



GLOBAL **FESTIVAL**
OF **IDEAS**
FOR SUSTAINABLE DEVELOPMENT

BONN, GERMANY 1-3 MARCH 2017

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#GF14SD

WELCOME TO THE GLOBAL FESTIVAL OF IDEAS FOR SUSTAINABLE DEVELOPMENT!

This inaugural event comes just 18 months after 193 member states of the United Nations agreed on a global agenda, unprecedented in its scope and ambition. If successful, the attainment of the 17 Sustainable Development Goals by 2030 will represent a leap forward in the fight against poverty and inequality, as well as the struggle for environmental sustainability.

The goals were agreed after a global consultation involving the UN, governments, civil society, youth groups, business, academia and millions of citizens. Taken together, they represent a holistic agenda, which can only succeed if policy areas often deemed to be in opposition can be reconciled. The Global Festival of Ideas for Sustainable Development will allow participants a unique opportunity to chart new thinking on how to overcome these apparent trade-offs and showcase the revolutionary ideas, innovations and insights needed to catalyse action for the 2030 Agenda.

Over the course of the Festival, we will be asking and exploring the following critical questions:

- How can we challenge inequality and exclusion in a rapidly globalising world?
- How can we promote economic growth and prosperity with environmental sustainability?
- How can we protect individuals and communities caught up in shocks and disruptors?
- How do we best build accountability around the SDGs when it's a multi-stakeholder, universal agenda? Who's responsible?
- How do we revolutionise the way that we communicate and mobilise around this agenda to ensure everyone is involved?

- How do we ensure that the Goals are achieved in tandem at all levels (local, national, regional, global) and how can we best learn from each other's successes?

Over the next three days, you'll have the opportunity to hear from world-renowned experts on these issues. But the Festival is about much more than listening – it's about learning from each other, sharing experiences, voicing opinions and building the collaborations and partnerships of the future. So we're hosting a variety of innovation sessions which have your views and voices at their heart: interactive world cafes, policy simulation exercises, fishbowl conversations, data-dives, open format discussion spaces and exciting evening social events. You'll have the chance to interact with a knowledge and innovations fair, listen to TED-style talks, join live debates and interviews, and take part in the world's first playable conference!

A revolution is required in the way we think about international sustainable development if we are to meet the SDGs by 2030. The Global Festival of Ideas for Sustainable Development plans to catalyse that revolution. Let's roll up our sleeves and get to work...

The GFI4SD Organising Team: *The UN SDG Action Campaign, the Overseas Development Institute (ODI), the City of Bonn, Cepei, Data-Pop Alliance, Engagement Global, Plan International, Salzburg Global Seminar, the United Nations Development Programme (UNDP), the World Food Programme (WFP) and the World Resources Institute (WRI)*

2030 HIVE MIND THE WORLD'S FIRST PLAYABLE CONFERENCE

In our fictional country, everyone is working to implement policies and achieve the Sustainable Development Goals. You'll be given an annual budget to spend on a range of policies. But without a critical mass of supporters, any policy (and Goal) can fail. Collectively discover trade-offs and collaborations as the Festival unfolds and the game counts down to 2030.

2030 Hive Mind offers a unique and brand new way to look at how policies work and form a network of influence. It allows you to track in real time your impact on the network, to compare it with other delegates and to find new points of collaboration and compromise.

HOW TO PLAY

There are dozens of policies in this real-time simulation, and each has a different impact on the Sustainable Development Goals. In 2030 Hive Mind, however, only a critical subset of these policies can be active at the same time. To succeed, you will not only have to fund the policies that affect your Goal, but also the policies you think will gain a critical level of support from your fellow festival-goers. If you can work with others to coordinate your policy choices, we might just achieve the Sustainable Development Goals.

BEGIN WITH YOUR PHONE.

The app will be your passport to the game. You'll be given a Goal to achieve, and a budget to fund the policies you think will most effectively help it succeed.

MEET YOU AT THE GAME TABLE?

Play continues as you meet with other delegates at our bespoke interactive game tables. Here you can

examine your choices in detail and discover new opportunities to collaborate, follow your investments as they course around the network of policies, and together decide on your best strategy to make an impact on the Goals.

WELCOME TO THE NATIONAL NEWS CHANNEL (NNC)

Follow stories of struggle and progress with NNC, the game's dynamically-generated, dedicated news channel. As our policy network begins to affect the Goals, NNC will be bringing us the breaking news that tells us how our decisions are affecting people across the country.

WHAT IMPACT ARE YOU HAVING?

Check out your progress and compare yourself to other players on the Impact Index. See how much of your resources are positively affecting your Goal and how much are going to waste.

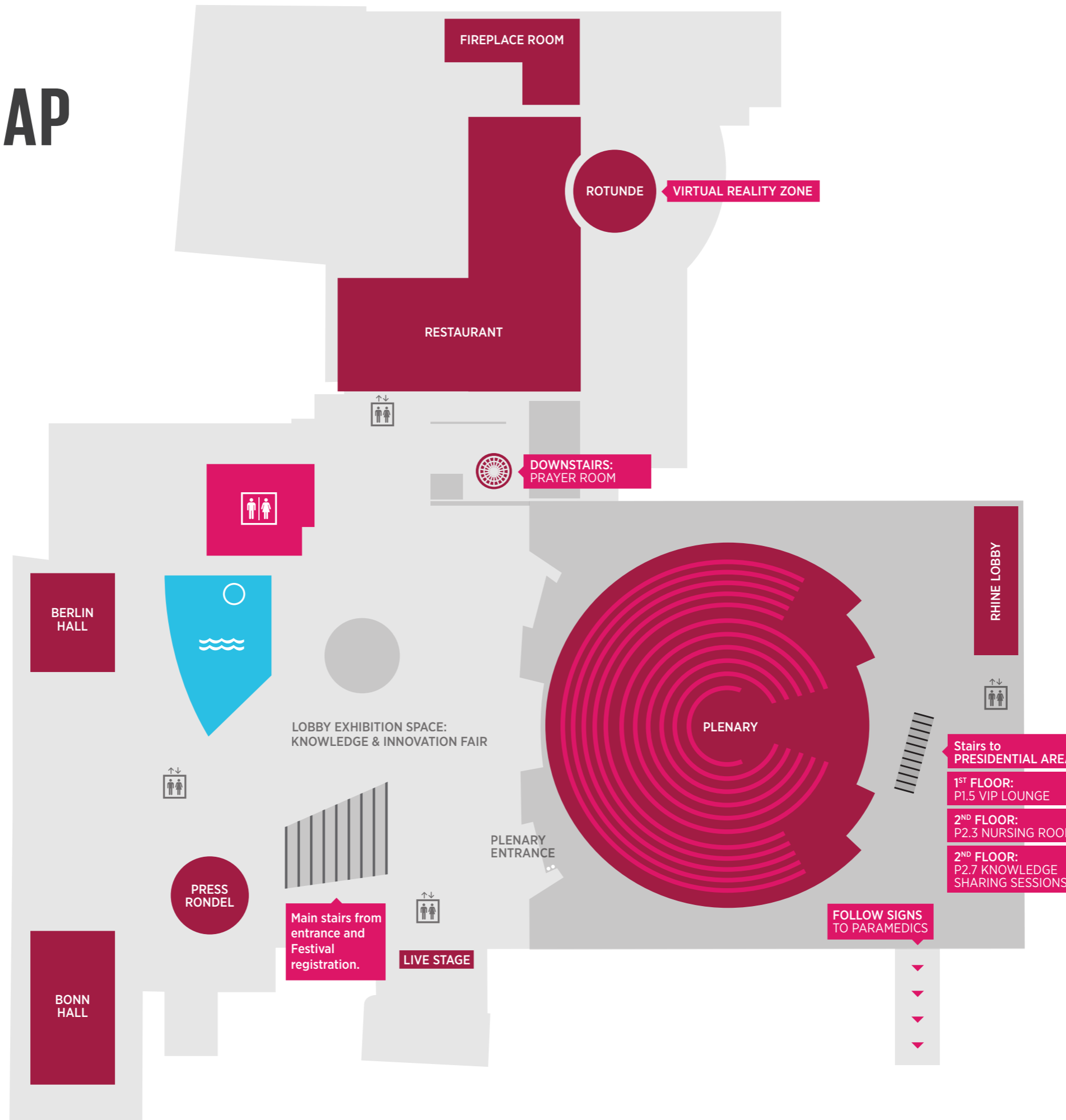


Developed by:

free
Ice
Cream

All delegates will receive instructions on how to download and play the game in advance of the Festival.

VENUE MAP AND KEY



DAY 1 AGENDA SCHEDULE

08:00 - 09:00	REGISTRATION LOBBY			
09:00 - 10:30	OPENING PLENARY WELCOME TO THE GLOBAL FESTIVAL OF IDEAS FOR SUSTAINABLE DEVELOPMENT PLENARY HALL			
10:30 - 11:00	COFFEE BREAK AND GAME PLAY LOBBY			
11:00 - 12:30	HIGH LEVEL MULTI-STAKEHOLDER PLENARY FEATURING THE LAUNCH OF THE UN SDG ACTION CAMPAIGN & GLOBAL CAMPAIGN CENTER PLENARY HALL			
12:30 - 13:30	NETWORKING LUNCH AND GAME PLAY LOBBY			
13:30 - 15:00	TACKLING INEQUALITIES: LINING UP THE POLITICS WITH POLICY (EXPERT PANEL) PLENARY HALL	TACKLING INEQUALITIES (A POLICY SIMULATION) BERLIN HALL	TACKLING INEQUALITIES: LINING UP THE POLITICS WITH POLICY (KNOWLEDGE CAFE) BONN HALL	THE SDGS IN GERMANY/EUROPE: SDGS IN MEDIA - WHO CARES? RHINE LOBBY
	INTERACTIVE EXPERIENCES:			
	UN VIRTUAL REALITY ZONE			
	KNOWLEDGE AND INNOVATION FAIR			
15:00 - 15:30	COFFEE BREAK AND GAME PLAY LOBBY			
15:30 - 17:00	GLOBALISATION: ENSURING NO ONE IS LEFT BEHIND IN AN ERA OF DISILLUSIONMENT (EXPERT PANEL) PLENARY HALL	EXPLORING GLOBALISATION (A POLICY SIMULATION) BERLIN HALL	GLOBALISATION: A COMPENDIUM OF SOLUTIONS (LIGHTNING TALKS) BONN HALL	THE SDGS IN GERMANY/EUROPE: "LET EVERYBODY KNOW" - INFLUENCER MARKETING AND SDGS RHINE LOBBY
	LIVE STAGE			
	COFFEE BREAK AND GAME PLAY LOBBY			
	NETWORKING COCKTAIL RECEPTION LOBBY			

DAY 2 AGENDA SCHEDULE

09:00 - 10:30	OPENING PLENARY PLENARY HALL			
10:30 - 11:00	COFFEE BREAK AND GAME PLAY LOBBY			
11:00 - 12:30	RESOURCE EFFICIENCY: FEEDING AN INCREASING WORLD POPULATION WITH LESS RESOURCES IN A TIME OF CLIMATE CHANGE (EXPERT PANEL AND CASE-STUDY SNAPSHOTS) PLENARY HALL	RESOURCE EFFICIENCY (A POLICY SIMULATION) BERLIN HALL	RESOURCE EFFICIENCY: REMOVING BARRIERS TO DEVELOPMENT OF A CIRCULAR ECONOMY (WORLD CAFE) BONN HALL	THE SDGS IN GERMANY/EUROPE: COMMUNICATION ABOUT SUSTAINABILITY IN AN ERA OF FAKE NEWS RHINE LOBBY
	INTERACTIVE EXPERIENCES:			
	UN VIRTUAL REALITY ZONE			
	KNOWLEDGE AND INNOVATION FAIR			
12:30 - 14:00	NETWORKING LUNCH AND GAME PLAY LOBBY			
14:00 - 15:30	UNLOCKING GREEN ECONOMY OPPORTUNITIES: INNOVATIONS AND POLICY SHIFTS BEING ADOPTED BY LEADING COUNTRIES (EXPERT PANEL) PLENARY HALL	UNLOCKING GREEN ECONOMY OPPORTUNITIES (A POLICY SIMULATION) BERLIN HALL	UNLOCKING GREEN ECONOMY OPPORTUNITIES: PRIORITIES FOR SHIFTING TOWARDS A NEW CLIMATE AND GREEN ECONOMY (FISHBOWL CONVERSATIONS) BONN HALL	THE SDGS IN GERMANY/EUROPE: HOW TO MAKE SCIENCE BASED COMMUNICATION GREAT AGAIN! RHINE LOBBY
	LIVE STAGE			
	COFFEE BREAK AND GAME PLAY LOBBY			
	16:00 - 17:00	KNOWLEDGE SHARING SESSIONS (SIX PARALLEL SESSIONS)		BONN HALL BERLIN HALL PRESIDENTIAL AREA
17:00 - 18:00	CLOSING PLENARY PLENARY HALL			
18:00 - 22:00	SOCIAL EVENING AND DINNER HOP ON BOARD A BOAT ON THE RHINE RIVER			

DAY 3 AGENDA SCHEDULE

09:00 - 10:30	DISRUPTORS TO DEVELOPMENT: PROGRESS IN THE FACE OF MULTIPLE SHOCKS (EXPERT PLENARY) PLENARY HALL	DISRUPTORS TO DEVELOPMENT (A POLICY SIMULATION) BERLIN HALL	DISRUPTORS TO DEVELOPMENT: DATA AND TECHNOLOGY IN HUMANITARIAN CRISES (FISHBOWL CONVERSATIONS) BONN HALL	THE SDGS IN GERMANY/EUROPE: DISRUPTION AND STORYTELLING RHINE LOBBY	INTERACTIVE EXPERIENCES: UN VIRTUAL REALITY ZONE KNOWLEDGE AND INNOVATION FAIR LIVE STAGE
10:30 - 11:00	COFFEE BREAK AND GAME PLAY LOBBY				
11:00 - 12:30	DISRUPTORS TO DEVELOPMENT: UTILISING THE LATEST TECHNOLOGY TO TRANSFORM SAFETY NETS AND SOCIAL PROTECTION (EXPERT PANEL) PLENARY HALL	DISRUPTORS TO DEVELOPMENT (A POLICY SIMULATION) BERLIN HALL	DISRUPTORS TO DEVELOPMENT: CONFLICT, FOOD INSECURITY AND MIGRATION (DATA DIVE) BONN HALL	THE SDGS IN GERMANY/EUROPE: GET EVERYBODY ON BOARD! STAKEHOLDER PARTICIPATION AND THE SDGS RHINE LOBBY	
12:30 - 14:00	LUNCH LABS (SIX PARALLEL SESSIONS) AND GAME PLAY BONN HALL BERLIN HALL PRESIDENTIAL AREA FIREPLACE ROOM RHINE LOBBY PLENARY HALL				
14:00 - 16:00	HIGH LEVEL CLOSING PLENARY PLENARY HALL				

DAY 1 AGENDA — PLENARY SESSIONS

9.00 OPENING PLENARY:

WELCOME TO THE GLOBAL FESTIVAL OF IDEAS

PLENARY HALL

WELCOME AND HOUSE ANNOUNCEMENTS

Festival MC:

[Nadira Hira](#), Public Speaker

Introductory remarks from organising partners

Outline of aims, objectives and thinking behind the

Global Festival of Ideas for Sustainable Development

Speakers:

[Mitchell Toomey](#), Global Director, UN SDG Action Campaign

[Ishbel Matheson](#), Director of Public Affairs and

Communications, ODI

Welcome address from city host

[Ashok Sridharan](#), Lord Mayor, City of Bonn

Opening keynote address

[Dr. Alaa Murabit](#), SDG Global Advocate and UN High-Level Commissioner

Introduction to '2030 Hive Mind'

[Ishbel Matheson](#), Director of Public Affairs and Communications, ODI

11.00 HIGH LEVEL MULTI-STAKEHOLDER PLENARY:

FEATURING THE LAUNCH OF THE UN SDG ACTION CAMPAIGN & GLOBAL CAMPAIGN CENTER

PLENARY HALL

Moderator:

[Nadira Hira](#), Public Speaker

Panelists:

[Ingrid-Gabriela Hoven](#), Director General Global Issues, Sector Policies and Programmes, German Federal Ministry for Economic Cooperation and Development (BMZ)

[Sarah Poole](#), Deputy Assistant Administrator and Deputy Director, Bureau for Policy and Programme Support, UNDP

[Mitchell Toomey](#), Global Director, UN SDG Action Campaign

[Anne-Birgitte Albrechtsen](#), CEO, Plan International

[Paul Okumu](#), Head of Secretariat, Africa Platform

DAY 1 AGENDA — POVERTY AND INEQUALITY / BLOCK 1

Brought to you by



HOW CAN WE CHALLENGE INEQUALITY AND EXCLUSION IN A RAPIDLY GLOBALISING WORLD?

13.30 TACKLING INEQUALITIES: LINING UP THE POLITICS WITH POLICY

PLENARY HALL

During this session, as part of an interactive conversation with input from the audience, a panel of leading thinkers on the topic will discuss and explore tried-and-tested methods of reducing inequality, despite vested opposition. Key topics to be explored include:

- Where and how have countries reduced inequality, despite vested opposition?
- How have countries managed to tackle special interests?
- What lessons are there for addressing political barriers to greater equality?

Moderator:

[Elizabeth Stuart](#), Head of Growth, Poverty and Inequality, ODI

Panelists:

[Jose Cuesta](#), Chief of Social and Economic Policy, UNICEF

[Gibril Faal](#), Interim Director of ADEPT & Director of GK Partners

[Ricardo Fuentes Nieva](#), Executive Director, Oxfam Mexico

[Justine Uvuza](#), Senior Gender and Land Tenure Specialist, Landesa Center for Women's Land Rights

13.30 TACKLING INEQUALITIES: LINING UP THE POLITICS WITH POLICY

BONN HALL

Inequality reduction will mean reducing gaps between people who have more and those who have less. It also cannot be separated from the 'leave no one behind' agenda – pursuing greater equity will require ensuring that populations which share some characteristic – such as race or ethnicity, or living in a rural area – are sharing fully in progress. The SDGs may have a particular role to play: the international scrutiny and pressure that they bring will make it harder for governments to neglect the needs of significant percentages of their populations. But greater consideration of how to align international goals and national realities in contexts where governments fail to address the needs of disadvantaged groups, or even actively maintain the status quo, is needed.

During this interactive session, participants will share their insights and experiences about key cases in which different types of inequalities have been successfully reduced in the face of political opposition. Throughout the session, participants will each join three 20 minute discussions in small groups to pull out key learnings from the examples shared and to propose ways of moving forward, paying particular focus to:

- Cases in which inequalities have been reduced in spite of the national authority
- The role of development partners
- Whether and how sub-national approaches should be pursued

- The applicability of examples shared with their own national and sub-national contexts

Following the small breakout discussions, all participants will share key take-away messages through an engaging activity with fellow attendees. This session will focus on addressing the importance of building political will, but also on how to approach the reduction of inequalities to achieve the SDG agenda when national political will is not readily available.

Moderator:

[Philipp Schönrock](#), Director, Cepei

Discussion leads:

[Joern Geisselmann](#), Policy Advisor, GIZ

[Joanna Rea](#), Head of Public Affairs, ODI

[Gonzalo Fajul](#), Policy Director, ISGlobal & Co-founder, Fundacion porCausa

[Adam Vink](#), Global Advocacy Manager, Plan International

[Rosamund Ebdon](#), Head of Policy, Plan International

[Josep Roig](#), Secretary General, United Cities and Local Governments (UCLG)

[Chrysoula Exarchou](#), President, QualityNet Foundation

13.30 TACKLING INEQUALITIES: 'THE TRADE-OFF' — A POLICY SIMULATION

BERLIN HALL

At stake is a multi-year UN fund for the implementation of the SDGs. Our fictional country has a good chance of getting a substantial grant from this fund and to make considerable progress towards achieving the SDGs. The government has asked various stakeholder groups, who all have a certain amount of influence on decision making and power in the country to come up with balanced plans to make progress. The best plans will be presented to the UN Secretary-General, but will the plans meet the requirement to leave no one behind? The UN Secretary-General will make the final verdict. The simulation has a clear link with the playable game and will help participants to think through choices they will need to make in playing the game.

Moderator:

[Paul Jansen](#), Independent Consultant

DAY 1 AGENDA — POVERTY AND INEQUALITY / BLOCK 2

15.30 GLOBALISATION:

ENSURING NO ONE IS LEFT BEHIND
IN AN ERA OF DISILLUSIONMENT

PLENARY HALL

This high-level session will highlight the gap between perceptions and the reality of globalisation, and will bring forward ideas to ensure no one is left behind in an era of growing disillusionment.

Moderator:

[Soumya Chattopadhyay](#), Senior Research Fellow, Growth, Poverty and Inequality Programme, ODI

Panelists:

[Chernor Bah](#), Youth Advocate, Global Partnership for Education

[Namhla Mniki-Mangaliso](#), Director, Africa Monitor

[Alexandra Mousavizadeh](#), Managing Director, Prosperity Index, Legatum Institute

15.30 ADDRESSING GLOBALISATION:

A COMPENDIUM
OF SOLUTIONS

BONN HALL

During this 'open mic' session, participants will be privy to a series of fast-paced talks, where SDG stakeholders from across the spectrum share their ideas and insights into solutions that can be adopted to achieve progress in tandem with globalisation. Participants will also have the opportunity to respond to ideas shared and take the mic themselves if they wish to join the line-up.

Moderator:

[Anna Leach](#), Deputy Editor, Global Development Professionals Network, Guardian News and Media

Speakers:

[Thomas Pallithanam](#), National Convenor, Wada Na Todo Abhiyan

[Mario Negre](#), Senior Researcher, German Development Institute

[Luisa Emilia Reyes](#), Coordinator, Area of Gender Policies and Budgets, Equidad de Género, Mexico

[Casper Sitemba](#), Executive Office of the Deputy President, Kenya

[Roby Fadillah](#), Deputy Director for Institutional, Marine Development and Maritime Affairs, Ministry of National Development Planning, Indonesia

[Gonzalo Fajul](#), Policy Director, ISGlobal & Co-founder, Fundacion porCausa

[Søren Lundby](#), CEO, GlobalCitizen.net

[Christian Kroll](#), Scientific Co-Director, [www.sdindex.org](#) and Bertelsmann Stiftung Foundation

[Jennifer Uchendu](#), SustyVibes, Nigeria

[Jacinthe Ibrahim](#), Program Area Manager, Plan International, Egypt

[Stefania Fabrizia](#), Deputy Unit Chief, IMF's Strategy, Policy and Review Department

[Guillermo Correo](#), Executive Director, Red Argentina para la Cooperación Internacional

15.30 EXPLORING GLOBALISATION:

'WINDS OF CHANGE'
— A POLICY SIMULATION

BERLIN HALL

This simulation will demonstrate and allow participants to experience the complexities around globalisation and the uncertainty caused by global developments coming without warning, drawing out the need for an immediate response, positive or negative. The simulation will highlight the importance of anticipating global shifts and trends and the need to develop policies to counter or embrace them, taking into account the impact on the most vulnerable populations.

Moderator:

[Paul Jansen](#), Independent Consultant

17.00 NETWORKING COCKTAIL RECEPTION LOBBY

Join us for a networking cocktail reception to end the first day's activities. Get to know your fellow Festival-goers, connect and collaborate with fellow players at the 2030 Hive Mind game tables and explore a variety of innovations and interactive experiences at the Knowledge and Innovations Fair.

19.00 END

DAY 1 AGENDA — HOW CAN WE COMMUNICATE THE SDGS IN GERMANY AND ACROSS EUROPE?

13.30 THE SDGS IN GERMANY/EUROPE:

SDGS IN THE MEDIA - WHO CARES?

RHINE LOBBY
LANGUAGE: GERMAN

Egal ob online oder offline – der durchschnittliche Bürger erfährt wenig über die SDGs und was sie für die Politik im eigenen Land und auch den eigenen Lebensstil bedeuten. Warum interessieren sich bislang so wenige für das Thema? Wie lassen sich die Ziele vermitteln und wo sind die spannenden Geschichten zu finden, die sich rund um die SDGs erzählen ließen? Was können Politik und Medien beitragen?

Referenten:

[Ingrid-Gabriela Hoven](#), Abteilungsleiterin Globale Zukunftsaufgaben-Sektoren, Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung

[Patrick Reichenmiller](#), Deputy Head of Communication Management Unit, Swiss Agency for Development and Co-operation

[Felix Zimmermann](#), Koordinator, OECD Development Communication Network

[Jule Reimer](#), Redakteurin, Deutschlandradio

[Jens Müller](#), Unternehmensplanung, ZDF

15.30 THE SDGS IN GERMANY/EUROPE:

'LET EVERYBODY KNOW'
- INFLUENCER MARKETING AND
SDGS

RHINE LOBBY
LANGUAGE: GERMAN

Als 'the people's agenda' sollen alle Menschen mit den SDGs erreicht werden. „Die globalen Nachhaltigkeitsziele gelingen nicht als Projekt verschworener Eliten“, sagt auch der Generalsekretär des Rats für Nachhaltige Entwicklung, Günther Bachmann. Welche Potentiale hat Influencer Marketing (bei Instagram, YouTube etc.) um diesem Anspruch gerecht zu werden? Was sind die besonderen Herausforderungen für Kommunikatoren, wenn mit Fotos und Videos nicht eine Marke, sondern eine komplexe politische Botschaft transportiert werden soll?

Referenten:

[Kartika Anggraeni](#), Sustainable Consumption and Production (SCP) Expert, SWITCH-Asia Network Facility

[Sascha Müller](#), Gründer, bridge-it! e. V.

[Matthias Straub](#), Chefredakteur, FischerAppelt AG

DAY 2 AGENDA — OPENING PLENARY

9.00 OPENING PLENARY PLENARY HALL

2030 HIVE MIND - RE-CAP AND PLAY UPDATE

[Ishbel Matheson](#), Director of Public Affairs and Communications, ODI

HOW CAN WE PROMOTE ECONOMIC
GROWTH AND PROSPERITY WITH
ENVIRONMENTAL SUSTAINABILITY?

Moderator:

[Nadira Hira](#), Public Speaker

In conversation:

[Kumi Naidoo](#), Launch Director, Africans Rising for Justice, Peace and Dignity

[Paula Caballero](#), Global Director, Climate Program, World Resource Institute

COMMUNICATING THE SDGS: A UNIVERSAL AGENDA

Moderator:

[Nadira Hira](#), Public Speaker

Speakers:

[Cristina Gallach](#), Under-Secretary General for Communications and Public Information, UN

[Karol Alejandra Arámbula Carrillo](#), International Affairs Consultant and MY World Partner in Mexico

[Jakob Trollbäck](#), Founder, Trollbäck+Company and The New Division by Trollbäck+Company

[Dr. Tauni Lanier](#), Executive Director, Impact 2030

DAY 2 AGENDA — SUSTAINABILITY / BLOCK 1

Brought to you by



HOW CAN WE PROMOTE ECONOMIC GROWTH AND PROSPERITY WITH ENVIRONMENTAL SUSTAINABILITY?

11.00 RESOURCE EFFICIENCY:

HOW TO FEED AN INCREASING WORLD POPULATION WITH LESS RESOURCES IN A TIME OF CLIMATE CHANGE

PLENARY HALL

This session will be opened with a conversation between Arif Husain and Marta Benavides on the pressing challenge of building sustainable food systems. A series of case study snapshots will then showcase promising innovations and initiatives for shifting towards sustainable and resource-intensive agriculture and food systems.

Moderator:

[Arif Husain](#), Chief Economist, World Food Programme (WFP)

Keynote speaker:

[Marta Benavides](#), Board Member, Earth Rights Institute

Case study snapshots:

- Permaculture: [Rose Bell](#), Director, [Kusamala](#), Malawi
- Agroecology: [Catherine Geslain-Lanéelle](#), Director General of Economic and Environmental Performance, Ministry of Agriculture, France
- Sustainable diet: [Daniel Vennard](#), Director, Better Buying Lab, World Resources Institute
- Food waste reduction: [Sabine Werth](#), Founder, Berliner Tafel

First respondent:

[Ivonne Lobos Alva](#), Project Coordinator, Renewable Resources and SDGs Forum, Institute for Advanced Sustainability Studies (IASS)

11.00 RESOURCE EFFICIENCY:

HOW TO REMOVE BARRIERS TO THE DEVELOPMENT OF A CIRCULAR ECONOMY

BONN HALL

This interactive session will be introduced by 5 minute interventions from the discussion leads that will pitch the main achievement of their projects to foster a circular economy and outline the top challenges they have to tackle to make further progress. Participants will then join small group discussions with different initiative holders to further exchange thoughts and ideas to overcome the barriers presented.

Moderator:

[Mathilde Bouyé](#), Associate, SDG Delivery Team, WRI

Discussion leads:

[Peter Maddox](#), Director of Government Programmes, WRAP

[Jaime Lerner](#), President, Instituto Jaime Lerner, Former Governor Of Parana, Former Mayor Of Curitiba, Brazil

[Chioma Ukonu](#), Co-Founder & Chief Operations Officer, RecyclePoints, Nigeria

[Hugo-Maria Schally](#), Head of International Agreements and Trade Unit, Directorate General for Environment, European Commission

11.00 RESOURCE EFFICIENCY:

A POLICY SIMULATION

BERLIN HALL

How do we achieve the right balance between the resources the planet can offer and what we use? We will need to use the available resources more efficiently and change perspectives on the implementation of sustainable solutions. Innovations started at a local level could grow to a global scale. Local companies and businesses are a crucial player in realising this agenda, but do we understand the issues and challenges they face? What options and incentives are there for them to embark on the sustainability agenda?

During this simulation exercise, participants' assumptions and biases will be challenged by unpicking some of the practical challenges faced by local businesses to achieve resource-efficient, sustainable practices and better understand the role these stakeholders play in changing the perspectives of a sustainable agenda at a much larger scale.

Moderator:

[Paul Jansen](#), Independent Consultant

DAY 2 AGENDA — SUSTAINABILITY / BLOCK 2

14.00 UNLOCKING GREEN ECONOMY

OPPORTUNITIES:

INNOVATIONS AND POLICY SHIFTS
BEING ADOPTED BY LEADING
COUNTRIES

PLENARY HALL

During this conversational discussion, key experts engaged in shifting national and local policies towards sustainable development approaches will share their insights into some of the biggest obstacles faced and innovations for mitigating these. The debate will address how to mainstream climate and sustainable development objectives across all policies and plans, and mobilise the whole government and city council around these transformative agendas.

Moderator:

[Philipp Schönrock](#), Director, Cepei

Keynote address:

[Kumi Naidoo](#), Launch Director, Africans Rising for Justice, Peace and Dignity

Speakers:

[Ayman Cherkaoui](#), Special Advisor for Negotiations and Climate Change to the COP 22 Presidency, Morocco

[Annika Lindblom](#), Secretary-General, National Commission on Sustainable Development, Finland

[Uchita de Zoysa](#), Sustainable Development Advisor, Ministry of Sustainable Development and Wildlife, Sri Lanka

[Andrea Hurtado Epstein](#), Advisor to Presidency Office, Mexico

[Yann Francoise](#), Head of Climate Protection and Energy Strategies Department, Paris City Hall, France

14.00 UNLOCKING GREEN ECONOMY

OPPORTUNITIES:

TOP PRIORITIES FOR BOOSTING
NEW GREEN MARKETS

BONN HALL

This innovative format will see participants sitting in concentric circles with a selection of panelists seated in the 'inner circle' interspersed with empty chairs. The panelists will begin the discussion, exploring key priorities to boost green markets, while making sure they are also socially responsible and products remain affordable for all. Throughout the conversation, participants will have the option to ask questions and join the debate by sharing their ideas over a digital Q&A platform, which will then be picked up by the session moderator to feed into the conversation.

Participants sharing interesting ideas, insights and innovations will be asked to join the inner circle to take their place on the panel!

Moderator:

[Mathilde Bouyé](#), Associate, SDG Delivery Team, WRI

Panelists:

[Kartika Anggraeni](#), Sustainable Consumption and Production (SCP) Expert, SWITCH-Asia Network Facility

[Luis Neves](#), Group Sustainability and Climate Protection Officer at Deutsche Telekom

[Jennifer Uchendu](#), Founder, SustyVibes, Nigeria

[Alex Thier](#), Executive Director, ODI

[Corentin Sivy](#), Head of Development, Baywa r.e.

[Kathleen Zoonnekindt](#), Head of Sociological Studies, DREEM Project and Research Consultant, Savills

14.00 A NEW NATIONAL ENERGY

STRATEGY:

A POLICY SIMULATION

BERLIN HALL

In order to achieve the SDGs, supply and demand of energy along with the adoption of clean energy technology will be critical. This policy simulation will provide participants with the opportunity to develop a new national energy strategy for their fictional country. The objective may seem straightforward – we need more energy and we need cleaner energy, but when approached through the perspectives of a variety of stakeholders with different aims, objectives and interests, is there ever a simple solution?

During this simulation exercise, participants' assumptions and biases will be challenged by unpicking some of the toughest challenges in achieving consensus across a range of stakeholders in order to develop a new national energy strategy that could accelerate progress towards the goals.

Moderator:

[Paul Jansen](#), Independent Consultant

DAY 2 AGENDA — HOW CAN WE COMMUNICATE THE SDGS IN GERMANY AND ACROSS EUROPE?

11.00 THE SDGS IN GERMANY/EUROPE:

COMMUNICATION ABOUT SUSTAINABILITY IN AN ERA OF FAKE NEWS

RHINE LOBBY
LANGUAGE: GERMAN

Nachhaltigkeits-Kommunikation in Zeiten von Fake News und der Anzweiflung des wissenschaftlichen Konsenses (Ursachen des Klimawandel). Wie kann Vertrauen für faktenbasierte, wissenschaftlich fundierte Kommunikation zurückgewonnen werden? Welche Strategien gibt es gegen Fake News?

Referenten:

[Stephan Kosch](#), Redakteur, Zeitzeichen gGmbH

[Wilfried Runde](#), Redakteur, Deutsche Welle

14.00 THE SDGS IN GERMANY/EUROPE:

HOW TO MAKE SCIENCE-BASED COMMUNICATION GREAT AGAIN

RHINE LOBBY
LANGUAGE: GERMAN

Wer gegen "alternative Fakten" vorgehen möchte muss tiefer ansetzen. Nur ausreichende Medienkompetenz setzt Menschen in die Lage Sinn von Unsinn zu unterscheiden. Was können Journalisten und Kommunikatoren dazu beitragen?

Referenten:

[Ivonne Lobos Alva](#), Projektkoordinatorin, Institute for Advanced Sustainability Studies (IASS) Potsdam

[Jost Köllner](#), Geschäftsführer, Zum Goldenen Hirschen GmbH

[Christian Henne](#), Geschäftsführer, Munich Digital Institute

The track: 'How can we communicate the SDGs in Germany and across Europe?' is brought to you by

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DAY 2 AGENDA — CLOSING PLENARY AND EVENING EVENT

17.00 CLOSING PLENARY PLENARY HALL

HARNESSING THE DATA REVOLUTION TO REACH THE MISSING MILLIONS

In order to make good on their promise to 'leave no one behind', world leaders need to know who the furthest behind are, where they live, and the challenges they face. Data on left-behind groups is weak, patchy or non-existent. The purpose of this panel is to unpack the data challenge underpinning the goal of leaving no one behind, and to highlight the intersecting political and technical barriers to understanding the needs of the furthest behind in society.

Moderator:

[Claire Melamed](#), Executive Director, Global Partnership for Sustainable Development Data

Panelists:

[Soumya Chattopadhyay](#), Senior Research Fellow, Growth, Poverty and Inequality Programme, ODI

[Philipp Schönrock](#), Director, Cepei

[Casper Sitemba](#), Executive Office of the Deputy President, Kenya

[Meng Zhaoli](#), Chief Economist, Tencent Institute

2030 HIVE MIND - RE-CAP AND PLAY UPDATE

[Ishbel Matheson](#), Director of Public Affairs and Communications, ODI

18.30 SOCIAL EVENING AND DINNER

Join us for an evening of socialising and networking upon the MS RheinFantasie on the river Rhine! We will begin boarding the boat when the closing plenary ends with a view to depart at 19.00.

Get to know your fellow Festival-goers, share some of the interesting ideas and stories you've encountered so far, share policies and some of the thinking behind your decision-making through '2030 Hive Mind' and build those important relationships to help you revolutionise action around the SDGs.

Drinks and dinner will be served on board and the boat will return at 22.00.

DAY 3 AGENDA — DISRUPTORS / BLOCK 1

Brought to you by



HOW CAN WE PROTECT INDIVIDUALS AND COMMUNITIES CAUGHT UP IN SHOCKS AND DISRUPTORS?

9.00 DISRUPTORS TO DEVELOPMENT: PROGRESS IN THE FACE OF MULTIPLE SHOCKS

PLENARY HALL

This expert-led panel discussion will examine how countries can achieve progress and build resilience in the face of sudden- and slow-onset shocks including conflict, displacement, climate change and natural disaster, as well as macroeconomic crisis. It will examine what is new in the type and nature of shocks being experienced at present, the role of new data, what instruments countries have at their disposal to moderate the impacts, and how policies of governments and the international community should adapt.

Moderator:

[Marta Foresti](#), Managing Director, ODI

Speakers:

[Amb. David Donoghue](#), Permanent Representative of Ireland to the United Nations

[Pedro Conceição](#), Director, Strategic Policy Unit, UNDP

[Patrick Vinck](#), Director of Research, Harvard Humanitarian Initiative and Co-Founder, Data-Pop Alliance

9.00 DISRUPTORS TO DEVELOPMENT: USING BIG DATA TO IDENTIFY SHOCKS AND THE IMPACT FOR POLICY

BONN HALL

Big Data derived from social media, mobile phones, satellite images, and other digital sources has the potential to save lives by transforming how we identify shocks – enabling them to be identified earlier and with greater precision. Yet despite some promising results, there are barriers, gaps, risks and fears associated with the application and use of Big Data. This session will focus on the potential and limitations of real-time information, and new and emerging data to improve decision-making.

Moderator:

[Emmanuel Letouzé](#), Director, Data-Pop Alliance

Panelists:

[Bruno Lepri](#), Head of Mobile and Social Computing Lab, FBK and Visiting Researcher, MIT Media Lab

[Nuria Oliver](#), Director of Data Science Research at Vodafone and Chief Data Scientist, Data-Pop Alliance

[Phuong Pham](#), Assistant Professor, Harvard Medical School and Harvard T.H. Chan School of Public Health

[Sriganesh Lokanathan](#), Team Leader, Big Data Research, LIRNEasia

[Marte Torskenæs](#), Senior Advisor, Office of the Director General, NORAD

9.00 DISRUPTORS TO DEVELOPMENT: A POLICY SIMULATION

BERLIN HALL

The national government of 'Alterra' has proposed new legislation on the use of the latest technology and data to strengthen social protection and resilience of the population. Unfortunately, the government parties and parliament are deeply divided on the pros and cons of this new legislation. A heated debate in the House of Commons is expected and it remains a question whether or not the proposed legislation will pass the House. A final vote will determine this crucial piece of legislation. Why invest so much in new technology while maybe it is better to save the funds for other pressing issues or pay off our national debt? And what kind of data will be captured, stored and who has access to them? The crucial debate is of course open for the general public, as the government would like to be transparent and accountable.

Moderator:

[Paul Jansen](#), Independent Consultant

DAY 3 AGENDA — DISRUPTORS / BLOCK 2

11.00 DISRUPTORS TO DEVELOPMENT:

UTILISING THE LATEST TECHNOLOGY TO TRANSFORM SAFETY NETS AND SOCIAL PROTECTION

PLENARY HALL

The expert-led panel discussion will investigate and explore how the latest data and innovations in technology can be harnessed to transform social protection and safety nets to protect communities against major disruptors to development, along with the drawbacks. Key topics of focus include:

- Discussing the rise and value of cash-based transfers
- Ensuring governments safety nets are more efficient and equitable
- Examining the role of technology and private providers to support accountability and traceability of resources
- Debating how new data and technologies affect processes of social change

Moderator:

[Claire Melamed](#), Executive Director, Global Partnership for Sustainable Development Data

Speakers:

[Kenn Crossley](#), Deputy Director of Programme and Policy, WFP

[Sophie Romana](#), Director of Community Finance, Oxfam America

[Diana Biggs](#), Global Speaker, Author and Consultant

[Kanchan Lama](#), Kanchan Lama to Chairperson, Women Leading for Change Nepal (WLCN) and Gender Expert

[Beckie Malay](#), Vice President, Philippine Rural Reconstruction Movement

[Emmanuel Letouzé](#), Director, Data-Pop Alliance

11.00 DISRUPTORS TO DEVELOPMENT:

ZOOMING IN ON THE IMPACTS OF CONFLICT, FORCED MIGRATION AND NATURAL DISASTERS

BONN HALL

This interactive, hands-on session will provide participants with the opportunity to dig deep into a series of maps and data visualisations on Haiti, Nigeria, Senegal and Yemen. Participants will be able to 'zoom in' on communities affected by conflict or flooding, and consider how disasters ultimately undermine progress towards the SDGs. This session will involve practical activities interspersed with 'lightning talks' by thematic experts, focusing on the impacts of disasters on people.

Moderator:

[Jean-Martin Bauer](#), Senior Analyst, WFP

Speakers:

[Xavier Vollenweider](#), Researcher, Flowminder

[Florian Ramseger](#), Public Product Specialist, Tableau Foundation

[Eric Brankaert](#), Head of Vulnerability Analysis and Mapping, West Africa Bureau, WFP

[Bessie Schwarz](#), Co-Founder, Cloud to Street

[Javier Teran](#), Chief Data Officer, OCHA Humanitarian Data Exchange

11.00 DISRUPTORS TO DEVELOPMENT:

A POLICY SIMULATION

BERLIN HALL

During this simulation exercise, participants' assumptions and biases will be challenged by unpicking some of the grimmest challenges in ensuring resilient development. If communities get to choose their own ways and priorities in becoming more resilient, what will the choice be? How will priorities be set, what tools will they need and how will this influence the achievement of the SDGs? The community of "Alterra" will need to come together to set priorities with various groups needing to defend their preferred choices in becoming resilient to shocks. Will it be enough?

Moderator:

[Paul Jansen](#), Independent Consultant

DAY 3 AGENDA — HOW CAN WE COMMUNICATE THE SDGS IN GERMANY AND ACROSS EUROPE?

9.00 THE SDGS IN GERMANY/EUROPE: DISRUPTION AND STORYTELLING

RHINE LOBBY
LANGUAGE: GERMAN

Die 17 Ziele verlangen nach tiefgreifenden Veränderungen in Wirtschaft und Gesellschaft. Dieser Prozess wird gerne pessimistisch beäugt, dabei bietet er viel Raum neue Zukunftsentwürfe und Technologien – eine Fundgrube für Storytelling. Doch wie spannt man geschickt den Bogen von einzelnen Innovationen zum großen Ganzen der disruptiven Wirkung der SDGs? Wie kann durch Storytelling zum Mitmachen und eigenen Engagement animiert werden (Stichwort: Umdenken / gesellschaftlicher Wandel)? Wie kann durch kommunikative Partnerschaften noch mehr Breitenwirkung erzielt werden?

Referenten:

[Jürgen Küttemeyer](#), Geschäftsführer, trio-group GmbH

[Wiltrud Terlau](#), Gründungsdirektorin, Internationales Zentrum für Nachhaltige Entwicklung (IZNE) / Hochschule Bonn-Rhein-Sieg

[Carsten Tilger](#), Head of Communications, Henkel AG & Co. KGaA

**The track: 'How can we communicate the SDGs in Germany and across Europe' was made possible with the assistance of the European Union in the framework of the project "EYD 2015: The future we want - Local Authorities for Sustainable Development". The contents of this event are the sole responsibility of the City of Bonn and can in no way be taken to reflect the views of the European Union.*

11.00 THE SDGS IN GERMANY/EUROPE: GET EVERYBODY ON BOARD. STAKEHOLDER PARTICIPATION AND THE SDGS

RHINE LOBBY
LANGUAGE: GERMAN

Städte bieten eine Plattform für Akteure aus allen Bereichen: Bürgerinnen und Bürger, aber eben auch beispielsweise aus Wirtschaft oder Wissenschaft. Bürgerbeteiligung schafft Legitimität in politischen Prozessen. Wie können Städte die Bürger bei der lokalen Umsetzung der SDGs mitnehmen? Und wie können Anreize zum Engagement von Akteuren der Stadtgesellschaft geschaffen werden?

Städte best-practice Utrecht: Lösungen von Städten zu Bürgerbeteiligung, Bürgerkommunikation und Partizipation von Akteuren der Stadtgesellschaft

Referenten:

[Hans Sakker](#), Head of department of European and International Affairs, City of Utrecht

[Mirko Heid](#), Bereichsleitung Konzernstrategie, Stadtwerke Bonn GmbH

[Thomas Brose](#), Geschäftsführer, Klima-Bündnis der europäischen Städte mit indigenen Völkern der Regenwälder e. V.

DAY 3 AGENDA — CLOSING PLENARY

14.00 CLOSING PLENARY PLENARY HALL

TURNING IDEAS INTO ACTION

Moderator:

[Nadira Hira](#), Public Speaker

Panelists:

[Elizabeth Stuart](#), Head of Growth, Poverty and Inequality, ODI

[Mathilde Bouyé](#), Associate, SDG Delivery Team, WRI

[Emmanuel Letouzé](#), Director, Data-Pop Alliance

Joined by a collection of stakeholders engaged in the 'Knowledge Sharing' sessions.

2030 HIVE MIND — RE-CAP AND PLAY UPDATE

[Ishbel Matheson](#), Director of Public Affairs and Communications, ODI

YOUTH VOICES: PRIORITY ACTIONS FOR IMPLEMENTATION OF THE SDGS

Moderator:

[Nadira Hira](#), Public Speaker

Speakers:

[Natalie Robi Tingo](#), Accountability Advocate, Restless Development

[Edda Hamar](#), UN SDG Young Leader and Founder/ Director Undress Runways

Closing remarks

[Mitchell Toomey](#), Global Director, UN SDG Action Campaign

[Elizabeth Stuart](#), Head of Growth, Poverty and Inequality, ODI

Closing performance

[Emi Mahmoud](#), World Poetry Slam Champion

INTERACTIVE EXPERIENCES

LIVE STAGE

MAIN LOBBY

This interactive space will serve as a platform to create live content, highlight change-making initiatives and engage participants in constructive discussion for the achievement of the Sustainable Development Goals. Broadcast in real time, this stage will generate global online engagement.

Join us at the Live Stage for a series of dynamic face-to-face discussions, open intergenerational conversations, webcast interviews and inspiring talks showcasing revolutionary solutions to key global challenges.

KNOWLEDGE AND INNOVATION FAIR

MAIN LOBBY

Throughout the Festival, the Knowledge and Innovation Fair will showcase novel approaches to advancing the SDGs. Over the course of three days, conference participants can have hands-on experience with some of the best examples in immersive storytelling, data, tech and community organising from the private sector, governments, UN and civil society.

VIRTUAL REALITY ZONE

ROTUNDE

United Nations Virtual Reality (UNVR), a project of the UN SDG Action Campaign, uses the power of immersive storytelling to inspire viewers towards increased empathy, action and positive social change. The series provides a deeper understanding for those living in the most complex development challenges, catalysing urgency for those most in danger of being left behind if the Sustainable Development Goals are not met. The United Nations Virtual Reality (UNVR) team has curated a diverse range of 360° virtual reality content being produced across the UN system to showcase in the Virtual Reality Zone, located in the Rotunde. www.UNVR.org

KNOWLEDGE SHARING SESSIONS

To complement the main conference sessions and to enrich the experience and opportunities to share practical experiences, key initiatives and priority action to achieve the SDGs, a number of 'open segments' and discussion spaces will invite a range of stakeholders to dig deeper into a variety of critical topics. The Knowledge Sharing and Lunch Lab sessions will be held on Day 2 and Day 3 of the Festival.

THURSDAY 2 MARCH: 16.00

FRIDAY 3 MARCH: 12.45

COMMUNICATION AND ADVOCACY ON THE SDGS

BONN HALL

INNOVATIVE APPROACHES FOR SDG IMPLEMENTATION

RHINE LOBBY

HARNESSING CITIZEN-GENERATED DATA & PEOPLES' VOICES FOR EFFECTIVE ADVOCACY

PRESIDENTIAL AREA

CAMPAIGNING AND POLICY IMPACT ON THE SDGS

FIREPLACE ROOM

SUCCESSFUL LOCAL, COUNTRY AND REGIONAL CASE STUDIES

BERLIN HALL

OPEN SPACE

PLENARY HALL

LOGISTICS INFORMATION

EVENT AND GAME INFORMATION POINT

The event and game information point is situated centrally in the main Lobby area and there will be a member of the team at the information point throughout the Festival to assist with any enquiries.

MEALS

Drinks and snacks will be provided to all conference participants free of charge in the Lobby area. Lunch can be purchased in the Restaurant area.

INTERPRETATION SERVICES

The event language will be English. Interpretation services in German, French and Spanish will be provided for the Plenary sessions.

WIFI

Wifi is available throughout the venue. Given that an active Wifi connection is required for participants to play 2030 Hive Mind, we request that all attendees limit connection to one device only.

Login: FestivalofIdeas

Password: GF14SD2017

PARAMEDICS, NURSING AND PRAYER ROOMS

Paramedics, a nursing room and a prayer room are available. Please refer to the map for directions or ask a member of staff for more information.

FINDING YOUR WAY TO EVENTS

Digital signposts will be located throughout the venue to answer questions regarding the location of events and meeting rooms. Please refer to the venue map at the front of this pack for more information on session rooms.

ACCESSIBILITY

We want the event to be as inclusive as possible so that all participants can take part equally regardless of disability, age, gender or faith. The WCCB building is fully accessible to users of wheelchairs and rollators.

SECURITY

Security will be strictly enforced at the venues. To ensure the safety of all participants, name badges must be worn at all times in the venues. Under no circumstances should you lend your badge to another participant. At the entrance to the venues, you may be required to pass through security checks and to have your belongings screened and, if necessary, searched.

ASSISTANCE DURING THE GLOBAL FESTIVAL OF IDEAS FOR SUSTAINABLE DEVELOPMENT

If you require assistance during the Global Festival of Ideas for Sustainable Development, please make staff at the Registration Desk aware on arrival.

OTHER INFORMATION

IMPORTANT TELEPHONE NUMBERS

Police: 110

Fire brigade: 112

Emergency doctor/ambulance: 112

Directory enquiries: Tel: 11833 (national)

Tel: 11834 (international)

International dialling code for Germany: +49

Germany is located in time zone GMT +1

LIST OF HOSPITALS AROUND BONN

St. Marien Hospital

Robert-Koch-Straße 1

53115 Bonn

Tel: (+49)228 5050

St. Petrus Hospital

Bonner Talweg 4-6

53113 Bonn

Tel: +49 (0)228 5060

St. Elisabeth Hospital

Prinz-Albert-Straße 40

53113 Bonn

Tel: +49 (0)228 5080

St. Johannes Hospital

Kölnstr. 54, Zentrum

53111 Bonn

Tel: +49 (0)228 7010



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SUPPORTING PARTNERS

