2024 UN SDG Action Awards

Application Guidance for the Creativity Award and Impact Award

About the 2024 UN SDG Action Awards

The UN SDG Action Awards, a signature programme of the UN SDG Action Campaign, champions initiatives and committed individuals who are wielding the power of creativity and innovation to bring us closer to a more sustainable, equitable and peaceful world.

Anyone can mobilize action and achieve impact, even in the most challenging places and times. The campaign is committed to showcasing heroes changing the world, and sending a message of hope and infinite possibilities.

Each year, a high-level Panel of Judges and a technical review team consider over 5,000 applications and nominations from 190 countries. They select Finalists and then the Winners.

All Finalists (three for each award category) are invited to a one-day Induction Programme prior to the Ceremony offering creative workshops, skills development sessions and networking events. The UN SDG Action Awards Ceremony unveils and celebrates the winners with music, art and inspiring messages from leaders from all backgrounds and regions of the world.

The 2024 Induction Programme and Awards Ceremony will take place at the end of October in Rome, Italy. It will reach global and national audiences through UN WebTV and television and radio broadcasts in partnership with Rai, Italy’s public national broadcaster, which provides artistic, editorial and production support.

The UN SDG Action Awards programme is made possible by the generous financial support of the Italian Ministry of Foreign Affairs and International Cooperation (MAECI) and German Federal Ministry of Economic Cooperation and Development (BMZ).

The 2024 UN SDG Action Awards Application Categories are:

CREATIVITY AWARD: We are looking for extraordinary campaigns that, through the power of creativity, have galvanized SDG action. Such campaigns have achieved measurable results in shifting people’s behaviours and public perceptions and/or influencing policies and budgetary allocations to achieve more sustainable, equitable and peaceful societies—the vision of the SDGs. They have successfully leveraged a creative medium, including music, art, poetry, digital and multimedia, theatre, documentaries, dance, street art and any other form of creative expression, to advance the goals and/or promote human rights.

Inspiring Examples:

“A White Dress Doesn’t Cover the Rape”: A creative advocacy campaign that led to the repealing of Article 522 in Lebanon, which allowed rapists to avoid imprisonment by marrying their victims.

“Fight Forever Chemicals Campaign”: An advocacy campaign with a feature film that made an unseen health crisis visible and led to the approval of over a dozen anti-forever chemical bills in the US and in the European Union.
IMPACT AWARD: We are looking for outstanding initiatives that, through innovative approaches tackling current challenges, have achieved significant, measurable impacts in improving people’s lives and accelerating progress towards SDG achievement. Impact implies remarkable improvements in knowledge, skills, empowerment, inclusion, behaviours, health and/or living conditions. Impact can be measured by several indicators, including economic, sociocultural, institutional, environmental and/or technological.

Inspiring Examples:

“The Masungi Story”: An initiative led by a youth group in the Philippines that stopped deforestation efforts and allowed for large-scale reforestation.

“Follow The Money”: An initiative led by a youth group in Nigeria that tracked public spending and increased accountability by leveraging social media and engaging citizens.

How to Apply

To apply for a UN SDG Action Award please prepare a response to each section of the application form. All sections and questions are mandatory, except for those marked as ‘optional’. Only complete applications will be considered by the selection committee.

Applications are to be submitted electronically through the SurveyMonkey apply platform. In order to submit an application or nomination, applicants can login to create a SurveyMonkey Apply account via an existing Facebook, X, Google account OR can create a new account with an email address. If applicants already have an existing SurveyMonkey Apply account, they can use their existing account.

For applicants encountering challenges with access to the internet, this form can be completed and sent in by post. Please see the instructions at the end of this document if you need to submit a postal application.
### Section 1: Contact Information

**Focal Point Name:**

**Focal Point Email:**

### Section 2: General Information

**Name/title of the campaign/initiative:**

**Country/countries where the campaign/initiative is implemented:**

**City/cities where the campaign/initiative is implemented:** *(optional)*

**Team/organization behind the campaign/initiative:**

### What type of organization is leading the initiative?

- [ ] Academia
- [ ] Activist
- [ ] Business
- [ ] Civil Society Organization
- [ ] Creative Industries
- [ ] Entrepreneur
- [ ] Faith-Based
- [ ] International Organization
- [ ] Local/Regional Government
- [ ] Media
- [ ] National Government
- [ ] UN
- [ ] Youth
- [ ] Other – please identify which sector
If ‘other’ was specified in the answer to the previous question, please explain: (optional)

Social Media handles of the campaign/initiative or of the organization:

Facebook:

X (formerly Twitter):

Instagram:

Linkedin:

TikTok:

Other – please identify which platform:

Link to your website and/or other digital platforms:

How did you hear about the UN SDG Action Awards? (select one)

☐ Social Media

☐ UN SDG Action Campaign Newsletter

☐ UN SDG Action Campaign Website

☐ Recommendation from a colleague/partner

☐ Newsletter from a network you are a part of

☐ Word of mouth

☐ Other

If you answered “recommendation from a colleague/partner” to the previous question, please share the source of the recommendation with us: (optional)
<table>
<thead>
<tr>
<th>Category to which you are applying: (select one):</th>
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</thead>
<tbody>
<tr>
<td>☐ Creativity Award: <strong>We are looking for extraordinary campaigns</strong> that, through the power of creativity, have galvanized SDG action. Such campaigns have achieved measurable results in shifting people’s behaviours and public perceptions and/or influencing policies and budgetary allocations to achieve more sustainable, equitable and peaceful societies—the vision of the SDGs. They have successfully leveraged a creative medium, including music, art, poetry, digital and multimedia, theatre, documentaries, dance, street art and any other form of creative expression, to advance the goals and/or promote human rights.</td>
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</tbody>
</table>
Which of the SDGs does your initiative focus on? (multi-select)

☐ SDG 1: No Poverty
☐ SDG 2: Zero Hunger
☐ SDG 3: Good Health and Well-being
☐ SDG 4: Quality Education
☐ SDG 5: Gender Equality
☐ SDG 6: Clean Water and Sanitation
☐ SDG 7: Affordable and Clean Energy
☐ SDG 8: Decent Work and Economic Growth
☐ SDG 9: Industry, Innovation, and Infrastructure
☐ SDG 10: Reduced Inequalities
☐ SDG 11: Sustainable Cities and Communities
☐ SDG 12: Responsible Consumption and Production
☐ SDG 13: Climate Action
☐ SDG 14: Life Below Water
☐ SDG 15: Life on Land
☐ SDG 16: Peace, Justice, and Strong Institutions
☐ SDG 17: Partnerships for the Goals
☐ All SDGs

Have you already received any awards and/or other recognitions?

☐ Yes
☐ No

If you answered ‘yes’ to the previous question, please list all awards and/or recognitions received below: (optional)
Section 3: Campaign/Initiative Overview

Describe briefly your campaign/initiative in up to 100 words:
(also mentioning WHY it was initiated? WHAT is the vision? and HOW is it implemented?)

Section 4: Review Criteria

**Impact:** What is the tangible and measurable impact of the campaign/initiative in improving people’s lives and accelerating progress towards the achievement of the SDGs?

Successful impact includes measurable results in shifting people’s behaviors and public perceptions and/or influencing public policies and/or budgetary allocations towards the acceleration of the SDGs.

Successful impact also indicates remarkable improvements in social, economic and environmental conditions including gender equality, health, capacity development, inclusion, economic stability, food security, climate adaptation and/or mitigation, environmental protection, and/or peace. (200 words max)
**Novelty/Innovation of the Approach:** How innovative is this campaign/initiative? How does the initiative build upon a breakthrough idea? How innovative is its approach? (200 words max)

**Scalability/Replicability:** How does this campaign/initiative have the potential to be scaled up and/or be replicated in other contexts to accelerate the achievement of the SDGs? Has it already been scaled up and/or replicated? (200 words max)
Section 5: High-Resolution Photo and Videos

To bring the above sections of your application to life, please share open-source links to 5 to 10 high-resolution videos and/or photo footage to show your campaign/initiative’s impact and action on the ground. If selected as a Finalist, photo and video footage may be edited into a 1-minute compilation video trailer to be used for communications and promotion purposes.

Select photos or videos that communicate effectively the scope and impact of your campaign/initiative. Photos and videos should tell a story, have good framing and lighting, and focus on people and things that are eye-catching and dynamic.

Footage Format:

Photo: 1980x1080 resolution, .png or .jpg
Videos: 1980x1080 resolution, .mp4 or .mov Format, 4K, maximum duration of 10:00 minutes.

Requirements:

Photos and video footage should NOT have any branding, subtitles, text. Existing audio will not be used in the edited version.

Photos and video footage should be shared to an open file sharing service, such as Google Drive, with a viewable link that does not expire.

Please note: If sharing your video through a YouTube link, you will need to provide the full URL eg.

By submitting your photo and video footage, you confirm that you own all applicable legal rights for all media included in your entry.
Please share open-source links to 5 to 10 high-resolution videos and/or photo footage to show your campaign/initiative’s impact and action on the ground:

Section 6: High-Resolution Photo and Video Description

Please provide a description for all photos and videos shared in the previous section. (200 words max)
Photo and Video Copyright Disclaimer:

☐ I confirm that the organization/initiative named in this application owns all applicable legal rights to all media photo and video content uploaded to this application.

Section 7: Information on the Designated Representative (if selected as a Finalist)

Provide us with the details of your campaign/initiative’s (one) representative who -if the initiative will be selected as Finalist- would be available to join us in Rome, Italy for both the Induction Programme and the UN SDG Action Awards Ceremony at the end of October.

Kindly note that travel and accommodation costs for one representative will be covered by the UN SDG Action Campaign.

Surname(s):

Given name(s):

Nationality/Nationalities:

City/Place of residence:

Bio: Please provide a short professional bio of the selected representative. (200 words max)
**Headshot:** Please share an open-source link to a high-resolution headshot of the selected representative. (.jpg or .png, minimum 1000px * 1000px)

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**Section 8: Reference and Supporting Documentation**

**Supporting Documentation:** Please share open-source links (or attach printed copies) of articles, social media feeds, and other third-party public documentation that highlights the scope and the results of the campaign/initiative.

Or share articles, recognition or public comments that attest to the campaign/initiative's impact.

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**Recommendation Letter:** Please provide us with one recommendation letter, attached to this application, from a partner who can confirm the scope and results of the campaign/initiative. All recommendation letters should be a maximum of 1 page in length and include the name, position, signature and contact information of the referee. Please use official letterhead. Please request that your referee address some or all of the following points in their recommendation letter:

- In what capacity do you know the applicant, and for how long?
- Describe the applicant’s impact towards the SDGs.
- Is the approach innovative? Is the initiative being scaled up or replicated already?
- Why are you supporting this initiative?
Section 9: Terms and Conditions

I consent to my personal data being stored and processed for the purpose of UN SDG Action Awards program. The contents submitted in this form may be used for public promotion, however personal data will be protected. I also consent to my data being used by the UN SDG Action Campaign for establishing contact. I will be given the option to unsubscribe from future mailings unrelated to the UN SDG Action Awards. My data will not be used for commercial purposes. I may withdraw my consent to the use of my personal data at any time by contacting support@sdgactioncampaign.org.

☐ By submitting this form, I agree to the above-stated Terms and Conditions.

Offline applications may be submitted in cases where individuals are experiencing bandwidth limitations.

To submit an offline application please send all documentation by post to the address below before the application deadline. Only applications which are postmarked on or before the application deadline will be considered by the selection committee. Please note that all postal fees are the responsibility of the applicant.

Application Deadline: 30 June 2024, with the application portal closing at 23:59 EST.

Application Mailing Address:

United Nations SDG Action Campaign
UN SDG Action Awards
Platz der Vereinten Nationen 1
53113 Bonn, Germany