



CONCEPT NOTE

Working Session – Flipping the Script for the implementation decade

Tuesday 22 February 2022, 17:30-18:30 (CET)

The Flip the Script campaign

The UN SDG Action Campaign is an initiative of the UN Secretary-General administered by the United Nations Development Program on behalf of the whole UN System. For 2022 UN SDG Action Campaign has devised a campaign called #FlipTheScript, aimed to mobilize people and institutions to accelerate and adapt our actions towards the achievement of the Agenda 2030 so no one and no place are left behind.

UCLG and the UN SDG Action Campaign are collaborating to shape this initiative into an advocacy campaign addressed to individuals and institutions globally, and to showcase local and regional governments role in Agenda 2030.

Fostering co-creation

#FliptheScript campaign wants to contribute intensifying the already vibrant engagement of local and regional governments with the 2030 Agenda, identify concrete solutions with which local and regional governments are contributing to the implementation of the SDGs – and share those solutions to inspire others to amplify action.

The goal of this partnership is to foster co-creation between UNDP and UCLG and the buy-in by the global constituency of local and regional governments to bring about common narratives, within the Flip the Script Campaign, on the role of local governments vis-à-vis the SDGs. Not as mere implementers, but as drivers of innovation and the vessel to connect the 2030 Agenda with the territory. To amplify localization and go beyond it.

This collaboration further seeks to contribute to enriching the range of tools at the disposal of local and regional governments, including providing a toolset of the FTS campaign, to demonstrate the connection between local action to impact global change and better communicate cities and territories actions to increase engagement and trust by citizens.





21-25 FEB 2022
#UCLGMEETS



Goals of the session

The working session will allow the LRG constituency, the UN SDG Action Campaign, and UNDP to embark in a co-creation exercise to jointly identify elements that will nurture the core messaging of the Flip the Script campaign.

The session will also present the strategic objectives, tools and components of the Flip the Script campaign, explore how to make it relevant for local and regional governments, and contribute to developing a roadmap for the joint initiative and related actions that can be further mainstreamed within the overall work plan of UCLG.

Agenda

17.30 - 17.35 **Welcome and introduction by UCLG**

17.35 - 17.50 **Presentation of the Flip the Script campaign by the UN SDG Action Campaign**

17.50 – 18.20 **Co-creation exercise** to identify core messaging of the campaign by the local and regional governments constituency, facilitated by UCLG and the UN SDG Action Campaign.

- Brainstorm to find common global messaging for the FTS campaign
- Think of your city and how they could use the FTS campaign
- Imagine an FTS billboard in your city - inspiring ideas for adapted messaging

18.20 – 18.30 **Next steps: define a work roadmap and a feedback mechanism**

As a follow up of the workshop, participants will receive a short survey on the results of the Barcelona workshop.

