

# Youth in Action

for Sustainable Development Goals



## Sustainability Challenge

SUSTAINABLE DEVELOPMENT GOALS

# ACTION CAMPAIGN



### Campaigning for the SDGs

Are you interested in  
sustainability?

Answer to the challenge and win  
an internship with the UN SDG  
Action Campaign

Promosso da

**fondazione italiana accenture**

Ente Terzo Settore



## Key relevant SDGs.

- All the SDGs

## Key SDGs relevant the challenge.

- All the SDGs

## Challenge's background.

The Sustainable Development Goals are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere. All Head of States adopted the 17 Goals in 2015, as part of the 2030 Agenda for Sustainable Development that set out a 15-year plan to achieve a more sustainable and peaceful world.

Today, progress is being made in many places, but, overall, action to meet the Goals by 2030 is not yet advancing at the speed or scale required. We only have eight years left to make the SDGs happen, and to have a long-lasting positive impact in what the 2030 Agenda calls "areas of critical importance": People, planet, prosperity, peace, and partnership ("the 5 Ps"). As stated in the Preamble of the 2030 Agenda for Sustainable Development: "There can be no sustainable development without peace and no peace without sustainable development". Therefore, the SDGs are also a roadmap for

peace, an agenda that fosters solidarity, that helps to create a more equal and peaceful world with opportunities for everyone, a world that leaves no one behind.

Through the implementation of international awareness campaigns such as #FlipTheScript, the promotion of international high-level events and conferences on the SDGs and the engagement of key partners, influencers and decision makers, the UN SDG Action Campaign encourages individuals, international institutions, governments, private sector, universities, civil society organizations, media and influencers to a journey of awareness, action and mobilization.

The UN SDG Action Campaign believes that first people and organizations need to be inspired through a convincing narrative and creative assets; once inspired and open to change, people will take action and become agents for change. Lastly, connecting people and organizations sustains mobilization and ensures engagement with public and private sectors at all levels.

## What type of solutions the Partner is interested in?

- Actions to support the UN SDG Action Campaign in implementing key outreach activities and communications events.

# La Sustainability Challenge



## Brief description of the Sustainability challenge to be proposed.

With only 7 years left to reach the 17 SDGs by 2030, the UN SDG Action Campaign is fully engaged to generate strong advocacy impact on SDGs by mobilizing, inspiring and connecting people, organizations, governments and private sector from all backgrounds and every part of the world to take actions to achieve the Sustainable Development Goals.

Imagine and propose a communication campaign to support one of the *UN SDG Action Campaign's* activities, selected among the following ones:

- **SDG Action Award**
- **Global Week to Act for SDGs\***
- **#FlipTheScript Campaign**

*(see the point below for background)*

*The proposed challenge aims at supporting the UN SDG Action Campaign's mandate and activities realized worldwide, including and not limited to development of tailored communication tools and strategies for events and awareness campaign promoted by UN SDG Action Campaign and partners, also including partnerships with other key partners or partners' support with on-demand strategic creative services that inspire SDG action.*

*The challenge also includes the development of concrete ideas and proposals for an additional individual action to be integrated in the 2023 Global Week to Act for SDGs (see the point below for background).*

The proposed challenge will contribute to implement a more effective, innovative and dynamic communication campaign on SDGs.

The proposal must be completed and received in English.

## Background documents.

- [UN SDG Action Campaign's official web site](#)
- [SDG Action Awards](#)
- [Global Week to Act for SDGs](#)
- [FlipTheScript Campaign](#)
- [Trello Board open sources](#)
- [Global Map SDG Actions](#)
- [AGENDA 2030 full document](#)

## Brief description of the events promoted by the UN SDG Action Campaign related to subject and topics of the Challenge.

### ▪ **SDG Action Award**

The UN SDG Action Awards is a signature initiative of the UN SDG Action Campaign that celebrates transformative approaches and innovative solutions that mobilize, inspire and connect people to drive action towards a more sustainable future on a healthy planet. From individuals to initiatives, every year the UN SDG Awards recognizes those that are flipping the script and rethinking how we live and what progress and development look like. The 2022 edition of the Awards also celebrated change-makers that inspire and empower others through their actions. Judges include leaders, innovators, and creatives from across the globe.

### ▪ **Global Week to Act for SDGs**

Every year the UN SDG Action Campaign and its partners activate millions of individuals and organizations to engage and take action for the SDGs across the world – from igniting creativity, driving climate action, strengthening sustainable food systems, mobilizing local governments, bringing together youth movements, and much more – remarkable actions that showcase our

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collective commitment to ensuring a more sustainable environment and planet.

In 2021, the Global Week to #Act4SDGs achieved its goal of collecting 100 million actions from all over the world. 100 million actions that had a positive impact on efforts to accelerate the Sustainable Development Goals and make a difference for both people and planet.

In 2022, the Global Week to #Act4SDGs and global mobilization took place during 16–25 September, resulting in over 142+ million actions in 190+ countries and territories registered, making this the largest Global Week to #Act4SDGs mobilization ever, and leaving little doubt about the scale and potential for positive collective action. The core themes of this year's global mobilization were climate, justice and peace.

## ▪ #FlipTheScript Campaign

#FlipTheScript is the 2022 campaign ideated and promoted by the UN SDG Action Campaign telling a story about what most people want: more inclusive, peaceful and sustainable societies, no later than 2030. We know that, especially after two years of the pandemic, and now on going conflict in Ukraine, that have turned the world upside down. It is time to react, reset, restart. Old models have not delivered. We need new ones.

That's why people must rewrite the story that shapes a new reality. It's about knowing that the impossible is possible – if we act together. It means taking back our world because it belongs to all people, not just a few. We need to flip the script to achieve a healthy, just and green world, the ambitions at the heart of the SDGs.

To #FlipTheScript, the UN SDG Action Campaign calls for a journey of advocacy and action. The

very first step is changing how we talk to each other and work together to find solutions. In doing so, we will inspire others to do the same. Advocating to #FlipTheScript, means rethinking, recalibrating and reimagining our societies and economies to achieve the SDGs. Taking action means behavior change at all levels, transforming the way we do things to implement the change we want to see.

Also through social platforms, the #FlipTheScript campaign's has reached so far 122.3 millions of people in 176 countries.

## **Length of the internship.**

- 6 months max.

## **Area of actions.**

The UN SDG Action Campaign's mandate and activates are promoted and implemented worldwide, also through direct engagement of local, national and international partners, allies, key stakeholders and policy makers. The UN SDG Action Campaign has also a national focus on a few priorities countries, including Italy.

## **Who can apply?**

- Individual

## **Awards for the best proposal.**

The UN SDG Action Campaign offers an internship for 6 months max. Location to be confirmed.

Per maggiori informazioni sul premio consulta il regolamento

[Clicca qui](#) per il form di partecipazione



SUSTAINABLE DEVELOPMENT GOALS

# ACTION CAMPAIGN

## INTERNSHIP

Position No. TBD

## Internship Campaign Support UN SDG Action Campaign

**Department:** UN SDG Action Campaign

**Location:** TBD

**Duration:** 6 months

**Starting date:** TBD

### Background

The UN Secretary-General established the UN SDG Action Campaign to inspire people and organizations from all backgrounds and every part of the world to take actions to achieve the Sustainable Development Goals, while holding decision-makers to account for progress society-wide. The UN SDG Action Campaign is hosted and supported by UNDP and is based in Bonn (Germany) with a lean team that marshals rapid support for new initiatives as opportunities arise and provides partners with on-demand strategic creative services that inspire SDG action with an engaged community of activists and concerned individuals.

Through compelling and creative SDG outreach and communications, the UN SDG Action Campaign serves UN Member States and the United Nations whilst bridging thinkers and doers from civil society, local governments, think tanks, the arts and culture, the media and the business world. It mobilizes individuals to champion the SDGs in homes, communities and beyond. At a moment of acute crisis in our world, the UN SDG Action Campaign seizes opportunities to rethink messaging, call to action and reorient policymaking towards the Goals.

Through tailored advocacy and communications, the Campaign builds powerful networks that reach millions worldwide, urge decision-makers to act and impel momentum. We use data, technology and innovation to empower people with the knowledge and tools to become actively involved in supporting their governments with SDG implementation and to continue to involve as many people as possible in the decision-making process.

Within the above context, the UN SDG Action Campaign is offering an internship position to provide support across the Campaign's flagship initiatives.

### Duties and responsibilities



Under the direction of the Partnerships Specialist – Rome of the UN SDG action Campaign, the incumbent is expected but not limited to:

#### **Provide design support:**

- Knowledge of Digital Content Creator programmes such as Canva, KeyNote, Adobe Illustrator and Photoshop creating gifs and animations;
- Support to the design and adapt dynamic and engaging digital visuals for websites, social media channels, data visualizations, infographics, dashboards, icons, newsletters, events material;
- Assist on social media scheduling and analytics.

#### **Provide comms support:**

- Support on drafting announcements/key messages/press release/contents for blog and social messages for UN SDG Action Campaign's flagship initiatives;
- Support to the development of tailored communication tools and strategies;
- Support with the organization and management of contents for Trello Boards;
- Support and assistance for events and awareness campaigns promoted by the UN SDG Action Campaigns worldwide.

#### **Competencies**

- Previous experience in Canva, Adobe Illustrator and Photoshop, creating gifs and animations;
- Strong writing skills;
- Fluent English and Italian language skills;
- Strong interest in SDGs;
- Creative open-minded team player with strong initiative and a willingness to learn;
- Availability to travel.

#### **Learning opportunities for the intern**

- General understanding of the work and mission of the United Nations SDG Action Campaign and the AGENDA2030 for Sustainable Development.
- Learn about the SDGs and its global mobilization as well as the processes to achieve the goals.
- Hands-on experience with the preparation and implementation of a UN programme as well as with communications and social media outreach
- Insight into Campaign and Event work
- Experience working in an international organization and in a multicultural environment.

#### **Required Skills and Experience**

Education:

Applicants to the UNDP internship programme must at the time of application meet one of the following requirements:

1. Be enrolled in a postgraduate degree programme (such as a master's programme, or higher);
2. Be enrolled in the final academic year of a first university degree programme (such as bachelor's degree or equivalent);
3. Have recently graduated with a university degree (as defined in (a) and (b) above) and, if selected, must start the internship within one-year of graduation;

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4. Be enrolled in a postgraduate professional traineeship program and undertake the internship as part of this program.

Experience:

- Familiarity with the UN system in general
- Familiarity with SDG's and Agenda 2030 desirable.
- Previous experience in communications, awareness campaigns or event management desirable.

Language:

- Proficiency in Italian and English;
- Knowledge of one of the other five official languages of the UN (Arabic, Chinese, French, Russian and Spanish) would be an asset.

**Conditions**

- Intern will be given monthly stipend in accordance with the provisions of the [UNDP Internship policy](#), which applicants should become familiar with prior to signing an [UNDP Internship Agreement Form](#) .
- UNDP accepts no responsibility for the medical and life insurance of the intern or costs arising from accidents and illness incurred during an internship;
- All the expenses connected with the internship will be borne by the intern, sponsoring government or institutions;
- The purpose of the Internship Programme is not to lead to further employment within the UN System, but to complement an intern's studies. Therefore, there should be no expectation of employment at the end of an internship.

Only a successful candidate will be required to submit the following documents:

- A copy of the applicant's most recent resume or curriculum vitae;
- A letter from his/her university confirming current enrollment and graduation date;
- A copy of his/her school transcript;
- A letter of recommendation from a professor;
- A signed UNDP Internship Agreement;
- A Medical Certificate of Good Health;
- Proof of medical insurance including provision for medical evacuation and removal of mortal remains or life insurance;
- Copy of passport and working visa for Germany and Italy, if needed