



THE SECRETARY-GENERAL

20 January 2016

Dear Ms. Mebarak,

I am delighted and honoured that you have accepted my invitation to be part of the group of Sustainable Development Goals (SDG) Advocates. I am establishing this group of eminent personalities to support the United Nations in building political will, rallying additional support, and encouraging collective action to achieve the SDGs by 2030.

We know that enormous challenges lie ahead. It is, however, also a time of immense opportunity. In September 2015, world leaders agreed on 17 Sustainable Development Goals to end extreme poverty, bring about equality and justice, and combat climate change. It is the first time the international community has pledged common action on such a holistic, shared vision of humanity for development. Each of us has a role to play in our united efforts to achieve a more prosperous, equitable, and sustainable world.

This SDG Advocacy Group will be comprised of prominent individuals who have shown leadership and commitment to the underlying values and objectives of the 2030 Agenda for Sustainable Development. I am delighted that the President of Ghana and the Prime Minister of Norway have kindly accepted to co-chair the Group.

As SDG Advocates, your mission is to support the United Nations in generating support and promoting the universal character of the 2030 Agenda, including its commitment to the most vulnerable. By engaging with Member States, parliaments, the private sector, civil society and academia, we will be able to mobilize resources, develop new ideas and forge new partnerships in order to achieve these far-reaching and transformative goals. This work will also require engaging with young people and new interest groups around the world.

Ms. Shakira Mebarak
Advocate and Founder, Pies Descalzos Foundation
UNICEF Goodwill Ambassador
New York

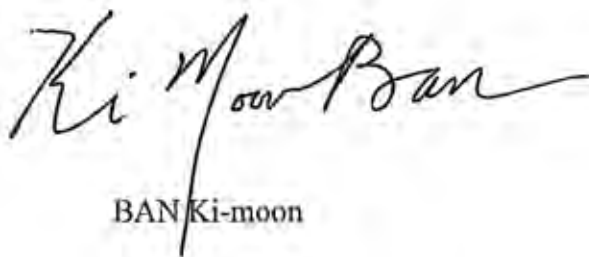
I announced the establishment of this Group on 19 January 2016. I hope that those SDG Advocates who will be present at the World Economic Forum Annual Meeting in Davos will join me and the co-chairs for a first public presentation of the Group. During the coming year, we will have a number of opportunities to promote the SDGs. I hope, notwithstanding your busy schedule, that you will be able to actively participate in one of these important occasions.

I look forward to your strong support as we join hands to advocate for this new Agenda aimed at ensuring that the aspiration for peace, sustainable development and dignity becomes a reality for many millions of people around the world.

Mr. Thomas Gass, Assistant Secretary-General for Economic and Social Affairs, will shortly be in touch with you to provide more information.

Taking this opportunity, I wish you continued good health and success in the new year.

Yours sincerely,

A handwritten signature in black ink, reading "Ki Moon Ban". The signature is fluid and cursive, with the first name "Ki" and last name "Ban" being more prominent than the middle name "Moon".

BAN Ki-moon



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Mr. Richard Curtis
Writer, Director and Comic Relief Co-Founder
London

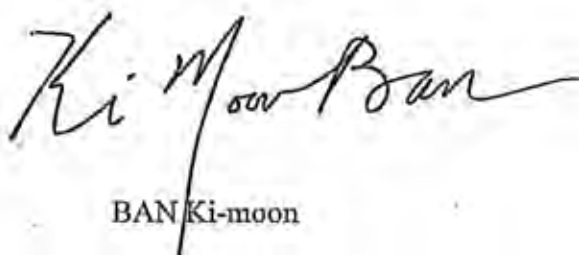
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Mr. Leo Messi
UNICEF Goodwill Ambassador
Barcelona

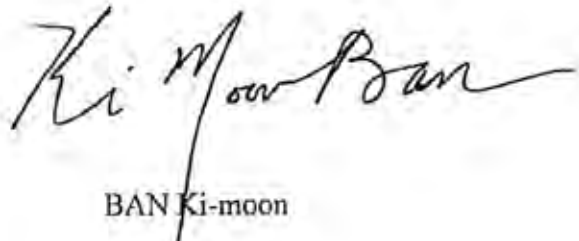
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BAN Ki-moon

Drafters: DESA
Proofread by: LQ/DH

Approved: *YH*

Authorized: *EMJ*

Additional Letters to Members of the Sustainable Development Advocacy Group

1. Ms. Shakira Mebarak
Advocate and Founder, Pies Descalzos Foundation
UNICEF Goodwill Ambassador
New York
2. Mr. Richard Curtis
Writer, Director and Comic Relief Co-Founder
London
3. Mr. Lionel Messi
UNICEF Goodwill Ambassador
Barcelona