



# IMPACT REPORT 2022

SDG2030.me

International Forum for Understanding

MESPERO

January 2023

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## ABOUT US

Based in Cambridge and Vienna, the International Forum for Understanding (IFOUND) promotes constructive dialogue and impactful solutions for interrelated contemporary challenges connected to advancing the Sustainable Development Goals (SDGs). Mitigating and preventing human trafficking/modern slavery are also in scope, with special emphasis on elevating the profiles of individuals with lived experience.

Les Simm founded and serves as the Executive Director of IFOUND. The constellation of our cooperation partners transforms with each project, and thanks to our intergenerational ecosystem, many of our initiatives are youth-led.

Through our two subsidiaries, MESPERO and SDG2030.me, we extend our reach to mental health support, climate change awareness, and much more.

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## OUR MISSION

By facilitating discussion among opinion leaders, decision-makers, and individuals with lived experience, we focus on achieving actionable results informed by diverse intergenerational perspectives.

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## OUR FRAMEWORK

We base our work on advancing the implementation of the SDGs.



# OUR REACH

**5K** online followers

**500K** US public access broadcast subscriber base

## OUR HUBS' REACH\*

**35K** SDG 5 HUB

**43K** SDG 13 HUB

**15K** HUMAN TRAFFICKING AWARENESS HUB

\*cumulated reach of partners supporting the HUBs

# OUR REACH: SAMPLE MEDIA IN 2022

## Featured in:

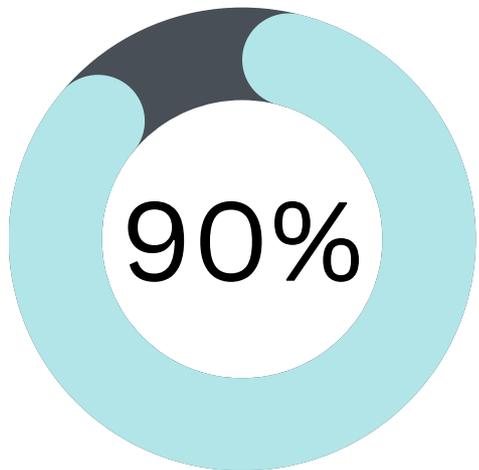
[Ignitor Podcast of the Nobel Peace Centre](#)

[openSAP Podcast](#)

ongoing cooperation with [MNN](#) television and multimedia station based in New York and reaching half a million cable subscribers



# OUR PEOPLE



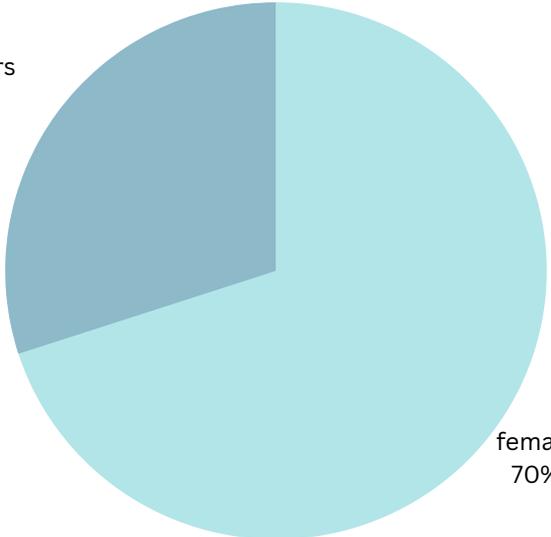
are below 35 years old

## INTERGENERATIONAL & MULTI-DISCIPLINARY

expertise ranging from climate change, human rights, psychology, and humanitarian relief, to arts, human trafficking advocacy, and academia

## FLEXIBLE, PROJECT-BASED TEAM

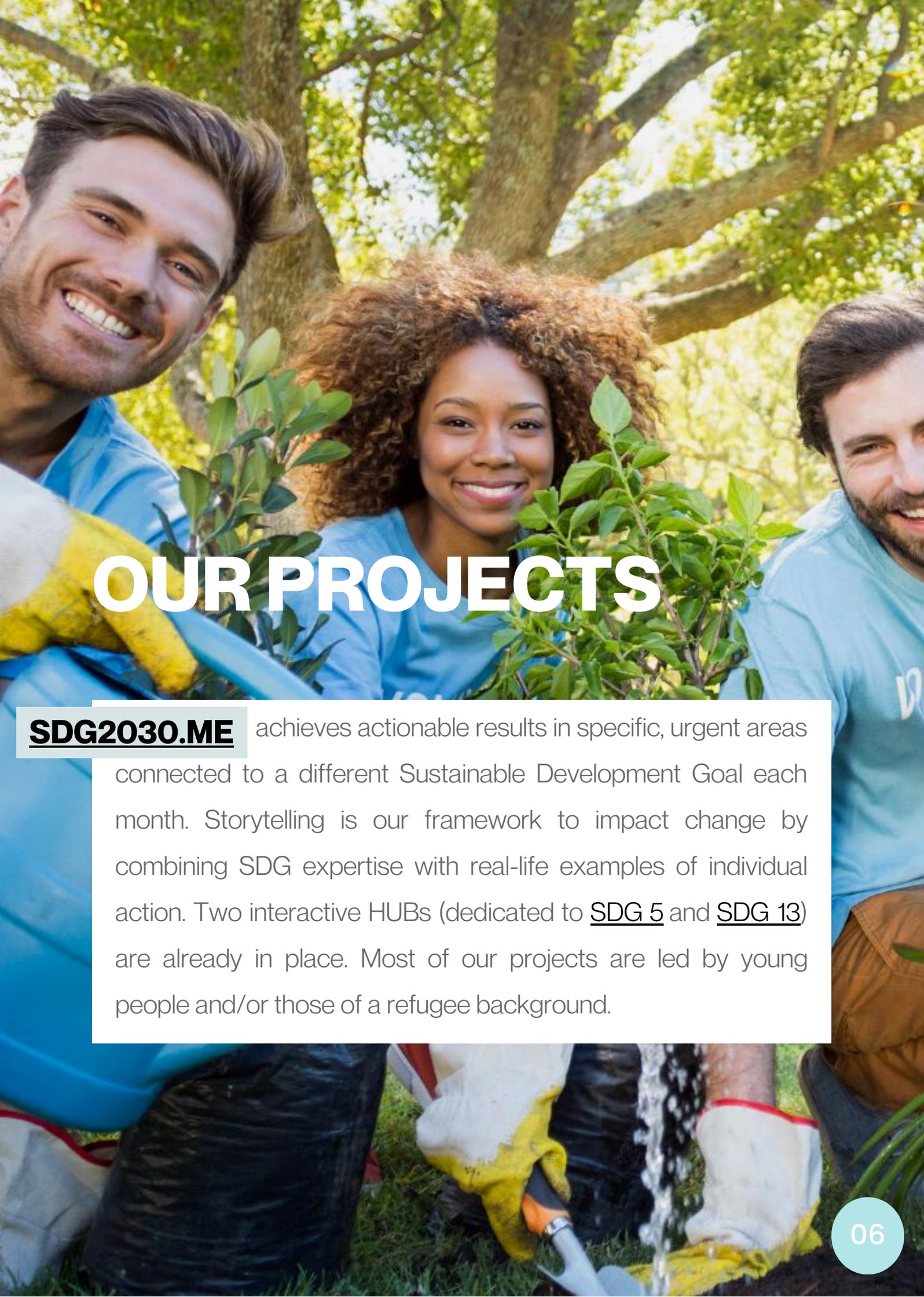
male and other genders  
30%



female  
70%

## GEOGRAPHICALLY DIVERSE

collaborating across continents, with demographics constantly expanding

A photograph of three people (two men and one woman) smiling and holding a green plant. They are wearing light blue shirts and yellow gloves. The background shows trees and a bright, sunny day.

# OUR PROJECTS

**SDG2030.ME** achieves actionable results in specific, urgent areas connected to a different Sustainable Development Goal each month. Storytelling is our framework to impact change by combining SDG expertise with real-life examples of individual action. Two interactive HUBs (dedicated to [SDG 5](#) and [SDG 13](#)) are already in place. Most of our projects are led by young people and/or those of a refugee background.

## **FOOTPRINT TO SUSTAINABILITY**

is a pilot project of IFOUND, SDG2030.me and the survivor-led Footprint to Freedom. Focus is on income-generating activities to end the cycle of human trafficking while scaling climate-change sensitization and results in Uganda. Urgent capacity building will take place in synergistic areas ranging from sustainable fashion to climate literacy.





## **MESPERO**

provides psychosocial support in humanitarian settings by empowering local populations to adapt their lessons learned from lived experience into self-care solutions scalable to last-mile settings. In addition, we support (often pro bono) a variety of entities in topics ranging from burnout prevention to optimizing change strategies. Our primary projects are youth-led.



## **HUMANITARIAN** **COMMUNITY LIFE (HCL)**

began in 2021 as an online-community initiative dedicated to building emotional support and life-skill capacity for Arabic speakers in last-mile settings. Led by a young Syrian disaster-management specialist, in 2022 HCL expanded into conducting remote trainings on psychological first aid for humanitarian workers in Yemen.



# OUR HUBS

**SDG 5 HUB** is an online resource center featuring:

- Interactive Showcase of inspiring projects and ‘take action’ tips
- Virtual Case Study learning tool based on our crowdsourcing of innovative SDG 5 solutions

In 2023, we will develop the community elements of this HUB.



## **SDG 13 HUB**

**provides climate action info and resources:**

- Learning Zone featuring digital tools and multimedia offerings
- Interactive Showcase of inspiring projects and 'take action' tips
- Analysis of contemporary climate change challenges

In 2023, we will continue developing the Footprint to Sustainability project with our partner, the survivor-led Footprint to Freedom.

## **HUMAN TRAFFICKING** **AWARENESS HUB**

**shares knowledge on human trafficking and modern slavery via:**

- diverse multimedia, including video and virtual learning offerings
- research on human trafficking mitigation
- event information

Our emphasis is on showcasing the work of those with lived experience.

In 2023, we will be launching multiple television segments in the US.



# OUR ACTIVITIES

## UNITED NATIONS HIGH-LEVEL EVENT

We were invited to contribute to:

Learning Session 10 of the UN High-Level Political Forum on Sustainable Development.

In this live Session, our cross-sectional group showcased a social hackathon model aimed at crowd-sourcing human-centered and synergistic solutions. Young leaders from around the world collaborated to create a unique path linking localized, community-based, and grassroots actions to the eventual implementation of gender-sensitive policy on human trafficking.





## **THE CHANGEMAKER** **CHALLENGE**

To launch the [SDG 5 HUB](#), we invited 22 young, gender-equality activists from across the world to participate in a virtual social hackathon in which they built community and developed human-oriented results for four focus areas of SDG 5.

Designed by SDG2030.me Executive Director Heather Wokusch, this Changemaker Challenge workshop served as the basis for our later High-Level Political Forum activities. Our freely-available [Interactive Case Study for Sourcing SDG Solutions](#) virtual-learning path further scaled the results.

# CONFERENCE OF THE PARTIES 27

Our COP27 team split across the various Zones and Hubs to participate in bilateral meetings, share innovations, explore synergies, give interviews, and have consultations about climate change.

We look forward to developing collaborations with those we met at Sharm El-Sheikh. To quote the inspiring Barbados PM Mia Mottley: 'We have the collective capacity to transform.'

# OUR EVENT AND EXHIBITION

## WORLD DAY ACTIVITIES

Marking the World Day against Trafficking in Persons 2022, we held a unique event, installation, and exhibition at Goodenough College in London.

The SDGs and Human Trafficking: Lived Experience Leads event featured a diverse range of speakers and was preceded by a pop-up Interactive Installation. Laurent Ziegler's 'Die Erinnerung an meine Kindheit' artwork was exhibited (many thanks to the Austrian Cultural Forum London for related support) and Kendall Alaimo's Red Seat Project was showcased.





## CONNECT WITH US

### Visit us on

<https://ifound.global>

<https://sdg2030.me>

<https://mespero.com>

### Or on any of our social media pages:



[i.foundglobal](https://www.instagram.com/i.foundglobal)



[@ifoundglobal](https://twitter.com/ifoundglobal)



[SDG2030.me](https://www.facebook.com/SDG2030.me)

[Humanitarian Community Life](https://www.facebook.com/HumanitarianCommunityLife)

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