



HEROES OF TOMORROW

Application Guidance for the Creativity Award and Resilience Award

About Heroes of Tomorrow: UN SDG Action Awards

The Heroes of Tomorrow: [UN SDG Action Awards](#), a signature programme of the [UN SDG Action Campaign](#), champions initiatives and committed individuals who wield the power of creativity and innovation to bring us closer to a more sustainable, equitable and peaceful world. Through the Awards, the Campaign is committed to showcasing the heroes of tomorrow while sending a message of hope and possibilities.

Each year, a [high-level panel of judges](#) and a technical review team consider over 5,500 applications and nominations from 190 countries, selecting finalists and then the winners.

Finalists are invited to the **Heroes of Tomorrow: [UN SDG Action Awards Ceremony](#)** which unveils and celebrates the winners with music, art and inspiring messages from leaders from all backgrounds and regions of the world.

The 2025 UN SDG Action Awards Ceremony will take place on Wednesday 29 October 2025 in Rome, Italy. It will reach global audiences – with over 5 million viewers for the 2024 edition - through UN WebTV, Deutsche Welle, and RAI, Italy's public national broadcaster.

The 2025 UN SDG Action Awards Application Categories are:

CREATIVITY AWARD: This Award recognizes extraordinary campaigns or initiatives that, through the power of creativity, have galvanized significant action and achieved measurable results in shifting people's behaviours and public perceptions and/or influencing policies and budgetary allocations towards more sustainable, equitable and peaceful societies. 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 achieve sustainable, fair, peaceful societies and/or promote human rights.

Inspiring Examples:

[“Assume That I Can”](#): A global advocacy campaign by CoorDown that shattered stereotypes about people with Down Syndrome, sparking a powerful conversation on inclusion.

[“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.

RESILIENCE AWARD: This Award honours initiatives that have demonstrated extraordinary resilience in overcoming crises, adversity, or systemic challenges while advancing progress towards sustainable, fair, peaceful societies. These initiatives have not only endured but have successfully adapted, persevered, and thrived despite obstacles—whether

environmental, economic, political, or social. By embracing innovation, collaboration, and determination, they have overcome challenges and contributed to building more sustainable, inclusive, and equitable communities, reinforcing the importance of resilience in achieving fairer, more peaceful societies where no one is left behind.

Inspiring Examples:

“[Gjenje Makers](#)”: A social enterprise in Kenya that addresses Nairobi’s waste management crisis by converting plastic into building materials also driving socio-economic growth and community empowerment.

“[The Masungi Story](#)”: An environmental initiative led by a youth group in the Philippines that stopped deforestation plans and enabled large-scale reforestation.

“[SUPVivors Say No More](#)”: A gender equality initiative founded by two survivors of violence in Ecuador who mobilized millions against domestic violence and sexual abuse and led to policy change improving abuse prevention and support to victims.

All applications and nominations are assessed according to their impact, the novelty of their approach and their scalability/replicability.

[How to Apply](#)

To apply for a Heroes of Tomorrow: 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

Information you provide here will not be visible to the public.

Focal Point Name:	
Focal Point Email:	
Focal Point Phone Number (including country code): (optional)	



Section 2: General Information

Name of the campaign/initiative (10 words max):	
--	--

Name of the organization who leads the campaign/initiative:	
--	--

Countries/territories where the campaign/initiative is implemented:	
--	--

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

What type of organization is leading the campaign/initiative?	
<input type="checkbox"/>	Academia
<input type="checkbox"/>	Activist
<input type="checkbox"/>	Private Sector
<input type="checkbox"/>	Civil Society Organization
<input type="checkbox"/>	Creative Industry
<input type="checkbox"/>	Entrepreneur / Start-up
<input type="checkbox"/>	Faith-Based Organization
<input type="checkbox"/>	International Organization
<input type="checkbox"/>	Local/Regional Government
<input type="checkbox"/>	Media
<input type="checkbox"/>	National Government
<input type="checkbox"/>	United Nations
<input type="checkbox"/>	Youth
<input type="checkbox"/>	Other

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 website and/or other digital platforms:	
--	--

How did you hear about the Heroes of Tomorrow: UN SDG Action Awards?	
<input type="checkbox"/>	Social Media
<input type="checkbox"/>	UN SDG Action Campaign Newsletter
<input type="checkbox"/>	UN SDG Action Campaign Website
<input type="checkbox"/>	Recommendation from a colleague/partner
<input type="checkbox"/>	Newsletter from a network you are a part of
<input type="checkbox"/>	Word of mouth
<input type="checkbox"/>	Other - please identify where:

If you answered “recommendation from a colleague/partner” to the previous question, please share the source of the recommendation with us: (optional)



Category to which you are applying: (select one):	
<input type="checkbox"/>	<p>CREATIVITY AWARD: This Award recognizes extraordinary campaigns or initiatives that, through the power of creativity, have galvanized significant action and achieved measurable results in shifting people’s behaviours and public perceptions and/or influencing policies and budgetary allocations towards more sustainable, equitable and peaceful societies. 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 achieve sustainable, fair, peaceful societies and/or promote human rights.</p> <p>Inspiring Examples:</p> <p>“Assume That I Can”: A global advocacy campaign by CoorDown that shattered stereotypes about people with Down Syndrome, sparking a powerful conversation on inclusion.</p> <p>“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.</p> <p>“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.</p>
<input type="checkbox"/>	<p>RESILIENCE AWARD: This Award honours initiatives that have demonstrated extraordinary resilience in overcoming crises, adversity, or systemic challenges while advancing progress towards sustainable, fair, peaceful societies. These initiatives have not only endured but have successfully adapted, persevered, and thrived despite obstacles—whether environmental, economic, political, or social. By embracing innovation, collaboration, and determination, they have overcome challenges and contributed to building more sustainable, inclusive, and equitable communities, reinforcing the importance of resilience in achieving fairer, more peaceful societies where no one is left behind.</p> <p>Inspiring Examples:</p> <p>“Gjenge Makers”: A social enterprise in Kenya that addresses Nairobi’s waste management crisis by converting plastic into building materials also driving socio-economic growth and community empowerment.</p> <p>“The Masungi Story”: An environmental initiative led by a youth group in the Philippines that stopped deforestation plans and enabled large-scale reforestation.</p> <p>“SUPVivors Say No More”: A gender equality initiative founded by two survivors of violence in Ecuador who mobilized millions against domestic violence and sexual abuse and led to policy change improving abuse prevention and support to victims.</p>



Which of the SDGs does your initiative focus on? (multi-select)	
<input type="checkbox"/>	SDG 1: No Poverty
<input type="checkbox"/>	SDG 2: Zero Hunger
<input type="checkbox"/>	SDG 3: Good Health and Well-being
<input type="checkbox"/>	SDG 4: Quality Education
<input type="checkbox"/>	SDG 5: Gender Equality
<input type="checkbox"/>	SDG 6: Clean Water and Sanitation
<input type="checkbox"/>	SDG 7: Affordable and Clean Energy
<input type="checkbox"/>	SDG 8: Decent Work and Economic Growth
<input type="checkbox"/>	SDG 9: Industry, Innovation, and Infrastructure
<input type="checkbox"/>	SDG 10: Reduced Inequalities
<input type="checkbox"/>	SDG 11: Sustainable Cities and Communities
<input type="checkbox"/>	SDG 12: Responsible Consumption and Production
<input type="checkbox"/>	SDG 13: Climate Action
<input type="checkbox"/>	SDG 14: Life Below Water
<input type="checkbox"/>	SDG 15: Life on Land
<input type="checkbox"/>	SDG 16: Peace, Justice, and Strong Institutions
<input type="checkbox"/>	SDG 17: Partnerships for the Goals
<input type="checkbox"/>	All SDGs

Has the initiative/campaign already received awards and/or other recognitions?
<input type="checkbox"/> Yes
<input type="checkbox"/> No

If you answered 'yes' to the previous question, please list all awards and/or recognitions received: (optional)



Section 3: Campaign/Initiative Overview

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

Section 4: Review Criteria

How is the campaign/initiative a strong fit for the selected category of application (creativity or resilience)?

(200 words max)



Impact: What is the measurable impact of the campaign/initiative, in accelerating the achievement of the SDGs, and/or towards more sustainable, peaceful, and inclusive societies?

Impact entails shifts in behaviours, public perceptions, policies, and/or budgets towards the SDGs, and/or significant improvements in social, economic, and environmental conditions including gender equality, health, inclusion, economic stability, food security, climate action, environmental protection, and/or peace.

(200 words max)



Novelty/Innovation: How innovative is this campaign's/initiative's approach? How does the initiative/campaign build upon a breakthrough idea?

(200 words max)

Scalability/Replicability: How does this campaign/initiative have the potential to be scaled up and replicated in other contexts, to accelerate the achievement of the SDGs, and/or towards more sustainable, peaceful and inclusive societies? Has it already been scaled up and/or replicated?

(200 words max)



Why should this campaign/initiative be awarded with a Heroes of Tomorrow: UN SDG Action Award?

(200 words max)

Section 5: High-Resolution Photo and Video Upload

To bring the above sections of your application to life, **please share 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 and/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: HD quality, with a resolution of 1920 x 1080, .jpg/.png format

Video: HD quality, with a resolution of 1920 x 1080, mp4 format, maximum duration of 10:00 minutes

Requirements:

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

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

Please note: If you are sharing a video through a YouTube link, please provide the full URL.

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 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 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 Heroes of Tomorrow: UN SDG Action Awards Ceremony at the end of October 2025.

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:	
-------------------------------------	--

Email:	
---------------	--

LinkedIn: (optional)	
-----------------------------	--

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.
(minimum 1000px * 1000px)

**Disclaimer:*

As part of the evaluation process, the UN SDG Action Campaign may contact your representative for an informal interview about your initiative and application.

Additionally, to ensure geographic and gender balance among the finalists, the UN SDG Action Campaign may request that your initiative designates an alternative representative.

Section 8: References and Supporting Documentation

Supporting Documentation: Please share links to (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 please share articles, recognition or public comments that attest to the campaign/initiative's impact. (optional)



Recommendation Letter: Please provide us with one recommendation letter from a partner who can confirm the scope and results of the campaign/initiative. All recommendation letters should be a maximum of one 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 the Heroes of Tomorrow: UN SDG Action Awards programme. 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 Heroes of Tomorrow: 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/Nomination Deadline: Please visit the [Frequently Asked Questions](#) page to view the deadline.

Application Mailing Address:

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