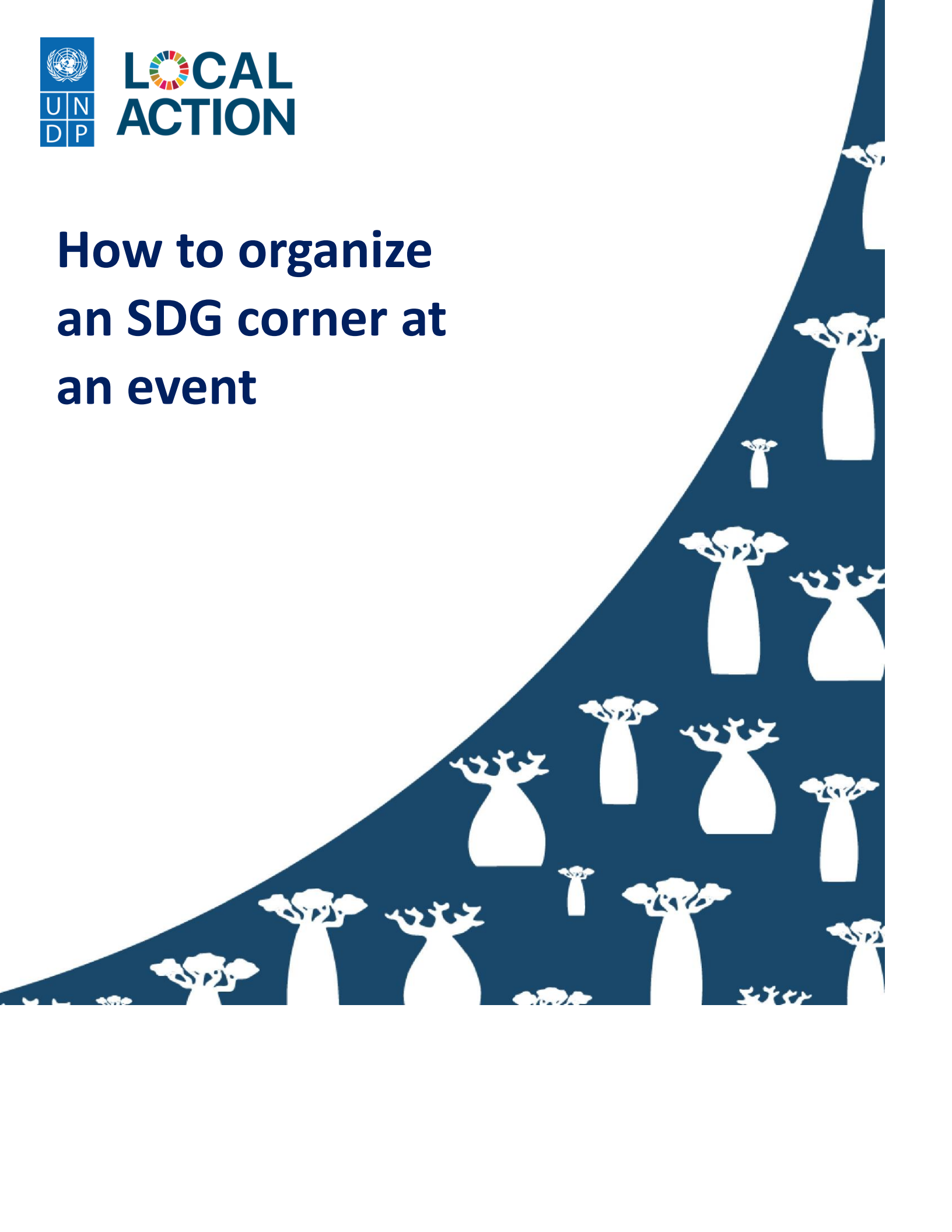




**LOCAL
ACTION**

How to organize an SDG corner at an event



Introduction

Organizing an SDG corner in any event can be very exciting considering you can plan and execute tasks effectively during the period. The advantage of such events is that you get to meet a lot of people for networking purposes. Sometimes people may have only heard about or seen images of the SDGs but may not necessarily know what they mean. The SDG corner allows you to communicate and interact with the audience thereby educating them about the SDGs and the work you do.

The 17 Sustainable Development Goals (SDGs) are a set of global goals adopted by the UN in 2015 to end poverty, protect the planet, and ensure peace and prosperity for all by 2030. The SDGs emphasize the interconnected environmental, social, and economic aspects of sustainable development by putting sustainability at their center. The 17 SDG Goals are:

No poverty (SDG 1), Zero hunger (SDG 2), Good health and well-being (SDG 3), Quality education (SDG 4), Gender equality (SDG 5), Clean water and sanitation (SDG 6), Affordable and clean energy (SDG 7), Decent work and economic growth (SDG 8), Industry, innovation and infrastructure (SDG 9), Reduced inequalities (SDG 10), Sustainable cities and communities (SDG 11), Responsible consumption and production (SDG 12), Climate Action (SDG 13), Life below water (SDG 14), Life on land (SDG 15), Peace, justice, and strong institutions (SDG 16), and Partnerships for the goals (SDG 17).

Displaying those goals in a corner of some of the world's biggest events will create an avenue for event participants and organizers to be familiar with the goals, hence the need for an SDG Corner. Below are the steps needed to organize an SDG corner:

Identifying the event

This is the first thing to do whenever you are planning on organizing an SDG corner in an event. The event gives you an idea of the type of audience that are going to be at the event which eventually sets the stage for your information education communication messages (IEC). It is always good to choose an event that has the specific audience of your choice.

It gives you a fair knowledge of what to showcase at the corner of the main event and it determines the specific staff you would want to bring on board with you in terms of communicating the messages with your audience.

The theme of the event

The conference's theme should be relevant and in line with your goals as you would not want to be talking to the wrong people at the wrong event. It is important to know how you will be able to promote the SDGs with the type of audience regarding the event's theme. The theme normally guides you in selecting the communication assets you would want to use and any additional activities to do within the same space

Liaise with the organizers

Liaising with the organizers of the event either by email or in person is very crucial especially if you want a successful outcome. Make sure you are in constant touch with the organizers to know the specific sizes of banners, accreditation, or passes for all staff participating in the event. If possible, get in touch via mobile because they also can be inundated with emails and other activities that might get their attention. Always cross-check or double-check on key information with them to avoid any delays with the printing of banners, the location point of the SDG corner, and the necessary furniture/equipment you might need.

Strategic location of your stand

Your SDG corner needs to be accessible and visible to all. A good spot will have a significant impact on your desired goal. You will have more audience and be able to interact with more people if your spot is at a strategic location at the event.

Information education communication materials

This is why the corner is being set up in the first place. You can develop different communication assets for your SDG corner considering the space you have to convey all the messages. There are different communication assets you can explore to convey whatever message you would like to pass on to your audience.

Work on a detailed agenda

All activities during the event should be planned accordingly. You can designate responsibilities to different staff so that everyone knows what to do on each day. Tasks should be distributed among staff at the SDG corner so you don't have one person doing several things. Effective planning can lead to a successful outcome. Designate a staff member to answer questions and share information about your work

Promotion /marketing

Ensure to notify all relevant stakeholders before and during the event about your stand and what benefits they stand to gain by visiting it. Take lots of good quality fun photos of participants interacting at the stand to encourage others to visit and explore, tag your audience on social media for wider reach.

Pay attention to branding

This is very important in drawing more audience to your stand. Use bright colors for souvenirs and make all communication materials edible, visible, simple, and attractive. The visual and communication consistency enhances the event identity in the eyes of the attendees.

Budget

The budget is the main driver of the event. Make sure your budget can cover all expenditures until the last day of the event. It will be problematic if you fail to cost all budget line items on the list needed. All costs should be inclusive of things to be purchased or shipped locally or internationally including travel for staff participating at the SDG corner.

Logistics for staff

Getting accreditation/ passes for staff is very important as this will allow free movement around the vicinity for both staff and vendors to drop off and pick up any items you might need. Arranging accommodation and transportation close to the venue for easy access should also be top on the agenda.

Visitors book

Where possible have a visitors book for participants especially those who may not want to appear on video to leave comments and contact information for follow-up. A survey can be shared with them after the event to gather lessons for future events