

# *How do Denmark's young SDG ambassadors spread knowledge and engagement?*



15th meeting of the IAEG-SDGs (Plenary session)  
21<sup>st</sup> to 23<sup>rd</sup> October 2024 Oslo, Norway  
Presentation by Agnes Tassy, Statistics Denmark







A network of young communicators, project managers, activists and opinion makers who work for a more equal, sustainable and just world

Participation is voluntary for anyone between 16-30 years of age from anywhere in Denmark

One week of free education (SDG Academy)

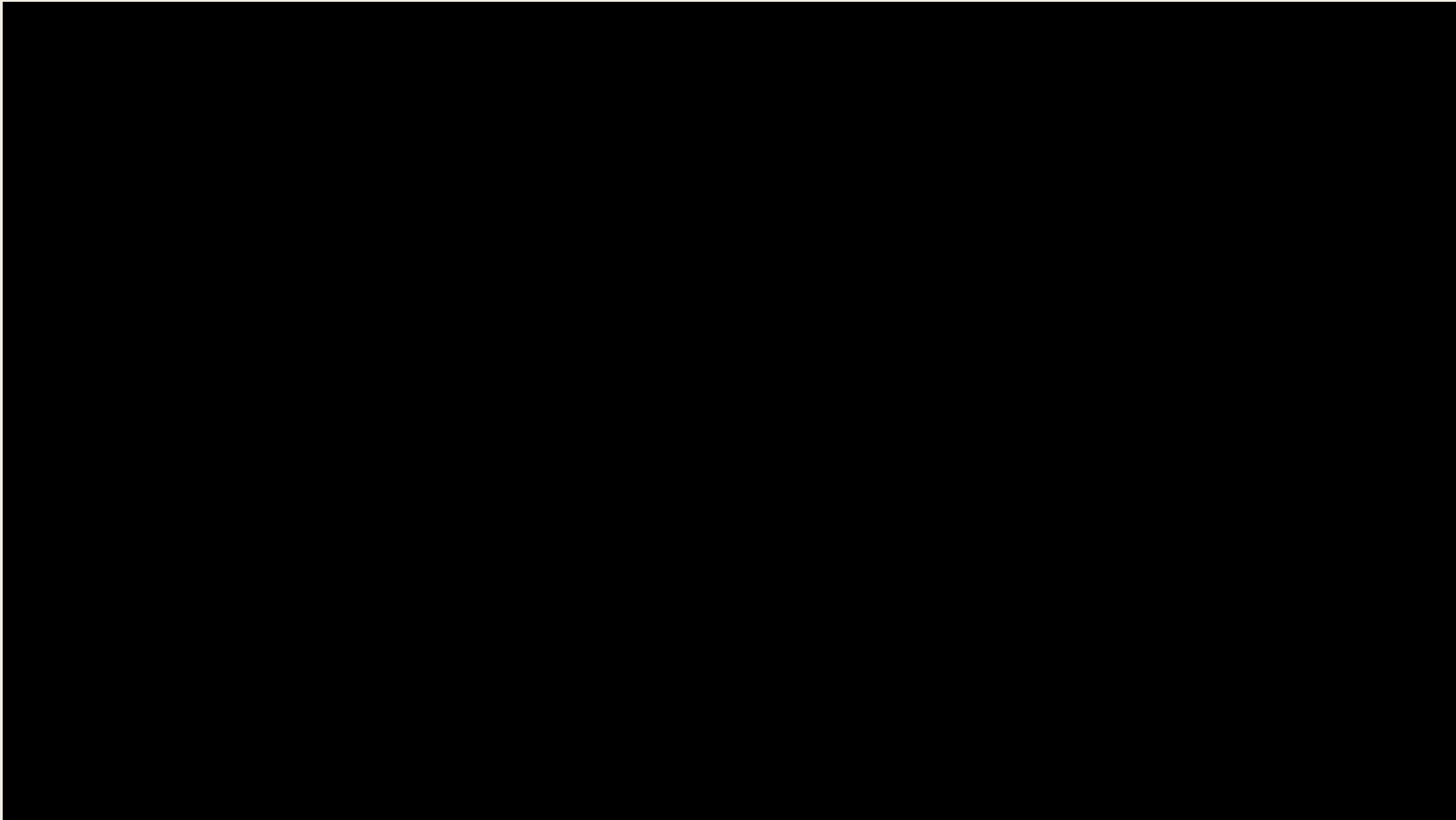
One year of voluntary work







# A short message from one of the founding fathers, director and editor in chief for World's Best News



# From idea to action



- 2017 World's Best News gets an idea
- 2019 - The first ambassadors are recruited and trained
- In cooperation with the Danish Youth Council (DUF) & with support from The Tuborg Foundation (2026)
- SDG Academy - a week of free training (communication, mobilization and project management)
- Commitment to engage in voluntary activities related to raising awareness and implementation of the SDGs
- **190** ambassadors **100+** events **25.000+** participants since 2019





# Main activities in Denmark

Outreach and educational activities, participation in or moderation of different events for children and young people.

Participation in youth conferences and debates on topics related to the SDGs.

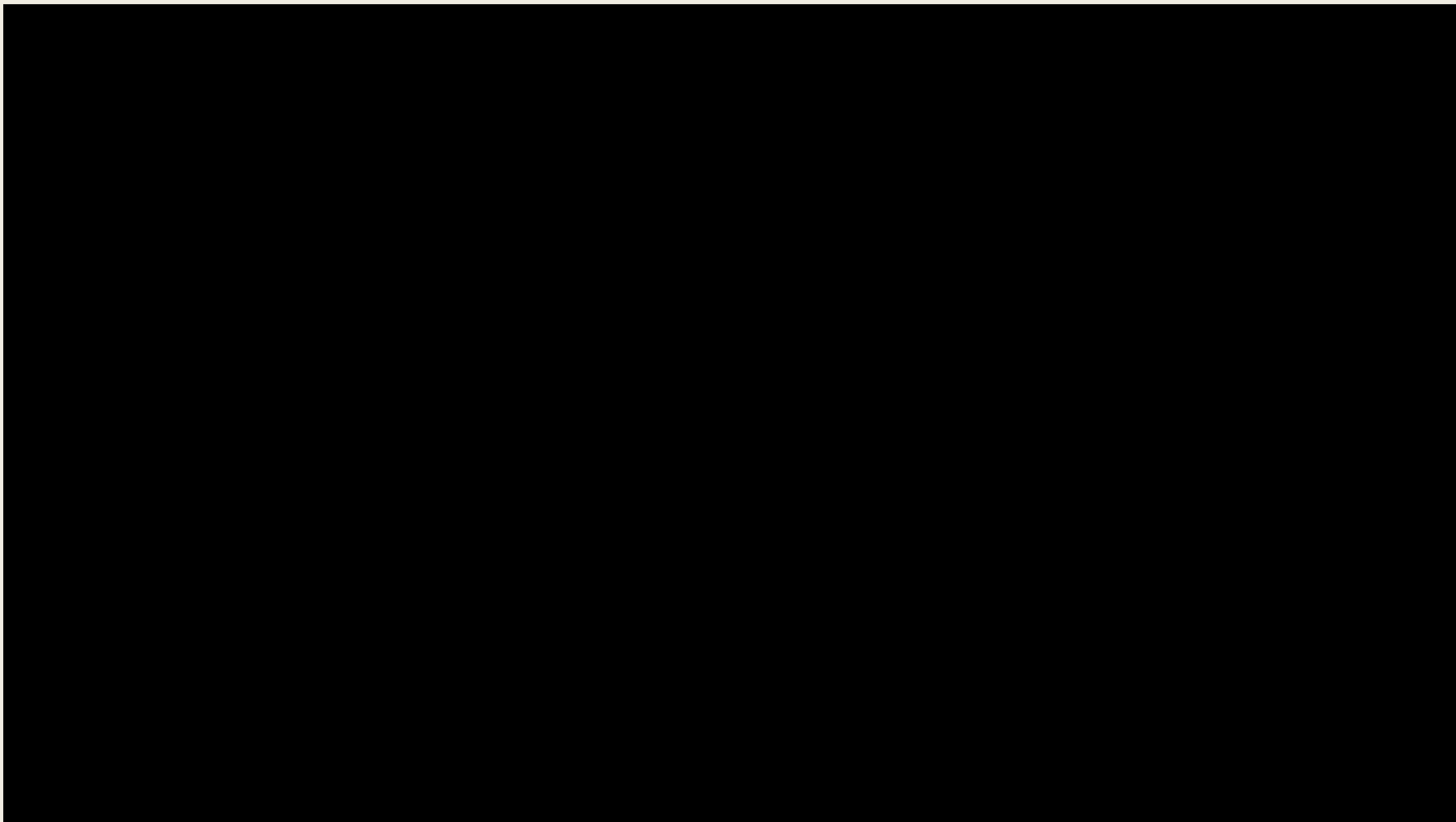
Bringing knowledge and engagement into organizational work (youth organizations).







# A short message from a young SDG ambassador, Sara



# Activities outside Denmark

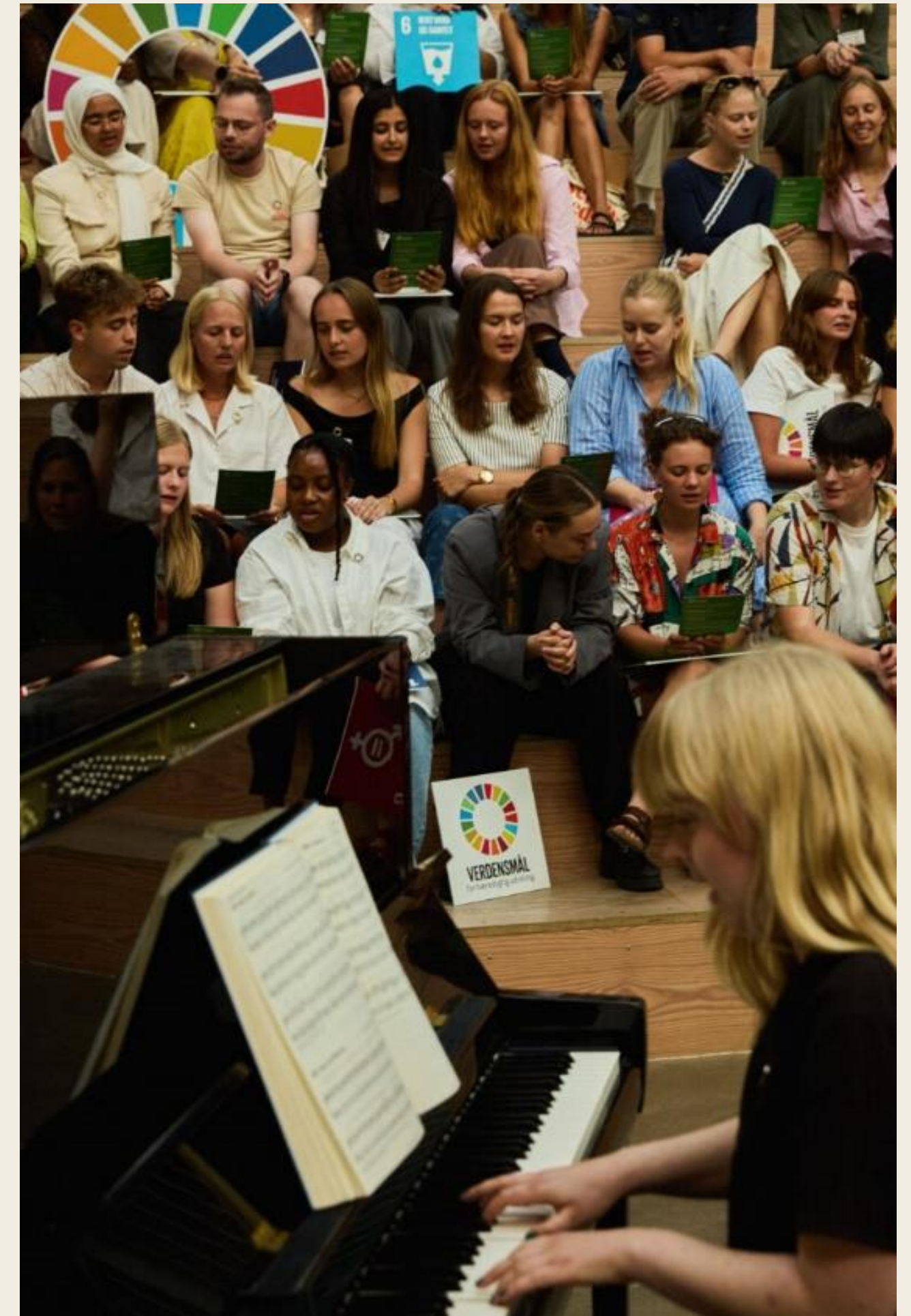
Limited experience with international activities - project in Uganda to engage with high school students facilitated by an NGO.

The SDG ambassadors are experts in youth-to-youth dialogue and in creative and constructive communication and would love to share more experiences with young people from other parts of the world. If you see any opportunities to collaborate with the young SDG ambassadors from Denmark please write to:

[akademiet@verdensbedstenyheder.dk](mailto:akademiet@verdensbedstenyheder.dk)

If you wish to copy the concept of Young SDG ambassadors or the SDG Academy, the Young SDG ambassadors are happy to share their experiences. Just get in touch here:

[akademiet@verdensbedstenyheder.dk](mailto:akademiet@verdensbedstenyheder.dk)





# *Thank you*

Agnes Tassy, [ata@dst.dk](mailto:ata@dst.dk)



Young SDG Ambassadors  
in the Danish Parliament  
meeting the Minister of  
Foreign Affairs before the  
Summit of The Future

