



SDG ACTION AWARDS



Host your own Global Week to #Act4SDGs discussion - It's time to #FlipTheScript!

We must #ActNow to #FlipTheScript for Justice, Climate & Peace



The **SDG Action Talks** format can be used to help shape **fireside chats, panel discussions or interviews** to highlight bold ideas and approaches through the lens of the [#FlipTheScript Campaign](#).

CONTEXT

The world is not working for most people and our planet. We are following the wrong script.

The SDG story is 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 that has turned the world upside down, and in the midst of this climate of conflict the world currently faces. It is time to react, reset, restart. Old models have not delivered. We need new ones.

We only have eight years left to make the SDGs happen. And that will only be possible if we all start to #FlipTheScript – today. Flip apathy into action, fear into hope, divisiveness into togetherness.

The [Global Week to #Act4SDGs](#) is a global mobilization taking place during the high-level week of the UN General Assembly in September, to show world leaders that people all around the world are committed, dedicated, and inspired to take action on the SDGs. This year's mobilization will focus on the key themes of Climate, Justice and Peace and mark the mid-way point of the SDG Agenda.

We need new solutions, new approaches, and to #FlipTheScript on how we do things to shine a light of hope that resonates across borders. To show that our choices and individual actions matter. And collectively, we are a massive force that can bring about transformative change and reach for a better future.



SDG Action Talks Conversation Structure

1

The challenge: The context, the script that needs to change.

2

The opportunity: The unmet need, the overlooked approach, the unseen potential.

3

The bold solution: The idea, the approach, the concept, the initiative.

4

The action: The who and the how.

5

The change: The vision that can be achieved, the new narrative.

6

The key takeaway: 30 second summary.

TOP TIPS

- Define your topic of focus and identify key perspectives you're keen to draw out;
- Identify inspiring or knowledgeable experts or changemakers that can speak to the topic area with credibility, can speak well and clearly and that will be of interest to your target community;
- Be sure to factor in diversity considerations in your speaker line up;
- Identify a moderator – they may be from your team, or an external expert / change-maker, and should be clear, concise and confident; in addition to understanding the topic area;
- Prepare the guiding questions – the Conversation Structure template above is just a template, you may want to dig deeper.