



SUSTAINABLE DEVELOPMENT GOALS
**ACTION
CAMPAIGN**

SHAPING NARRATIVES, INSPIRING ACTION: THE POWER OF CREATIVE CAMPAIGNING

ACTION FOR CLIMATE EMPOWERMENT HUB YOUTH EVENT
TUESDAY, 17 JUNE 2025 | 10:30 AM — 12:00 PM

CURATED PRESENTATION | DO NOT SHARE PUBLICLY

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WHO AM I

Mohammed Mostafa is the Communications Analyst, Multimedia Producer, and Social Media Lead at the United Nations SDG Action Campaign.



WHO WE ARE

UN SDG Action Campaign is a special initiative of the UN Secretary-General hosted by the Executive Office of the United Nations Development Programme (UNDP) and based in Bonn, Germany.

The Campaign is mandated to **engage, campaign** and **catalyze** positive change towards the Sustainable Development Goals while advocating for rethinking, recalibrating and reimagining economies and societies so that they serve people and the planet.



WHO WE DO

- **ENGAGEMENT SUPPORT**

We support meaningful civic participation in the UN-led key events and SDG-related processes for a more inclusive and accountable multilateral system.

- **CAMPAIGNING SUPPORT**

We provide advocacy and campaigning support to partners with impactful, open-source campaigns leveraging creative mediums from digital art to activations that inspire and engage millions, influence political processes and tap into humanity's creative power for good.

- **UN SDG ACTION AWARDS**

We proudly run the UN SDG Action Awards programme that champions initiatives and committed individuals who are wielding the power of creativity and innovation to bring us closer to a more sustainable, equitable and peaceful world.





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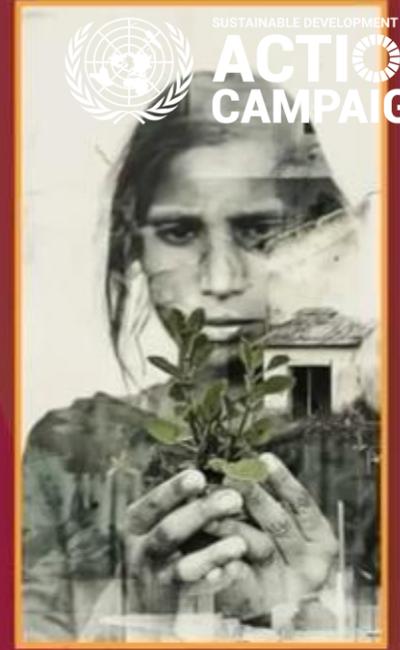
United Nations SDG Action Campaign



SUMMIT OF THE FUTURE 2024

We supported the Summit of the Future and the Summit of the Future Youth Action Days with a curated HOPE IN ACTION art exhibition and captured the dialogues through visual graphics.





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ENGAGEMENT SUPPORT

SDG MEDIA ZONE

During the high-level week, we curated UN SDG Media Zone panels at the United Nations General Assembly (UNGA) in collaboration with the UN Department of Global Communications and our Media Partner, Rai, which broadcast them through [Rai News 24](#).



- Our communication support includes preparing blogs, newsletters, press releases, and social media assets and producing highlights, soundbites, interviews, and photography.

EXPERT VOICES / SDG SOUNDBITES

We amplify the insights of prominent thought leaders in the field through video recordings, including Expert Voices and SDG Soundbites, which are shared via our communication platforms.



**CREATIVITY, COMMUNICATION, AND CO-CREATION
HAVE THE POWER TO SHAPE NARRATIVES,
MOBILISE COMMUNITIES,
AND DRIVE MEANINGFUL CHANGE.**

CREATIVE CAMPAIGNING SUPPORT

We believe in campaign co-creation as a modality for increasing advocacy impact and responding more effectively to the complexity of our times.

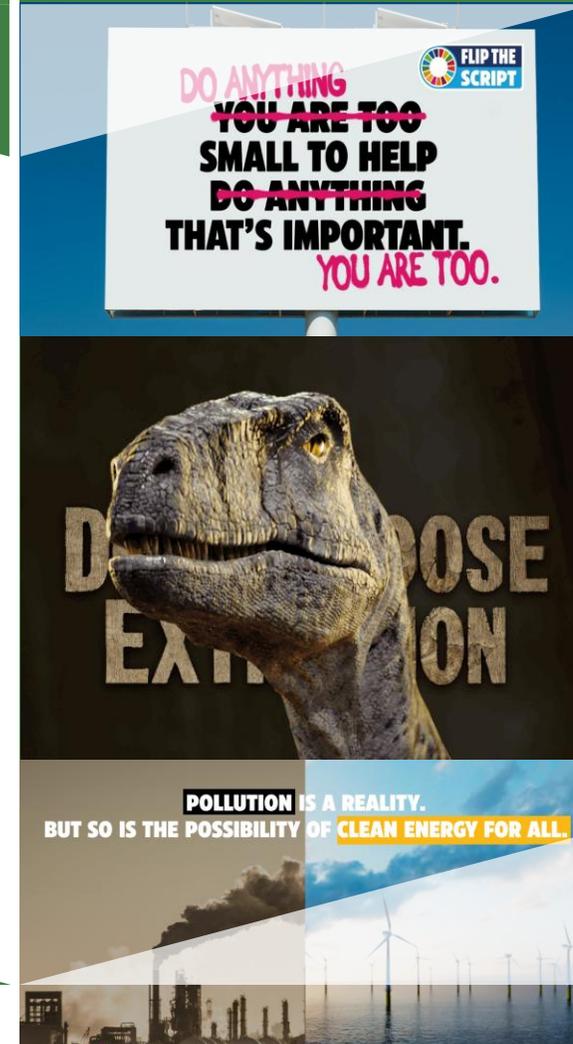
That is why we co-create impactful, open-source advocacy campaigns and digital art exhibitions that inspire and engage audiences, influence political processes, and harness humanity's creative power for good.

This open-source toolkit contains three campaigns—SDG Butterfly Effect, Flip the Script, and Unite to Act—which can be utilised through ready-to-use assets and editable templates that you can adapt with your own key messages.

SDG BUTTERFLY EFFECT



FLIP THE SCRIPT



UNITE TO ACT



UNITE FOR

CREATIVE CAMPAIGNING SUPPORT

SDG BUTTERFLY EFFECT



Building on the butterfly effect concept — no matter how small, a single action can drive a positive wave of change worldwide.

The flutter of a butterfly's wings can cause a ripple effect; every action can lead to transformative change. The premise is simple: achieving the SDGs requires collective action.

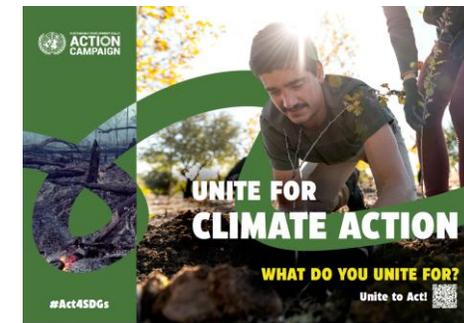
FLIP THE SCRIPT



Flip apathy into action, fear into hope, division into unity. Let's show that change is possible.

Flip the Script calls on everyone to tell a new story that shapes a new reality, because the world is not working for most people and our planet. Flip the Script shows us that change is within reach and the power is in our hands to create a better life for all on a healthier planet.

UNITE TO ACT



We are stronger together, united in action. Show what you unite for. For too long, we have been used to thinking in divisions. We draw lines, segregating countries, peoples, and issues.

The power of the SDGs is that they call on us to weave the lines together, transforming them into a ribbon. The campaign features the motif of a ribbon of unity, calling on us to unite for change. Unity is at the heart of the SDGs because achieving any single goal requires achieving them all. And this is only possible when we come together.



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THEMATIC PRIORITIES



ECONOMIC JUSTICE AND SOLIDARITY



In a world more interlinked than ever before, the future at stake is the one we share. The economic and social systems that are largely built on injustice and inequality must be rethought and recalibrated.

At the Campaign, we believe that we need to change the operating principles of our economies away from exploitation and towards justice. In our work we focus on debt justice, fair taxation, human rights economy and the reform of the financial architecture to look beyond profit, beyond the short term and beyond the interests of the few.

GENDER EQUALITY AND INCLUSION



Women remain excluded from fully participating in political systems and decision-making processes. Women also have less access to paid work and receive lower wages. Violence against women and girls remains pervasive.

At the Campaign, we support women's empowerment through reducing inequalities and exclusion, ending gender-based violence, inclusive economies and women's economic empowerment, equal power and representation.

CLIMATE ACTION AND FOOD SYSTEMS



Inequality and the climate crisis are interwoven—from emissions and impacts to policies and resilience. These inequalities in food systems continue to increase hunger, food insecurity and malnutrition globally.

At the Campaign, we advocate for bold and urgent solutions to tackle climate change, biodiversity loss, and environmental degradation, and to ensure protection of nature and sustainable food systems.



SUSTAINABLE DEVELOPMENT GOALS

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DEBT

STORYTELLING IS THE MOST POWERFUL WAY TO PUT IDEAS INTO THE WORLD. STORIES ARE NOT JUST ENTERTAINMENT; THEY ARE A FUNDAMENTAL TOOL FOR COMMUNICATION AND PERSUASION.

GENDER EQUALITY AND INCLUSION



- **PAYZEE MAHMUD**

Payzee Mahmud, a Child Marriage Survivor and Campaigner at IKWRO, is committed to ending child marriage and honour-based violence, which rob girls of their childhood, education and of a stable future.

Through personal storytelling, community education, and legislative advocacy, Payzee drives systemic change to advance gender equality. Payzee's successful activism led to the enactment of the Marriage and Civil Partnership (Minimum Age) Act in England and Wales, removing a legal exception that allowed 16 and 17-year-olds to marry with parental or familial consent. This legislation also ensures that victims receive essential support, including legal aid, counseling, and safe havens, fostering a safer society for girls.





GENDER EQUALITY AND INCLUSION

- **CHILDREN ARE CHILDREN FIRST — SEESAW**

Every child deserves the chance to grow up in peace, to play, learn and dream.

This vision would foster a generation of innovators, leaders, and changemakers.

Yet today, over 473 million children, more than one in six, live in areas affected by conflict.

It's time to act and give them the future they deserve.



CLIMATE ACTION AND FOOD SYSTEMS

- **THE MASUNGI STORY**

The Philippines is one of the most vulnerable countries to climate change and one of the most dangerous for environment defenders.

Only 3% of primary forests remain in the Philippines due to rampant deforestation and poor environmental enforcement. The Masungi Georeserve east of Manila is a microcosm of these problems in a highly sensitive karst landscape which serves as a natural filter for vital waterways.

Starting in 2017 through an agreement with the government, the Masungi Georeserve became one of the largest collaborative reforestation efforts in the country using self-generated funds from geotourism. Over 2,000 hectares of land has been rescued, 17 ranger stations and 18 km of monitoring trails established, 100 rangers and 200 partners engaged, and over 200 households have been supported. 140,000 native trees have been planted and nurtured. Youth have been the catalyst for the Masungi Geopark's accomplishments and make up the core team of the Managing Trustees, truly showing how they can flip the script for climate action, conservation and tourism.





CLIMATE ACTION AND FOOD SYSTEMS



- **WHAT A WONDERFUL WORLD**

A cleaner, healthier future is within reach.

Yet today, nine out of ten people breathe polluted air, which causes an estimated seven million premature deaths every year and threatens economies, food security and the environment.

We all share the same sky: what we do now decides what we will breathe tomorrow.

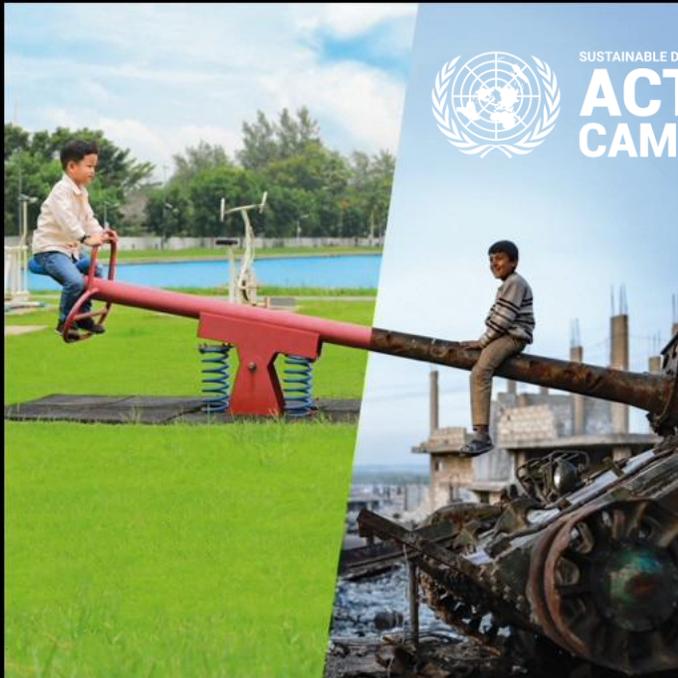


**WE LIVE IN A WORLD OF PARALLEL REALITIES — WHERE
INEQUALITIES OF INCOME, GENDER, RACE, AGE, AND GEOGRAPHY
DIVIDE AND DESTABILIZE SOCIETIES. BUT INEQUALITY IS NOT
INEVITABLE. AND IT IS NOT IRREVERSIBLE.**



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**POLICYMAKERS ARE MOVED NOT JUST BY DATA, BUT BY STORIES—
ESPECIALLY STORIES THAT SHOW REAL PEOPLE, REAL STAKES, AND
REAL URGENCY.**

GROUP ACTIVITY

In this session, you will work in teams to design a fast campaign idea that uses storytelling to get your message across.

EMPATHISE AND DEFINE THE MESSAGE

- Choose one issue you care about.
- Define the message you want to deliver to a policymaker.

Guiding Questions:

- Who is affected?
- What is the human story behind this?
- Why should policymakers care?

Each group has 3 minutes to pitch their campaign idea:

- What is the message?
- What is the story?
- What is the medium?

- **Objective:** What do you want the policymakers to do?
- **Persona:** Who is telling the story? Whose voice is central?
- **Hook:** What powerful moment/image/quote anchors the story?
- **Format:** What medium? (e.g., short video, social media thread, installation, performance)
- **Method:** How will you get it in front of the policymaker?
- **Emotion:** What emotion will this story evoke?

For all groups: What made some pitches more compelling than others?
What stories stood out?



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THANK YOU

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