

‘Eyes on the Goals: A Digital Series Premiere’

Context

January 2020 will see the start of the *Decade of Action* on the Sustainable Development Goals, with countries and UN agencies tasked with accelerating action and ambition to achieve the SDG targets by 2030. As a key element in ramping up action and ambition, UNDP and partners are investing in communications and advocacy initiatives that underscore the importance of development progress and the utility of digital media to help achieve this.

The Initiative

UNDP has partnered with Sustainable Partners Inc. (SPI), to produce a series of short films (2-7 minutes each) around seven of the SDGs. These films have each been produced by a different influencer and include shorts from actor Rainn Wilson; Olympic gold medalists Hope Solo and Michael Johnson; Josh Horton, a 19-time Guinness World Record Holder for juggling; actor, dancer and choreographer Sean Lew; wildlife photographer and TV host Robert Irwin; and indie-pop band AJR.

Following the event, each video will be released online, with the hope that as views increase so too does view-based revenue. Additionally, with the support of partners, \$10,000 has been earmarked for each video that reached 10,000 *complete* views. All funds received will subsequently be donated to organizations working to achieve the SDGs. The hope is that this will help to underscore how entertainers, advocates and companies can use their digital platforms to inspire action for social change.

Event

The videos will be screened – followed by interactive/immersive discussions – during a special event in the ECOSOC Chamber on 16 January 2020. The event will run for 90 mins and, in addition to the videos, will include three ‘mini-panels’ on the topics of: (1) the role of social media and influencers; (2) sports and sustainable development; and (3) music, brands and sustainable action. The intended audience includes Member States, UN agencies, civil society and the public. It is expected that, given the nature of the influencers/filmmakers, there will be heightened interest from young people.

The Videos

Below are details on the producer for each video, as well as the SDG to be highlighted and the organization to receive any revenue:

- **Rainn Wilson** -- Lide Haiti -- Quality Education
- **Hope Solo** -- Beyond Sport Foundation -- Gender Equality
- **Robert Irwin** -- Wildlife Warriors -- Life on Land
- **Sean Lew** -- UN Development Programme -- No Poverty
- **Josh Horton** -- UN Development Programme -- Clean Water & Sanitation
- **Michael Johnson** -- Beyond Sport Foundation -- Reduced Inequalities
- **AJR** -- Sustainable Partners, Inc -- Partnerships for the Goals

Run of Show (DRAFT)

Intro video.

Welcome from the PGA, UNDP and/or Youth Envoy

Opening by Adam Met (SPI) - concept, purpose, and creators

VIDEO - Sean Lew

VIDEO - Josh Horton

Mini Panel 1 - Influence & Social Media for Good

Moderator - Mila Rosenthal (UNDP)

Josh Horton

Representative of Youtube (TBC)

Performance - Josh Horton - Juggling Routine

VIDEO - Michael Johnson

VIDEO - Hope Solo

Mini Panel 2 - Sports for Sustainable Development

Moderator – Youth Envoy (TBC)

Dr. Steven Ungerleider (or other) - Foundation for Global Sports Development

Alex Chalet - Beyond Sport

VIDEO - Robert Irwin

VIDEO - AJR

Mini Panel 3 - Industry, Music, and Action

Moderator - Adam -

Live Nation Representative - Stacie George - SVP of Booking

iHeart Media Representative - Alissa Pollack - EVP of Global Music Marketing

VIDEO - Rainn Wilson

CLOSING – UNDP and SPI