

# Innovation imperative to make Global Goals a reality – UN official, on day one of ideas fest

1 March 2017 – The first ‘playable’ United Nations conference on sustainable development kicked-off today in Germany’s city of Bonn, aiming to chart a new way of thinking on addressing some of the world’s most complex development challenges.

The three-day Global Festival of Ideas for Sustainable Development has brought together policy makers, civil society and the private sector to discuss and exchange ideas and policies and collaboratively work on simulations and models to overcome obstacles in the implementation of the Sustainable Development Goals (SDGs).

“To ensure that by 2030, the SDGs become a reality for everyone, everywhere, we must innovate in the way we think about communicating the goals, building partnerships, and push for more people-centred action at the local, regional and global levels,” underlined Sarah Poole, UN Development Programme (UNDP) Deputy Assistant Administrator.

She added that the UN has a responsibility to help countries make the Global Goals a reality by putting societies on a sustainable development pathway, managing risks and enhancing resilience.

Also today, the UN SDG Advocate, Alaa Murabit, highlighted the importance of partnership and cooperation between “unlikely allies” working together to implement the agenda for the benefit all humankind.

In particular, she highlighted the importance of SDG5: Achieve gender equality and empower all women and girls.

“I’m a medical doctor and I’m very passionate about health, but it’s gender equality that gets me out of bed every morning. It’s a desire and a drive to ensure that women and girls around the world have the same opportunity as their male counterparts,” she said in her keynote address.

“It is the recognition that if we educated women and girls, then we will see changes not only in gender equality, in fighting corruption, government, peace and security but it’s actually the second highest need for climate change action,” Dr. Murabit added, stressing the economic importance of creating education and employment opportunities for women and girls around the world.

The Global Festival of Ideas, the first in a series of annual forums, is hosted by the UN SDG Action Campaign in partnership with the Overseas Development Institute (ODI) with the support of the German Government.