UN SDG ACTION CAMPAIGN: ADVOCACY FOR CHANGE

The UN SDG Action 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'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.

Watch the Civil Society Dialogue during the SDG Action Weekend video here.
Through targeted and strategic advocacy and campaigning, the UN SDG Action Campaign continues 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.

**CAMPAIGN FOR CHANGE**

**SDG BUTTERFLY EFFECT**

- **100M+ REACH**
  - +15 compared to 2022

- **3.5M+ VIDEO VIEWS**
  - +1,125% compared to 2022

- **+58% SOCIAL MEDIA ENGAGEMENT**
  - compared to 2022

**FLIP THE SCRIPT**

**UNITE TO ACT**

United Nations SDG Action Campaign
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 innovation to bring us closer to a more sustainable, equitable and peaceful world.

**CREATIVITY AWARD**

*Inspiring campaigns* that – through the power of creativity – have achieved measurable results in shifting people’s behaviours and public perceptions and/or influencing public policies and/or budgetary allocations towards more sustainable, equitable and peaceful societies.

**IMPACT AWARD**

*Initiatives* that – through innovative approaches tackling current challenges – have achieved significant and measurable impact in improving people’s lives and accelerating progress towards the achievement of the SDGs.

**CHANGEMAKER AWARD**

*Exceptional individuals* who have made a difference in their communities and societies. They are the movers, the shakers, but also the people whose name we don’t know as they quietly work behind the scenes to make a difference.

Do you want to be one of the next 2024 UN SDG Action Award winners?

Apply by 17 June 2024

sdgactionawards.org
THANK YOU