



# unitar

United Nations Institute for Training and Research

## Unitar Online Catalogue

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### CIFAL Atlanta- Integrating Sustainability in Business (Series)

#### People

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Type:	Public Lecture
Location:	Web-based
Date:	16 Sep 2020 to 21 Sep 2020
Duration:	5 Days
Programme Area:	Decentralize Cooperation Programme
Website:	<a href="https://dga.kennesaw.edu/cifal/index.php">https://dga.kennesaw.edu/cifal/index.php</a>
Price:	\$0.00
Event Focal Point Email:	cifalatlanta@kennesaw.edu
Partnership:	StoryWork, Greenhouse Accelerator, Last Bottle Clothing, YKK, Goodr, Georgia Tech, Kennesaw State University

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#### BACKGROUND

The Digital Stories & Publications on Integrating Sustainability in Business aims to build a digital platform for international and local corporates to highlight their businesses on implementing the UN-SDGs by producing short videos, as well as creating online publications through EducateAll, the UNITAR's microlearning platform, and the CIFAL Global Network.

## EVENT OBJECTIVES

This project would make great strides in educating future leaders in Atlanta and abroad on sustainability. It also would be a great opportunity for all participating companies to promote brand awareness, increase reputations, and appeal to and collaborate with international businesses in Georgia and on a worldwide basis. By showcasing and modeling leadership in implementing UN-SDGs in their business, this collective set of sustainability endeavors can serve to inspire local and global businesses that do not currently implement UN-SDGs and spur them to begin incorporating them into their business practice. Your support and partnership in this project endeavor are a critical component to its development and impact.

## CONTENT AND STRUCTURE

Selected project interns from Kennesaw State University worked with partners to develop the video and photo storytelling. With the authorization from the company, student interns may work with the organization to conduct interviews, review and ask about past projects related to the goals and collect video content for an active component of the story. These stories, once edited and authorized, will be published on CIFAL Atlanta website and will be shared across the CIFAL Global Network.

## METHODOLOGY

Through digital storytelling, all participating companies will showcase best practices in implementing UN - Sustainable Development Goals, learn from showcased companies on how to implement UN-SDGs in different businesses and/or industries, explore innovative opportunities toward implementing the UN-SDGs, as well as developing ideas concerning values and ethics. By creating online publications, selected businesses will be able to promote brand awareness and increase reputations to showcase how best to appeal to and collaborate with international businesses in Georgia and worldwide. These endeavors shall inspire local and global businesses, which do not currently implement the UN-SDGs, to begin incorporating them into their business practices

## TARGETED AUDIENCE

Local and international companies who are currently implementing SDGs in their businesses

## ADDITIONAL INFORMATION

This event series is comprised of 5 events