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 1\textsuperscript{st} 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.

Click here to watch the video on YouTube
Why is 2022 so important?

Emission Reduction Pathways for Meeting the Upper Paris Target
(‘well below 2ºC’)

Source: Will Steffen
Figueres et al. 2017

This is the climate emergency!

50% reduction by 2030

Net zero by 2040

Source: Will Steffen
Figueres et al. 2017
A once in a lifetime opportunity that we can’t miss!
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 Swopping: 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.
Join us!

Contact us at:

info@2022initiative.org

or

+46 76 555 74 50