to Act4SDGs and the UN SDG Action Awards. Jean-Sébastien Decaux, Member of the Supervisory Board, JCDecaux SE, was a supporter of the UN SDG Action Awards as a judge and presenter of the Awards at the Awards Ceremony.

UNITE TO ACT was featured on 90 screens at bus stops and digital kiosks at key locations around the UN Headquarters in New York from 18 September to 1 October and reached 2.1M impressions.

UNITE TO ACT, with a focus on Sustainable Food Systems, was featured on 310 screens at 7 train stations in Rome, Italy, during the UN Food Systems Summit +2 Stocktaking Moment and the UN SDG Action Awards from 17 – 24 July and reached an audience of over 8.5M.

SDG Digital Art Exhibitions

The Campaign developed the concept of SDG digital art exhibit two years ago and in 2023 partnered with Code Green (a creative collective harnessing the power of innovative tech, gaming and the creative arts to inspire positive change) on curating the UNITE TO ACT Digital Art Exhibit that brought together emerging artists with dynamic, action-driven pieces interpreting the key themes of sustainable food systems, climate action, peace and gender equality. Featured artists included New York-based Indonesian artist Foodmasku, Singer-songwriter and UNCCD Goodwill Ambassador Inna Modja, and Venezuelan multidisciplinary artist Alejandra Her, which generated immense interest.

The digital art exhibit was showcased at key events:

UN SDG Action Awards | 24 July | FAO Headquarters, Rome | Foodmasku’s art piece “Farm-to-Face” was unveiled during the UN SDG Action Awards Ceremony.
Global Map of SDG Actions.

International Day of Peace Youth Event | 14 September | UNHQ | The Campaign and Code Green’s Unite to Act artwork on Peace, “Infinite” by MCSK — Marco Conti Sikic, was unveiled at the International Day of Peace Youth Event, which provides a platform for young people to showcase the actions they have taken in their communities to help accelerate progress towards achieving SDG 16 and fostering peace.

UN SDG Media Zone | 19 & 21 September | UNHQ | Alejandra Her’s “Reality TBD” was unveiled at the SDG Media Zone panel “The Future of Gender Equality.” Foodmasku was a speaker at the SDG Media Zone panel and his artwork “Farm-to-Face” was also shown at the session “Uniting for a Food Secure World.”

2023 Sustainability Summit NYC | 18-20 September | Consulate General of Denmark in New York. The UNITE TO ACT Digital Art Exhibition was launched at the 2023 Sustainability Summit in New York City.

In 2024, the Campaign will continue to develop future editions of the SDG digital art exhibitions with other creative partners.

2023 Global Week to #Act4SDGs

Building on the success of the previous global mobilizations, the 2023 edition of the Global Week to #Act4SDGs led by the Campaign and its partners (please refer to the list of partners below) between 15 and 25 September mobilized over 156 million actions for the SDGs in 190 countries.

SDG action during the Global Week to #Act4SDGs.
With thanks to the two grants provided by the UN SDG Action Campaign, civil society networks in the Global South generated grassroots advocacy and mobilization among local communities from Nigeria to Sri Lanka, Pakistan, Argentina, Guam, Mexico, Japan, Brazil and many others.
UN Act Now

The Campaign supports the broader UN Act Now activation, a digital app that drives sustainable and long-lasting change, as part of its effort to ensure a meaningful shift towards the SDGs. For the UNITE TO ACT Challenge in the app, which took place during the month of November, 279K actions were generated, exceeding the initial goal of 50K actions in a month.

UNITE TO ACT Challenge

279,035 CLIMATE ACTIONS
1.64 MILLION KG OF CO2
18.1 MILLION LITRES OF WATER
+450% INITIAL TARGET

UNITE TO ACT ACTivator

As part of the UNITE TO ACT campaign, a new digital tool, the ACTivator, developed in partnership with Capgemini, was launched to increase public engagement in SDG Action. Participants uploaded their pictures and showed their commitment to unite for SDG action on the digital global map of the Global Week to #Act4SDGs.

UNITE TO ACT ACTivator — Show the world what YOU unite for!

UNITE TO ACT Blog Series | 2023

In 2023, the Campaign also launched the UNITE TO ACT Blog series to engage changemakers and thought leaders to support their calls on SDG. The series sought to mobilize diverse voices towards creating an inclusive, peaceful, and sustainable future. The twenty-five articles published in 2023 are listed below:

1. The SUPvivors Effect: Empowering Survivors of Sexual Violence to Rewrite the Narrative
2. Unleashing Technology for an Inclusive and Sustainable Future: Capgemini Unites to Act for the SDGs
3. Removing Barriers and Building Cultural Bridges: Signs TV Kenya’s Impact on the SDGs
4. From Farm to Face: How Foodmasku’s Art Unites Creativity and Sustainable Food Systems
5. In Search of an Economic System that is “People-Centred” — How Fairtrade Works for an Equitable Future for All
7. Acting When Needed The Most: MY World Mexico’s Response to the 2030 Agenda at the SDG Mid-Point
8. The Power of Partnerships: ActNow and AWorld Unite to Deliver Impact for the SDGs
10. Uniting Experts in Europe for SDG Action: Insights from ESDN
11. Intergenerational Movement For Change: CIVICUS Uniting For A Just And Sustainable Future

Participants of the UNITE TO ACT ACTivator.
12. Bold, Courageous, and Relentless: How Kenya’s Anita Soina is Leading the Fight for Climate Action
14. From Witnessing Natural Disasters to Becoming a Climate Activism Champion: Anuska’s Inspiring Mission
15. German Sustainability Action Days: Making SDGs Tangible And Practical
16. Advancing All 17 SDGs At Once: How Italy’s ASviS Applies a Holistic Approach to Achieving the 2030 Agenda
17. Building Up Youth Voices: How Judith and Saskia Advocate For A More Sustainable Planet
18. Practicing Responsible Outdoor Advertising: How JCDecaux Unites For the SDGs
19. 12,000 Volunteers For The SDGs: How The Road to Rights Empowers Youth in Sri Lanka
20. Educating for the SDGs: How Canon uses technology for SDG4
21. Diplomacy in Action for the SDGs: A Conversation with Consul General of Denmark in New York, Ambassador Berit Basse
22. How Megan Gilmour’s MissingSchool initiative bridges the educational gap for health-compromised children
23. From Activism to Art, Alexandra Climent is on a Journey to Restore the Panamanian Rainforest
24. Global Lighthouse Studios: Connecting Students and Educators Across 50 Countries for Inclusive Education
25. SIMA Studios: Advancing positive social change through documentaries and creative media

Communication and advocacy support for COP28 | 30 November – 13 December | Dubai, UAE

The Campaign supported the United Nations Framework Convention on Climate Change (UNFCCC) with advocacy and communications at the 28th United Nations Climate Change Conference (COP28) in Dubai. The Campaign’s efforts at COP28 contributed to amplifying the message of sustainable development, fostering engagement, and driving awareness and action towards achieving the SDGs.

Two members of the UN SDG Action Campaign’s team were assigned to support the UNFCCC prior to and during the COP28 with external engagement, communications, multimedia production, coordination of the Opening and Closing Ceremonies, and social media management.

The Campaign developed a video on the UN Climate Change High-Level Champions shown at the closing of the “Global Climate Action Awards” and another highlights video, together with multiple interviews conducted at the COP28 Creator Hub.

Ahead of COP28 and during COP28, the hashtag #Act4SDGs was featured, achieving 14.5K engagement, and reaching 21M people globally.

General view of attendees. Photo: COP28 / Anthony Fleyhan
SPOTLIGHT ON ENGAGEMENT IN GERMANY

Although the Campaign’s mandate is global, national partnerships are carried out in a few countries, including Germany, where the UN SDG Action Campaign is based. Germany offers several examples of successful advocacy and mobilization initiatives made possible by the political and financial support of the Federal Ministry for Economic Cooperation and Development (BMZ) and with the involvement of many partners across the public and private sectors.

UNITE TO ACT Campaign in Germany

The Campaign leveraged creative partnerships in Germany to generate engagement through the Unite to Act campaign. The campaign was featured in cinemas and screens in train stations across Germany, building on the successful partnership with Weischer, Ströer, and Wall Decaux, which provided pro bono media placements for German-specific campaign video on train and subway digital billboards and cinema screens from mid-September until the end of October.

This generated a reach for the Unite to Act campaign in Germany of over 20M+ people in 142 cities on over 2K+ screens. The media partnership was featured in a podcast interview.

The Unite to Act campaign was also supported in local events across Germany, including by BMZ Federal Minister H.E. Svenja Schulze and the Mayor of Bonn Katja Dörner.

Other impactful engagements in Germany throughout the year included the Campaign’s support in the organization of a special event in Berlin on 9 May to mark 50 years of Germany’s accession to the United Nations and celebrate the opening of the new UNDP-UNIDO office in the German capital. Speakers included Achim Steiner, UNDP Administrator; Gerd Müller, UNIDO Executive Director; Jochen Flasbarth, State Secretary for Germany’s Federal Ministry for Economic Cooperation and Development; and Marina Ponti, Global Director, UN SDG Action Campaign.

The Campaign also supported the UN Day in Bonn on 21 October, showcasing the German UNITE TO ACT Video and engaging with local visitors joining the various UNITE TO ACT activations.
The engagement of stakeholders in Germany in the Global Week to #Act4SDGs is a good indicator of the increased impact this initiative has on mobilizing, inspiring, and connecting citizens in Germany. The number of organizations and individuals from Germany who organize activities has been growing in recent years. In 2023 alone, a total of 4,334 local events and other activities were organized in Germany in the framework of the Global Week to #Act4SDGs. Highlights from the mobilization in Germany include:

**World Cleanup Day**

UNITE TO ACT World Cleanup Day event in Berlin, where over 20 organizations, initiatives, foundations, companies, and administrations joined mobilization efforts for a large clean up in Berlin, with 200 participants collecting 40 bags of garbage of 80 liters each. The event received notable press coverage, including in the Berliner Newspaper.

**German Sustainability Days**

The Campaign engaged in the kick-off event of the German Sustainability Days, held from 18 September to 8 October, with the UNITE TO ACT video and assets being prominently featured. These events were organized by the German Council for Sustainable Development (Rat für Nachhaltige Entwicklung), which is part of the Global Week to #Act4SDGs and the European Sustainable Development Week (ESDW).

**Metaverse**

The Campaign partnered with German media company Morean for the first-ever SDG stunt in the Metaverse. From atop a virtual Berlin TV tower, individuals used their unique avatars to take a metaverse stunt photo to show their commitment to uniting to #Act4SDGs and learn more about how we can achieve the Sustainable Development Goals by 2030.

**Private Sector**

Private sector companies Capgemini, Weischer, and Viessmann each incorporated the Global Week to #Act4SDGs into extensive employee engagement programs to raise awareness and mobilize their employees and clients.
The UN SDG Action Campaign continued to provide advocacy support to the #InsiemepergliSDG (the nation-wide SDGs campaign promoted by the Italian Ministry of Foreign Affairs and International Cooperation, in partnership with FAO, the European Commission, the CIHEAM Bari, and Save the Children). The aim of the campaign is to bring the SDGs to the local level through an itinerant SDG interactive exhibition and through the organization of several events ranging from concerts, sports activities, seminars, extraordinary sessions of the City Council on the SDGs and other events engaging schools, universities, and private sector entities.

The UN SDG Action Campaign has been a key partner of the #InsiemepergliSDGs since its inception in 2020, contributing specifically to some of the visual elements, and to the roll out of the Local City Councils and the ideation and implementation of street art and murals for the SDG. #InsiemepergliSDGs reached 10 Italian cities reaching millions of people.

The flagship initiative of the UN SDG Action Campaign, the UN SDG Action Awards Ceremony and the induction programme with all the finalists took place in Italy for the first time on the margins of the UN Food Systems Summit +2 in partnership with the Italian Ministry of Foreign Affairs and International Cooperation (MAECI). The Ceremony was livestreamed globally and nationally thanks to the partnership with RAI (Italian public national broadcast) who also provided editorial, multimedia and production support.

Thanks to the partnership with RAI, the UN SDG Action Campaign organized a session in the UN SDG Media Zone, “Uniting for a Food Secure World,” at the UN General Assembly at the margins of the SDG Summit with the participation of Stefano Gatti, Director General for Development and Cooperation and Special Envoy for Food Security, Ministry of Foreign Affairs and International Cooperation (MAECI), along with Indonesian artist Foodmasku. The session — moderated by Rai journalist Laura Pepe — was livestreamed on UN channels and on RAI.
The UN SDG Action Campaign has built other advocacy partnerships with key Italian institutions (with a global outreach), including:

**Generali:** With a particular focus on Generali’s SME EnterPRIZE, a flagship initiative aimed at promoting a culture of sustainability and of the SDGs among European small and medium-sized enterprises (SMEs).

**Fondazione La Triennale di Milano:** The Campaign continued its partnership with Triennale aimed at leveraging art and creativity to inspire action for the SDGs.

**Elisa:** The Campaign continued its cooperation with the Italian singer and activist Elisa who supported the UNITE TO ACT mobilization showcasing the campaign video at the opening of 40 concerts in Italy and Europe.
PILLAR 3 - CATALYZE

The Campaign believes that change can happen – everywhere – even in the most challenging contexts. This is why the Campaign continues to run the flagship UN SDG Action Awards program to identify and support changemakers delivering SDG impact to their communities and building a bridge towards an equitable future for all.

2023 UN SDG Action Awards

The UN SDG Action Awards, a signature programme of the UN SDG Action Campaign, champions initiatives and committed individuals who are wielding the power of creativity and advocacy to achieve the SDGs. Each year, a high-level Panel of Judges, comprised of leaders from across sectors and regions considers over 5,000 applications and nominations from 190 countries and selects the finalists and then the winners.

All finalists are invited to a one-day induction programme in Rome offering creative workshops, skills development sessions and networking. The UN SDG Action Awards Ceremony subsequently unveils and celebrates the winners.

The 2023 edition of the UN SDG Action Awards attracted over 5,000 applications and nominations from 190 countries, which were reviewed by an esteemed panel of 26 judges.

The winners were announced at a live broadcast ceremony at the UN Food Systems Summit +2 Stocktaking Moment in Rome, Italy on 24 July. Thanks to the generous support of the Italian Ministry of Foreign Affairs and International Cooperation, the Awards Ceremony was streamed live on Rai Television and Italian Deputy Prime Minister and Minister of Foreign Affairs and International Cooperation, Antonio Tajani, delivered opening remarks.

The Ceremony featured performances by international artists Inna Modja, Italian superstar Mr. Rain, Cill, as well as the unveiling of the digital artwork by artist Foodmasku. Audiences also heard from inspiring SDG leaders, including Pulitzer Prize winner and Canon Ambassador Muhammed Muheisen, IFAD Goodwill Ambassador Sabrina Dhowre Elba, and the teams behind World Cleanup Day and Green Obsession.
Panel of Judges

A high-level Panel of Judges, consisting of 26 leaders from across sectors and geographies, selected the winners upon the conclusion of a technical review involving UNDP country teams:

UN Representatives

- Achim Steiner, Administrator, UNDP
- Rebeca Grynspan, Secretary-General, United Nations Conference on Trade and Development (UNCTAD)
- Jayathma Wickramanayake, United Nations Secretary-General’s Envoy on Youth

National Governments

- Niels Annen, Parliamentary State Secretary, Federal Ministry for Economic Cooperation and Development, Federal Republic of Germany
- Karina Gould, Minister of Families, Children and Social Development, Government of Canada
- Emma Theofelus, Deputy Minister of Information and Communication Technology, Republic of Namibia
- Ambassador Fergal Mythen, Permanent Representative of Ireland to the United Nations

Local Governments

- Tunç Soyer, Mayor of Izmir Metropolitan Municipality, Republic of Türkiye
- Carolina Cosse, Mayor of Montevideo, Uruguay

International Organizations

- Inger Ashing, CEO, Save the Children International
- Carmelo Troccoli, General Director, World Farmers Markets Coalition
- Sandra Uwera, Global CEO, Fairtrade International

Private Sector

- Jean-Sébastien Decaux, Member of the Supervisory Board, JCDecaux SE
- Felizitas Graeber, Managing Director, Capgemini Invent Germany
- Pablo Ciano, CEO, DHL eCommerce Solutions, Deutsche Post DHL Group
- Lucia Silva, Group Chief Sustainability Officer, Assicurazioni Generali
Creative Sector

- **Muhammed Muheisen**, Pulitzer Prize winner, Canon Ambassador, Founder of Everyday Refugees Foundation
- **Gemma Styles**, Podcaster, writer, MQ Ambassador and SDG Champion
- **Inna Modja**, Visual Artist and Musician
- “Cill” **Chioma Ogbonna**, Singer, Songwriter and Artivist

Activists / Awards Alumni

- **Billie Dumaliang**, Co-Founder and Trustee, Masungi Georeserve Foundation
- **Srishti Bakshi**, Founder, WOMB – Women of My Billion
- **Paola Andrade**, Co-founder and Executive Director, Ecuador Says No More Foundation
- **Steven W. Stavrou**, Co-Founder & Director, CyprusInno
- **Shomy Hasan Chowdhury**, Co-Founder, Awareness 360
- **Martina Caironi**, Paralympic Athlete

**UN SDG Action Awards Finalist Engagement Programme**

Ahead of the UN SDG Action Awards Ceremony, finalists were invited to a Finalist Engagement Programme, which took place at the UNDP Rome Centre. Finalists presented their initiatives through creative pitching sessions, while benefiting from mentoring sessions and inspiring workshops which were co-created in collaboration with judges, Awards alumni, and Campaign partners. One of the workshops was led by **Muhammed Muheisen**, Canon Ambassador and SDG Awards Judge, about his journey as a Pulitzer Prize-winning photojournalist and best practices for taking powerful photographs for storytelling.
The programme concluded with a Networking Reception, with representatives from the Government of Italy, the UN and Rai TV, whereby finalists and Campaign partners were brought together to shine a light on the accomplishments of the 2024 Awards cohort.

**2023 Winners & Finalists**

The Winner for the MOBILIZE category, *World Cleanup Day*, is celebrated for its work in coordinating global one-day waste cleanups that have rallied over 70 million people from more than 190 countries.

*Green Obsession*, the winner in the INSPIRE category, is acknowledged for its work changing city paradigms and emphasizing urban forests as a priority for governments around the world, ensuring a greener future for all.
The International Rescue Committee’s Signpost initiative took the top prize in the CONNECT category for being the world’s first scalable approach to running digital, community-driven, and responsive information platforms in countries where people are impacted by conflict, disasters, poverty, and violence.

And in the CHANGEMAKER category, Nery Santaella won for her Voices of Venezuela — a migrants-helping-migrants model that has helped over 600,000 individuals.

In addition, IFAD Goodwill Ambassadors Idris Elba and Sabrina Dhowre Elba received an Honourable Mention for their work in propelling the role smallholder farmers play in global agriculture into the media spotlight.

The Finalists also included an inspiring array of individuals and organizations such as ImpactHER, an Africa-based initiative that has mobilized and trained over 7.5 million women entrepreneurs across 53 African countries to unlock their economic potential and fight poverty; Buenos Aires Climate Action, which aims to inspire and engage citizens of Buenos Aires in climate action with the vision of becoming a carbon neutral, resilient, and inclusive city by 2050; Youth Parliament, a Brazilian effort that empowers youth for civic life and democratic engagement; and Nazir Atul and Emmanuel Mushy, who were nominated for VAS Hub, a collaborative project from Tanzania that aims to reduce youth unemployment and engagement in informal/unproductive sectors.

Building upon the successful partnership with the Italian Ministry of Foreign Affairs and International Cooperation and the national Italian broadcast Rai, Italy’s public national broadcaster, which provides editorial and production support, the 2024 UN SDG Awards Ceremony will take place in October 2024 in Rome.