

GLOBAL OPPORTUNITIES FOR SUSTAINABLE DEVELOPMENT GOALS FINAL REPORT

Main outcomes, lessons learned and
next steps.



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Foreword

This final progress report highlights the key achievements of the Global Opportunities for Sustainable Development Goals (GO4SDGs) initiative over the past four and a half years. We are proud to see that GO4SDGs evolved into a dynamic platform that accelerated the implementation of the 2030 Agenda for Sustainable Development, with a strong focus on sustainable consumption and production (SDG12), and decent work and economic growth (SDG8).

GO4SDGs has bridged global frameworks with regional priorities by fostering partnerships, scaling up proven solutions and empowering key stakeholders – governments, the private sector including small- and medium-sized enterprises (SMEs), and youth. Through six flagship initiatives, the programme catalysed action in high-impact sectors such as food, fashion, tourism and finance, while embedding sustainability into education, jobs, entrepreneurship and policy.

The initiative reached over 20,000 stakeholders across 60+ countries, supported the development of national strategies in over 25 countries, mobilized resources for circular economy financing, and trained thousands of youth and entrepreneurs in green skills. It established regional hubs, launched global campaigns like “Recipe of Change” and “My Sustainable Lifestyles Challenge”, and co-created the “Green Jobs for Youth Pact” as a legacy initiative of Stockholm+50. GO4SDGs demonstrated that systemic change is possible when global ambition is matched with regional and national priorities, existing initiatives and cross-sectoral collaboration.

Our goal was clear from the beginning: to connect the dots between global ambition and regional and national action, and to empower key actors to lead the transition towards more sustainable, circular and inclusive economies.

What made this journey so rewarding was the spirit of collaboration that defined our work. Our team was not only active in building partnerships and fostering innovation, but also deeply focused on delivering concrete results that matter on the ground, in communities and across regions.

I want to extend our deepest gratitude to the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) for their trust and valuable support as our main donor. Their commitment has been instrumental in driving our mission forward. I also sincerely thank all our partners for their invaluable contributions, expertise and collective impact – in particular, the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP), Green Growth Knowledge Platform (GGKP), International Labour Organization (ILO), Supporting Entrepreneurs for Environment and Development (SEED), Waste and Resources Action Programme (WRAP), United Nations Children's Fund (UNICEF), United Nations System Staff College (UNSSC), UN Food and Agriculture Organization (FAO), World Economic Forum (WEF) and many other partners featured in this report, whose dedication to sustainability and shared vision continue to shape a better and more sustainable world.

I am filled with gratitude to my incredible GO4SDGs team for their commitment, creativity, and dynamic work – building trust and cooperation, bringing regional solutions, and scaling up action and implementation. I want to share with you the partnerships we have built, the lessons we have learned and the impact we have made. I hope this report serves not only as a record of our achievements, but also as an inspiration for what lies ahead.

Adrianna Zacarias Farah
Global Coordinator – GO4SDGs

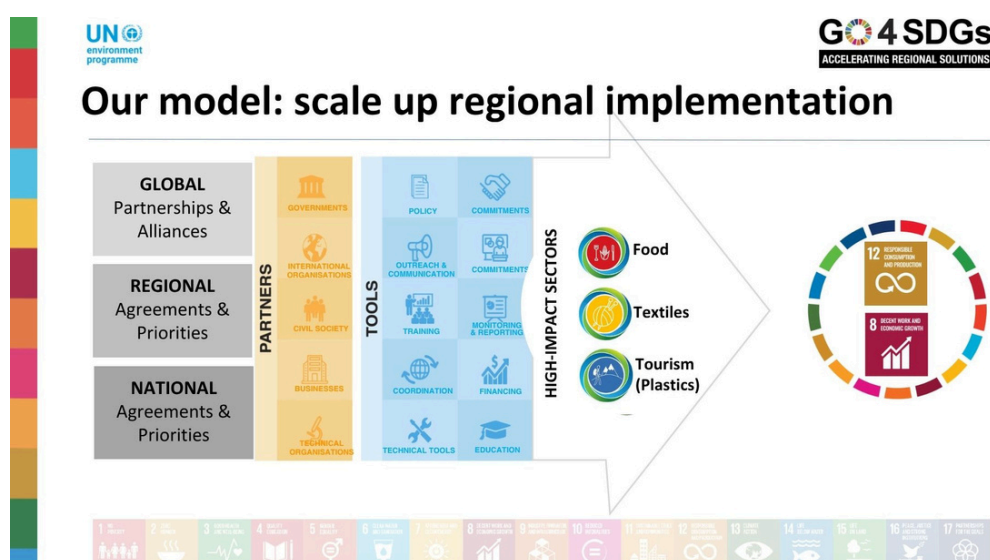


Overview

The Global Opportunities for Sustainable Development Goals (GO4SDGs) initiative was officially launched in July 2020 by the United Nations Environment Programme (UNEP) and the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV). Its primary mission was to accelerate the implementation of the 2030 Agenda for Sustainable Development and its Goals, focusing on SDG12 (Sustainable Consumption and Production) and SDG8 (Decent Work and Economic Growth).

GO4SDGs aimed to bridge global partnerships and regional needs by providing solutions, fostering synergies and enhancing cooperation among stakeholders, minimizing duplication of efforts and maximizing collective impact.

Figure 1. GO4SDGs delivery model



GO4SDGs focused on leveraging existing tools, guidelines and knowledge products from partners to drive action, scale efforts and replicate best practices. In its first year, it compiled a menu of services featuring over 120 tools. Through communities of practice, peer-to-peer learning networks and regional partnerships, GO4SDGs helped stakeholders translate knowledge into action, targeting high-impact sectors such as food, textiles and tourism.

Its work centred on three key stakeholder groups and components: supporting governments in strengthening policy coherence; helping small- and medium-sized enterprises (SMEs) build capacity and access financing for innovation and circularity; and empowering youth to adopt sustainable lifestyles and develop green skills for the jobs of tomorrow.

Policy coherence and circularity scale-up:

Support governments to strengthen policy coherence and mainstream circular economy and sustainable consumption and production (SCP) approaches in national policies, including on climate change, biodiversity and pollution.

Innovation and finance for SMEs:

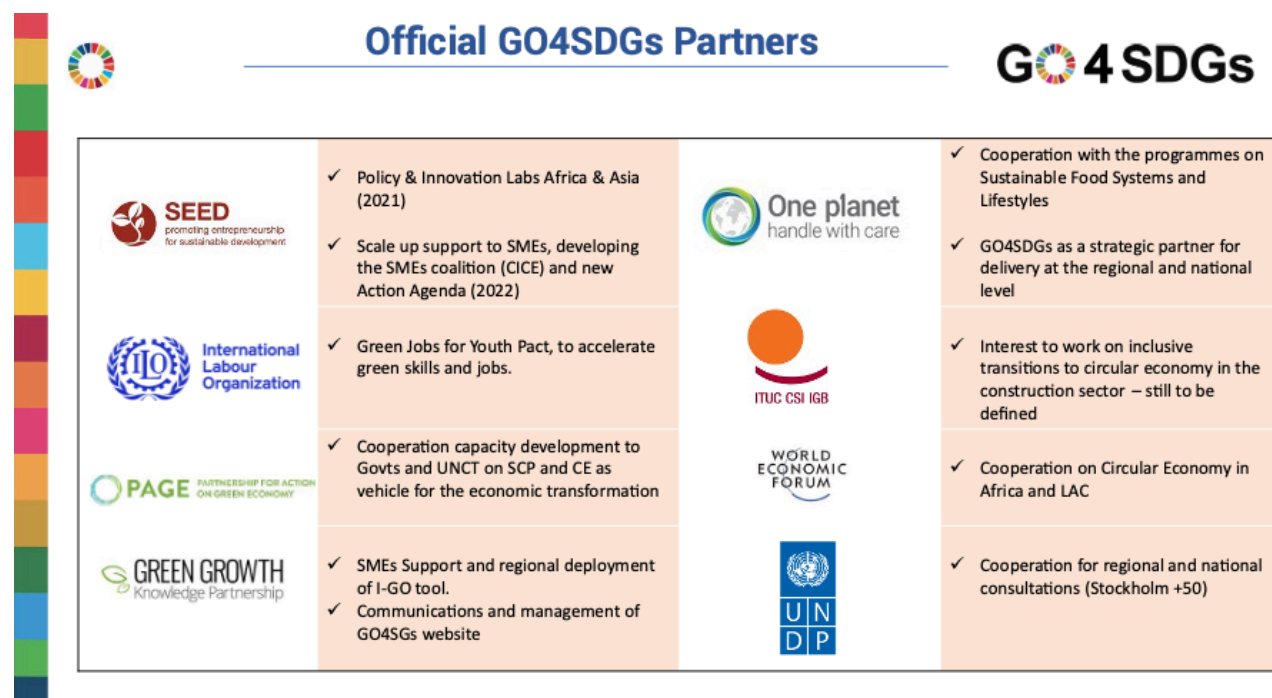
Support small- and medium- sized enterprises (SMEs) to increase capacities and access to financing innovation and circularity.

Youth Empowerment:

Amplify their voices, embrace sustainable lifestyles, and provide new skills and knowledge for green jobs for youth.

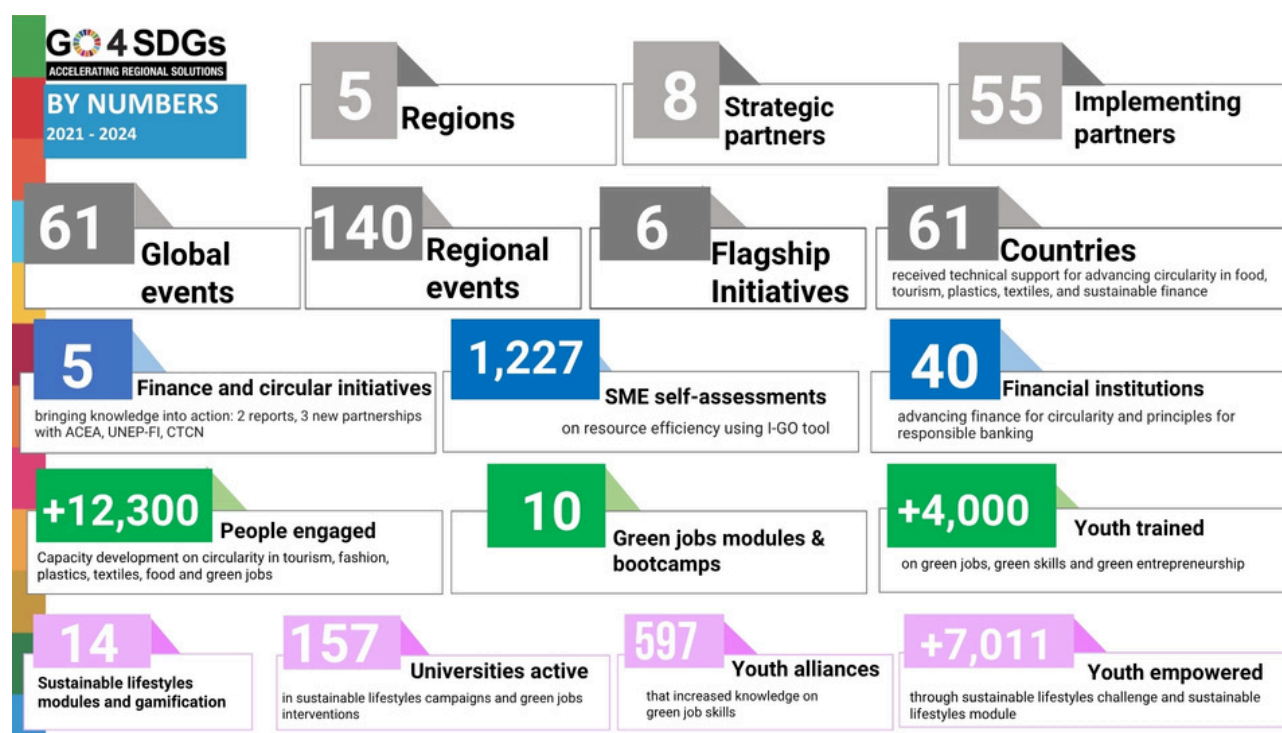
To advance its goals, GO4SDGs collaborated initially with eight strategic partners, expanding the network to 55 implementing partners.

Figure 2. GO4SDGs partners



Since its launch in 2019, GO4SDGs has been recognized as an agile and dynamic platform driving SDG action and implementation, delivering significant impact.

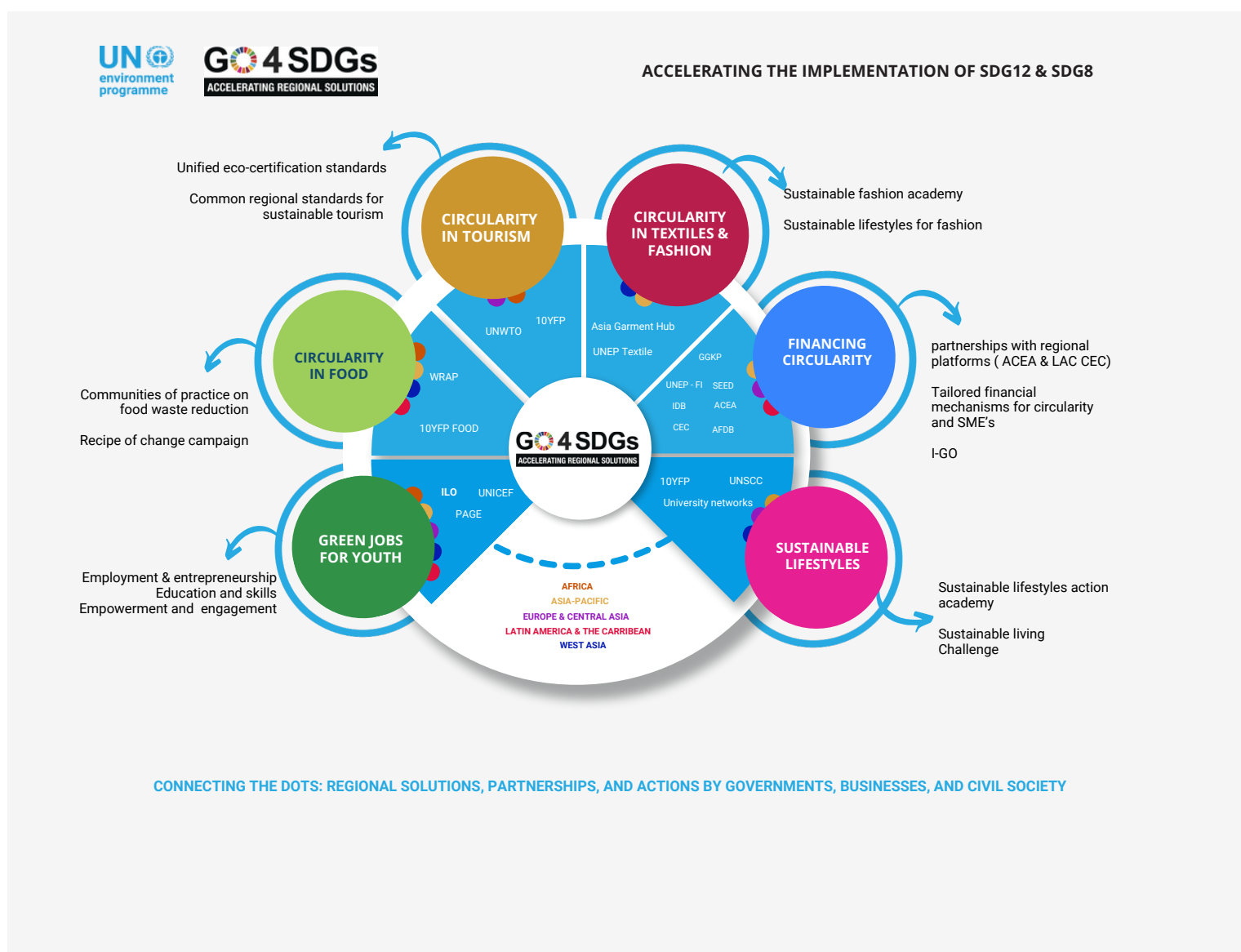
Figure 3. GO4SDGs impact in numbers



Legacy Initiatives and Global Achievements

GO4SDGs used a participatory, bottom-up approach to identify regional priorities and align them with global and regional expertise. Over the last three years, it focused on six flagship initiatives: green jobs for youth, circularity in food, circularity in tourism, circularity in textiles and fashion, financing circularity and sustainable lifestyles.

Figure 4. GO4SDGs flagship initiatives



Note: The figure highlights the flagship initiatives implemented in each region (indicated by colour-coded dots) alongside the respective partners supporting these efforts.

Green Jobs for Youth

Impact

- ✓ **Developed green skills:** Trained over 4,000 students in circularity and supported 117 entrepreneurs in green jobs curricula for tourism, sustainable fashion and textiles. Provided capacity building in green entrepreneurship to 142 start-ups through the LowCarbon Earth Accelerator programme.
- ✓ **Strengthened national policy:** Supported Kenya in developing its Green Jobs Legislative Framework, and a beta interactive platform for the Kenya Green Jobs Index, in coordination with five government ministries (Environment, Climate Change, Health, Education and Labour).
- ✓ **Gained ministerial support:** Secured political backing from regional bodies, including the Forum of Ministers of the Environment of Latin America and the Caribbean, and the African Ministerial Conference on the Environment (AMCEN).
- ✓ **Mobilized resources:** Secured \$570,000 to support green jobs policies for youth in Cuba, Madagascar and Senegal.
- ✓ **Accelerated regional green skills and learning:** Established a new regional hub for green skills in Kenya.
- ✓ **Expanded global outreach:** Engaged over 5,900 stakeholders through dialogues, workshops and webinars to raise awareness on the pact, including at COP27, COP28 and the Summit of the Future.

The Green Jobs for Youth Pact (GJYP), a legacy initiative of Stockholm+50, is an inter-agency partnership between the United Nations Environment Programme (UNEP), International Labour Organization (ILO) and United Nations children's agency (UNICEF).

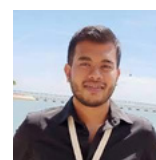
Recognizing the key role of youth as agents of change and drivers to accelerate the transition to low-carbon and circular economies, the pact equips young people with the necessary new skillset for the jobs of tomorrow. The pact tackles the youth and green jobs deficit based on three tracks: employment, entrepreneurship and education, and empowerment. It works collaboratively with governments, the private sector, youth organizations and educational institutions.

The pact, co-led by youth through a Youth Advisory Group, brings together youth leaders from six different constituencies worldwide:

Green jobs for youth pact advisory group



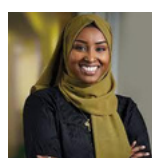
Vicky Aridi, Kenya
Youth Engagement and Green jobs Specialist, Represents GenUYPATs



Zuhair Kowshik, Bangladesh
Represents the Children and Youth Major Group accredited to UNEP



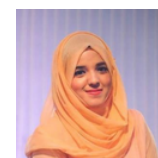
Boitumelo Moletle, South Africa
Youth Trade Unionist representing the International Trade Union Confederation



Zamzam Ibrahim, UK
Vice President of European Students' Union and Vice Chair Muslim Leadership Foundation, Trustee at SOS-UK



Mohamed Ageez, Egypt
Business Development and Partnerships Executive at youththinkgreen Egypt, Represents YOUNGO



Rabiya Anwer, Pakistan
Youth Representative from the International Organization of Employers

- Generation Unlimited – Young People's Action Team (GenU YPATs)
- Children and Youth Major Group accredited to UNEP
- European Students' Union (Students Organizing for Sustainability)
- YOUNGO (the official youth NGO of the United Nations Framework Convention on Climate Change (UNFCCC))
- Young employers' representative
- Young workers' representative

Green Jobs for Youth Pact regional implementation

Over the past two years, GO4SDGs accelerated the Green Jobs for Youth Pact across Africa, Asia-Pacific, Central Asia and Europe, West Asia, and Latin America and the Caribbean.

Africa



GO4SDGs led the rollout of the Green Jobs for Youth Pact by facilitating dialogues and training sessions to support green skills development and youth empowerment through education. In collaboration with the ILO, GO4SDGs trained nearly 50 young entrepreneurs in sustainable entrepreneurship.

Additionally, in partnership with the E4Impact Foundation, the pact helped develop a curriculum for green job creation in sustainable tourism and improved its visibility through the Toolkit on Pro-Environmental Youth Engagement for Africa.

In Kenya, GO4SDGs partnered with Jacobs Ladder Africa to support the development of the Green Jobs Legislative Framework, aimed at strengthening institutional, regulatory and legislative structures for green job creation and youth skills development. The pact also played a key role in high-level policy discussions, hosting and participating in key forums, including the Inter-Ministerial Dialogue on Green Jobs at the 19th Session of AMCEN (18 August 2023) and the Africa Youth Climate Assembly (2 September 2023).



Green Jobs and Skills National workshop in Kenya, May 2024.



Dr. Rose Mwebaza -UNEP Africa Office Regional Director speaking to attendees of the Green Jobs and Skills National workshop in Kenya, May 2024.

From left to right) Hon. Eng. Festus Ngeno- PS Environment & Climate Change, Caroline Njuki -International Labour Organisation , Sellah Bogonko- Co-Founder & CEO Jacob's Ladder Africa, Dr. Stephen - United Nations Resident Coordinator, Dr. Beatrice Inyagala - PS State Department of Higher Education, Dr. Rose Mwebaza -UNEP Africa Office Regional Director, Hon. Wilber Ottichilo - Governor Vihiga County and Chairperson, Environment and Climate Change Committee, Council of Governors and Shadrack Mwangolo Mwandime - PS Labor and Skills from different workstreams.



High-Level Roundtable on Wednesday, 17 April 2024, bringing together multiple government ministries, key development partners, and relevant senior management stakeholders to stimulate key dialogues to advance this novel initiative and areas of alignment ahead of the National Green Jobs and Skills Development Workshop.

Asia-Pacific



GO4SDGs, in collaboration with the Massive Earth Foundation, implemented two editions of the Low Carbon Earth Accelerator in 2023 and 2024 in the Asia-Pacific region. The accelerator supported green startups in key sectors, including microplastics, textiles, agri-food, renewable energy and cooling.

A total of 142 start-ups participated in a 12-week online bootcamp led by industry experts, culminating in bilateral pitching sessions with investors to secure financing. In the first edition, 14 of the 20 finalists successfully obtained investor funding to scale their climate tech solutions. The impact of this initiative was recognized in the UNEP Annual Report 2024, which highlighted its role in fostering sustainable entrepreneurship.

Since its launch in 2021, the Low Carbon Earth Accelerator has supported 100 businesses, including 30 women-led enterprises, which have collectively raised over \$350 million in funding.



Photo highlights from the Low Carbon Earth Accelerator 2023 Finale

GO4SDGs also advanced green skills and job creation in the circular economy by hosting a regional workshop on “Green Skills for the Future”, bringing together government officials, universities, youth organizations and the private sector. To further this agenda, GO4SDGs partnered with ILO, UNICEF and UN Women to launch an inter-agency regional assessment of green skills and green jobs in Asia-Pacific. In March 2024, UNEP – through GO4SDGs and in partnership with UNITAR and Northwestern Polytech University, alongside ILO, UNDP and UN Women in China – held a conference on Green Jobs for Youth and Circularity in Xi'an, China. The event convened five UN agencies and 149 in-person attendees, including educators, students, private sector leaders and development sector partners from across China.



Photo highlights from the Green Jobs for Youth and Circularity Conference held in Xi'an, China, in March 2024.

Central Asia

GO4SDGs, in partnership with the Kazakh-German University, assessed the alignment of educational and training programmes with the needs of the green jobs market in Georgia and Kazakhstan. The assessments, aimed at government authorities and higher education institutions, provided an overview of the green jobs landscape in the countries (employment and job types), and proposed strategies to enhance education and skills development required for green employment.

Latin America and the Caribbean

The Green Jobs for Youth Pact was regionally launched during LAC Climate Week in October 2023, receiving political endorsement at the XXIII Meeting of the Forum of Ministers of Environment of Latin America and the Caribbean. Included in two ministerial decisions – SCP and Circularity, and Environmental Education – the pact highlighted the need for greater policy coherence between environmental policies, employment and education. The decisions also emphasized the importance of diversifying participation, particularly to include young women and indigenous groups.

In 2024, the pact shifted from policy momentum to action, implementing the first joint activity work plan by UNEP, ILO and UNICEF. Insights from consultations with over 1,000 youth and higher education stakeholders were integrated into this work plan. In collaboration with the regional university network ARIUSA, 1,178 participants (44% under 36; 66.6% female) contributed to defining priorities and strategies for higher education institutions, promoting tools to enhance graduates' access to green jobs.

GO4SDGs and UNICEF co-financed a regional technical expert to support member states and youth, including collaboration with UNEP's CityAdapt project in seven countries: Cuba, Dominican Republic, Ecuador, Honduras, Guatemala, Panama and Uruguay.

Aligned with UNEP's One Plastics Initiative, a diagnostic framework was developed in collaboration with 74 universities from ARIUSA. This framework identified scalable models for green skills development that promote a circular economy for plastics. Country-level engagement began in Cuba, where GO4SDGs facilitated interministerial dialogues with national authorities, the resident coordinator, UNICEF and ILO. These discussions focused on defining implementation strategies to accelerate action for green skills development in a circular, resilient, low-carbon sugarcane agro-industry, aligned with the linked UNEA6 Resolution.



Launch of the Green Jobs for Youth Pact during the LAC Climate Week in October 2024

Partners

- **Global:** UNEP, ILO, UNICEF
- **Africa:** African Circular Economy Alliance, Green Africa Youth Organization, Jacobs Ladder Africa, Aspen Network of Development Entrepreneurs (ANDE), Kenya Plastics Pact, Kenya Bankers Association, Kenya Waste Pickers Association, South Africa Plastics Pact, The Palladium Group, GIZ, ILO-Kenya, UNESCO Regional Office for Eastern Africa, UNIDO-Kenya, UN Resident Coordinator's Office Kenya, Kenya State Department of TVETs
- **Asia-Pacific:** Asian Institute of Technology (AIT), Chulalongkorn University (Thailand), Massive Earth Foundation, Northwestern Polytech University (China), Thammasat University (Thailand), SWITCH-Asia, UNDP Movers Programme (Asia-Pacific), UNESCO, UNITAR, UN Women (Asia-Pacific), Yunus Foundation Thailand
- **Central Asia:** Business and Technology University of Georgia, Kazakh-German University, Sustainable Lifestyles University Network (SLUN)
- **Latin America and the Caribbean:** Alliance of Ibero-American Universities Network for Sustainability and the Environment (ARIUSA), Latin America and the Caribbean Circular Economy Coalition (LAC-CEC), Regional Council of Government Experts on Sustainable Consumption and Production

Circularity in Food

Impact

- ✓ **Strengthened national capacity to reduce food waste:** Trained more than 400 policymakers, industry leaders and technical experts from 43 countries in Africa, Asia-Pacific, Latin America and the Caribbean, and West Asia, improving national policies, tracking and multi-stakeholder collaboration to achieve SDG12.3.
- ✓ **Launched awareness campaigns:** Rolled out the Recipe of Change campaign and Sustainable Ramadan to raise awareness, inspire action and reduce food waste across the entire food system.
- ✓ **Engaged the private sector:** Partnered with Hilton Hotels and Winnow to launch the Sustainable Ramadan initiative, achieving a 61% food waste reduction in 2023 across three Hilton hotels in Dubai, Doha and Riyadh, and a further 21% reduction in 2024 across 32 Hilton hotels in seven countries.
- ✓ **Appointed regional advocates:** Facilitated the appointment of Chef Leyla Fathallah as UNEP advocate for food waste in West Asia.
- ✓ **Developed national strategies:** Supported 16 countries in creating actionable national plans for food waste measurement and reduction.

GO4SDGs, in collaboration with the One Planet Network's Sustainable Food Systems Programme and the Waste and Resources Action Programme (WRAP), established four Regional Multi-Stakeholder Working Groups in Africa, Asia-Pacific, Latin America and the Caribbean, and West Asia to strengthen national capacities in measuring and reducing food waste. These working groups were formed based on expressions of interest and commitment letters from countries pledging action on food waste reduction using the SDG 12.3 methodology.

The working groups brought together representatives from 25 countries and 68 national and regional institutions, organizations and partners, fostering cross-country collaboration and knowledge exchange. In 2021, the first edition of this initiative was launched with eight regional capacity-building workshops, equipping stakeholders with tools to track food waste, identify challenges and report on SDG12.3 progress to help halve food waste by 2030.

These workshops supported 16 countries in developing national action plans for food waste measurement, integrating food waste into Nationally Determined Contributions (NDCs) and exploring financing mechanisms for food waste reduction.

Country-level progress and outcomes

- 16 countries developed draft food waste measurement plans, with 10 of these plans incorporating direct government input.
- 12 countries developed plans for household food waste measurement, while 10 countries also covered the retail and food service sectors in their strategies.
- UNEP Regional Office of West Asia (ROWA) engaged with governments individually to catalyse action on baselines. Qatar became the first country to finalize a household food waste baseline in September 2022, building on UNEP's Green Tech Project from 2021. UNEP's *Build Back Better: Using Green and Digital Technologies to Reduce Food Waste at Consumer Level* analysed the food waste situation in Doha, Qatar.



- In early 2022, a partnership with the Ministry of Municipality of Qatar led to a finalized household food waste baseline in September 2022.
- Ghana, Mauritius and Uganda drafted national food waste measurement plans, while Tanzania and Nigeria drafted similar plans, but from non-government stakeholders working on food waste reduction in the two countries.

Key regional highlights

- **Latin America and the Caribbean:** 81% of participants reported that the working group significantly improved their ability to develop and implement food waste reduction strategies. The LAC Food Waste Regional Working Group contributed to the MACS-G20 Food Loss and Waste Initiative, with 12 members participating in a G20 workshop in Brasilia (October 2024).
- **West Asia:** The region actively promoted food waste reduction through the Recipe of Change campaign, fostering multi-sectoral collaboration. The Sustainable Ramadan campaign, launched in partnership with Hilton Hotels and Winnow, leveraged artificial intelligence (AI) technology to reduce food waste by 61%, saving 8,600 meals, cutting 4.8 tonnes of waste and preventing 14 tonnes of CO₂e emissions. The initiative was showcased at COP28 and MENA Climate Week 2023, while Chef Leyla Fathallah was appointed as UNEP's advocate for food waste in West Asia, amplifying outreach efforts.
- **Central Asia and the Caucasus:** The Recipe of Change initiative was introduced to the hospitality sector to promote sustainable tourism and advance a unified eco-certification standard for accommodation providers. The initiative encouraged regional action by highlighting success factors, lessons learned and opportunities for large hotel operators to lead on food waste reduction.



Official announcement event of Chef Leyla Fathallah as UNEP Advocate on Food Waste in West Asia, on 21 March 2023 in Abu Dhabi.

Photo: ©UNEP

Partners

- 10YFP/One Planet Network Programme on Sustainable Food Systems
- Asian Institute of Technology (AIT)
- ESG Central Asia, Kyrgyzstan
- Inter-American Development Bank (IDB)
- Nudge Thailand
- UN Food and Agriculture Organization (FAO)
- Waste and Resources Action Programme (WRAP)
- World Wide Fund for Nature (WWF)

Circularity in Tourism

Impact

- ✓ **Developed capacity** and carried out a gap assessment in Central Asia on unified certification standards for sustainable tourism, empowering women entrepreneurs in sustainable practices and reducing environmental impact in the tourism sector.
- ✓ **Regional harmonized standards:**
 - Drafted reciprocity guidelines for sustainable tourism standards in Africa under the African Union Commission's African Tourism Strategic Framework 2019-2028.
 - Drafted harmonized sustainable tourism certification standards for the East African Community (EAC) and four Central Asia countries.
- ✓ **Advanced policy and legislation** by supporting the development of national laws on plastic pollution in recreation zones in Kyrgyzstan and promoting membership in the UNEP-led Global Tourism Plastic Initiative and the Glasgow Declaration on Climate Action in Tourism.
- Implemented practical solutions** by piloting a waste collection facility in Kyrgyzstan and Georgia and providing tailor-made training for local guest houses.

GO4SDGs has increased knowledge, cooperation and policies on sustainable tourism. Communities of practices were established in cooperation with the OPN Programme on Sustainable Tourism and regional and national partners, including Ecotourism Kenya, Kenya Tourism Federation, the East Africa Tourism Platform, ESG-Central Asia and Ecological Union "Vitality Leaf"). Engaging the hotel industry and tourism and environment ministries, GO4SDGs' work helped promote harmonized regional standards for sustainable tourism and integrated relevant tools and global initiatives such as the Global Tourism Plastic Initiative, the Glasgow Declaration on Climate Action in Tourism and Recipe of Change to reduce food waste.

Africa: GO4SDGs, in partnership with Ecotourism Kenya (EK), supported drafting mandatory sustainable tourism certification standards for Kenya and Uganda, and harmonized sustainable tourism certification standards for East Africa and reciprocity guidelines under the African Union Commission's African Tourism Strategic Framework 2019-2028. Collaboration with EK, Kenya Tourism Federation, East Africa Tourism Platform, East Africa Commission (EAC), UN Tourism and UN Economic Commission for Africa, GO4SDGs co-organized the largest East African tourism stakeholders gathering focused on sustainability.

The workshop – attended by 39 representatives from 28 private sector associations and government agencies across seven East African member states, and four inter-governmental/UN development partner agencies – resulted in draft standards officially submitted to the EAC for adoption by all eight member states.



Workshop to review harmonized sustainable tourism certification standards for East Africa held in Tanzania in 2024



Central Asia and the Caucasus: GO4SDGs supported country membership in the UNEP-led Global Tourism Plastic Initiative and the Glasgow Declaration of Climate Action in Tourism under the framework of preparation to the 2024 UNGA Resolution (78/260), which proclaimed 2027 the International Year of Sustainable and Resilient Tourism at the initiative of the Government of Uzbekistan. Key actions included developing a harmonized eco-certification standard on sustainable tourism for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan, following capacity building for 250+ hotel chains and guest houses.

A gap assessment identified policy needs, leading to pilot implementation in 12 major accommodation providers, with a focus on food and plastic waste management. Waste collection facilities were also established in tourist destination zones in Kyrgyzstan and Georgia for regional scaling. Additionally, GO4SDGs supported Kyrgyzstan in developing a roadmap to strengthen legislation on plastic pollution in the recreation zones and amplify women's and youth voices in decision-making.



Launch of the waste collection point at the Jyrgalan tourist destination, Kyrgyzstan.



Webinar on sustainable tourism for guest houses in Central Asia.

West Asia: GO4SDGs helped develop the Recipe of Change regional initiative targeted at the hotel industry.

Partners

- **Global:** 10YFP Sustainable Tourism Programme, Global Ecolabelling Network (GEN), Global Sustainable Tourism Council, UN Tourism
- **Africa:** East African Commission, East Africa Tourism Platform, Ecotourism Kenya, Kenya Tourism Federation
- **Central Asia:** Ecological Union "Vitality Leaf", ESG Central Asia

Circularity in Textiles and Fashion

Impact

- ✓ **Engaged 239 stakeholders** in the regional consultation on fashion industry targets.
- ✓ **Trained 35 fashion designers** in fashion circularity and natural colorants.
- ✓ **Featured the Sustainable Fashion Academy** and the sustainable fashion communication playbook in Haya magazine.
- ✓ **Hosted multi-stakeholder dialogues** on circularity in textiles in the Asia-Pacific region.

GO4SDGs partnered with UNEP Textiles to advance regional progress towards a net-positive fashion industry. Together with the Fashion Industry Target Consultation, United Nations Economic Commission for Europe (UNECE) and other regional partners such as the Asia Garment Hub, regional multi-stakeholder consultations were conducted in Africa, Asia-Pacific, Latin America and the Caribbean, and West Asia. The consultations brought together 239 stakeholders from various sectors of the global fashion value chain to explore crucial industry performance indicators and milestones. The consultations also supported the FITC survey, which garnered responses from 380 industry stakeholders, offering further insights to refine the final set of fashion industry targets.

At the regional level, GO4SDGs supported the consolidation of West Asia Fashion Academy, including a network of fashion schools/universities engaged in trainings and workshops for youth to promote the inclusion of sustainable fashion modules in curricula. The Fashion Academy launched the Sustainable Fashion Accelerator programme, training fashion designers in one-to-one training and mentorship sessions.



1- Sustainable Fashion Academy training of young designers from West Asia 2- Sustainable Fashion Academy training of young designers from West Asia 3- Sustainable fashion academy 'sustainable designs' featured in Haya Magazine



Partners

- Asia Garment Hub
- Haya Magazine
- Mediaquest
- Sustainable Development Policy Institute – Pakistan
- United Nations Economic Commission for Europe (UNECE)
- University of Technology and Applied Sciences in Oman

Financing Circularity

Impact

✓ Strengthened partnerships:

- LAC Circular Economy Coalition, contributing to its regional strategy by increasing science-based knowledge on circularity tailored to the region; developed three knowledge products: regional vision on circular economy, regional circularity GAP report and unlocking finance.
- African Circular Economy Alliance, conducting regional capacity-building workshops and events, and developing a study on a regional standard on rPET recycling and a report on unlocking circular economy finance.



Mobilized resources and built capacity by securing \$250,000 in Climate Technology Centre and Network funding to support public and private financial institutions in Costa Rica, Chile, the Dominican Republic and Uruguay in developing financial mechanisms for circularity.



Developed and launched the Central Asia Regional Academy on Principles of Responsible Banking (PRB), in cooperation with UNEP Finance Initiative (UNEP FI), UNEP Sub-Regional Office for Central Asia, Chartered Banker Institute, Halyck Bank of Kazakhstan and the Union of Banks of Kyrgyzstan.



Resource mobilization: Secured \$6.7 million in commercial financing for resource efficiency and cleaner production upgrades for Kenya's Meru Dairy Cooperative Union.

GO4SDGs has strengthened cooperation with the African Circular Economy Alliance (ACEA) and the Latin America and the Caribbean Circular Economy Coalition (LAC CEC), supporting their regional strategies. A key partnership with UNEP FI helped adapt the global report Financing Circularity to the African and Latin American contexts, advancing circular finance models. Through strategic collaborations, GO4SDGs has delivered scalable models, tools and resources to accelerate circularity.

Building regional knowledge and partnerships in LAC

Over the past four years, GO4SDGs has played a pivotal role in building LAC CEC into a key regional knowledge hub. It has provided technical support to the UNEP-led Secretariat, now comprising nine strategic regional partners – Climate Technology Centre and Network (CTCN), Ellen MacArthur Foundation, Economic Commission for Latin America and the Caribbean (ECLAC), Konrad Adenauer Foundation (KAS), Interamerican Development Bank (IDB), IDB Invest, United Nations Industrial Development Organization (UNIDO), UNEP and World Economic Forum – and engaging 15 member countries.

GO4SDGs also contributed to key knowledge products that have fostered alignment and raised ambition around regional priorities and priority sectors. These include: a Shared Regional Vision report developed with the Ellen MacArthur Foundation and KAS; the first regional Circularity Gap Report (with Circle Economy, IDB, ECLAC and UNIDO), which reached 72,000+ views and featured in 10+ events; the Unlocking Circular Economy Finance report (with UNEP FI and IDB); and targeted outputs on consumer engagement, metrics, labelling and policymaker outreach.

Mobilizing circular economy finance

The Circular Economy Finance report provided a science-based foundation for GO4SDGs, UNEP FI and IDB to develop a project proposal for the Climate Technology Centre and Network (CTCN), successfully mobilizing \$250,000 to support technical assistance in Costa Rica, Chile, the Dominican Republic and Uruguay. This initiative equipped financial institutions to identify circular economy opportunities, aligning strategies with climate action, portfolio diversification and increased investments in circularity projects, with a particular focus on supporting micro-, small-, and medium-sized enterprises (MSMEs). In 2024, GO4SDGs also supported Brazil in developing its national circular economy strategy, reinforcing regional policy and financial mainstreaming.

Strengthening cooperation with the African Circular Economy Alliance (ACEA)

GO4SDGs enhanced ACEA's institutional capacity, expanding its reach and influence while supporting new country memberships and cross-regional knowledge sharing. ACES, hosted by the African Development Bank (ABD), launched five country-led working groups to advance circularity in high-impact sectors. Several joint GO4SDGs and ACEA activities were carried out, including developing a draft regional standard for food-contact recycled polyethylene terephthalate (rPET) to address regulatory and technical barriers to plastic waste reduction.

Unlocking circular economy finance

In collaboration with UNEP FI and Dalberg, GO4SDGs produced Unlocking Circular Economy Finance in Sub-Saharan Africa: The Catalyst for Positive Change, offering best practices to support policymakers and financial institutions. The initiative linked SMEs in Kenya's dairy and tea value chains with financial institutions, securing funding for sustainable upgrades, reducing environmental impacts and enhancing operational efficiency. GO4SDGs also partnered with South Africa's National Cleaner Production Centre to scale best practices to the textile sector through workshops and dialogues.

Launching the Principles of Responsible Banking (PRB) Academy

GO4SDGs, in partnership with UNEP FI and the UNEP Sub-Regional Office for Central Asia, launched the Principles of Responsible Banking (PRB) Academy for Central Asia in local languages. The programme was designed to support banks and financial institutions in aligning their operations with global sustainability goals. The academy focused on green finance, SME support and national taxonomies in Kazakhstan and Kyrgyzstan, collaborating with the Union of Banks of Kyrgyzstan and UNEP FI.



Partners

- BASE Foundation
- Climate Technology Centre & Network (CTCN)
- Economic Commission for Latin America and the Caribbean (ECLAC)
- Ellen MacArthur Foundation
- Inter-American Development Bank (IDB)
- Inter-American Investment Corporation (IDB Invest)
- Konrad-Adenauer-Stiftung (KAS)
- LAC Circular Economy Coalition
- UNEP Finance Initiative (UNEP FI)
- SCP Regional Council
- United Nations Industrial Development Organization (UNIDO)
- World Economic Forum

Sustainable Lifestyles

Impact

- ✓ **Trained youth, influencers and intermediaries at the Sustainable Action Lifestyles Academy** through virtual learning and in-person experiences, providing science-based insights and practical tools to integrate sustainability into daily life and organizational strategies.
- ✓ **Mobilized global action** through the Anatomy of Action (AoA) campaign, which engaged over 20 million people across 60 countries through online challenges, encouraging lifestyle changes for sustainability.
- ✓ **Trained over 3,000 youth and participants** completing the My Sustainable Lifestyles challenge (MSLC), fostering sustainable habits in their everyday life, around the world.
- ✓ **Launched the Sustainable Lifestyles University Network (SLUN)** in Central Asia and the Caucasus, connecting 33 universities to integrate sustainability into educational institutions and beyond.
- ✓ **Supported 246 youth teams across Latin America and the Caribbean** in developing sustainable business models through innovation competitions.
- ✓ **Best practices on green nudges for sustainable lifestyles:** Strengthened campus sustainability efforts by developing 35 best practices on green nudges for sustainable lifestyles; through the Alliance of Ibero-American University Network for Sustainability and the Environment (ARIUSA), 442 universities in Latin America were engaged, leading to 30 green “nudges” being integrated into university sustainability plans and governmental programmes.
- ✓ **Launched a national master’s programme on sustainable lifestyles** in Colombia, embedding sustainability into higher education curricula.
- ✓ **Supported implementation of the UNEA 6 Resolution on Promoting Sustainable Lifestyles,** contributing to policy efforts that embed sustainability into everyday decision-making.

GO4SDGs empowered youth as agents of change by equipping them with the skills and knowledge to drive the transition to low-carbon and circular lifestyles. Through capacity-building initiatives, intergenerational dialogues and partnerships, it fostered a global movement for sustainable lifestyles.

Key achievements

Sustainable Lifestyles Action Academy

GO4SDGs, in partnership with UNEP’s Sustainable Lifestyles team and the Hot or Cool Institute, launched the Sustainable Lifestyles Action Academy to train youth, influencers and intermediaries in sustainable lifestyle transitions. Combining virtual and in-person learning, it provided science-based knowledge, behavioral tools and policy strategies. A Global Multidisciplinary Technical Advisory Group of 28 experts was established to provide policy recommendations and research insights to guide the academy’s work.

My Sustainable Lifestyles Challenge (MSLC)

In partnership with the United Nations System Staff College (UNSSC), GO4SDGs created a gamified learning platform to promote sustainable behaviours in food, mobility, leisure, housing and consumer goods. The six-week online course, available in English, French, Spanish and Russian, combined interactive modules, peer learning and live webinars. Since its launch, MSLC has engaged over 3,000 participants globally.

In 2024, its third edition, in collaboration with 140 universities and 60 youth organizations from 88 countries, reached 2,100 participants, who formed 307 teams to track and share sustainable actions. With a 5.3 out of 6 satisfaction score. The programme demonstrated strong engagement and impact.



A sustainable lifestyles action academy webinar



Panelists at a thematic session on sustainable lifestyles at the OPN Forum in Brazil, September 2024

Sustainable Lifestyles University Network Central Asia and the Caucasus

In partnership with the Kazakh-German University (KGU), GO4SDGs supported the launch of the Sustainable Lifestyles University Network (SLUN) to drive innovation, education and policy integration for sustainable living in Central Asia and the Caucasus. Connecting 33 universities, SLUN fosters best practice exchanges, cross-regional pilot projects and capacity-building initiatives, engaging over 1,700 students, academics and NGOs in SDG12 (Responsible Consumption and Production) initiatives. Operating under a Declaration and Activity Plan extending through 2026, it ensures long-term impact. SLUN also established the Annual Sustainable Lifestyles Festival, in partnership with education ministries, academia, public and private sectors, and UNECE, promoting sustainability through interactive discussions, knowledge sharing and cultural heritage. With 250 participations across two editions, the festival strengthened regional cooperation while supporting curriculum assessments and policy recommendations in Kazakhstan and Georgia for green jobs and economic transitions.



Launch of the Sustainable Lifestyles University Network (SLUN) in Central Asia.

Scaling up green nudges and sustainable campus practices

GO4SDGs expanded UNEP's Little Book of Green Nudges to promote sustainable behaviour change in universities. In Latin America, it partnered with ARIUSA, engaging 121 universities through 12 webinars, leading 41 to adopt green nudges. By 2024, participation grew to 264 universities, with 30 best practices collected for replication and national policies influenced, including Costa Rica's food waste guidelines. In Central Asia, the initiative was translated into Russian and integrated into a webinar series on food waste, water conservation, energy efficiency and sustainable mobility, engaging 176 youth and university stakeholders. It also compiled 15 best practices from Central Asian universities into video clips and fact sheets to inspire further action.

Sustainable Lifestyles for Nature Report

GO4SDGs collaborated with the Hot or Cool Institute to produce the Sustainable Lifestyles for Nature Report, advocating for lifestyle shifts as a key strategy to combat nature loss and environmental degradation. Three expert workshops on sustainable lifestyles for nature were held during 2024 to review and endorse evidence-based recommendations to address systematic drivers of biodiversity loss by sustainable lifestyle interventions in high-impact sectors – food, mobility and consumption goods.

Partners

Global: 10YFP, Children and Youth Major Group, Hot or Cool Institute, UN System Staff College (UNSSC)

Asia-Pacific: Asian Institute of Technology (AIT), Chulalongkorn University (Thailand), Northwestern Polytechnical University (China), Thammasat University (Thailand), UNDP Movers (Asia-Pacific)

Central Asia: German-Kazakh University, Sustainable Lifestyles University Network, UNECE, Technical University of Munich, Business and Technology University (Georgia)

Latin America and the Caribbean: Alliance of Ibero-American Universities Network for Sustainability and the Environment (ARIUSA), Los Andes University, Environmental Training Network

Advancing the UNEA6 Resolution on Promoting Sustainable Lifestyles

GO4SDGs played a critical role in implementing the UNEA6 resolution on Promoting Sustainable Lifestyles, organizing over nine multi-stakeholder dialogues and high-level events. These included:

- A thematic session at the OPN Forum in Brazil (September 2024) on "Reducing inequalities and achieving just transitions for all through sustainable consumption and production, including circular economy" with government representatives from India, Chile and Finland, alongside youth, Indigenous leaders and research institutions.
- A series of sustainable consumption and production (SCP) and sustainable lifestyles webinars with the Asian Institute of Technology (AIT), covering the SCP Hotspots Analysis Tool (SCP-HAT), food waste, sustainable fashion and sustainable lifestyles, engaging over 300 participants.
- Regional dialogues on sustainable lifestyles vision and best practices in Asia-Pacific and West Asia.
- A COP29 side event focusing on encouraging sustainable lifestyles through faith, with 40 in-person attendees.



A thematic session at the OPN Forum in Brazil, September 2024

Global Agenda for Sustainable Development

GO4SDGs actively participated in global and regional events related to the 2030 Agenda for Sustainable Development, sharing best practices and engaging key partners, governments, business, academia and youth to drive action. Notable engagements include global dialogues and side events at the High-Level Political Forum (HLPF) in 2021, 2022 and 2023, UN climate change conferences (COP27 and COP28), Summit of the Future 2024, One Planet Network Forum 2024 and United Nations Environment Assembly (UNEA). GO4SDGs also played a central role in organizing Stockholm+50.

Stockholm+50

Stockholm+50 marked the 50th anniversary of the 1972 United Nations Conference on the Human Environment, offering a platform to advance multilateral environmental action and accelerate transformative change. In the lead-up, GO4SDGs organized regional multi-stakeholder consultations across Africa, Asia and the Pacific, Europe, Latin America and the Caribbean, and West Asia (April–May 2022), co-designed with relevant stakeholders to amplify diverse voices and shape sustainable development.

Over 2,000 participants – including youth, women, Indigenous peoples, NGOs, the private sector, governments and UN agencies – joined virtual consultations, with many more following via live stream. A synthesis report captured key recommendations, many reflected in the final Stockholm+50 outcome document.

The consultations introduced fresh insights and reinforced civil society's commitment to the environmental agenda, calling for stronger multilateralism, intergenerational responsibility and bold steps towards sustainable transformation. Notably, some 70% of participants expressed optimism that their country or region could take decisive climate action. At the conference, GO4SDGs led discussions on financing circularity, sustainable lifestyles and green jobs, and co-developed the Green Jobs for Youth Pact – now a legacy initiative.

Summit of the Future 2024

Building on Stockholm+50, GO4SDGs brought youth voices and Green Jobs for Youth Pact to the Summit of the Future (22-23 September 2024). The meeting aimed to strengthen global cooperation and ensure the multilateral system could address pressing global challenges, with a focus on the Pact of the Future and the Declaration on Future Generations.

GO4SDGs played a key role in engaging youth and co-hosted two major events, including UNEP's official side event "Empowering Youth for Sustainable Futures: Intergenerational Responsibility and Skills for a Just Transition". Featuring UNEP Executive Director Inger Andersen and India's Environment Secretary Leena Nandan, the event highlighted the Green Jobs for Youth Pact and convened youth representatives, governments, education partners, private sector actors and UN agencies to advance a just, inclusive and circular transition. Ministers from India, Cuba, Armenia, Portugal and Cyprus shared national commitments and best practices, underscoring growing momentum to equip young people with skills for a sustainable future.



Climate COPs

GO4SDGs played an active role in showcasing sustainable consumption and production, and circular economy solutions at COP27 and COP28, ensuring these priorities were reflected in climate dialogues and policy.

At COP27 (November 2022) in Egypt, GO4SDGs helped launch the Green Jobs for Youth Pact in collaboration with UNEP, ILO and UNICEF, linking climate action to youth employment and sustainable transitions. It also supported the launch of the Sustainable SME Action Agenda and the Coalition for Innovation, Circularity and Entrepreneurship (CICE), initiatives empowering SMEs as key drivers of circular and low-carbon business solutions.

At COP28 (December 2023) in Dubai, UAE, GO4SDGs co-hosted a youth-focused event with ILO and UNICEF, advancing global commitments to scaling up green jobs. The Recipe of Change campaign spotlighted regional strategies for sustainable food systems, engaging policymakers, industry leaders and grassroots organizations to rethink food production and consumption practices in the context of climate resilience.

Through these efforts, GO4SDGs positioned SCP and circular economy approaches as core to climate solutions, amplifying the role of youth, SMEs and green strategies for accelerating just and sustainable transitions worldwide.

Sixth Session of the United Nations Environment Assembly (UNEA6)

At UNEA6 (February–March 2024), GO4SDGs elevated youth voices on green jobs, skills and sustainable lifestyles. In collaboration with youth groups and the governments of Portugal and Sweden, it co-hosted the side event "From Words to Effective Actions: Youth as a Solution to Tackle the Triple Planetary Crisis." The event highlighted the importance of intergenerational responsibility and featured high-level speakers, including UNEP's executive director, the UN Economic and Social Council president, and the Netherlands' minister for environment. GO4SDGs also supported the UNEA6 youth consultation forum, which gathered over 75 youth participants from 21 countries to shape engagement in UNEP's work on climate change, biodiversity loss, waste and pollution.



Inger Andersen, Executive Director of UNEP and Abdullah Bin Ali Al Amri, President of UNEA 7, with youth delegates at Summit of the Future Youth forum, September 2024



Launch of the Green Jobs for Youth Pact at Stockholm + 50 with panelists

(From left to right) Mette Grangaard Lund, Technical Officer, ILO; Moustapha Kamal Gueye, Global Coordinator, Green Jobs Programme, ILO; Urmila Sakar, Global Head of Programmes, Generation Unlimited, UNICEF; and Adriana Zacarias Farah, Head and Global Coordinator for Global Opportunities for Sustainable Development Goals, UNEP



Green Jobs for Youth Pact side event at UNEA 6, in February 2024

(From left to right) Aseel Abotaleb, Children and Youth Major Group to UNEP, H.E. Sade Rashed Fritsch Naranjo, Minister of Environment, Water and Ecological Transition of Ecuador Ecuador, H.E. Afke van Rijn, Vice Minister of Infrastructure and Environment, Kingdom of the Netherlands, Sonika Manandhar, Co-founder & CTO of Aloj Technologies, & Young Champion of the Earth 2019, Vicky Aridi, Kenya Youth Engagement and Green jobs Specialist, Represents GenUYPATs

Regional Implementation and Best Practices

Africa

Regional intergovernmental committees/bodies: African Circular Economy Alliance (ACEA), African Ministerial Conference on the Environment (AMCEN), East African Community (EAC)

Strategic implementing partners: East Africa Tourism Platform, Eco-tourism Kenya, Jacob's Ladder Africa, Kenya Tourism Federation, SWITCH Africa Green

Africa's rich biodiversity and vast natural resources are vital for economic growth and global ecological balance, yet the continent faces mounting environmental challenges – from land degradation and deforestation to pollution and climate change – driven by unsustainable practices in key sectors such as agriculture, urban development, energy, transportation and tourism, weak policies and financial constraints, and limited institutional capacity.

GO4SDGs has responded with three key strategies: promoting green jobs and skills development; advancing sustainable tourism; and strengthening circular financial models. The initiative has supported policy implementation, capacity building and youth engagement, and SME financing, tackling issues like food waste, plastic pollution and resource efficiency.

In partnership with such regional bodies as AMCEN, ACEA, EAC, Jacobs Ladder Africa and Ecotourism Kenya, GO4SDGs has helped harmonize sustainable tourism standards, develop SME finance solutions and promote circular practices such as recycled PET – contributing to Africa's sustainability goals and broader global action.

Best practices

→ Supporting the green economy in Kenya

GO4SDGs, in partnership with Jacobs Ladder Africa, supported Kenya in developing a Green Jobs Legislative Framework to enhance institutional, regulatory and legislative structures for green job creation and youth skills development. A National Green Jobs and Skills Development workshop, bringing together over 1,000 stakeholders from government, the private sector, academia and youth organizations, laid the foundation for aligning green job creation with climate action and economic growth.

GO4SDGs also partnered with the E4Impact Foundation to design a sustainable tourism curriculum, based on assessments of 14 TVET institutions and nine universities.

The curriculum prepares students for careers in sustainable tourism and aligns with labour market demands, supporting Kenya's transition to a green economy.

The Green Jobs for Youth Pact, through GO4SDGs, partnered with the International Training Centre of the International Labour Organization (ITCILO) to train 50 young African entrepreneurs in sustainable entrepreneurship for the green economy. This followed a regional blue economy forum in the Indian Ocean, co-hosted by ITCILO, the Organisation internationale de la Francophonie and the Government of Seychelles. At the forum, more than 100 young entrepreneurs from Comoros, Reunion, Madagascar, Mauritius, Mayotte and Seychelles received training, with OceanHub Africa's support. The ILO committed to further training 20 of these entrepreneurs, while the Green Jobs for Youth Pact and GO4SDGs scaled efforts to reach youth in English-speaking countries.

Approach

GO4SDGs and its partners adopted a multi-pronged strategy to drive policy reform, education integration and private sector engagement in Kenya's green jobs agenda.

Strengthening policy and institutional frameworks:

GO4SDGs and Jacobs Ladder Africa brought together and worked with five different ministries (Ministry of Environment, Climate Change & Forestry; Ministry of Education; Ministry of Labour and Social Protection; Ministry of Health & Ministry of Youth Affairs, Creative Economy and Sports) as well as the Council of Governors, and co-developed the Green Jobs Legislative Framework, aligning job creation efforts with climate goals and economic priorities.

Creating collaborative platforms: The Kenya Green Skills Development Alliance was established to promote multi-sector collaboration, knowledge-sharing and policy advocacy, supporting skills development in green sectors.

Monitoring and accountability: GO4SDGs and Jacobs Ladder Africa introduced the Green Jobs Index, a self-monitoring tool that enables Kenya to track progress, identify gaps and strengthen accountability in green employment initiatives.

Integrating green skills into education: In partnership with UNESCO, ILO and Kenya's Ministry of Education, GO4SDGs worked to integrate green skills training into Kenya's TVET strategy, ensuring youth acquire the competencies needed for sustainable industries.

Developing sector-specific curriculum: GO4SDGs collaborated with E4Impact Foundation to design a sustainable tourism curriculum, aligning training with labour market needs based on assessments of 14 TVET institutions and nine universities.

Supporting entrepreneurship training: The Green Jobs for Youth Pact, in collaboration with ITCILO, delivered online training



Outcomes and impact

- 1,000+ stakeholders engaged in shaping Kenya's green jobs agenda through national and regional initiatives.
- Kenya Green Skills Development Alliance established, fostering multi-sector collaboration and knowledge-sharing to drive green jobs and skills development.
- Green Jobs Index launched, enhancing Kenya's capacity to track progress and promote accountability in green employment opportunities.
- Green skills integrated into Kenya's TVET strategy, equipping youth with market-ready skills for sustainable industries.
- Sustainable tourism curriculum developed, aligning education and training with industry demands, ensuring students graduate with skills relevant to Kenya's green transition.

Next steps

Building on Kenya's success, the Green Jobs for Youth Pact aims to;

- Strengthen policy implementation through continuous engagement with government agencies and private sector partners.
- Scale up green jobs initiatives across Africa, leveraging policy insights, monitoring tools and training frameworks to support other countries in implementing effective green employment strategies.
- Enhance green entrepreneurship programs to reach more youth-led enterprises, supporting job creation in key sustainability sectors.

➔ Advancing sustainable tourism with harmonized standards in Africa

GO4SDGs has advanced sustainable tourism in East Africa by supporting the development and adoption of harmonized standards aligned with SDG8 (Decent Work and Economic Growth) and SDG12 (Responsible Consumption and Production). This effort promotes resource protection, waste reduction and sustainable practices to enhance the region's attractiveness while minimizing its environmental footprint.

Approach

- **Partnering with regional intergovernmental bodies:** GO4SDGs helped develop regional sustainable tourism standards to drive multi-level change and amplify impact.
- **Leveraging expertise and networks:** GO4SDGs collaborated with several industry associations, most notably, Ecotourism Kenya, the Kenya Tourism Federation and the East Africa Tourism Platform, utilizing their technical expertise and extensive networks to develop and refine harmonized sustainable tourism standards for East Africa with broad stakeholder input. These standards align with the African Union's African Tourism Strategic Framework 2019-2028, ensuring regional coherence.
- **Building capacity in the tourism sector:** In partnership with regional stakeholders, GO4SDGs conducted workshops and training sessions to strengthen tourism professionals' ability to implement sustainable practices, focusing on areas such as plastic and food waste reduction.
- **Engaging stakeholders:** The initiative engaged tourism bodies, policymakers and businesses to achieve alignment with global standards, such as the Global Tourism Plastics Initiative. This inclusive approach built local and regional consensus, ensuring strong buy-in.

Impact

- **Harmonized sustainable tourism standards:** Developed harmonized sustainable tourism certification standards for the EAC with support from Ecotourism Kenya, the Kenya Tourism Federation and the East Africa Tourism Platform.
- **Training and certification programmes:** Trained assessors and tourism stakeholders, including tour companies, guides, and the hotels, restaurants and catering sector, equipping them with practical tools to implement sustainable tourism practices.
- **Policy integration:** Facilitated the incorporation of harmonized standards into national policies, with countries such as Kenya and Uganda leading the way in adopting them.
- **Environmental impact:** Reduced plastic and food waste in tourist areas, conserving biodiversity and preserving landscapes through sustainable tourism practices.

Key success factors

- **Collaborative partnerships:** Partnering with key regional and global stakeholders, including the One Planet Network Programme on Sustainable Tourism, to foster science-based approaches and develop robust standards, including 28 private sector associations from seven EAC member states and four inter-governmental/UN development partner agencies.
- **Alignment with regional policies:** Aligning the standards with the African Union's framework ensured political backing from national governments, enhancing commitment within the tourism industry.
- **Community-focused approach:** Working with local communities to boost their economies and safeguard cultural heritage.

➔ Financing circularity in agri-food value chains

GO4SDGs supported a pilot project to promote Resource Efficient and Cleaner Production (RECP) in African SMEs, with upgrades financed by commercial banks at market rates. The initiative aimed to create a scalable, commercially viable model for RECP adoption across value chains. Focusing on Kenya's Meru Dairy Cooperative Union (MDCU) and Kenya Tea Development Agency (KTDA), the project connected SMEs, finance experts and financial institutions to bridge the gap between sustainability practices and access to commercial financing. Partners included the Kenya National Cleaner Production Centre (KNCPC), Fintech Frontiers Kenya, Absa Bank Kenya and the African Guarantee Fund, all working together to provide technical expertise, financing models and implementation support for RECP measures.

Approach

GO4SDGs developed a finance ecosystem working with two large value chains to reach SMEs in the large value chains. The pilot project followed a systematic approach that combined technical assessments, risk quantification and customization of financing solutions, and collaboration among stakeholders to facilitate the adoption of RECP measures.

- **Comprehensive RECP opportunity assessments:** GO4SDGs supported KNCPC to conduct extensive evaluations of two milk cooling plants, as well as MDCU's milk processing plant and KTDA's Kambaa Tea Factory. The assessments focused on water use and wastewater management, raw materials use and solid waste management, energy use and greenhouse gas emissions, industrial symbiosis potential and environmental compliance. A total of 17 interventions were identified, with MDCU committing to self-financing low-capital RECP measures, including reducing water consumption, enhancing energy efficiency, optimizing milk processing and reducing waste.
- **Innovative financing models for RECP investments:** GO4SDGs worked with Fintech Frontiers Kenya to develop tailor-made credit models, enabling MDCU to negotiate with Absa Bank Kenya for a commercial facility to finance the larger capital-intensive RECP upgrade recommendations.
- **Unlocking commercial RECP financing:** With an initial investment of \$67,500 in RECP assessments and financing expertise, MDCU was able to leverage approximately \$3 million in commercial financing from Absa Bank Kenya for various upgrades that will drive efficient water management, waste reduction, energy efficiency and environmental compliance.

Impact

- Secured approximately \$3 million in commercial financing for RECP interventions in MDCU, showcasing the financial viability of sustainability-driven investments.
- Enhanced resource efficiency and cleaner production through 17 targeted RECP measures, improving water and energy management, waste reduction and operational efficiency.
- Strengthened multi-stakeholder collaboration by aligning technical, financial and policy expertise, bridging the gap between SMEs and commercial banks to unlock green financing.
- Demonstrated scalability of RECP financing by identifying future opportunities across MDCU's entire value chain, including 33 additional milk cooling plants and 160 supplier SMEs, amplifying potential financing and sustainability impacts.
- Created a replicable model for RECP adoption in agrifood and other value chains across Africa, integrating sustainability into commercial lending ecosystems.

➔ Financing circularity in agri-food value chains

The success of the MDCU RECP pilot was driven by several critical factors:

- **Ecosystem approach and multi-sector collaboration:** The project brought together value chain actors, technical experts, financial institutions and policymakers, ensuring a comprehensive approach to RECP adoption.
- **Financial innovation and market-based solutions:** By demonstrating commercial viability, the project bridged the financing gap for RECP investments, making sustainability a bankable opportunity.
- **Business-driven sustainability:** The integration of RECP measures was driven by business needs, ensuring that efficiency improvements translated into cost savings and long-term competitiveness.
- **Scalability and replicability:** The pilot demonstrated high potential for replication, proving that other value chain SMEs could similarly adopt RECP measures with tailored financing solutions.
- **Government and institutional support:** The engagement of key players, such as KNCP and financial institutions, ensured alignment with national sustainability goals and private sector financing priorities.

Next steps

Building on the success of the MDCU pilot, the partners are looking to expand and replicate this approach in other value chains and African economies.

- Scaling up RECP financing models to unlock commercial loans for additional SMEs across the agri-food and manufacturing sectors.
- Expanding assessments and implementation of RECP measures in the remaining 33 milk cooling plants and 160 SMEs in MDCU's value chain.
- Strengthening partnerships with financial institutions to de-risk green financing, making sustainability investments more accessible for SMEs.
- Supporting policy integration by working with government agencies to embed RECP best practices into national and regional sustainability strategies.
- Developing a regional knowledge-sharing platform to document and disseminate best practices, ensuring scalability and cross-sector replication.



Partners

- | | |
|---|--|
| <ul style="list-style-type: none"> • Absa Bank Kenya • African Circular Economy Alliance (ACEA) • African Guarantee Fund • African Ministerial Conference on the Environment (AMCEN) • Dalberg Global Development Advisors • E4Impact Foundation • East African Community (EAC) • Ecotourism Kenya • Fintech Frontiers Kenya • Global Tourism Plastics Initiative | <ul style="list-style-type: none"> • International Labour Organization (ILO) • Jacob's Ladder Africa • Kenya National Cleaner Production Centre (KNCP) • Kenya Tea Development Agency • Meru Dairy Cooperative Union • Switch Africa Green • United Nations Educational, Scientific and Cultural Organization (UNESCO) • United Nations Environment Programme Finance Initiative (UNEP FI) |
|---|--|

Asia-Pacific

Regional intergovernmental committees/bodies: Asia-Pacific Forum on Sustainable Development (APFSD), Association of Southeast Asian Nations (ASEAN), United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)

Strategic implementing partners: Asian Institute of Technology, Massive Earth Foundation

The Asia-Pacific region, home to dynamic economies and rich natural assets, faces pressing environmental challenges, including resource depletion, waste generation and climate change. Over the past 30 years, the global population grew by 44%, with South Asia and East Asia-Pacific seeing increases of 60% and 28%, respectively. While global GDP and the Human Development Index rose, carbon footprints surged by 54% globally, with East Asia-Pacific (138%) and South Asia (142%) contributing significantly. These trends highlight the need for innovative solutions that balance economic growth with social and environmental sustainability.

GO4SDGs partnered with governments, the private sector, academic institutions and regional bodies such as APFSD, UNESCAP and ASEAN to address these regional priorities. The initiative advanced green jobs, skills and entrepreneurship, promoted circularity in high-impact sectors such as textiles and food systems, and integrated sustainable lifestyles into education and policy frameworks. By fostering collaboration and capacity building, GO4SDGs supported systemic transformation towards a more sustainable Asia-Pacific.

Best practices

→ **Low Carbon Earth Accelerator:** Strengthening green entrepreneurship in Asia-Pacific

Overview

As part of the Green Jobs for Youth Pact, GO4SDGs focused on equipping young people with the necessary green skills to become active agents of change for sustainability and circularity. As part of this effort, the Low Carbon Earth Accelerator was co-developed with the Massive Earth Foundation and the EmPower: Women for Climate-Resilient Societies Programme.

The initiative supported climate tech startups working in climate action to provide essential training and access to financing, building capacity for green jobs and sustainable solutions across the region. The accelerator's "bootcamp" consisted of several stages:

- **Application and selection:** Startups are selected based on their innovative solutions and potential impact, ensuring active participation of women entrepreneurs.
- **Training and mentorship:** Participants receive a four-month training in business development, market access and sustainable practices, guided by industry experts.
- **Financing and networking:** The programme facilitates access to investors and grants, offering financial support and networking opportunities.
- **Showcase and scaling:** Startups present their achievements, seeking further investment and growth opportunities.

→ Low Carbon Earth Accelerator: Strengthening green entrepreneurship in Asia-Pacific

Approach

The Low Carbon Earth Accelerator's approach included:

- **Collaborative partnerships:** The accelerator leveraged a network of partners, including academic institutions, industry experts and government bodies, to provide comprehensive support to startups.
- **Tailored training programmes:** The accelerator offered customized training sessions covering sustainable business models, technological innovation, regulatory compliance and market entry strategies.
- **Access to capital:** Startups had opportunities to pitch to investors and access grants and seed funding, crucial for scaling their solutions.
- **Ecosystem building:** The programme fostered a collaborative ecosystem where startups, mentors and investors could connect and share insights, creating a supportive community for green entrepreneurship.

Next steps

Building on the success of the previous cohorts, the Low Carbon Earth Accelerator aims to:

- **Strengthen partnerships and expand reach:** Extend the programme to more countries within the Asia-Pacific region, particularly targeting underrepresented areas.
- **Sustainable financing:** Ensure access to diverse funding sources, including grants, equity investments and debt financing, to support startups at different growth stages.

Outcomes and impact

Media reach: The accelerator's media campaigns have reached over 10 million people, raising awareness about green entrepreneurship.

Participants: Since inception, the programme has engaged over 200 startups from 19 countries across Asia-Pacific, with more than 50% securing follow-on funding.

Startup-enabling organizations and investors:

- In 2023, GO4SDGs engaged 482 startup enablers and 91 prominent young founders to explore investment prospects. Several startups mobilized resources, including: Billion Carbon Solutions, which secured \$150,000 in non-dilutive funding; and Concept Loop, which obtained concessional debt financing from Karandaaz, Pakistan (sponsored by Bill & Melinda Gates and UKAID) and Accelerate Prosperity (part of the Agha Khan Development Network). Carbon Craft raised \$480,000 and received a \$30,000 commitment from NIDHI Seed Support Program via PIEDS, the incubation cell of BITS Pilani.
- In 2024, strategic partners joined to enhance support, including Google Cloud, offering \$25,000 in credits and additional benefits such as workspace solutions; Hubspot, providing \$17,000 in credits for various tools and platforms; and IEEMA, an industry association extending free one-year memberships to relevant startups.

LowCarbon.Earth Accelerator program launched in June 2023 in partnership with Massive Earth Foundation and UN Women.



➔ Advancing implementation of Green Jobs for Youth Pact in Asia-Pacific

The Green Jobs for Youth Pact collaborated with universities, research centres and UN agencies to advance green jobs and skills in the Asia-Pacific region. This included partnering with Thammasat University to launch the Circular Innovation Challenge, empowering 830 teams from Southeast Asia with circular innovation skills. Additionally, the 11th University Leadership Symposium in Bangkok facilitated knowledge sharing and dialogue among 80 diverse young students.

To strengthen strategies for green skills building and the circular economy, UNEP, ILO, UNICEF, UNITAR, UN Women and UNDP, in collaboration with Northwestern Polytech University Xi'an, China, organized a national-level multi-stakeholder dialogue. This dialogue brought together five UN agencies and 149 participants, including government officials, educators, university students and development institutions to discuss best practices and opportunities for green jobs, green skills and green entrepreneurship.

To address the green skills gap, the pact promoted and supported the development of green skills in higher education. A higher education peer-to-peer workshop in Bangkok, organized with UNESCO, the UN Resident Coordinator's Office (UNRCO) and industry leaders like LinkedIn, aimed to understand gaps, needs, opportunities and best practices for building green skills.

To promote sustainable lifestyles in education, GO4SDGs also integrated sustainability into higher education by fostering discussions on topics like zero waste and translating the Green Nudges Toolkit into Thai. Collaborations with Chulalongkorn University enhanced sustainable practices among students and faculty.



Green Jobs for the Future workshop in September 2023, Bangkok, Thailand

Partners

- Asian Institute of Technology
- Asia-Pacific Forum on Sustainable Development (APFSD)
- Association of Southeast Asian Nations (ASEAN)
- Chulalongkorn University (Thailand)
- Massive Earth Foundation (MEF)
- Northwestern Polytech University
- Sustainable University Network of Thailand
- United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP)
- United Nations Institute for Training and Research (UNITAR)
- UN Women

Europe and Central Asia

Intergovernmental bodies: Eurasian Development Bank, IFC, UNECE

Key implementing partners: Ecojer-Kazakhstan, ESG-Central Asia, German-Kazakh University (Deutsch-Kasachische Universität – DKU), Union of Banks of Kyrgyzstan

Europe and Central Asia are confronted with significant environmental challenges, including climate change, air pollution, water scarcity and soil degradation. GO4SDGs has driven solutions by promoting sustainable lifestyles, sustainable finance and sustainable tourism. These initiatives have fostered implementation of new policies and reforms, development of standards, increased knowledge and technical capacities, and strengthened collaboration among regional and national authorities.

On sustainable tourism, GO4SDGs supported capacity building for national and regional authorities, the private sector and local communities to address plastic pollution and food waste, leading to a unified eco-certification standard for hospitality providers aligned with global frameworks like the UNEP/UNWTO Global Tourism Plastics Initiative and the Glasgow Declaration on Climate Change in Tourism. These advancements not only establish essential benchmarks for sustainable practices, but also influence broader policy shifts. Pilot projects in Assureti, Georgia, and Jyrgalan, Kyrgyzstan, have demonstrated circular practices in tourism zones that create green jobs and reduce environmental impact.

Promoting sustainable lifestyles was a cornerstone of GO4SDGs' work in the region. The Sustainable Lifestyles Action Academy and the Sustainable Lifestyles University Network (SLUN) were developed, comprising over 33 universities. The network has empowered more than 2,500 youth and academia, integrating sustainable practices through green nudging in education, research and infrastructure on campus and beyond. Training on Green Nudges, Olympiads for students and initiatives like the Sustainable Lifestyles Festival further drove behavioural change, influencing decision-making.

To advance green finance, GO4SDGs partnered with UNEP FI and the Chartered Banking Institute to localize the Principles for Responsible Banking for Central Asia, enhancing the banking sector's capacity to finance sustainability initiatives. The launch of the PRB Academy in Central Asia has enabled local banks to integrate climate action into their operations.

Additionally, efforts in sustainable public procurement (SPP) have provided guidance, strengthened business capacity and developed an eco-labeling roadmap. Through multi-stakeholder collaboration, GO4SDGs continues to drive long-term sustainable development across the region.



Roundtable to kick off the development of the Principles for Responsible Banking Academy for Central Asia in partnership with UNEP-FI.



Sustainable Lifestyles Festival 2024 in Tashkent, Uzbekistan.

Best practices

→ Regional harmonized eco-certification standard for sustainable tourism

GO4SDGs supported Central Asia and Caucasus countries in developing a harmonized eco-certification standard for sustainable tourism, aligned with global frameworks such as the UNEP/UNWTO Global Tourism Plastics Initiative and the Glasgow Declaration on Climate Change in Tourism. Following assessments of tourism policies and consultations with relevant national authorities, countries committed to integrating the standard into their national systems.

To drive adoption, GO4SDGs trained over 500 hospitality institutions, with 12 key hotels – including Hyatt Regency, Hilton and Rixos – piloting the standard. The results will guide future certification across Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan. Additionally, tailored policy roadmaps improved plastic waste management, while pilot projects in Jyrgalan, Kyrgyzstan, and Assureti, Georgia, introduced waste collection and segregation infrastructure. These initiatives, emphasizing women's participation and youth employment, supported circular tourism practices and economic empowerment. GO4SDGs' efforts aligned with regional commitments, including Central Asian countries' membership in the UNEP/UNWTO initiatives and the 2024 UNGA Resolution proclaiming 2027 the International Year of Sustainable and Resilient Tourism.

Approach

The development of the regional harmonized eco-certification standard for sustainable tourism in Central Asia and the Caucasus was based on a comprehensive consultative approach and identified the need for:

- Conducting a detailed desk assessment of the existing legal and institutional frameworks in relation to the needs and gaps within the Central Asian tourism industry and international UN standards.
- Engaging national authorities through bilateral consultations to promote ownership and commitment to adopting the standard, ensuring its effective integration into national tourism policies.
- Increasing awareness among national authorities and private sector companies about the benefits and responsibilities associated with the UNEP/UNWTO Global Tourism Plastics Initiative and the Glasgow Declaration on Climate Change in Tourism.
- Amplifying the voice of women and youth in decision-making so that no one is left behind.
- Piloting the standard with major accommodation providers and guest houses in Kyrgyzstan and Georgia.



Opening of waste facility in Jyrgalan



Webinar on ADVANCING Sustainable Tourism in Central Asia

Best practices

→ Regional harmonized eco-certification standard for sustainable tourism

Outcomes and impact

- Developed the harmonized eco-certification standard for sustainable tourism, aligned with global frameworks such as the UNEP/UNWTO Global Tourism Plastics Initiative.
- Increased national commitments to adopting the eco-certification standard for sustainable tourism.
- Increased capacities, over 500 hospitality institutions received training programmes.
- Tested certification standards at 12 leading hotels, providing insights and fostering regional collaboration for sustainable tourism practices.
- Established waste collection and recycling points in pilot locations and an enabling framework for the plastic value chain from waste to home appliances production.
- Trained about 40 guest houses to enhance knowledge and skills in addressing plastic pollution and food waste.
- Amplified the voice of women and youth and green job opportunities that not only address environmental issues, but also foster economic empowerment and enhance community engagement in sustainable tourism initiatives.

Next steps

The harmonized eco-certification standard for sustainable tourism, developed for Central Asia, could be replicated in the Caucasus to enhance regional sustainability. Armenia, Azerbaijan and Georgia engaged with GO4SDGs and expressed interest in adopting a similar standard. Implementation can include:

- **On-ground implementation:** Collaborate with national standardization bodies to align national certification legal and institutional frameworks with the harmonized standard requirements across Central Asia.
- **International validation:** Pursue GSTC-recognized status to enhance the standard's credibility and open avenues for inclusion in global platforms like Booking.com, thereby increasing the certification's visibility to international travellers.
- **Institutionalization:** Develop a unified interregional certification program and establish a Certification body within national accreditation centres, facilitating consistent and reliable assessments of accommodation providers.
- **Policy development:** Advocate for the standard in government contract requirements and develop regulations to prevent greenwashing, thus ensuring a robust regulatory framework for sustainable tourism in the region.
- **Support for providers:** Offer methodological materials and training programmes focused on sustainable management practices, while also seeking partnership opportunities to help hotels implement sustainable tourism initiatives.

→ Advancing sustainable finance in Central Asia

GO4SDGs advanced knowledge and best practices for financing circularity, with special focus on SMEs. As part of this effort, UNEP FI, in partnership with GO4SDGs, the German Agency for International Cooperation (GIZ) and the Chartered Banker Institute, launched the Principles for Responsible Banking (PRB) Academy in Central Asia, to train the second-tier banks with expertise in sustainable finance, offering modules in local languages. The academy helps to align investments with the Sustainable Development Goals (SDGs) and regional priorities like climate resilience, biodiversity conservation and pollution control.

Approach and methodology

The PRB Academy for Central Asia was done in close partnership with UNEP FI, expanding their existing work, and bringing together relevant regional stakeholders and regional financial institutions to deliver specialized training in sustainable finance. Key aspects included:

- **Stakeholder needs assessment:** Engaging local stakeholders to develop training that addresses the specific needs of the Central Asian financial sector.
- **Localized training modules:** Customizing content focused on PRB integration and practical strategies for sustainable finance, tailored to regional needs.
- **Capacity-building workshops:**
 - Hosting a series of workshops and webinars for peer learning and knowledge exchange among banking professionals across Central Asia.
 - Collaborative partnerships: Working with local regulators, UNEP FI facilitated discussions on how banks can advance sustainable finance initiatives, promoting a broader shift in financial practices.

Outcomes and impact

- **Partnership with local institutions:** Successful collaborations with local banks, financial bodies and regulatory agencies ensured the training aligned with Central Asia's priorities, fostering strong buy-in from the region's banking sector.
- **Alignment with regional goals:** The PRB Academy's curriculum was developed to support Central Asia's sustainability targets, enabling financial institutions to contribute meaningfully to national and regional
- **Expert-led, accessible learning:** Modules led by sustainable finance experts provided participants with actionable knowledge in PRB and sustainable investment. The online format made training accessible to banking professionals across the region.
- **Enhanced financial sector capacities:** Some 250 banking sector professionals, including key decision-makers in Central Asia, have gained a foundational understanding of sustainable finance, equipping them to advocate for and implement responsible banking practices.
- **Sustainable investment strategies:** Banks are now better positioned to assess PRB risks and prioritize investments that align with SDGs, promoting responsible financing that considers environmental and social impacts.
- **Input to global sustainable finance:** With the support of the PRB Academy, Central Asian banks are becoming increasingly engaged in the global sustainable finance framework by joining the UNEP FI PRB and opening the doors for others to join.
- **Policy integration:** The PRB Academy has facilitated discussions with regulatory bodies, fostering a supportive policy environment for sustainable finance in Central Asia, with some countries beginning to incorporate responsible banking principles into their national strategies.

→ Advancing sustainable finance in Central Asia

Next steps

The PRB Academy's success in Central Asia provides a replicable model for other regions looking to integrate PRB and ESG principles into their financial sectors. Regions with emerging markets can adapt this model by partnering with local stakeholders and tailoring content to meet specific financial and environmental challenges. With growing interest from the Caucasus, efforts are underway to expand its reach. Promoting PRB membership among Central Asian banks remains crucial to foster accountability and responsible practices.

Partners

- 10YFP
- Booking.com
- Chartered Banking Institute
- Ecojer, Kazakhstan
- ESG-Central Asia
- German – Kazakh University (Deutsch-Kasachische Universität – DKU)
- Global Sustainable Tourism Council
- I-GO Initiative
- International Finance Corporation (IFC)
- UN Tourism
- UNECE
- UNEP FI
- UNEP Sub-Regional Office for Central Asia
- UNESCO
- Union of Banks of Kyrgyzstan



Photos of the launch of the principles for responsible banking academy in Central Asia, November 2024

Latin America and the Caribbean

Regional intergovernmental bodies: Environmental Training Network of the LAC Forum of Ministers, LAC Circular Economy Coalition, Regional Council of Government Representatives on Sustainable Consumption and Production, Regional Forum of Ministers of Environment

Key implementing partners: Alliance of Ibero-American University Network for Sustainability and the Environment (ARIUSA), Ellen Macarthur Foundation, Inter-American Development Bank (IDB), IDB's #SinDesperdicio Food Loss and Waste platform, Los Andes University, World Economic Forum, World Wide Fund for Nature (WWF), WRAP

Overview

Latin America and the Caribbean (LAC) is a diverse region of 33 countries and nearly 600 million people, rich in ecosystems, species and cultures. Yet, only 1% of the materials come from circular sources, far below the global average of 7.2%.

GO4SDGs has strengthened regional collaboration, working with bodies like the LAC Forum of Ministers, LAC Circular Economy Coalition, Regional Council of Government Representatives on Sustainable Consumption and Production and UNEP FI's regional network. Its efforts focus on policy pathways and financing mechanisms for circularity, advancing the Green Jobs for Youth Pact and promoting sustainable lifestyles. The initiative has placed particular emphasis on high-impact sectors such as food and plastics to drive change.

➔ Building financial foundations for circularity

In Latin America and the Caribbean, UNEP FI, IDB, CTCN and GO4SDGs advanced circular economy financing by translating science-based insights into actionable solutions. The initiative strengthened the capacities of financial institutions to invest in circularity and promote responsible banking, with a strong focus on MSMEs. Support targeted Chile, Costa Rica, the Dominican Republic and Uruguay, building on earlier regional efforts through GO4SDGs and the LAC Circular Economy Coalition.

Approach

The work in LAC began with the 2022 report Unlocking Circular Economy Finance in Latin America and the Caribbean, developed by GO4SDGs, UNEP FI, IDB and other key partners. Following the recommendations, a project proposal was developed and mobilized \$250,000 from CTCN.

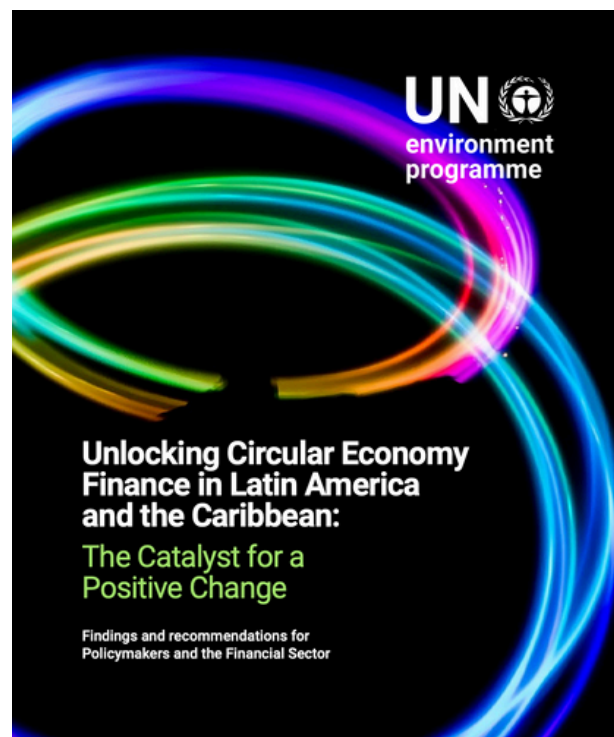
The project strengthened the capacity of public and private financial institutions in Costa Rica, the Dominican Republic, Chile and Uruguay. It also provided knowledge to identify the opportunities that the circular economy offers for their business and investment strategies. It focused on addressing climate change, diversifying portfolios and increasing investments in circularity projects. The project was implemented with the BASE Foundation, UNEP FI and CTCN. It included:

- Conducting comprehensive circularity diagnostics in Chile, Costa Rica and Uruguay to map key stakeholders, initiatives and policy commitments.
- Developing harmonized categorization systems in four countries to align with national sustainable finance taxonomies.
- Engaging stakeholders through inclusive review processes to ensure technical and contextual relevance.
- Delivering capacity-building programmes that equipped financial institutions with practical tools and knowledge to identify, assess and finance circular economy projects.

➔ Building financial foundations for circularity

Key achievements include

- **Strategic knowledge generation:** Published the flagship report *Unlocking Circular Economy Finance in Latin America and the Caribbean*, which laid the groundwork for evidence-based action, aligning stakeholders around financing pathways for circularity.
- **Tailored tools:** Provided guidance to financial institutions on circular economy investments while ensuring alignment with national sustainable finance taxonomies and local priorities.
- **Capacity development:** Trained 44 financial professionals in Costa Rica through eight hybrid sessions, with participants from public and private banks and credit cooperatives.
- **Strengthening public-private collaboration:** Strengthened connections between public and private stakeholders and built interdepartmental collaboration within financial institutions that are crucial for circular economy transitions.
- **Policy alignment and ambition raising:** Improved understanding and adoption of responsible banking practices aligned with circular economy goals.



Next steps

Progress in Chile, Costa Rica, the Dominican Republic and Uruguay offers a scalable framework for advancing circular economy finance across LAC. Building on this momentum, the initiative will aim to enter a new phase focused on broader regional replication, institutional integration and policy alignment. In 2025, capacity-building programmes will continue in Chile and Uruguay, engaging financial institutions, public entities and sustainability actors through targeted training and technical support. Beyond these countries, a regional replication agenda will be pursued in collaboration with UNEP FI, IDB, CTCN and the LAC Circular Economy Coalition, leveraging their combined expertise, convening power, networks and technical capacity. Key priorities include:

- **Expanded capacity building:** Scale up training programmes with tailored technical assistance and learning modules.
- **Regional scaling:** Engage additional countries and embed circular economy finance into national and regional policy agendas.
- **Deployment of tested tools and approaches:** Deploy diagnostics, harmonized categorization systems and training models in new contexts.
- **Institutional mainstreaming:** Embed circular economy into financial strategies and risk models through expanded training and technical support.
- **Policy and finance alignment:** Support the development of circular economy finance instruments and align public and private investment strategies with circularity objectives.
- **Peer-to-peer learning:** Facilitate cross-country knowledge exchange through regional and global platforms convened by the LAC Circular Economy Coalition, UNEP FI, IDB and CTCN.

➔ Promoting sustainable lifestyles through higher education and youth innovation

Overview

GO4SDGs advanced sustainable consumption and lifestyle transformation in Latin America and the Caribbean by empowering youth, higher education institutions and policymakers to adopt and scale sustainable practices. Through strong regional partnerships – particularly with the Alliance of Ibero-American University Network for Sustainability and the Environment (ARIUSA), universities and the private sector – GO4SDGs fostered behavioural change, innovation and curriculum development that promote more responsible consumption patterns.

Approach

GO4SDGs applied a multifaceted approach combining behavioral insights, education, entrepreneurship and high-level engagement to catalyse sustainable lifestyle transitions:

- **University networks engagement:** Partnered with ARIUSA to engage 442 universities in identifying and replicating “green nudges” – simple behavioural interventions promoting sustainable habits. Webinars in 2021 and 2024 helped identify 30 best practices, which were integrated into university sustainability plans and, in some cases, linked to public policies (e.g. food waste reduction guidelines in Costa Rican higher education).
- **Innovation competitions:** Launched in collaboration with Universidad de los Andes and the European Union, these competitions (2021–2022) invited youth to submit proposals for sustainable business models. Selected teams received professional mentoring and participated in virtual bootcamps to strengthen their entrepreneurial and design skills.
- **Curriculum integration:** Materials and resources developed by GO4SDGs helped establish a master’s programme on sustainable lifestyles in Colombia, embedding sustainability principles into higher education curricula.
- **Public engagement and dialogue:** Co-organized the 2021 Sustainable Consumption Week in partnership with Colombia and Paraguay. The event gathered 1,365 participants from 48 countries and featured 32 speakers, showcasing good practices and engaging stakeholders from government, academia, business and youth.

Outcomes

GO4SDGs’ efforts delivered tangible results in promoting sustainable lifestyles and education:

- **Expanded reach and implementation of green nudges:** 264 universities actively engaged by 2024, with 30 green nudges implemented and integrated into institutional sustainability plans, some influencing national policy.
- **Youth-led innovation:** 246 youth teams supported in designing sustainable business models through regional competitions, with skills developed in business innovation, sustainability and product design.
- **Curricula integration:** Launch of a master’s programme on sustainable lifestyles in Colombia, contributing to long-term capacity building in the region.
- **High-level engagement:** Sustainable Consumption Week elevated political commitment to sustainable lifestyles and consumption, fostering regional dialogue and sharing of best practices.

→ Promoting sustainable lifestyles through higher education and youth innovation

Next steps

Building on these foundations, there are strong opportunities to replicate and scale up lifestyle-focused sustainability interventions:

- Institutionalizing partnerships with ministries (Environment Network LAC) and academia (Regional University Network ARIUSA) to embed sustainable lifestyles into public environmental education strategies and national policy frameworks.
- Expanding green nudges across more universities through the regional university network ARIUSA and Nature Positive Universities, including new implementation guidance tailored to specific sectors.
- Rolling out further the master's curriculum at the regional level through an MoU among universities.

→ Transforming food systems through a community of practice on food waste

Overview

GO4SDGs has played a catalytic role in transforming food systems in Latin America and the Caribbean by advancing regional priorities around food loss and waste. In partnership with regional actors, GO4SDGs helped build a robust regional Community of Practice on Food Waste that supports national action, enhances technical capacity and informs evidence-based policymaking. This work contributes to the broader goal of halving food waste while promoting more sustainable, efficient and inclusive food systems in the region.

Approach

GO4SDGs collaborated with global partners, including WRAP and the One Planet Network's Sustainable Food Systems Programme (10YFP), as well as key regional actors such as the IDB, FAO and WWF. Activities were coordinated through the Regional Working Group on Food Waste, which GO4SDGs helped mobilize and strengthen. Key components of the approach included:

- **Peer-to-peer knowledge exchange** sessions on National Food Waste Measurement Plans, supporting 16 LAC countries in building foundational capacities.
- A second round of **capacity-building workshops** in 2023, engaging over 100 participants from nine countries and supporting strategy development and funding mobilization.
- **Technical assistance to countries** such as Uruguay and Brazil, directly influencing national strategies and resource prioritization.
- **Integration with regional platforms** such as IDB's SinDesperdicios and UN coordination mechanisms (e.g. the UN Food Systems Working Group for LAC).



With the support of GO4SDGs, 18 countries from the region signed the Bogotá 2024 Declaration: For a circular, biodiverse, just, and inclusive economy in Latin America and the Caribbean

→ Transforming food systems through a community of practice on food waste

Outcomes and Impact

The project has significantly enhanced regional capacity and coordination to reduce food waste, with tangible outcomes including:

- **Supported the development of National Food Waste Measurement Plans in 16 LAC countries:** Laid the groundwork for full National Food Waste Reduction Strategies.
- **Fostered a community of practice:** This involved 31 national and regional institutions, enabling cross-country learning, stronger strategies and better access to funding.
- **Developed capacity:** Supported 100 representatives from nine countries who participated in 2023 workshops; 81% reported improved capacity to develop and implement national food waste strategies.
- **Mobilized EU funding:** The funding was for Brazil's national food waste baseline study.
- **Mobilized regional expertise:** This was for the MACS-G20 Food Loss and Waste Initiative under Brazil's G20 presidency.

Next steps

The established community of practice and technical platforms offers a solid foundation for continued regional action and broader replication. The next steps planned include:

- A tentative donor commitment to continue supporting the Regional Working Groups from October 2025 to October 2026, with ongoing technical assistance focused on translating strategies into implementation plans and establishing FLW monitoring systems.
- Leveraging momentum from the MACS-G20 Initiative and the 2024 Food Waste Index Report to sustain coordinated regional efforts, with continued engagement through the UN Food Systems Working Group for LAC.



Partners

- Alliance of Ibero-American University Network for Sustainability and the Environment (ARIUSA)
- BASE Foundation
- Climate Technology Centre & Network (CTCN)
- Ellen MacArthur Foundation
- Food and Agriculture Organization of the United Nations (FAO)
- IDB's #SinDesperdicio Food Loss and Waste platform
- Inter-American Development Bank (IDB)
- International Labour Organization (ILO)
- Los Andes University
- The Children and Youth Major Group to UNEP (CYMG UNEP)
- United Nations Children's Agency (UNICEF)
- United Nations Development Programme (UNEP) – One Planet Network, UNEP FI, One Plastics team, One Food team
- United Nations Economic Commission for Latin America and the Caribbean (ECLAC)
- United Nations Industrial Development Organization (UNIDO)
- World Economic Forum
- World Wide Fund for Nature (WWF)
- WRAP

West Asia

Regional intergovernmental bodies: CAMRE, League of Arab States, UNESCWA

Implementing partners: Alshaaya Group, Arab Gulf University, Fashion Trust Arabia, Haya Magazine & Mediaquest, Hariri Foundation, Hilton Hotels, Lebanese American University, Winnow AI Technologies.

Countries: Bahrain, Jordan, Kuwait, Lebanon, Oman, Palestine, Qatar, Saudi Arabia, United Arab Emirates

GO4SDGs strengthened UNEP's engagement in West Asia on sustainable consumption and production (SCP) and circularity in high-impact sectors like food and fashion. By mobilizing governments and stakeholders, it advanced policy action and scientific collaboration, addressing key data gaps through a partnership with the International Resource Panel to analyse regional resource trends and inform policy consultations.

Food waste emerged as a priority, prompting GO4SDGs to form a regional working group with eight countries. In collaboration with partners, including UNESCWA and FAO, the initiative supported capacity building on SDG12.3 and helped countries develop baselines. A 2022 study in Doha provided high-confidence data on household food waste during Ramadan and non-Ramadan periods, contributing to UNEP's Food Waste Index Report 2024 and regional policy actions.

To further promote SCP, GO4SDGs and UNEP's Regional Office for West Asia (ROWA) launched the Recipe of Change campaign in 2021, engaging top chefs and key stakeholders, and raising the profile of food waste reduction at COP28 and MENA Climate Week. In addition, the West Asia Sustainable Fashion Academy (WASFA), launched the same year, continues to drive circular practices and drive behavioural change in the fashion industry.



Recipe of Change campaign

Overview

UNEP's State of Food Waste in West Asia report highlights high levels of waste during Ramadan – 30-50% in Saudi Arabia, 25% in Qatar and 40% in the UAE. In response, GO4SDGs and UNEP ROWA launched the Recipe of Change campaign in 2021 to help halve food waste by 2030 (SDG12). The campaign promotes responsible consumption through public education and partnerships, with a focus on reducing food waste and supporting sustainability in the hospitality sector.

Approach

The Sustainable Ramadan campaign, a collaboration between UNEP, Hilton Hotels and AI Winnow Technology, tackled food waste during the holy month. UNEP provided technical expertise, developed educational materials and facilitated coordination, ensuring sustainable practices were effectively implemented. Hilton Hotels integrated the campaign across multiple locations, training staff and engaging guests in waste reduction strategies, such as portion control, surplus food donation, and using local and seasonal ingredients. AI Winnow's machine learning technology provided real-time food waste data, enabling informed decision-making and further waste reduction.

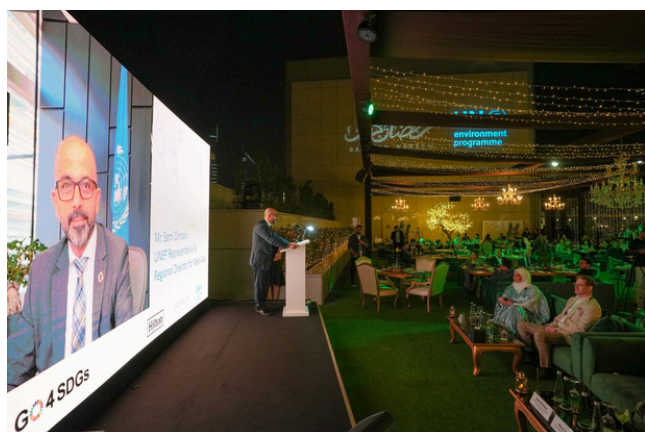
A strong media and advocacy strategy boosted stakeholder engagement, with the Recipe of Change campaign leveraging social media, workshops and community to reach millions. UNEP advocate Chef Leyla Fathallah played a key role in amplifying the campaign's message, driving public awareness and commitment to food waste reduction.

→ Recipe of Change

Outcomes

In 2023, Hilton Hotels, participating in the campaign, reported a 40% reduction in food waste compared to previous years. AI Winnow's technology was instrumental in identifying key waste areas and helping hotels adjust practices accordingly. The campaign's success led to its expansion in 2024, involving 32 hotels throughout the UAE, aiming for further waste reduction and promoting sustainable practices.

- **Participating hotels:** 35 hotels, reached 6,000 customers
- **Media visibility:** 4,000+ impressions on Twitter and Instagram
- **Campaign coverage:** Featured on 50+ new platforms, including launch event at Conrad Dubai



Launch of the Sustainable Ramadan campaign 2023 in West Asia.



Sustainable Ramadan campaign in 2024.

Building on the success of the Sustainable Ramadan campaign, the next phase will expand to more regions and hotels, led by One Planet Network on Sustainable Food Systems Programme, and will include:

- **Expanding partnerships:** Engaging more hotel chains, UN agencies and organizations working in food waste and other hospitality industry organizations.
- **Supporting member states:** Assisting more countries in developing and implementing food waste and loss reduction strategies, contributing to global efforts to combat food waste.
- **Continuing public education:** Sustaining and expanding public education efforts through media campaigns, workshops and community engagements to foster a culture of responsible consumption.
- **Linking to green jobs and sustainable lifestyles:** Strengthening the linkage between food waste reduction efforts and the creation of green jobs, particularly in the hospitality and tourism sectors, including training programmes for youth and professionals on sustainable practices, and promoting sustainable lifestyles through educational initiatives.
- **Localizing engagement:** Tailoring educational materials and practices to resonate with local customs and traditions.
- **Supporting networks:** Establishing partnerships with local hospitality businesses, technology firms and government bodies.
- **Encouraging sustainable practices:** Promoting the adoption of sustainable practices across the hospitality industry globally, with an emphasis on food waste reduction.

→ West Asia Sustainable Fashion Academy (WASFA)

Overview

The UNEP West Asia Sustainable Fashion Academy (WASFA), established in 2021, serves as a platform to share expertise, foster a sustainable fashion network, promote best practices, inspire behavioural change and mainstream circularity within the fashion industry. WASFA addresses key challenges in the fashion and textile sector by offering targeted training, workshops, and collaborative initiatives to support sustainable transformation.

Approach

WASFA's activities focus on building capacity and raising awareness of sustainability in fashion and textiles.

- **Capacity building and awareness:** WASFA organizes training workshops focusing on sustainability in the textile value chain, eco-innovation and best practices. One specialized workshop introduced the extraction and use of natural colorants, promoting eco-friendly alternatives to synthetic dyes.
- **Consumer engagement:** During Black Friday week, WASFA conducted workshops in universities across Bahrain, Oman and Lebanon to highlight the environmental and social consequences of fast fashion. These sessions encouraged responsible consumption and sustainable purchasing behaviours.
- **Sustainable fashion accelerator:** WASFA launched this programme to help emerging and established designers integrate sustainability and circularity into their brands. The initiative provides technical, commercial and creative support to address sustainability challenges in fashion.
- **Strategic communication and industry collaboration:** In its pilot phase, WASFA partnered with Haya Magazine, a leading fashion and lifestyle publication in the Gulf Cooperation Council (GCC), to implement UNEP's Sustainable Fashion Communication Playbook. This collaboration led to the release of the magazine's Mindful Living issue at COP28, shaping industry narratives and fostering partnerships with fashion brands.



→ West Asia Sustainable Fashion Academy (WASFA)

Outcomes and Impact

- Fostered regional collaboration by connecting fashion designers, brands and industry stakeholders with sustainability-focused networks.
- Increased regional awareness of the sustainability and circularity agenda in the fashion industry through university workshops across Bahrain, Oman and Lebanon.
- Strengthened sustainability messaging in the fashion sector through a media partnership, leading to the launch of Haya Magazine's sustainability-focused Mindful Living issue at COP28.
- Offered training on circularity in textiles, such as natural dye extraction, and promoting sustainable alternatives in textile production.
- Launched the Sustainable Fashion Accelerator, equipping designers with tools and resources to embed circularity in their work.

Key success factors

Strategic partnerships: Collaborations with media, academia and industry stakeholders played a crucial role in amplifying awareness and advancing sustainable fashion.

Consumer awareness campaigns: Events like Black Friday helped engage young consumers and shift mindsets towards responsible fashion consumption.

Targeted training and capacity building: Specialized training on eco-innovation and circularity tackled key sustainability challenges in the sector.

Industry alignment with SDGs: The Sustainable Fashion Accelerator and communication efforts aligned the region's fashion industry with UNEP's sustainability objectives for lasting impact.

Next steps

- Scale up training sessions across more countries in the region to further educate designers, consumers and industry professionals on sustainability in fashion.
- Strengthen industry partnerships with fashion brands, media outlets and academic institutions to mainstream sustainable practices.
- Develop an online training hub to expand the reach of WASFA's educational programmes and resources.
- Expand the accelerator's scope to support a greater number of designers in adopting circular business models.
- Engage policymakers to integrate sustainability principles into national strategies for the fashion and textile sector.



Partners

- Alshaaya Group
- Arab Gulf University
- Fashion Trust Arabia
- Goumbook
- Gulf Food
- Hariri Foundation
- Haya Magazine & Mediaquest
- Hilton Hotels
- Lebanese American University
- Saudi Food Show
- Université Saint Joseph
- Winnow AI Technologies

Conclusions

Over the past four and a half years, the Global Opportunities for Sustainable Development Goals (GO4SDGs) initiative has emerged as a dynamic platform for accelerating the implementation of the 2030 Agenda, with a strong focus on Sustainable Consumption and Production (SDG12) and Decent Work and Economic Growth (SDG8). Launched by UNEP and BMUV, GO4SDGs bridged global frameworks with regional priorities by fostering partnerships, scaling proven solutions and empowering key stakeholders, including governments, SMEs and youth. Its six flagship initiatives have driven action in high-impact sectors such as food, fashion, tourism and finance, while embedding sustainability in education, entrepreneurship and policy.

GO4SDGs engaged over 20,000 stakeholders across 60+ countries, supported national strategies in over 25 countries, mobilized circular economy financing, and trained thousands of youth and entrepreneurs in green skills. It established regional hubs, launched global campaigns like Recipe of Change and My Sustainable Lifestyles Challenge, and co-created the Green Jobs for Youth Pact, now a legacy initiative of Stockholm+50.

Lessons learned

GO4SDGs demonstrated that systemic change is possible when global ambition aligns with national and regional, supported by strategic partnerships, cross-sector collaboration and inclusive engagement.

UN-to-UN partnerships are key to scaling impact, avoiding duplication and maximizing impact. For example, collaboration with ILO, UNEP and UNICEF under the Green Jobs for Youth Pact advanced green skills development and youth empowerment globally. Work with UNIDO, CTCN and ECLAC through the LAC Circular Economy Coalition strengthened regional capacity for circular economy transitions. Similarly, partnering with the UN System Staff College enabled the global rollout of the My Sustainable Living Challenge, driving behavioural change worldwide.

Sector-specific partnerships boosted impact and scalability by providing replicable, proven models. For example, the Recipe of Change campaign, in partnership with Hilton Hotels and Winnow AI technology, showcased practical ways to integrate sustainability into operations, offering a blueprint for other hospitality and technology companies to innovate and adopt sustainable practices.

Tailoring initiatives to regional and national contexts proved critical to success. In East Africa, aligning sustainable tourism standards with the East African Community's vision secured stakeholder support and policy coherence. In West Asia, campaigns like Recipe of Change and Sustainable Ramadan advanced regional engagement.

Capacity building through accelerator bootcamps was central to practical skill development. Initiatives, like the Low Carbon Earth Accelerator and Green Jobs for Youth Pact, equipped youth and SMEs with tools to

scale solutions, while behavioural change programmes, such as Green Nudges campaigns, embedded sustainability into education systems, fostering long-term impact on and beyond campuses.

Knowledge sharing and documentation of best practices and insights amplified the replicability of interventions. Region-specific reports, such as the LAC Circularity Gap Report, and tools like the SCP Hotspot Analysis Tool, provided actionable guidance for policymakers and stakeholders, strengthening the evidence base for scaling sustainable consumption and production globally.

Local ownership and engagement were key to programme sustainability and impact. Initiatives like the Kenya Green Skills Development Alliance and sustainable fashion programmes in West Asia highlighted the importance of involving local governments, academic institutions and communities in design and implementation. This inclusive approach fostered accountability, enhanced relevance and ensured that interventions were tailored to address specific regional challenges.

Cross-sectoral collaboration proved essential for achieving systemic change. The integration of sustainable practices into multiple high-impact sectors, such as food, textiles and tourism, highlighted the interconnectedness of sustainability challenges and the need for cohesive, multi-stakeholder solutions. Collaborative platforms like the LAC Circular Economy Coalition demonstrated the value of uniting diverse actors under a shared vision to drive impactful outcomes.

→ GO4SDGs key success factors

BUILDING PARTNERSHIPS

Aligning regional priorities with global initiatives, bridging capacity-building efforts and scaling up action through collaborations such as the OPN Programme on Sustainable Food Systems and WRAP, the OPN Programme on Sustainable Tourism and strategic cooperation with UNEP FI.

FACILITATING KNOWLEDGE EXCHANGE

Supporting peer-to-peer learning through regional groups, including initiatives on food waste reduction (SDG12.3), sustainable tourism (SDG8.3), SME Innovation Labs and the I-GO tool (SDG9 and SDG12), and the Sustainable Lifestyles Academy in Central Asia and Caucasus (SDG12.8).

SCALING UP IMPLEMENTATION TOOLS

Expanding key resources to regions through partners like 10YFP, GGKP, UNEP and UNEP FI, including the Index on Food Waste, I-GO tool, SCP-HAT, Little Book of Green Nudges, Recipe of Change and online sustainable lifestyles module.

ESTABLISHING COMMUNITIES OF PRACTICE

Strengthening regional working groups on Food Waste Reduction, the Sustainable Fashion Academy in West Asia, I-GO Regional Working Groups, Sustainable Tourism Groups in Central Asia and Eastern Africa, and the Sustainable Lifestyles Universities Network in Central Asia.

BRINGING KNOWLEDGE INTO ACTION

Leveraging insights from the International Resource Panel (IRP) and Lifecycle Analysis Network to build SCP Hot Spot Analysis (SCP-HAT) capacity and establish Regional Science Partners in Africa, Asia-Pacific and Latin America.

CREATING THE BUSINESS CASE FOR SCP

Advancing SME financing in two Kenya value chains and scaling food waste reduction efforts adopted by Hilton Hotels and other hospitality partners.

ADVANCING CIRCULARITY

Partnering with the African Circular Economy Alliance, LAC CE Coalition and UNEP FI to develop and support financial mechanisms for circularity in high-impact sectors.

STEERING A ONE UN APPROACH

Advancing SDG implementation through the Green Jobs for Youth Pact, a just and inclusive initiative led by ILO, UNICEF and UNEP, in partnership with other UN agencies.

REGIONAL PRESENCE AND AMPLIFYING EFFECT

Enhancing connectivity, responding to regional needs and scaling up partnerships with support from GO4SDGs's dedicated staff in five regional offices (Africa, Asia Pacific, Latin America and the Caribbean, Europe and Central Asia, and West Asia).

→ Sustainability strategy and legacy

To ensure continuity, GO4SDGs began integrating its efforts into the 10YFP framework in 2024. This transition secures long-term impact across key initiatives:

- **Green Jobs for Youth Pact:** The pact transitioned to the 10YFP framework, in close partnership and joint leadership with ILO and UNICEF, ensuring continuous advocacy and implementation in youth employment and skills development.
- **Sustainable tourism initiatives:** GO4SDGs work, especially the Regional Standards on Tourism in Africa and Central Asia, is integrated into the 10YFP results framework and will continue with the Sustainable Tourism Programme and close partnerships with UN Tourism. The work of regional standards was acknowledged and included in the Industry and Economy Division (IED) work plan (2023-2024).
- **Recipe of Change and Food Waste Reduction:** This initiative has been highlighted as part of the UNEP IED work plan. It has been integrated into the 10YFP as a cross-initiative with the Sustainable Food Systems Programme and Sustainable Tourism. A toolkit was developed to scale efforts in food waste reduction and innovative practices in the hotel, restaurant and catering sectors across regions.
- **Sustainable Fashion Academy (WASFA):** The West Asia flagship will continue under UNEP's Textile Unit, focusing on capacity building and sustainable fashion initiatives. It will also contribute to the UNEA6.8 Resolution on Sustainable Lifestyles.
- **Sustainable Lifestyles Academy:** The academy has been integrated into the 10YFP's new Area of Excellence on Lifestyles and Skills. The work on behavioural change and policy frameworks for sustainable lifestyles in high-impact sectors will continue, keeping the cooperation with regional university networks – ARIUSA and SLUN – and with relevant partners such as the Hot or Cool Institute, IRP and UNSSC.
- **Financing circularity initiatives:** These initiatives will be led by UNEP FI, in collaboration with the African Circular Economy Alliance and the LAC Circular Economy Coalition. They will focus on advancing financial mechanisms for the circular economy, including support for SMES, with an emphasis on high-impact sectors.

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