



VNR LABS

HIGH-LEVEL POLITICAL FORUM

THE UNITED NATIONS FOUNDATION INVITES YOU TO A VNR LAB ON

Storytelling and Communication Strategies for the SDGs

18:30-20:00, July 16, 2019

UN Headquarters S-2726

Panelists:

- Ms. Akosua Ntimsekyere, National Development Planning Commission, Ghana
- Ms. Helen Medina, Senior Public Affairs Manager, Government and Multilateral Relations, Nestlé
- Ms. Rosario del Pilar Diaz Garavito, Founder & Executive Director, The Millennials Movement

Moderator: Mr. Rajesh Mirchandani, Chief Communications Officer, United Nations Foundation

Featuring the UN SDGs Action Campaign's #IamSDGs where participants can start a butterfly effect by making commitments visible on social media using augmented reality butterfly wings.

ABOUT THE CONVERSATION: The 2030 Agenda presents a number of communication challenges and opportunities for governments, businesses, and other stakeholders. How do we not only raise awareness but also create ownership? How do we talk about the challenges of implementation and the need for accelerated action, while also celebrating progress made? Governments spend significant time and energy putting together VNRs, which are meant to be snapshots of SDG progress ~ but what happens before and after the HLPF? Governments are eager for good practices in communicating this ambitious, interconnected Agenda, and more than a few have voiced the desire for support in socializing their VNRs (and more largely, the SDGs) in country.

This Lab will bring together communicators, advocates, Member States, experts, and other stakeholders to kickstart a conversation about what effective, evidence-informed, inclusive storytelling on the SDGs and/or the issues behind them looks and could look like. Examining SDG storytelling across sectors, this session will look at what campaigns, strategies, and tools have been effectively used to engage citizens, and the impact this has had on SDG implementation. The interactive discussion will center around lessons learned and best practices and how different sectors and stakeholders can learn from what has what worked from one another.

This meeting will be held under Chatham House rule to encourage an open discussion.