



Chapter 4

Outreach and engagement:
communicating the work
of the UN

UN Geneva engages in a global conversation on peace

With the Palais des Nations as the location of choice for bringing parties together for complex and sensitive negotiations, UN Geneva plays a central role in international peacebuilding efforts. On top of that, the city of Geneva is well equipped to champion collaboration, with its extraordinary mix of international organizations, permanent missions, non-governmental organizations and other actors.

In the wake of COVID-19, peacebuilding efforts were dealt a setback, while remaining more important than ever. Two of International Geneva's flagship peace events, the Geneva Peace Talks and Geneva Peace Week, transitioned to a virtual format, enabling organizations, institutions and individuals from all over the world to participate.

The Geneva Peace Talks were livestreamed from the Council Chamber at the Palais des Nations on 21 September, the International Day of Peace. The Talks were centred on the theme of "shaping peace together". Eleven speakers discussed crucial issues such as racism, education, rights for refugees, mental health, tribalism, redemption, international and traditional peacebuilding, and social entrepreneurship. Around 400 participants tuned in to watch the 8th edition of the Geneva Peace Talks.

Geneva Peace Week has been a leading annual forum in international peacebuilding since 2014. This year, it focused on rebuilding trust after disruption and finding new pathways for international cooperation. It also served as an umbrella for 70 events held virtually, and for a new Digital Series addressing issues such as cyber peace, environmental peacebuilding, and harnessing the economy for peace in

The 2020 Geneva Peace Talks, hosted online from the Council Chamber at the Palais des Nations

the COVID-19 era. The 7th edition of Geneva Peace Week connected 4,261 people from 159 countries in 170 sessions.

Neither of these events would be possible without the extraordinary engagement of many speakers and participants, and of UN Geneva's partners – the Geneva Peacebuilding Platform, Interpeace, the Graduate Institute of International and Development Studies, the Government of Switzerland, and many more.

Scan the QR code to watch the 2020 Geneva Peace Talks.



Global Leadership for the 21st Century conference

The Global Leadership for the 21st Century conference, held on 15 and 16 December, was the culmination of a year-long joint project between UN Geneva and the World Academy of Art and Science to develop cross-sectoral catalytic strategies to address current global leadership challenges. The conference was held from the Palais des Nations, with 800 participants joining virtually from about a hundred countries.

The objective of the project was to develop forward-looking recommendations for dynamic and efficient global leadership strategies, in support of the findings of the UN's 75th anniversary report The Future We Want, The United Nations We Need. The project's work was based on the findings of 16 working groups, a major e-conference that took place in June, and several smaller events involving some 400 experts from over 70 partner organizations of the UN system, academia and civil society.

The two-day conference included thematic sessions on peace and human security, the economy and employment, health and food security, the environment, financing, education, and implementation of the Sustainable Development Goals. It examined leadership strategies for a renewed multilateralism via the engagement of civil society, the media, youth networks, social movements and the private sector. It also examined the integration of research into policymaking and policy implementation.

Tatiana Valovaya,
Director-General,
UN Geneva



Micheline Calmy-Rey,
former President
and foreign minister
of Switzerland, and
Professor, Global
Studies Institute,
University of Geneva



Vaira Viķe-Freiberga,
former President of
Latvia, and co-chair
of the Nizami Ganjavi
International Center



Fabrizio Hochschild
Drummond, Special
Adviser to the
Secretary-General on
the Commemoration
of the United Nations'
75th Anniversary



Global Leadership for the 21st Century conference

More than 60 speakers – diplomats, representatives of the UN system, scientists, civil society actors, journalists, members of academic institutions, and youth and business community representatives – shared their visions, innovative solutions and practical suggestions.

All panellists agreed on the importance of the [2030 Agenda for Sustainable Development](#) as a compass for action and leadership, and stressed the need for innovative and inclusive solutions to tackle global challenges. It was repeatedly underlined that people should not only be at the centre of our strategies, but they should also be directly engaged in designing solutions and contributing to a renewed multilateralism. The outcomes of this conference and of the overall project will serve to inform global leaders about good practices and innovative strategies fit for the 21st century.

Scan the QR code to watch videos of the proceedings of the Global Leadership for the 21st Century conference.



Jane Fonda,
Academy Award-winning actress,
producer, activist and
author



Garry Jacobs,
President and Chief Executive Officer,
World Academy of Art and Science



David Chikvaidze,
Chef de Cabinet of the Director-General,
UN Geneva



Dorothee Bargstaedt,
Associate Political Affairs Officer, Office of the Director-General, UN Geneva



Nexus between climate change and security sector governance

An expert panel explored the multilayered relationship between climate change and security sector governance and reform, at the 16th annual seminar hosted jointly by UN Geneva and the [Geneva Centre for Security Sector Governance](#). The event, held virtually on 10 December, was entitled “The impact of climate change on global and local security governance: learning from local experiences of the security sector”. It highlighted how national-level experiences can be a driver of sound approaches to multilateral climate security policy.

In her opening remarks, UN Geneva Director-General Tatiana Valovaya stressed: “Climate change is much more than just an environmental crisis. It is also a pressing threat to peace and security. It directly challenges governance structures at the State, regional and international levels, including the crucial work of the security sector.”

The Director of the Geneva Centre for Security Sector Governance, Thomas Guerber, moderated the session and shared some of the Centre’s perspectives on climate change, and particularly on the relevance of good governance of the security sector to address climate-related security risks.

Participants in the seminar shared their insights and articulated innovative ideas to prevent and tackle climate-related security challenges. The speakers included the Special Representative of the Secretary-General for Disaster Risk Reduction, Mami Mizutori; the Ambassador and Permanent Representative of Barbados, Chad Blackman; the Director of the National Centre of Strategic and Security Studies of the Niger, Mahamadou Seidou Magagi; the Programme Manager at the Geneva Centre for Security Sector Governance, Gabriela Manea; and the Director of Political Affairs at the United Nations Office for West Africa and the Sahel, Moudjib Djinadou.

The long-standing partnership between UN Geneva and the Geneva Centre for Security Sector Governance is a testament to the vital contribution that think tanks and other research institutions make to the work of the UN.

Scan the QR code to see an overview of the joint UN Geneva and Geneva Centre for Security Sector Governance seminars held since 2003.



Did you know that 8 of the 15 countries most susceptible to climate change risks host a UN peacekeeping or special political mission?

A member of the Brazilian battalion of the United Nations Stabilization Mission in Haiti carries an infant through floodwaters during Hurricane Noel in 2007, an example of climate change directly challenging security actors.



UN Photo/Maico Dormino

Moving from crisis to resilience

On 9 June, the [SDG Lab](#) and the [International Labour Organization \(ILO\)](#) convened a [high-level panel](#) that focused on inequalities and the informal economy during the COVID-19 pandemic.

The UN Geneva Director-General, Tatiana Valovaya, was joined by the ILO Director-General, Guy Ryder, and the Executive Secretary of the Economic Commission for Latin America and the Caribbean, Alicia Bárcena, as well as three country representatives from Jordan, Portugal and South Africa, to stress the importance of providing social protection to informal workers and other vulnerable groups, not only during times of crisis but as established policy measures to build long-term resilience to support achievement of the



[2030 Agenda for Sustainable Development](#). More than 400 participants joined the virtual discussion.

As a follow-up to the high-level event, an [opinion piece](#) by Ms. Valovaya, Mr. Ryder and Ms. Bárcena was published in three languages (English, French and Spanish) in 12 media outlets in Switzerland and the Americas. This article stressed the importance of the Sustainable Development Goals framework as a universal road map for tackling inequalities and guiding the post-COVID-19 recovery.

SDG Lab Director Nadia Isler and SDG Lab Senior Communications Adviser Edward Mishaud listen as UN Geneva Director-General Tatiana Valovaya opens a high-level panel on COVID-19 and global inequalities.

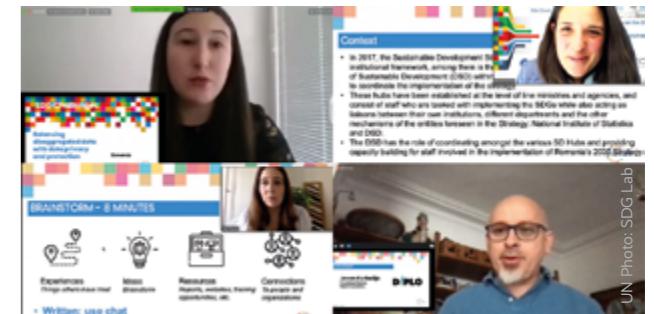
Spotlighting Sustainable Development Goals implementation challenges in Europe

Ahead of the [Economic Commission for Europe \(ECE\)](#) Regional Forum on Sustainable Development, five ECE member States joined the [SDG Lab's pilot online session](#) which focused on sharing challenges that countries face in implementing the Sustainable Development Goals.

Representatives of Austria, Bulgaria, North Macedonia, Romania and Slovenia used the 18 March webinar to focus on a key issue faced by each of their governments in delivering on the [2030 Agenda for Sustainable Development](#). The SDG Lab worked closely with the five countries to prepare a two-page outline on each implementation challenge, and then brought together a group of experts from the [Geneva 2030 Ecosystem](#) and beyond to provide ideas, resources and connections for the countries on the issues highlighted.

The five countries also used the session to stimulate an exchange of solutions among themselves, and to benefit from each other's ideas and from lessons learned in the ECE region. The exchange demonstrated a strong appetite by ECE member States for seeking novel ideas and advice from other countries and International Geneva experts.

Scan the QR code to learn more about the Geneva 2030 Ecosystem.



A mosaic of speakers at the SDG Lab's session on challenges in implementing Sustainable Development Goals, held virtually ahead of the ECE 2020 Regional Forum on Sustainable Development

Staying connected with the support of International Geneva

The COVID-19 pandemic has underscored the critical importance of digital networks to ensure inclusivity, connectivity, and that no one is left behind – not only during times of crisis, but also to accelerate progress towards achieving the 17 Sustainable Development Goals with their 169 associated targets.

Connectivity is even more important in remote rural regions of the planet, where access to basic public goods and services remains inconsistent and scarce.

One country leapfrogging the digital divide is the Niger, through its Smart Villages project, a broadband infrastructure initiative supported by the Geneva-based [International Telecommunication Union \(ITU\)](#) that is now inspiring other countries working to provide Internet access and digital services to underserved communities. This partnership between the Niger and ITU was born out of a collaboration supported by UN Geneva's [SDG Lab](#).

In March 2018, after discussions with representatives of the Niger's [National Agency for the Information Society](#) about how to bring meaningful connectivity to people in rural areas, the SDG Lab organized and led brainstorming sessions to introduce the Nigérien project to a set of experts from the [Geneva 2030 Ecosystem](#). The interactions were focused on providing ideas, practical tools and resources to advance the Government's ambitious vision. One such connection formed was with ITU.

After the initial connection spearheaded by the SDG Lab, in July 2020 the National Agency for the Information Society and ITU piloted a Smart Villages project in the Niger, and launched [Building Smart Villages: A Blueprint](#) to share Niger's experiences of bringing meaningful connectivity and digital transformation to its disadvantaged rural communities with other countries that face similar challenges.

The Blueprint is based on lessons learned from the experiences of setting up, managing and sustaining projects in different parts of the world, including the Niger's Smart Villages project. It contains a step-by-step guide that shows how to establish, manage and run an intelligent village as a sustainable development project.

“Through the SDG Lab’s convening and connecting power, the Niger had access to the unique International Geneva ecosystem. In just a few days, we were able to leverage the ecosystem’s technical and policy expertise to accelerate our Niger 2.0 project for attaining the Sustainable Development Goals through information and communications technology.”

Minister and Special Adviser to the President of Niger and Director-General of the National Agency for the Information Society, Ibrahima Guimba-Saïdou



Photo: S. Acharya of ITU

The Niger's "Smart Villages" project is bringing meaningful connectivity and digital transformation to disadvantaged rural communities throughout the country.



Photo: S. Acharya of ITU

Celebrating the SDG Moment in Geneva

Member States held the first-ever [SDG Moment](#) on 18 September to highlight a vision for delivering the Sustainable Development Goals during the [Decade of Action](#) and for recovering better from COVID-19.

During the SDG Moment, representatives of Member States and other actors highlighted poverty and inequality, the climate crisis and a healthy planet, and gender equality, while cross-cutting issues such as finance, partnership, governance and technology were discussed throughout the three-hour broadcast.

Members of the [Geneva 2030 Ecosystem](#) joined a [virtual gathering](#), hosted by the [SDG Lab](#) and the [International Institute for Sustainable Development](#), to watch the live



The SDG Lab's Kali Taylor moderates the SDG Moment virtual gathering from the Palais des Nations.

stream of the SDG Moment and to brainstorm about how to more effectively communicate in Geneva what happens during New York-based meetings, such as of the General Assembly.

Geneva 2030 Ecosystem members used the session to connect with each other and share best practices so that the Ecosystem can better leverage such events and transfer the knowledge and support to initiatives being put into action in Geneva and at the country level.

Young Activists Summit showcases youth vision and achievements

Seven young activists from four continents shared a message of hope and expressed their determination to make the world a better place at the [Young Activists Summit 2020](#). The online event drew an audience of over 9,000 people from 106 countries, on 20 November. It spotlighted young activists' initiatives on issues such as climate action, biodiversity, gender equality, human rights, and sustainable and ethical fashion.

Emma, 15, and Zahraa, 21, described how they had created "Locate Victims Beirut", a platform to locate missing victims, following the explosion on 4 August in Lebanon's capital. Another young activist, Vanessa, 24, participating from Uganda, pointed to the way global issues intersect and asked, "How can we eradicate poverty without addressing climate change?"

In a video message, UN Geneva Director-General Tatiana Valovaya commended the young activists' resilience and resourcefulness. "The mobilization of youth reminds us that to build a better future, we must act now, and we must act together with youth," she said.

The Young Activists Summit 2020 was organized by [dev.tv](#) in collaboration with the United Nations Information Service in Geneva, the [Graduate Institute of International and Development Studies](#), and [Radio Télévision Suisse](#).

Scan the QR code to watch a video recording of the Young Activists Summit 2020.



Photo: Peter Jolly of Northpix

Finlay, 13, is a Scottish marine conservation campaigner and climate change activist who took part in the Young Activists Summit 2020. He runs a campaign to ban shark-finning worldwide.

Accessing the latest information from UN Geneva

The new www.ungeneva.org website and portal was unveiled in April to share the most up-to-date information and knowledge with Member States and the public. Produced in-house, the site is aligned with global UN branding, accessibility and multilingual requirements, and features a clean and responsive design.

Offering visitors a secure and seamless experience across devices, the new site shines a light on how the United Nations family in Geneva works together to promote peace, rights and well-being. Users can quickly access information about what's happening at UN Geneva and about the issues we address daily as we work to support the achievement of the [Sustainable Development Goals](#).



Key features include:

- Easy access to information about the UN and upcoming events at UN Geneva
- A news centre highlighting the latest developments coming out of Geneva
- Dynamic content, including photos, videos and audio files, throughout the site
- An interactive Blue Book to quickly find information about the permanent missions to the UN in Geneva
- Quick access to Library and Archives resources and information
- Ability to host multilingual content, in all six official UN languages
- All of UN Geneva's social media feeds
- Content tailored to help youth and academics learn more about the UN, how to take action and how to contribute to multilateralism
- Portals to relevant content hosted by other UN entities based in Geneva and elsewhere
- Analytics to ensure that the appropriate content reaches its intended audience and that the site infrastructure remains accessible

UN Geneva reaches 1 million followers on social media

In July, the four UN Geneva social media accounts, combined, surpassed 1 million followers, on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#). This milestone came 10 years after the opening of UN Geneva's first social media account.

Reaching the 1 million mark was no small feat, as the growth has been 100% organic – no funds were used to "boost" our posts or promote any content. It is the fruit of constant efforts to publicize initiatives from the Palais des Nations and across International Geneva, while at the same time contributing to global UN campaigns, such as [Verified](#), which seeks to combat misinformation about COVID-19.

UN Geneva's social media presence continued to grow in the second half of the year, with the launch in July of a new Twitter account in French, [@ONUGeneve](#).

As at 31 December 2020, the total number of followers across our platforms stood at 1.15 million.



The video series *Faces of UN Geneva* highlighted priorities and sparked conversations on UN Geneva's social media accounts.

New podcast and Twitter account in French

Renewing its commitment to multilingualism, the United Nations Information Service (UNIS) in Geneva launched a French-language podcast and Twitter account.

Every Friday, UNIS journalists share the news of the week from the Palais des Nations and International Geneva via the [ONU Info Genève](#) podcast. On Wednesdays, the podcast features interviews with various personalities from International Geneva. As part of the UN's 75th anniversary celebrations, the podcast featured Geneva locals discussing their vision for the future of the UN.

UNIS uses the [@ONUGeneve](#) Twitter account, the latest addition to the UN's social media suite, as a valuable tool for communicating with French-speaking audiences in Geneva and around the world.



The *ONU Info Genève* team welcomes actors from International Geneva at its studios in the Palais des Nations.

Sharing the positive impact made by International Geneva

UN Geneva's [Perception Change Project](#) continues to influence an international public by producing creative content that shows the positive impact of the work done by Geneva-based international organizations.

In 2020, the Perception Change Project developed a number of social media campaigns, videos, infographics and more to communicate this message. A newsletter, *Social Geneva*, was also sent out, which could be used by social media managers to source and exchange content to raise awareness of International Geneva's work.

With the start of the COVID-19 pandemic, the Perception Change Project adapted the focus of its content to share how Geneva-based international organizations were working to prevent the spread of the virus and mitigate its impacts on societies. This included:

- Two dedicated editions of the monthly [Impact Stories of International Geneva](#) newsletter
- An [infographic](#) for social media, produced in partnership between the Perception Change Project and twelve international organizations
- Focusing the Perception Change Project's social media campaigns on topics such as the importance of solidarity and unity and fighting misinformation, and on initiatives led by the World Health Organization, including [Together At Home](#) and [#HealthyAtHome](#)
- Updating the [3D map](#) of International Geneva, an online visual map of key international organizations in Geneva, so that users can easily link directly to each organization's website and see what they are doing to fight COVID-19.

 Geneva Impact @GenevaImpact · Oct 13, 2020

From [#Geneva](#) to the World
In time of #ClimateChange and #Covid19, #multilateralism reaffirms itself more strongly as the only way to face global challenges.

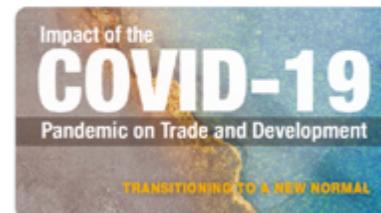
Geneva, with its unique ecosystem of international actors, is at the  of multilateralism.

 [givedata.ch/3dmap](#)



 Geneva Impact @GenevaImpact · Dec 14, 2020

after seven months of analysis, the #Geneva-based @UNCTAD highlights the economic impacts of the pandemic through 2020, and tangible first steps toward a better recovery for everyone  [bit.ly/39Y5MT](#)



 Geneva Impact @GenevaImpact · Nov 14, 2020

Every job can be a job with a purpose
Park naturalists play an important role in the sustainable use and management of local and/or national nature parks.

#JobsForSDGs  [bit.ly/2FgMj00](#)



 Geneva Impact @GenevaImpact · Dec 10, 2020

[#InternationalGeneva](#) is the city of #peace.
On the occasion of a past #HumanRightsDay, we created an infographic to show examples of how the work done in Geneva has an impact on the protection and promotion of Human Rights  [bit.ly/3fU0UV](#)



Addressing global challenges through publications

In 2020, UN Geneva's [Perception Change Project](#) produced a number of publications to engage the public, particularly young people, in some of the most pressing global issues of our time.

New book in the *Iceberg* series

News headlines about the UN often only show the tip of the iceberg. The Perception Change Project's *Iceberg* series of books aims to give a fuller picture that also explores the positive work being done "below the surface" in International Geneva to tackle global problems. In 2020, the Perception Change Project published a new book in this series, adding to the four books already available.

Jamila is about young people who are forced to flee their country of origin in search of a safer and more secure life. It reveals the challenges that young migrants face and encourages a better understanding of those who undertake daunting journeys across land and sea.

All the books in the *Iceberg* series are [available online](#).

Scan the QR code to access all the publications of the Perception Change Project.



Fairy tales from around the world

At the beginning of 2020, the Perception Change Project reached out to all the permanent missions to the United Nations in Geneva, inviting them to take part in a project to collect traditional fairy tales from countries around the world. The aim of the project is to illustrate the [Sustainable Development Goals](#) in a creative way for children. Despite the impact of the pandemic, a number of Member States embraced this project with great enthusiasm.

The collection is [available online](#) and more fairy tales will be curated during 2021.



170 Actions to Combat Climate Change: booklet and website

Extreme weather patterns, rising sea levels and the mass extinction of species are just some indications that climate change is accelerating at an alarming rate. And because climate change is related to human activities, we all have a role to play if we want to reverse its effects. But often we're at a loss to know how we can best help our planet and its people.

The *170 Actions to Combat Climate Change* booklet – available in all six official UN languages – is full of actions that each of us can take in our daily lives to make a difference, from carsharing to buying locally made products.



Officially launched on [World Environment Day](#) in both print and [downloadable](#) formats, the booklet complements two earlier publications by the Perception Change Project: [170 Daily Actions to Transform Our World](#) and [170 Jobs with a Purpose](#).

UN Photo: Azizadé Poltier-Mutai

#YouNeedToKnow exhibition at the Place des Nations

In early September, the people of Geneva were invited to see the [#YouNeedToKnow](#) travelling exhibition, which communicates key facts about the 17 [Sustainable Development Goals](#). Ten four-sided stand-up banners showed concrete actions that are being taken by the UN and its partners to achieve the Goals; one banner was dedicated to actions being taken to mitigate the spread of COVID-19.

Although the exhibition travelled around parts of Switzerland and France in 2019, this was the first time it was displayed in Geneva.

The exhibition on the Place des Nations was opened by the Director-General of UN Geneva, Tatiana Valovaya, the Administrative Councillor of the City of Geneva, Alfonso Gomez, and the president of the Fondation pour Genève, Ivan Pictet. This project was made possible by the support of the Fondation pour Genève and the City of Geneva.



The art of the Palais des Nations in the heart of Geneva

To bring the UN and the Palais des Nations closer to the city of Geneva and its people, UN Geneva partnered with the [D10 Art Space](#) gallery this year for an exhibition entitled *Tout un monde – l'art du Palais des Nations s'invite en ville*.

Inaugurated on 23 June, the exhibition presented to the public 55 works from UN Geneva's collection, including famous pieces such as *Pax*, by Mimmo Rotella, *Von der Dunkelheit zum Licht*, by Günther Uecker, and prints by Robert Rauschenberg and Otávio Roth. This was the first time that UN Geneva's artworks had been exhibited outside the walls of the Palais des Nations.

The exhibition is touring nationwide until August 2021, giving the people of Switzerland an insight into the art and culture of UN Geneva.

Scan the QR code to virtually visit the exhibition.



Regional effort keeps Ciné-ONU on the screen

COVID-19 hit cinemas worldwide hard. But that didn't stop the UN's Ciné-ONU screenings from taking place. At the height of lockdown in Europe, [Ciné-ONU Geneva](#) invited Ciné-ONU in Brussels and Vienna to organize together the first virtual event, in May, which reached audiences across the globe with the 2017 documentary *Unseen Enemy* about global pandemics.

Viewers first watched the film online and then took part in virtual discussions with the film directors and subject matter experts. Brussels, Geneva and Vienna organized similar events in June with *Sharkwater Extinction*, about illegal shark fishing, and in October with *Waking up on Mars*, about one refugee family's experience of dealing with trauma while waiting to learn its fate in Sweden.

"We knew the pandemic was going to be with us for a while and we didn't want our followers to forget about Ciné-ONU. If they can't come to Ciné-ONU, we thought, why not bring Ciné-ONU to them?"

Chief of Press and External Relations at the United Nations Information Service in Geneva, Rhéal LeBlanc

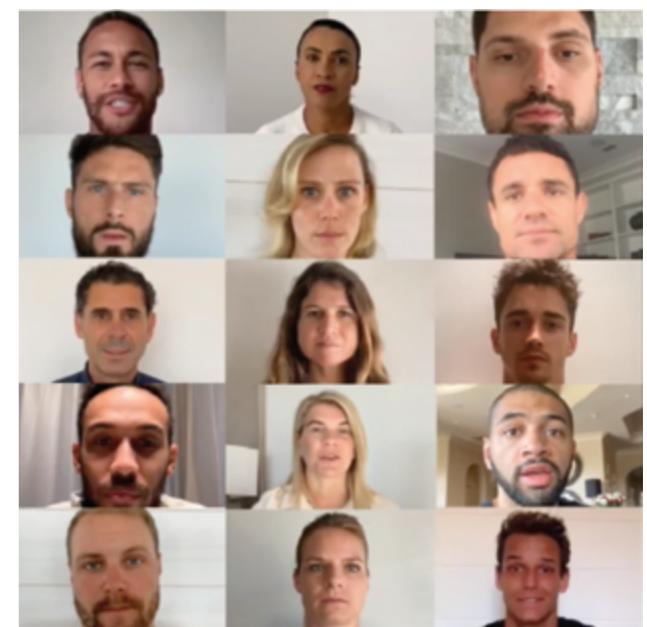


Ciné-ONU Geneva teamed up with Ciné-ONU in Brussels and Vienna to shift movie screenings and discussions with filmmakers and experts online.

Match of our lives

For the [International Day of Sport for Development and Peace](#), UN Geneva partnered with famous sportspeople, including NBA basketball players, Formula One racing drivers, surfers, cyclists, swimmers and more. They created a video that called for solidarity during the global COVID-19 pandemic and highlighted the importance of working together to defeat the virus. The video was shared widely through UN Geneva's social media platforms, as well as by the sports personalities featuring in the campaign.

Scan the QR code to watch the *Match of Our Lives* video.



Sports personalities from around the world participated in the *Match of Our Lives* video.

#KidsWannaKnow

The Perception Change Project's #KidsWannaKnow initiative lets students put themselves in the shoes of reporters to interview experts from across International Geneva.

Students first choose a topic related to international cooperation, such as health or migration, and then prepare questions in their class or in groups. The Perception Change Project finds the relevant experts and organizes the interview. With the support of a camera operator from UN Geneva, the interview is filmed. It is then edited and shared widely on social media.



In 2020, #KidsWannaKnow interviews were held with experts from the [United Nations Conference on Trade and Development](#) and the [Office of the United Nations High Commissioner for Human Rights](#).

Scan the QR code to watch the series of #KidsWannaKnow interviews.



As part of the #KidsWannaKnow initiative, a student interviews an expert from the Office of the United Nations High Commissioner for Human Rights.

UN receives sustainable fashion award

The fashion industry accounts for about 10% of global carbon emissions and produces 20% of the world's wastewater, yet it can make dramatic changes to this situation through sustainable fashion.

The Green Carpet Fashion Awards celebrate sustainable fashion and the commitment of fashion houses to rapid change while preserving their heritage and authenticity.

In September, UN Geneva Director-General Tatiana Valovaya received, on behalf of the UN, the Green Carpet Fashion Awards North Star Award, for organizations or individuals that show extraordinary leadership. The award was conferred on the UN in recognition of the work of the [United Nations Alliance for Sustainable Fashion](#) and for promoting ways in which the fashion industry can become a driving force for achieving the [Sustainable Development Goals](#) by addressing social, economic and environmental concerns.



UN Photo: Sophie Torelli Chironi