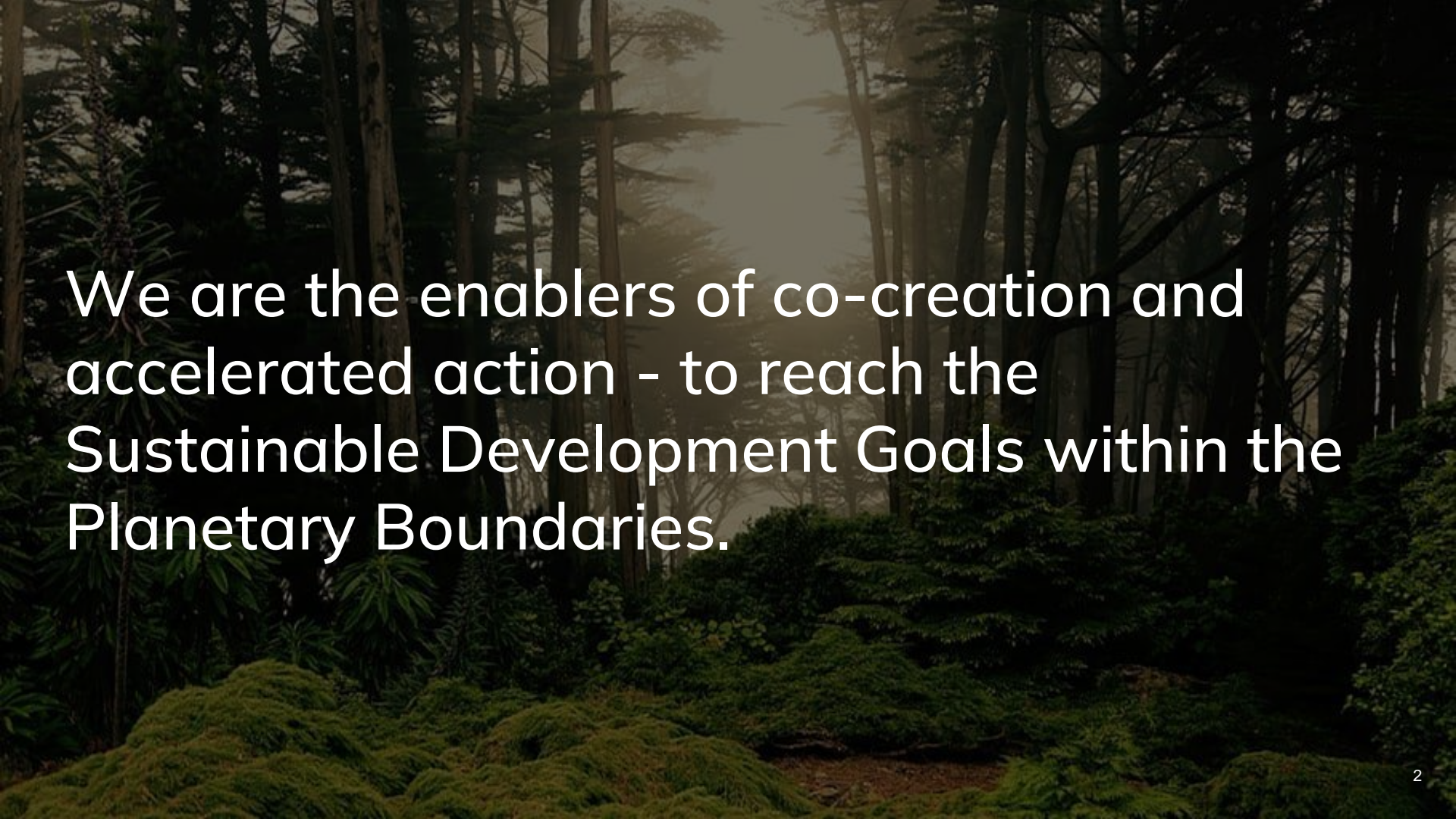


2022 INITIATIVE

Let's join forces on June 1st to make **Stockholm+50** the Game Changer it needs to be!





We are the enablers of co-creation and accelerated action - to reach the Sustainable Development Goals within the Planetary Boundaries.



After 50 years of global environmental work 1972 – 2022...



- ...and four years of children and youths in school strikes every Friday around the world to get action from governments, there is VERY LITTLE action.
- There is no business on a dead planet, so business leaders need to think long-term.
- How can leaders from business support children and youth to get action from governments?
- We have the solutions, so we just need to get into action.

Let's join forces 1st of June to make Stockholm+50 the Game Changer it needs to be!

Join us by leading the way in setting personal Moonshot pledges and committing to BOLD ACTIONS to be followed up in 3 – 6 months' time, and to drive delegates and leaders to go from words to action at Stockholm+50.



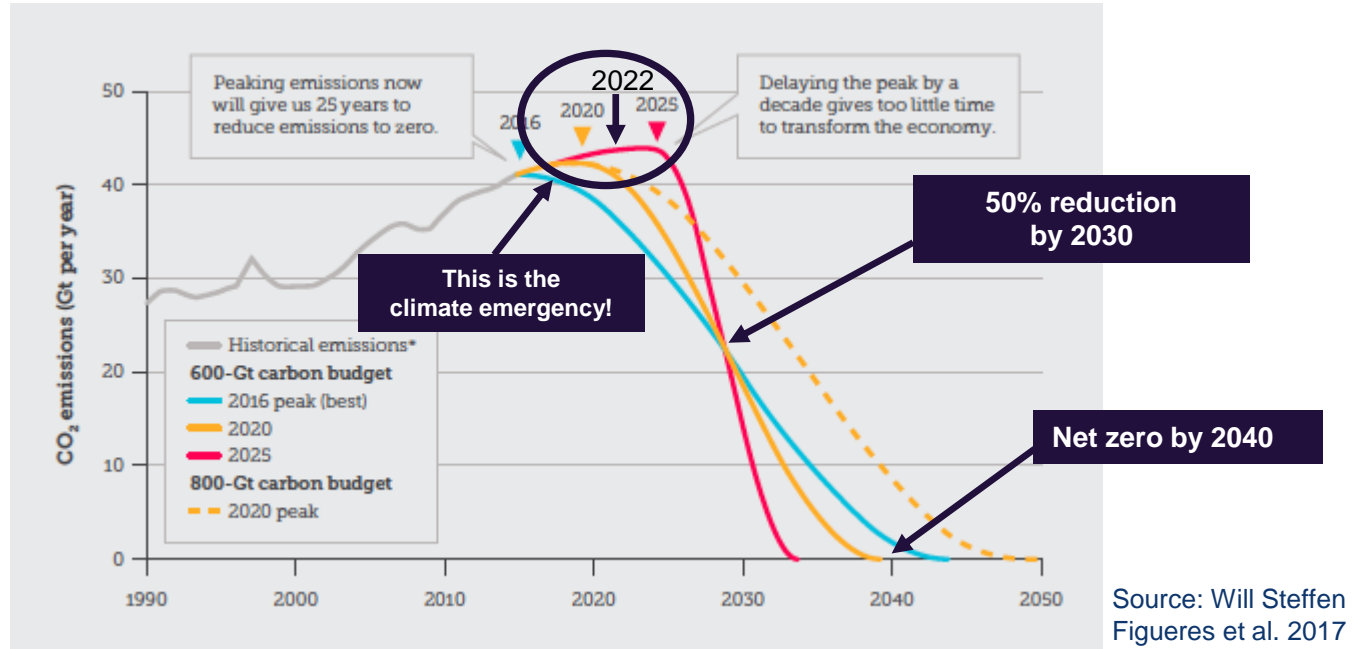
2022 Initiative Launch video 2015



[Click here to watch the video on YouTube](#)

Why is 2022 so important?

Emission Reduction Pathways for Meeting the Upper Paris Target ('well below 2°C')



A large, ancient tree with a thick, gnarled trunk and sprawling branches dominates the center of the image. The tree is surrounded by a dense forest of smaller trees and lush green foliage. The lighting is soft and dappled, creating a sense of depth and mystery. The overall atmosphere is serene and majestic.

A once in a lifetime opportunity that
we can't miss!

SUSTAINABLE
DEVELOPMENT
GOALS



SUSTAINABLE
DEVELOPMENT
GOALS



2030 Agenda &
Paris Agreement

Halfway to 2030 &
Stockholm+50, UNEP@50
& Rio +30

Yearly milestones and Actionable Targets

Sustainable
World

We aim to strengthen the impact of Stockholm+50 and make it a game-changer



Key dates in 2022



JUNE 1st

Kick-off event to get UN Delegates
& other stakeholders to **go from
words to action**



JUNE 5th

Focus on children and youth, &
celebration of the outcome, **World
Environment Day and the real 50
year anniversary**

What's in store

- Earth4All report, with keynote speakers, such as Kate Raworth, on how to reach the SDGs within the planetary boundaries.
- Climate dialogue led by youth, incl. Fridays For Future Most Affected People and Areas (FFF MAPA) and Greta Thunberg – focus: commitments for urgent action now.
- Announce a 'Sustainability Awards' in partnership with well-established PEA awards from the UK.
- A hackathon, possibly including UN Delegates and stakeholders from around the world.
- Music, concert and art for sustainable development – to Save The World, For a Better Day
- June 5: Focus on children and youth & celebration of the outcome, World Environment Day & the real 50-year Anniversary



Partner opportunities*

Be part of the solution!

** Partnership requires dedicated sustainability work*

Support MAPA participation:

- **1 MAPA youth representative: € 2000 or 10: € 20 000**
- **Internet access for 10 MAPA, one year: € 4000**
- **In-kind contribution** from badges to hotel, warm clothing etc



Only One Earth – Save the world production partner:

- **Music and video partner: Contact us!****
- **In-kind contribution** – song and video

Event partner/supporters:

- **Sponsor of World Record in Clothes Swoping: Contact us!****
- **FFF MAPA Climate Dialogue Partner**
- **Hackathon/Sustainathon Partner: Contact us!****
- **Event partner: € 2022 – € 10 000**** with different levels of involvement, branding & marketing opportunities
- **Supporters** of 2022 Initiative 2022: € 2022
- **Personal and SME supporters: € 2 - € 2022**

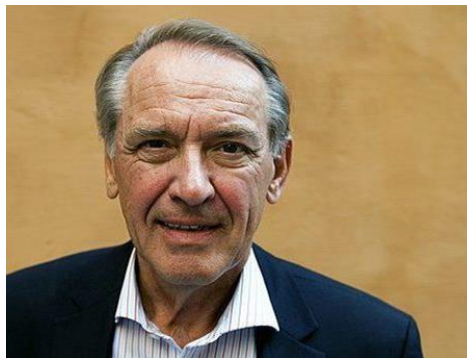
*** Rate to be agreed. Please, contact us at +46 76 555 74 50 or info@2022initiative.org.*

Our Partners



FOTOGRAFERNA ANJA CALLIUS & BJÖRN BABBA CALLIUS





Join us!

Contact us at:

info@2022initiative.org

or

+46 76 555 74 50



THE GLOBAL GOALS

