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### **IAI-PVBLIC Foundation Launch "Science for Action" campaign at COP-23**

The Inter-American Institute for Global Change Research (IAI) and the PVBLIC Foundation have joined forces to launch the "Science for Action" campaign at the upcoming 23<sup>rd</sup> Conference of the Parties (COP-23) to the United Nations Framework Convention on Climate Change (UNFCCC) from November 6 to 17 in Bonn, Germany. The campaign will provide you with the opportunity to make your voice known and to better communicate science for informed decision-making.

The IAI and PVBLIC work as aggregators of scientific information and communication innovation. PVBLIC harnesses the power of media to drive social change for sustainable development including organizing the SDG Media Zone at High Level Meetings and Summits such as the UN General Assembly to promote communication on the Sustainable Development Goals (SDGs). The United Nations 2030 Agenda and its SDGs provide the momentum to promote awareness and communication among scientists, policy-makers and other sectors of society to best guide national and regional implementation of those goals and national climate commitments.

As a broker for media across different platforms, PVBLIC works strategically to pair media space at the local, national and global levels. The IAI is an intergovernmental organization working at the intersection of science and policy related to global change problems affecting the Americas. PVBLIC and the IAI are joining forces to make communication of complex issues contribute towards informed national and regional solutions. The PVBLIC team will be on the ground reporting live with digital coverage including interviews, taking viewers and followers behind the scenes of the climate talks with IAI Member Country delegates and partner organizations.

Strong international collaborations are an integral part of the mission that guides the IAI and its research networks in the Americas. In this regard, COP-23 delegates and participants are invited to visit the IAI-PVBLIC Booth to discuss their experiences, challenges and opportunities for collaboration. Serving as a "live social media newsroom" the digital coverage will encourage media, peers and organizations to join the conversation generate discussion and engage the global online community in support of the implementation of the SDGs.

Global change covers all planetary-scale changes impacting population, climate, economy, energy development, communication, land-use, biodiversity, ocean circulation, nitrogen cycle, health, urbanization, migration, carbon cycle – and everyone affected by them.

"Since 2006, the IAI has invested 33 million USD in funds for science with 5.3 million USD of those funds going to scholarships to young scientists in the Americas. It has established collaboration among 510 institutions and 477 scientists and trained over 2,000 participants in training courses. It has also offered a MOOC on the impacts of

climate change that has been taken by over 7.5 thousand users. The IAI continues to collaborate with scientists to participate in processes such as the IPCC, IPBES, CBD, and UNFCCC. COP23 offers the IAI and PVBLIC the opportunity to join their communication efforts to have a real actionable impact on the ground to assist our member countries”, said Marcos Regis da Silva, Executive Director of IAI.

PVBLIC Chairman, Sergio Fernández de Córdova, commented, “PVBLIC is honoured to partner with the IAI. Communication itself is a science. It’s time to communicate better and understand those issues affecting us, such as climate change and why the SDGs are important.”

We welcome you to join us, send in your questions and make your voice known as we connect with world leaders, government and global organizations and civil society for action towards a sustainable future. #SDGLive #ScienceforSDGs @sdgmediazone @IAI\_news

The PVBLIC-IAI SDG Media Booth will be located in the Bonn Zone Exhibition Hall from November 6 to 10, 2017. To book interviews ahead of time, please contact: lone Anderson at [ianderson@dir.iai.int](mailto:ianderson@dir.iai.int) and Daniel Wilkins at: [daniel@pvblic.org](mailto:daniel@pvblic.org) .Video: <http://www.iai.int/?p=28385&lang=en>

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## IAI

### **The Inter-American Institute for Global Change Research (IAI) <[www.iai.int](http://www.iai.int)>**

The IAI is an intergovernmental organization supported by 19 countries in the Americas dedicated to pursuing the principles of scientific excellence, international cooperation, and the full and open exchange of scientific information to increase the understanding of global change phenomena and their socio- economic implications. The IAI was envisaged as an intergovernmental instrument by which scientists and decision makers of countries throughout the Americas might jointly address the critical issues associated with global change in the region.

### **PVBLIC Foundation < [www.pvblic.org](http://www.pvblic.org)>**

PVBLIC Foundation is an innovative non-profit media organization that harnesses the power of media to drive social change. An aggregator of media across all platforms, PVBLIC works strategically to pair media space with key non-profits at the local, national and global levels. We utilize existing and emerging technologies to increase issue awareness around important causes and help non-profits amplify their message. At PVBLIC, we believe that media and technology are the new currencies for sustainable development.

### **Sustainable Development Goals (SDGs) <[sustainabledevelopment.un.org](http://sustainabledevelopment.un.org) >**

On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development — adopted by world leaders in September 2015 at an historic UN Summit — officially came into force. Over the next fifteen years, with these new Goals that universally apply to all, countries will mobilize efforts to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left

behind. The new Goals are unique in that they call for action by all countries, poor, rich and middle-income to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and addresses a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection.

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