



## Formalized the commitment of the German Government to support the UN SDG Global Action Campaign and host a Global Campaign Center in Bonn

*The Federal Government of Germany and the United Nations Development Programme sign a Statement of Intent which signals the establishment of the Global Campaign Center of the UN SDG Action Campaign in Bonn.*

**Bonn, 24 May 2016** - State Secretary Friedrich Kitschelt and the United Nations Assistant Secretary General, United Nations Development Programme Assistant Administrator and Director for Policy and Programme Support, Magdy Martínez-Solimán signed a Statement of Intent today to undertake global activities and open a Global SDG Action Campaign Center in Bonn, supported by the German Government.

“The signature of this Statement of Intent and the establishment of the Global Campaign Center sends a strong signal about Germany’s commitment to the Sustainable Development Goals”, stated Mr. Martínez-Solimán. “The Center will be central to the UN’s strategy of providing cutting-edge advocacy support, big data expertise and analytics to Member States and partners across the globe, 24/7 from Bonn. UNDP is proud to be the principal UN entity backing the Campaign”, he further added.

From his part, State Secretary Kitschelt noted: “The settlement of UN SDG Action Campaign stands for another milestone in the relevance of Bonn being at the same time a UN city and becoming furthermore a global hub of sustainability. The Campaign’s activity corresponds with UN Bonn’s slogan of ‘Shaping a Sustainable Future’ since 18 UN-organizations employing 1.000 staff members are within short reach. The Federal German Government strongly supports these efforts as we see the added value of a strong partner.”

The Center will be a strategic hub for the UN SDG Action Campaign to deliver on its mandate to inspire people’s action on the Sustainable Development Goals, connect and amplify stakeholder efforts, including those of the UN system and Member States, open up measures of accountability, aggregate citizen-generated data, showcase impact, share best practices, and incubate and test out innovative efforts around SDG implementation.

The success story of the long-standing partnership between the Campaign and UN Volunteers (UNV) programme will serve as a strong foundation for the new Campaign Center, which is intended to make a mark at the local level also; supporting the efforts of the UN family in Bonn (UN Bonn) and the Municipality of Bonn, among other key local actors.



The Global Campaign Center of the UN SDG Action Campaign will be located in Haus Carstanjen, which was the first site of UN Bonn and housed the signature of the historic Marshall Plan. This will ensure the synergetic efforts and joint work of the UN SDG Action Campaign with the recently inaugurated Knowledge Center for Sustainable Development of the UN System Staff College.

In addition to the Global Campaign Center, the UN SDG Action Campaign will maintain a distributed operational base, including presence in New York to facilitate the link with the UN Secretary General's Executive Office and the UN Development Group management process, as well as the presence for New York-based events and conferences.

The letter of intent was signed in the presence of the Mayor of the Federal City of Bonn, Mr. Reinhard Limbach, Foreign Affairs Ambassador Ms. Ingrid Jung, and the Honorable Members of the German Parliament Ms. Claudia Lücking-Michel, Ms. Katja Dörner and Mr. Ulrich Kelber, among other Government and United Nations officials.

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**Note to editors:**

The **UN SDG Action Campaign** is a special initiative of the UN Secretary General administered by the UN Development Programme and mandated for the coming 15 years to support the UN system-wide and the Member States on advocacy and public engagement in the SDG implementation.

The Campaign serves as a “universal entry point” for citizens to engage with the SDGs and support implementation efforts, focusing on building a popular, people-centered convening platform, involving a broad group of stakeholders to build strong political will for Agenda 2030 and facilitating citizen-driven data to fill data gaps and drive accountability at national, regional and global level.

The **United Nations in Bonn** (UN Bonn). With 18 organizations and about 1,000 staff members, UN Bonn is here to help governments and people find answers and ways for humanity to achieve a sustainable future on this planet. Through advocacy, capacity building and action in the fields of climate change, land degradation, biodiversity and ecosystem services, wildlife conservation, volunteerism, health, human security, disaster risk reduction, tourism, as well as education and training, UN Bonn works towards a world where all have the chance to live decent lives, now and in the future.

**Agenda 2030 and its Sustainable Development Goals** were agreed by all Member States of the United Nations at the Sustainable Development Summit in New York on 25 September 2015. The SDG are a roadmap to end poverty, fight inequality and injustice, and tackle climate change by 2030.