



## PITCH

**Theme: 2030 Sustainable Development Goals in Camden**

**Date: August 2020 (Main Event), Salon 1 (May 2020), Salon 2 (June 2020), Salon 3 (July 2020).**

**Number of Attendees: 100 max.**

**Number of Speakers (Main Event): 8-10**

**Number of Experts per Salon: 6-8**

I have three reasons for selecting this topic.

Firstly, sustainability is at the forefront of the average Londoner's mind. With events like the Youth Climate Strikes, the proposed 2040 UK fossil fuels ban, and The Extinction Rebellion, many are asking questions about how our society should move forward if it is going to survive. When it comes to Camden, but also London in general, many are starting to think about these topics and engage with them on a daily basis. Overall, I would love to explore the idea and notion of how global trends affect people at a local level.

Secondly, the 2030 Sustainable Development Goals are very broad and diverse. The topic of the 2030 SDGs can be approached in 100 different ways using 100 different formats. I point out the potential for formatting because I intend to host a series of **Salon**<sup>1</sup> events in conjunction with the main event which would give us the opportunity to conduct world cafes where we can dig deeper on individual goals such as Gender equality (5), Peace and Justice (16), or Sustainable Cities and Communities (11). It is also important to mention that speakers and **world café**<sup>2</sup> experts will not have to be explicitly engaged in a United Nations Sustainable Development Program in order to qualify for a spot on our roster. In order to form a complete programme, we will look for people who are generally engaged in the overarching topics.

Thirdly, the topic of sustainability plays into my expertise as an organizer. I am coming to an end of my tenure at The United Nations University for Integrated Management of Material Fluxes and of Resources (UNU-FLORES). The United Nations University is an autonomous subsidiary of the General Assembly designed to research pressing issues facing the world. During my time working in Communications and Advocacy at UNU-FLORES, my main objective was to aid in the organization of The Dresden Nexus Conference (DNC). DNC is a biennial event that brings together Policy-makers and Experts with the goal of created informed, sophisticated, and integrated policy when it comes water, soil, and waste management. The theme of the event that I am currently working on is "Circular Economy in a Sustainable Society". I strongly believe that I have earned a lot of great

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<sup>1</sup> **Salon**\* events are open to TEDx organizers of standard, university, youth and internal events. In other words, you need to have one of these specific TEDx event licenses in order to apply for a salon event license. At a TEDx salon, attendees watch TED Talks, sometimes host a few speakers (though it's not required) and have informal discussions about the talks they witnessed. Salons re-engage your community and team during the time between your main TEDx events, and spark discussion on issues of interest to your local community.

<sup>2</sup> The **World Café**\* is a whole group interaction method focused on conversations. A Café Conversation is a creative process for leading collaborative dialogue, sharing knowledge and creating possibilities for action in groups of all sizes. The environment is set up like a café, with paper-covered tables for four supplied with refreshments. People sit four to a table and hold a series of conversational rounds lasting from 20 to 45 minutes about one or more questions which are personally meaningful to them. At the end of each round, one person remains at each table as the host, while the other three travels to separate tables. Table hosts welcome newcomers to their tables and share the essence of that table's conversation so far. The newcomers relate any conversational threads they are carrying – and then the conversation continues, deepening as the round progresses.

experience from my time with The UNU and that I can bring a lot of valuable knowledge to the next TEDx Camden.

### **Auditioning and Potential Speakers**

Generally speaking, I think the process of organisation would stay mostly the same as before. I would like to hold an open call for speakers and audition them for the main event.

When it comes to the salon events, I would like to bring together established experts on the topics when it comes to sustainability topics. All experts will be invited to run world cafe sessions attendees will not be general members of the public.

### **Current position**

At this point, nothing has occurred in terms of concrete developments. I have opened up a dialogue with the Sustainable Development Knowledge Platform in order to explore the legalities and practicalities of partnering with relevant UN bodies.

See TEDx WalledCity as an example as a model for partnership with UN bodies.

### **What I need to do before applying for the TEDx License**

Establish a working relationship with new stakeholders such as The Sustainable Development Knowledge Platform or other relevant and reestablish relationships with previous stakeholders like Camden Council, Young Camden, and Labs Camden.

### **What should you do (If you want to be involved)**

Think about people who may be interested in sponsoring, being a stakeholder, speaking, or leading a salon conversation.

What experts do you know? Are there any ideas that you can contribute to the overall theme of the event or to the individual salons?