

WFP International: Giving For Good Joins #ACT4SDGS Global Campaign

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The Global Week to #Act4SDGs is a coalition of a number of long-standing strategic and multi-sectoral partners from civil society, private sector, youth networks and international bodies.

This Global Week from September 17 to 28, aims to drive collective action, mobilizing key stakeholders from all sectors to drive change while reminding world leaders that people around the world are doing their part to accelerate progress on the SDGs. Held during the high-level week of United Nations General Assembly, this year's mobilization will also drive action around the Food Systems Summit, pre-COP in Milan, and keep up momentum in the lead up to COP 26 in Glasgow.

This year the week will feature a creative and open source individual action campaign, with strong social media and out of home manifestations capturing the imagination of new and younger audiences, many of whom are increasingly conscious of how they live, work, travel and consume. This year's creative campaign will focus on putting the individual in the picture and driving home the message that there is hope beyond the pandemic and that we can all be part of the solution, inviting everyone to play their part in turning it around. GFG will participate by educating the public about how one can reduce, reuse, recycle and reclaim their carbon footprint through circular fashion.

People around the world are joining in solidarity to show there is hope beyond the pandemic, and that we can turn it around for a healthy, just and green recovery, keeping the promise of the SDGs in this decisive decade counting down to 2030.

All actions will be captured and visualized in a global heat map which can be filtered down by country, region, SDG and sector, allowing us to report back at key UN milestone moments to show how collective action can lead to great change around the world.

Check out the map here: act4sdgs.org/global-map/

Follow GFG's profile here to stay updated on how you can act for the SDGs with us!
www.act4sdgs.org/profile/giving4goodintl

