



## **“The Future We Want”: The Campaign for Rio+20 Begins**

On 22 November, the United Nations launched “Rio+20:

The Future We Want,” a campaign to raise global awareness on the importance of sustainable development; to promote the Rio+20 Conference in June 2012, and to engage people in a global conversation on the kind of communities they would like to live in twenty years from now. Everyone is invited to be part of the conversation and to contribute innovative ideas on how to do things better in the future – without degrading the planet’s environment. How can we help people move out of poverty? How can we create decent and environmentally friendly jobs? How can we make sure that everyone will have access to water, food, nutrition and clean energy? How to maintain our planet and its biodiversity? A selection of people’s contributions, whether through videos, photos, letters, essays and drawings, will be used for an exhibit to be organized during the Rio+20 Conference in June 2012. The UN is working with the NGO Future We Want to develop the exhibit.

### **The launch of the campaign:**

Tara DePorte of MobilizeUS! spoke about her organization’s advocacy aimed at encouraging Americans to lead by example and to participate in Rio+20. Eduardo Fischer of the Brazilian communications & advertising agency Grupo TotalCom spoke of the need to involve business in sustainable development and to engage its consumers through awareness building and entertainment.

Full-length article can be found at:

[www.un-ngls.org/spip.php?page=arioplus20&id\\_article=3613](http://www.un-ngls.org/spip.php?page=arioplus20&id_article=3613) 3/3