

**GOAL OF THE CONFERENCE:** Discuss about the challenges of the implementation of the SDG2030 agenda focusing on showcasing **existing revolutionary ideas, innovations and insights**. Bonn, March 1-3 2017.

#### OPENING SESSION:

##### LAUNCH OF THE SDG ACTION CAMPAIGN AND GLOBAL CAMPAIGN CENTRE

- **BMZ** (Ingolf Dietrich, Commissioner for Agenda 2030) highlighted the work that BMZ does for the achievement of the agenda at national and global level as well as in supporting partners. For the achievement of the Agenda he did not only highlight the importance of the communication campaign but also of mainstreaming within policy processes as well as strong monitoring mechanisms. He also highlighted the importance of local action and education for development
- **UNDP** (Sarah Poole, Deputy Assistant Administrator and Deputy Director, Bureau for Policy and Programme Support) highlighted the importance of the conference in finding concrete actions to the implementation of the agenda as well as the value of partnership and innovation. Some of the challenges she stressed was data awareness which is crucial so that “anyone knows what they have to be pushing for in the future. Finally she highlighted the crucial importance of local action.
- **Plan International** (Anne-Brigitte Albrechtsen, CEO) stressed the importance of addressing gender equality which is crucial to achieve the agenda as a whole and achieving other goals. She also highlighted the need to change business as usual and do things in a different way.
- **Africa Platform** (Paul Okumu, Head of Secretariat) stressed the role of young people in achieving change. He also highlighted the crucial importance of citizens’ generated data and not “waiting for national statistics”. He also stressed the importance of addressing all goals together because “all goals matter”. Finally he addressed the issue of power relations and the need to challenge politics in order to achieve change.
- **UN SDG Action Campaign** (Mitchell Toomey, Global Director) stressed the importance of trying to reach everyone within the SDG communication campaign.

#### HIVE MIND

There was a Game App developed for the conference that attendees played and which simulated the efforts needed for reaching the SDGs. This game was not only a way to network among participants but also a way of understanding the complex challenges for achieving the 2030 Agenda, while at the same time showing that success is possible.

Link: <http://globalfestivalofideas.org/wp-content/uploads/2016/12/2030-Hive-Mind.pdf>



#### SDSN YOUTH

**SDSN Youth** represented by Anastasyia Kostomarova and Linnea Lundmark presented the Youth Solutions Report and the Local Pathways Project within different side events including the Knowledge Sharing Session and the Lunch Lab.

#### POLICY SIMMULATION

The conference used innovative ways of discussion including policy simulation sessions where attendees were meant to address sustainable development challenges within a policy group role game.

### COMMUNICATING THE SDGS: A UNIVERSAL AGENDA

- Two Speakers in charge of the **SDGs Communication campaign** Cristina Gallach (**UN-Secretary General for Communications and Public Information**, UN) and Jakob Tröllbäck (working for **Tröllback&Company** working on the campaign) highlighted the importance of the development of visuals and simplified messages in order to communicate the SDGS (Gallach) as well as the importance of having short names for the SDGs and targets (Tröllback). Tröllback also highlighted that framing the SDGs as “Global Goals” would facilitate the communication. Tröllback stressed the importance of linking the communication of SDGs to relatable stories.

#### INITIATIVES

- **MYWorld** Partner in Mexico (Karol Alejandra Arámbula Carrillo) carries out a very successful SDG communication campaign at the local level in Mexico. She stressed the importance of creating awareness of SDGs within local communities in order to hold governments accountable for achieving the goals. She also stressed the importance of the indicators within this process, as well as the creation of ownership to avoid the sense of the SDGs being an external imposition.
- **Impact 2030** is an organization working with private companies. Executive Director (Dr. Tauni Lanier) stressed the importance of simple messages to increase internal advocacy for the SDGs within the corporate sector. She highlighted how the private sector can obtain many different benefits from aligning their vision with the SDGs and the importance of understanding the interests of the corporate sector in order to promote action.

### HOW TO FEED AN INCREASING WORLD POPULATION WITH LESS RESOURCES IN A TIME OF CLIMATE CHANGE?

- Two Speakers highlighted the pressing challenge of building sustainable food systems: Arif Husain, Chief Economist of the **World Food Programm** and Mata Benavides Board Member of **Earth Rights Insititute**. Husain stressed that “economically it does not make sense for people to be hungry” and Benavides pointed to the importance of addressing global justice and the legacy of colonialism in order to address this challenge.

#### INITIATIVES

- **Ministry of Agriculture, France** (Director General of Economic and Environmental performance) showed an innovative French national policy on agroecology that aims at reaching a 50% of farmers producing in an agroecological way in France by 2025.
- **Kusamala, Malawi** (Director, Rose Bell) talked about the organization’s work in Malawi in promoting permaculture methods at local level through training, demonstration, consultancy and research.
- **Berliner Tafel** (Sabine Werth, Founder) talked about their work in promoting education on sustainable food diets and the mismatch between poverty and food waste in Germany, Switzerland and Austria.
- **Better buying lab** (Daniel Vennard, Director) stressed the importance of shifting to more sustainable diets. Research done by Better buying lab shows that changing the advertising influence environment where people buy is more effective than educating efforts on sustainable diets. Therefore the role of governments in regulating to redesign consumer markets was furthermore highlighted.

## LOCALIZATION OF SDG2030 AGENDA WITHIN POLICY AT NATIONAL AND LOCAL LEVEL: POLICY SHIFTS TOWARDS A GREEN ECONOMY

- **Kumi Naidoo** from **Africans Raising for Peace and Dignity** and former executive director of **Greenpeace** highlighted the urgent need for a just transition into a green economy. He said that what has been done until the moment is “too little and too late”. There is a need to convert discourses into actual plans and meet the renewable energy goals. He stressed the importance of ensuring that workers are taken care of within this transition and highlighted in this regard the role of trade unions.

### INITIATIVES

- **Advisor to the Presidency Office, Mexico** (Andrea Hurtado Epstein) showed their work with GIZ in reviewing existing National Policies and aligning them to the Agenda 2030. She stressed the importance of this process as well as addressing incoherencies and contradictions across existing policies.
- **Minister of Environment, Morocco** (Climate Advisor, Ayman Cherkaoui) highlighted their efforts in addressing the SDG2030 agenda through sectoral approaches.
- **National Commission on Sustainable Development, Finland** (Secretary General, Annika Lindblom) stressed how cooperation between ministries has been one of their main successful factors. Since 1993 there is a Ministry for Sustainable Development that coordinates efforts on SD within the government. She highlighted the need to strengthen the culture of experimentation.
- **Ministry of Sustainable development, Sri Lanka** (Sustainable Development Advisor, Uchita de Zoysa) highlighted the problem of SDG implementation at national level. The agenda is “left to all countries to figure out how to implement it”. He highlighted that coordination between Sri Lanka’s 51 ministries is one of the biggest obstacles to implementation, as well as the participation of civil society which is fragmented and not represented by any representative bodies.

## THE ACHIEVEMENT OF SDGs IN THE FACE OF SHOCKS

- Contrary to the idea of SDG2030 agenda being disconnected from and disrupted by external shocks Patrick Vinck, Director of **Research at the Harvard Humanitarian Initiative** and Co-Founder of **Data-Pop-Alliance** stressed that in the aftermath of a shock, addressing SDD2030 and resilience is crucial as it is a root cause of the shock in the first place. In this sense there is an absence of the measurement of resilience within the analysis of shocks. Countries are currently in charge of making these measurements but there is a need to improve national statistics by democratizing data collection and bringing in the use of new technologies. He stressed the crucial important of making all existing data within countries electronically available as well as promoting data literacy to allow people to develop their own judgement on data.
- Pedro Conceição, Director of **Strategic Policy Unit at UNDP** highlighted how shocks have multifaceted causes and consequences and therefore the achievement of the SDGs become central which also reflect this multifaceted and interconnected idea. He also stressed the importance of precisely following this interconnection of factors, of bringing different research fields together within research.
- **Irish ambassador to the UN** stressed the importance of having global solutions to disasters and shocks as well as providing long-term responses.

### INITIATIVES

- **Women leading for change NEPAL (WLCN)** (Chairperson, Kanchan Lama) stressed shocks as an opportunity for promoting gender equality. She highlighted the challenge of collecting data precisely within marginalized areas which obstacles identifying who is suffering the most from disasters.

## HARNESSING THE DATA REVOLUTION TO REACH THE MISSING MILIONS AND LEAVE NO ONE BEHIND

- Claire Melamed, Executive Director of the **Global Partnership for Sustainable Development Data** introduced the discussion by stressing the crucial role of Data in achieving the SDGs and raised the question as to why is data sometimes entirely absent.
- Philipp Schönrock from **CEPEI** highlighted how data is never completely objective as it is determined by who is collecting the data. He therefore stressed the importance of inclusiveness and democratization within data collection. He said that building partnerships and cooperating with the private sector to track the SDGs is crucial. He also stressed that we need clear methodologies and guidelines in order to build trust and facilitate cooperation with the private sector.
- Casper Sitemba, **Executive Office of the Deputy President in Kenya** stressed how sometimes the collection of data is highly political and does not include the collection of data from certain disadvantaged groups on purpose.
- Soumya Chattopadhyay Senior Fellow within Growth, Poverty and Inequality programe at **ODI** highlighted that SDGs have been designed with data in mind but there is no scenario foreseen for when countries do not have data. There is not only problems in gathering data in general but more specific on marginalized people living for example in informal settlements. Bsioness as usual needs to change in order to address this challenge.

### INITIATIVE

- **Tencent Institute** (Chief Economist, Meng Zhaoli) an organization which has a mission to improve human life though internet services. Zhaoli explained how Tencent Institute send mobile phones and services to collect data in remote areas in China. She highlighted the difficulties of internet technology literacy in remote areas. Data literacy strategies need to be tailored to the needs of people living in these areas.

## NEW APPROACHES OF DATA FOR DEVERLOPMENT AND HUMANITARIAN OPERATION

- **DATA-POP ALLIANCE** (Patrick Vinck) is a global coalition on big data and development created by the Harvard Humanitarian Initiative, ODI, and MITmedialab that promotes a people-centered data revolution. Patrick Vinck stressed that government and standard methodologies are still important and need to be strengthened. He also argued that there is a need for a more comprehensive data that does not only inform the short-term immediate response but also long-term planning.
- **FLOWMINDER** (Xavier Vollenweider, Researcher) has access to mobile phone data through their partner Telekom and map flows of people, mobility and mass movement. This can be used for policy planning, humanitarian responses and even traffic planning.
- **CLOUD TO STREET** (Bessie Schwarz, Co-Founder) provides maps of flooding happening throughout the world based on new system of citizens data collection and satellite imaginary. This is very valuable as flooding is one of the risks affecting the most people in the world and the existing data is very scarce.
- **WFP NIGERIA** (Moustapha Toure, Head of Food Security Analysis) there is a potential food famine in Nigeria but collecting data from the area is heavily hindered by the security situation within remote areas. Satellite imaginary is not sufficient. WFP collects data through mobile phones- as most of the people have a mobile phone it is an efficient way of getting information through a question/answers method.
- **OCHA HUMANITARIAN DATA EXCHANGE** (Javier Teran, Chief Data Officer) collects data in non-accessible conflict areas such as Yemen through mobile phones. They also provide an open source international data system where they integrate other data sources such as Flowminder data in order to facilitate policy makers to make better decisions.
- **TABLEAU FOUNDATION** (Florian Ramseger, Public Product Specialist) is a visualization tool for data that is largely used by many databases to provide more accessible and easy-to read data.

### CLOSING PLENARY: TURNING IDEAS INTO ACTION

- **Word resource Institute (WRI)** (Mathilde Bouyé, Associate SDG Delivery Team) stressed the responsibility of governments and the need to make policy processes inclusive. As well he stressed the importance of policy integration.
- **Data-pop-alliance** (Emmanuel Letouzé, Director) highlighted the importance of the democratization of data which is key in shaping the future as opposed to governance models that may change.
- **African monitor** (Namhla Mniki-Mangaliso, Director) argued that data in the hands of the people is the most revolutionary tool. He stressed that citizen generated data can link citizens to the institutions responsible for delivery and is the way to identify results and exercise policy advocacy and accountability. It is also the best instrument to leave no one behind and there needs to be international support and pressure for citizen generated data.

### LINKS TO THE INITIATIVES:

My world: <http://vote.myworld2015.org/>

Impact 2030: <http://www.impact2030.com/>

Flowminder: <http://www.flowminder.org/>

Data Pop Alliance: <http://datapopalliance.org/>

OCHA Humanitarian Data Exchange: <https://data.humdata.org/>

Tableau Foundation: <http://www.tableaufoundation.org/>

Cloud to street: <http://www.cloudtostreet.info/>

WFP Nigeria: <https://www.wfp.org/category/country/nigeria>

Tencent Institute: <https://www.tencent.com/en-us/abouttencent.html>

Better buying lab: <http://www.wri.org/our-work/project/better-buying-lab/about>

Berliner Tafel: <http://www.berliner-tafel.de/berliner-tafel/>

Kusamala : <http://www.kusamala.org/>

### YOUTH VOICES

- **Natalie Robi Tingo**, Accountability manager at **Restless Development** (<http://restlessdevelopment.org/>) talked about her work in promoting sexual reproductive health in Tanzania and shared her own experience within a local rural community.
- **Edda Hamar**, UN SDG Young Leader and Founder/Director of **Undress Runway** (<http://www.undressrunways.com/>) shared her own story that motivated her work in promoting sustainability within the fashion industry.
- **Emi Mahmoud**, World Poetry Slam Champion ([link](#)) made a closing poetry performance where he talked about her personal story as a daughter of migrants from Sudan and talked about being a migrant and a refugee (<https://www.youtube.com/watch?v= O8dTLiPJRo>)

**For more information on the conference:**

<https://globalfestivalofideas.org/>

**For more information on speakers and initiatives:**

<https://globalfestivalofideas.org/the-festival/speakers/>