GLOBAL FESTIVAL OF IDEAS FOR SUSTAINABLE DEVELOPMENT

PRESS INVITE

SUSTAINABLE SOLUTIONS: BONN TO HOST INTERNATIONAL EXPERTS, BUSINESS LEADERS AND ACTIVISTS AT THE WORLD'S FIRST PLAYABLE DEVELOPMENT CONFERENCE, 1 – 3 MARCH

FEATURING LAUNCH OF THE UN SDG ACTION CAMPAIGN & GLOBAL CAMPAIGN CENTER IN BONN

Hundreds of leading thinkers, policy-makers, business leaders and civil society activists from over 80 countries will gather in Germany for the first ever **Global Festival of Ideas for Sustainable Development**, to chart new thinking and action on the world's biggest challenges at the World Conference Center in Bonn, 1–3 March 2017.

The event will feature the launch of the UN SDG Action Campaign and Global Campaign Center in Bonn, designed to provide real-time cutting-edge advocacy support, big data expertise and analytics to national governments and multi-stakeholder partners across the globe to ensure the SDG Agenda is brought to life.

WHEN: 1 – 3 March 2017 (3-day event open to media with a dedicated press moment on 1 March)

WHERE: World Conference Center Bonn, Platz der Vereinten Nationen 2, 53113, Bonn, Germany
The Festival will take place in the Plenary Building (Plenargebäude).

NB. Key sessions of the Festival will be broadcast live on UN Web TV.

PRESS MOMENT WEDNESDAY, 1 MARCH 2017

KEY MEDIA SPOKESPEOPLE

- **Ingrid Gabriela-Hoven**, Director General Global Issues, Sector Policies and Programmes, German Federal Ministry for Economic Cooperation and Development (BMZ)
- **Ashok Sridharan**, Lord Mayor of Bonn
- **Sarah Poole**, Deputy Assistant Administrator, Bureau for Policy and Programme Support, UNDP
- **Mitchell Toomey**, Global Director of the UN SDG Action Campaign
- **Ishbel Matheson**, Director of Public Affairs and Communications, ODI
- **Alaa Murabit**, SDG Advocate

AGENDA

- **10.00:** Please arrive by 10.00am for registration and security.
- **11:00 – 12:45:** Multi-stakeholder action to achieve the SDGs, featuring the launch of the UN SDG Action Campaign and Global Campaign Center, and photo opportunity
- **12:45 – 13:15:** Press Q & A on the SDG Live Stage

MEDIA ACCREDITATION

Please note that registration to attend this event is compulsory.
Registration is open until Tuesday, 28 February 2017.

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More information:
Globalfestivalofideas.org
Festival Agenda
Video Preview

NOTES TO THE EDITORS:

- This Global Festival of Ideas for Sustainable Development is hosted by the UN SDG Action Campaign in partnership with the Overseas Development Institute (ODI) and an exciting alliance of international organisations, with the support of the Federal Government of Germany.

- 10 million people lifted their voices in the development of the 2030 Agenda and its 17 Sustainable Development Goals (SDGs) to end poverty and tackle climate change.

- All 193 Member States of the United Nations have committed to achieve the SDGs by 2030. The Goals represent a holistic agenda, which can only succeed if implemented in an integrated manner.

- This Festival is the first in a series of annual forums.

- The UN SDG Action Campaign is an initiative of the Secretary-General, with the mission of ensuring that everyone has the support, encouragement and capability to advocate and act to ensure the SDG agenda is brought to life. It recognises and celebrates the innovators, conveners and break-through actors who are transforming lives, tackling trade-offs and generating practical solutions to some of the world's biggest sustainable development challenges.

- The Overseas Development Institute (ODI) is the UK's leading independent think tank on international development and humanitarian issues. ODI's mission is to inspire and inform policy and practice which lead to the reduction of poverty, the alleviation of suffering and the achievement of sustainable livelihoods in developing countries.

- Organising partners for the 2017 Festival include the UN SDG Action Campaign, ODI, the City of Bonn, Cepei, Data-Pop Alliance, Engagement Global, Plan International, Salzburg Global Seminar, United Nations Development Programme (UNDP), World Food Programme (WFP) and the World Resources Institute (WRI), with other supporting partners.