



ميسك
Misk Foundation

#ItStartsWithUs

S T R A T E G Y

JULY 2019

By 2030

We have the rare opportunity to turn the tide on global poverty, hunger, inequality, and climate change.

THE NEXT 10 YEARS ARE OUR 'CRITICAL WINDOW'

The UN Agenda 2030 and its 17 Sustainability Goals (SDGs) offer an unprecedented action plan for change.



YET, 4 YEARS SINCE LAUNCH...
THE SDGS ARE SLIPPING OUT OF REACH

**“We must inject a
sense of urgency”**

U.N. Chief António Guterres on achieving SDG goals

IT'S COMPLICATED

17 sustainable development goals
with a staggering 169 targets

"THEY LOOK MORE LIKE AN ENCYCLOPEDIA OF DEVELOPMENT THAN A USEFUL TOOL FOR ACTION," - PETER PIOT,

"There are too many to communicate effectively. There's a real danger they will end up sitting on a bookshelf, gathering dust." - Fmr. British Prime Minister David Cameron

"This list of 17 goals and 169 targets is longer than the US Constitution" - Pacific Standard

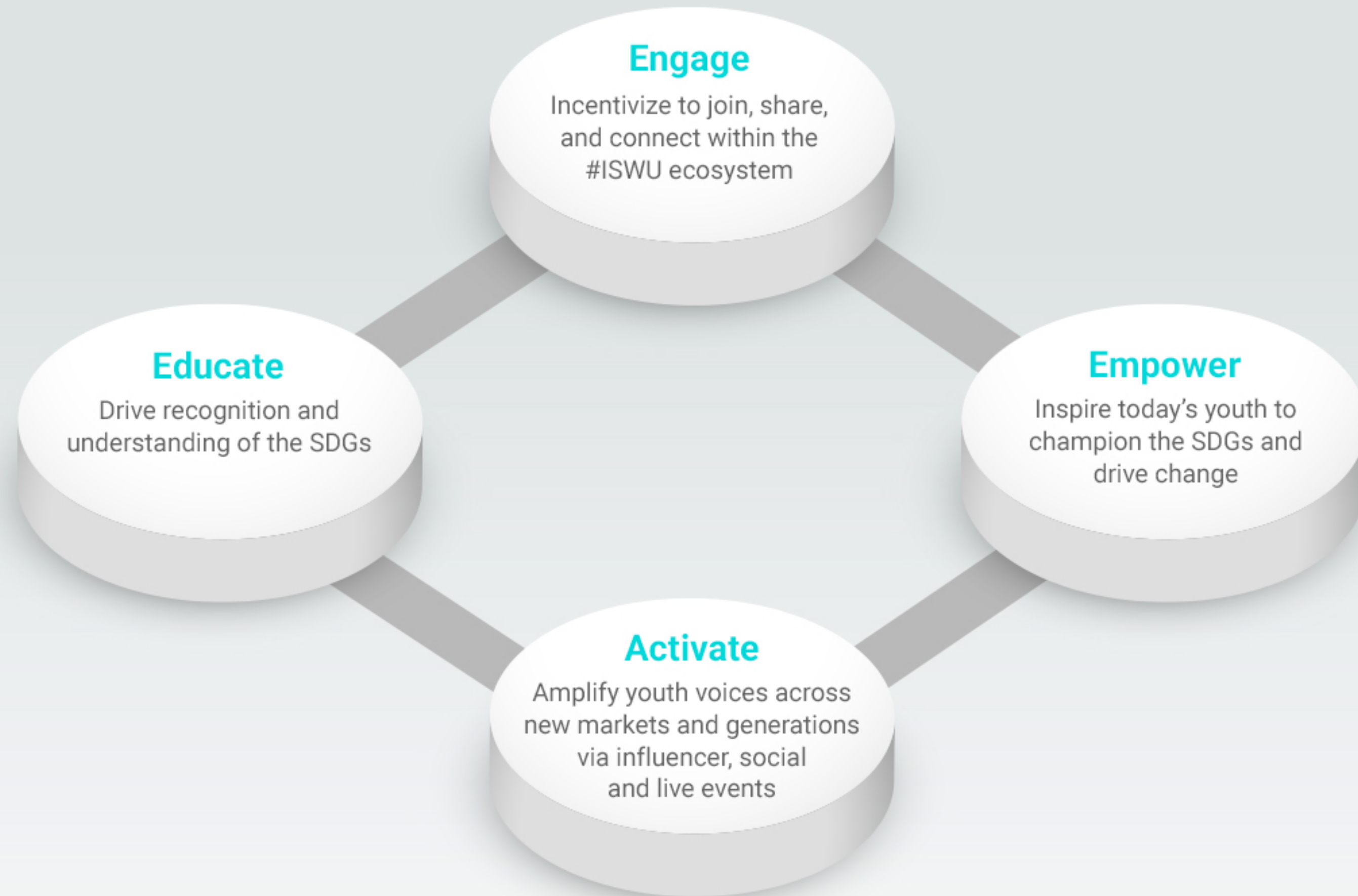
#ISWU

(or #ItStartsWithUs) will be the global youth gathering point of entry and action.



Campaign Objective

Activate 50 million young people as global citizens by 2030 to achieve the SDGs through a phased approach. **#ISWU** is the entry point for engaging with today's youth and a global call to action for them to take ownership of our world's future.



**Through #ISWU,
youth worldwide
will become
empowered.**

Find your passion. Set your goals. Change the world. #ISWU





Together, let's change the world.

Elevator Statement

In the next decade, humanity, half of which is below the age of 30, must meet the collective challenge of achieving the Sustainable Development Goals (SDGs). With their energy, optimism, and passion for emerging technologies, today's young people will champion the change we need for the world we want.

#ISWU is the launch pad for igniting this socially conscious, action-oriented audience. By having them redefine what the SDGs mean to them and showcase how they'll create a difference via the **#ISWU** ecosystem, we'll empower them to take ownership and be the catalyst in creating a better world.

Domain Names and Social Handles



ISWUtoday



@ISWUtoday



@ISWUtoday



@ISWUtoday

#ISWU connects you with other global changemakers to impact the UN Sustainable Development Goals (SDGs), one step at a time. Today, you can change the world from right where you are.

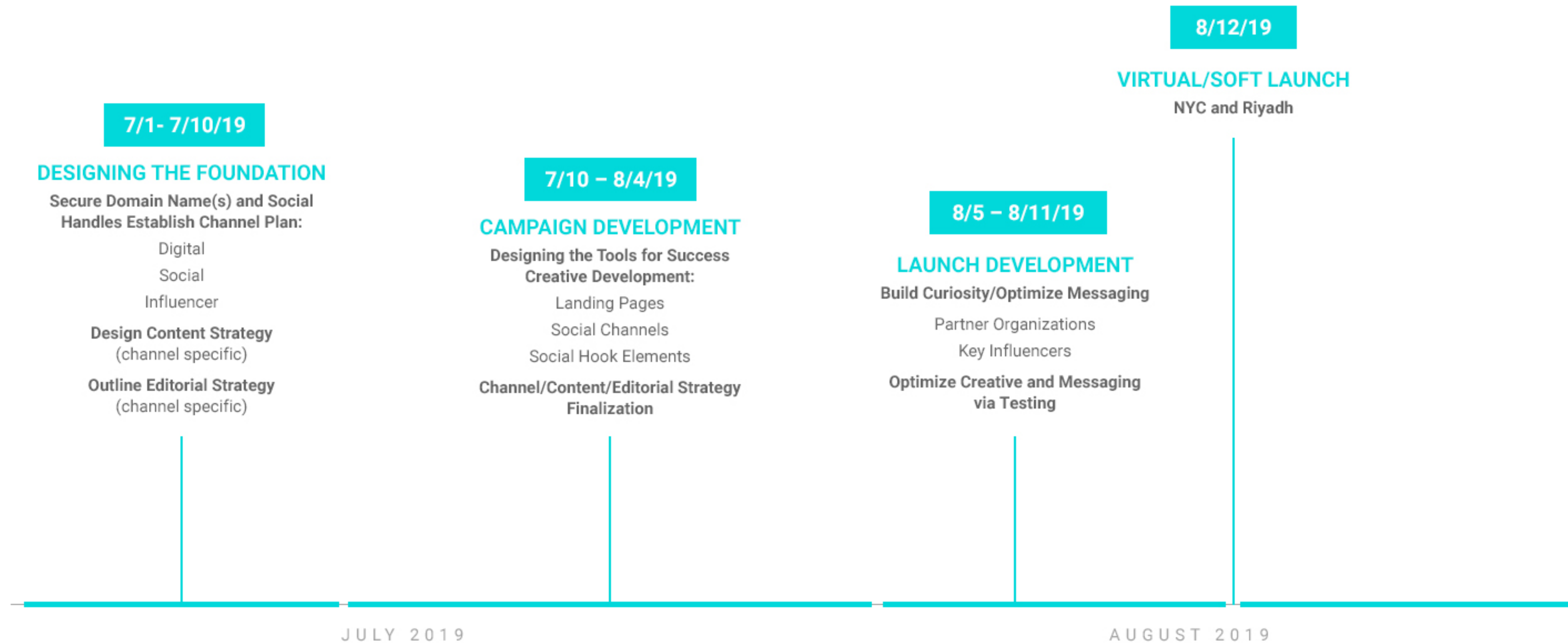
REDIRECTING DOMAIN NAME:

www.ItStartsWithUs.today



PATH TO LAUNCH

#ISWU Program Design-8/12 Virtual Launch Timeline



#ISWU Q4-Q1 2020 Digital & Experiential Timeline

