



On Friday, the United Nations SDG Action Campaign – for the first time since its recent settlement in Bonn – opened its doors to visitors to provide a preview of its Global Campaign Center. The action campaign has arrived at the historic “Haus Carstanjen” with a mandate to inspire people’s action on the Sustainable Development Goals. During the so-called “Behind the Scenes Tour” journalists were invited to get a first insight into the facilities and the campaign's work ahead of its official launch in March 2017.

Among other things, the interactive tour featured virtually reality screenings, allowing participants to immerse themselves into places such as the Zaatari refugee camp in Jordan or Ebola-struck Liberia. In other corners of the landmarked castle Carstanjen, the organizers showcased the work of the SDG Action Campaign with the new MY World 2030 Survey to track progress of the SDGs, a SDG photo exhibit and data analytics visualizations.

