Influencing and monitoring the SDG agenda

MY World 2030 (myworld2030.org) is an adaptable platform for citizen-generated data and engagement with the SDGs. MY World 2030 allows people from around the world to tell the UN what they are passionate about in the SDG agenda and offer a gauge of perceived progress until 2030. @MYWorld2030

Sharing human stories behind the data

Humans of MY World (facebook.com/humansofmyworld) shows the human faces and stories behind the MY World data. Youth advocates traveled to over 30 countries around the world to gather photo-testimonies on what matters most to anonymous individuals. In addition to the Facebook page and social media campaigns, the testimonies were used in over 11 high-level meetings to bring the voices of the people directly to decision makers.

Creating space for citizen input

World We Want (worldwewant2030.org) is a joint venture between the UN and Civil Society. The World We Want enables people to engage, visualize and analyze people’s voices on sustainable development. The platform hosts a series of SDGs focused consultations intended to ensure the voices of the most marginalized communities are considered during key development moments at the global, regional and local levels. @WorldWeWant2030

Inspiring action with innovation and data

Data playground exhibitions feature interactive displays of citizen-generated data and storytelling initiatives. Using large touch screens, viewers can touch and play with visualizations, making “big data” fun and exciting. The data is paired with different storytelling initiatives to allow for tangible understanding and examples of the people behind the data, such as MY World and the World We Want.

Changing perceptions and building empathy

Through virtual reality (UNVR.org), new media, and other immersive experiences, the UN SDG Action Campaign leverages new technology and creative storytelling to empower individuals to share personal anecdotes of the Sustainable Development Goals to create a bridge of understanding, empathy and collective accountability for building a better world. #UNVR

The United Nations SDG Action Campaign is a special initiative of the UN Secretary-General administered by the UN Development Programme and mandated to support the UN system-wide and the Member States on advocacy and public engagement in the SDG implementation.

With a proven track record on innovative and impactful engagement techniques since 2002, the UN SDG Action Campaign intends to serve as a “universal entry point” to create awareness about the Agenda 2030, empower and inspire people across the world to achieve the Sustainable Development Goals (SDGs) while generating political will to make the Goals attainable by 2030.

The UN SDG Action Campaign commits to:

- Engage stakeholders and individuals to support member states and UN Country Teams in the SDGs implementation through direct people’s engagement
- Encourage public ownership of the SDGs in every country through creative and innovative communications, campaigning and policy advocacy
- Sponsor people-driven processes to strengthen accountability mechanism and monitor SDG progress through generation/collection of data, evidence, and sentiment about the impact of the SDGs

The UN SDG Action Campaign’s Global Campaign Center in Bonn, Germany will be central to the UN’s strategy of providing real-time cutting-edge advocacy support, big data expertise and analytics to Member States and partners across the globe, especially at the country-level.