



Ref: IAIUYDIR/2018/025

14 December 2018

NOTIFICATION

Subject: The IAI at AGU100

Dear Madam, Sir,

The IAI and the Pvblic Foundation have joined forces to continue its outreach on *science for action* with the SDG Data Hub during the Centennial meeting of the American Geophysical Union (AGU100) which is being held in Washington, DC, Untied States. To mark AGU's 100 years of science and 100 years of stories, the IAI and the Pvblic Foundation streamed live stories from their booth to highlight how to make the best use of data and scientific evidence to guide the implementation of the SDGs with particular focus on the Americas.

Participants were encouraged to consider: How can your data be better used to guide governments? What is the potential to improve lives and track the SDGs at the local, national, regional level? How to use your data to guide policy for social good? Funding for data is key, what is the role of the private sector to help address our sustainability challenges?

Serving as a "live social media newsroom," the digital coverage encouraged media, peers and organizations to join the conversation, generate discussion, and engage the global online community in support of the implementation of the SDGs.

The IAI and PVBLIC work as aggregators of scientific information and communication innovation. PVBLIC harnesses the power of media to drive social change for sustainable development including organizing the SDG Media Zone at High-Level Meetings and Summits such as the United Nations General Assembly to promote communication on the Sustainable Development Goals (SDGs). The United Nations 2030 Agenda and its SDGs provide the momentum to promote awareness and communication among scientists, policy-makers and other sectors of society to best guide national and regional implementation of those goals and national climate commitments.

A video of selected presentations at the event by participants and members of the IAI community is available for viewing at <https://youtu.be/F7vRPBASC-U>

We encourage you to disseminate this video to your scientific networks and communities.

This event was organized in support of Decision XXVI/31 which states:

The IAI Directorate is directed to continue to work with strategic partners, identify opportunities to facilitate the science to policy interface, including through science

communication initiatives, and to facilitate dissemination of the scientific knowledge needed for the implementation of national and international policies.

Please accept, Madam/Sir, the assurances of my highest consideration.

Yours sincerely,



Marcos Regis da Silva
Executive Director