

# Vital Engagement

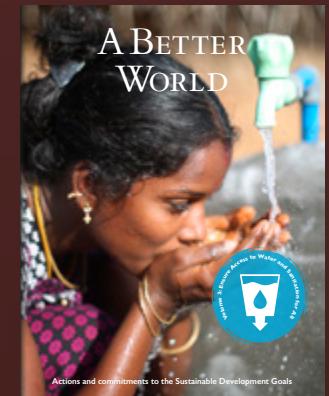
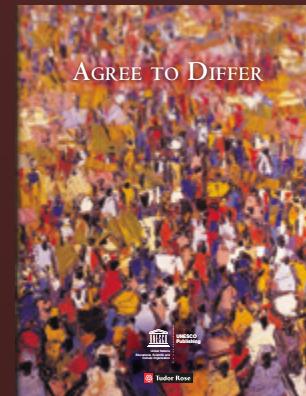
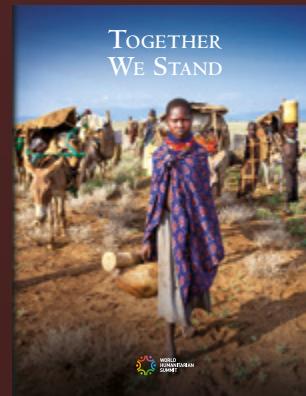
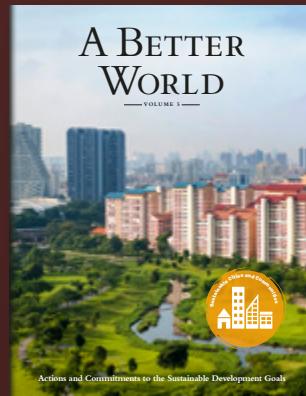
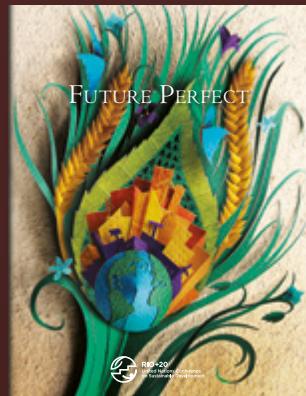
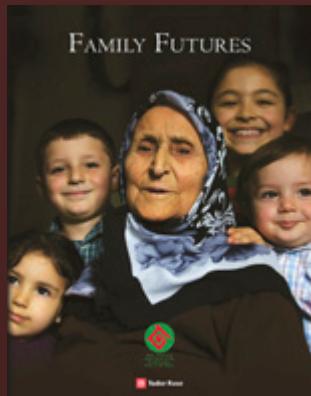
A fast-changing world requires focussed dialogue in support of sustainable development.



# Global Collaboration

Since 1999, in partnership with the United Nations and its agencies, we've published 29 books covering a diverse range of topics — from disaster reduction, water management and climate science to intercultural dialogue and humanitarian assistance. These publications are read extensively by the human development sector and especially by community leaders in vulnerable regions around the globe.

The books are the result of close collaboration between individual UN agencies, UN member states and civil sector organisations, all committed to a better future for the world. With many published under UN copyright, they have widened the knowledge of people in vulnerable communities, giving them inspiration to better their lives in a sustainable way.



# A BETTER WORLD

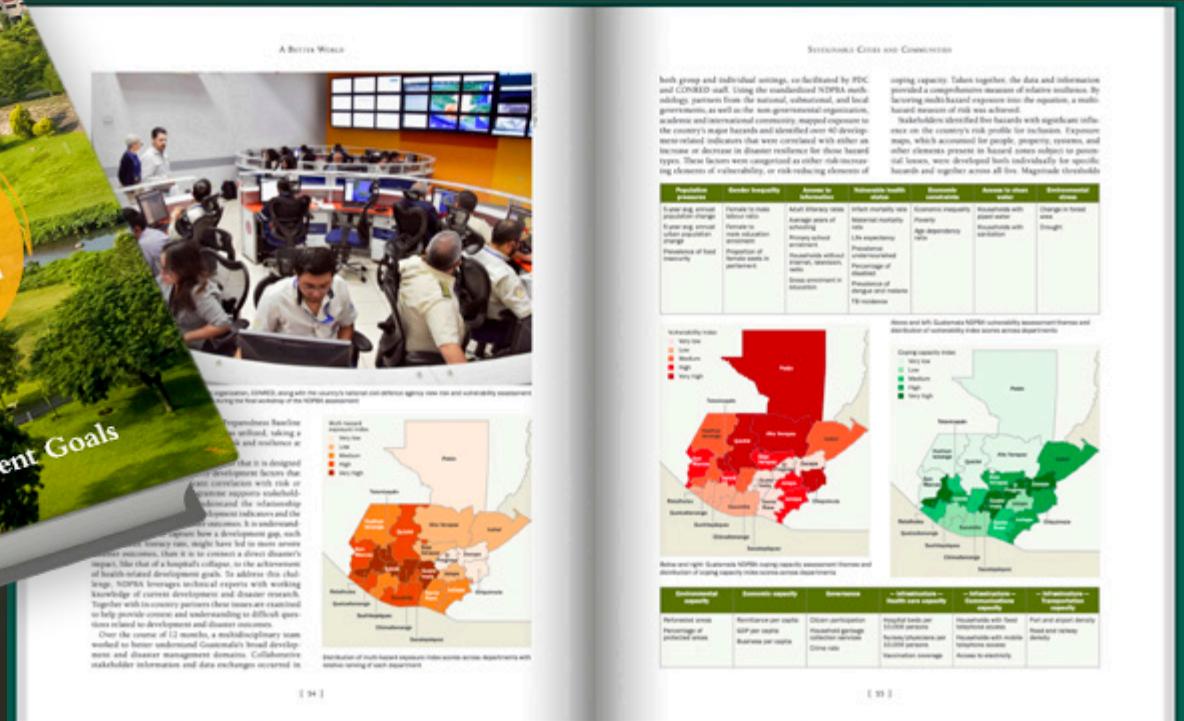
VOLUME 5



Actions and commitments to the Sustainable Development Goals

# A Better World

With the establishment of the United Nations Sustainable Development Goals in 2015, we launched A BETTER WORLD. Each volume in the series is dedicated to celebrating progress of one of the 17 Goals.



# Outreach Media

Together with our understanding of the human development sector, our reputation and expertise in creating outreach materials has attracted the attention of a wide range of stakeholder institutions. Our outreach media services are tailored principally to development sector customers who expect intelligently curated materials for distribution within their own stakeholder base.



## Improving the visibility of the Bank

IsDB aims to shift towards a model of strategic communication that positions the institution as a leader in terms of its dialogue and steering conversations with Member Countries (MCs) in a more proactive and effective manner. The Bank will continue to further reinforce publicity for the newly launched brand, through wider reach in news and high profile newspapers. IsDB will also further enhance the capacity of its public portal, offering new services to MCs.



**US\$ 12 million**

## IsDB launches its new brand

In 2018, following a review process of its brand, IsDB provided a new identity that heralds significant changes in the Bank's values, strategic direction and relationship with its 57 Member Countries (MCs). A significant driver behind the change is a commitment to establish IsDB as a modern, future-facing institution able to offer best and adaptive solutions to the challenges faced by its MCs.

As the first major change of the brand in four decades of IsDB's existence, the new brand was affected under the banner of 'evolution, not revolution' and Charles Darwin's theory of natural selection. The development of IsDB's focus on a fresh model based on strengthening value chains, external financing and the use of electronic platforms to mobilize human and social resources.

The new brand identity builds on IsDB's history as a leading global financial institution and a respected voice on Islamic finance. The Bank's vision for the next stage of its growth and institutional evolution addresses aspects of the old identity which were no longer a good fit with the its future ambitions. In particular, the new brand allows for a more modern, less complex (although still sophisticated) presentation of IsDB's values. It explains how IsDB is evolving to meet the expectations of both regional and international audiences – not revolution, it underscores the continued importance of IsDB's deep ethical and moral foundations.

The change in the abbreviation of the Bank's name from 'IDB' to 'IsDB' accentuates the Bank's Islamic heritage and can be used in all languages. The new logo incorporates a globe and a series of connected dots, alluding to the

digital network of interconnectedity that IsDB represents. It also highlights the new model of IsDB as a bank for developers, acting as a catalyst and facilitator and boosting the value of its investments. Since the unveiling of the new brand, it has been incorporated into all IsDB communications, as well as on the website and social media channels.

Along with the updated logo and brand identity, the Bank itself has undergone significant restructuring to provide a more effective organizational framework for its activities going forward. Part of the rebranding effort is the new identity related to a shift in emphasis from the volume of funding provided in the developmental impact of initiatives. The new brand will also help the

Bank to step up its development and Islamic economy. The new brand identity is a reflection of the Bank's commitment to innovation, technology and innovation. It is a reflection of the Bank's new strategy in its focus on supporting growth and its focus on supporting its MCs in the areas of economic and social progress and investment. The new branding reflects the Bank's commitment to support the MCs in building the infrastructure they need to achieve their goals. The new branding reflects the Bank's commitment to support the MCs in building the infrastructure they need to achieve their goals. The new branding reflects the Bank's commitment to support the MCs in building the infrastructure they need to achieve their goals.



The new brand looks to a future of growth, marked by the commitment to support communities to take their own sustainable social progress.

Outreach materials range from public information products with local, community-friendly content to targeted, time-sensitive messages for high-level readers.

# Content Solutions

We collaborate with author institutions to create a brief from which we produce tailor-made content solutions. We pride ourselves on exceeding the quality expectations of our customers, always meeting deadlines and completing work within budget. Further, we are able to work to short deadlines while maintaining the highest levels of quality and customer service.



**25 years of action for biodiversity**

The rich variety of life on Earth is essential for the welfare and prosperity of people today and for generations to come. That is why, 25 years ago, the world's nations agreed on the Convention for Biological Diversity. The Convention has three goals: the global conservation of biodiversity, its sustainable use and the equitable sharing of its benefits. Achieving these objectives is integral to meeting our goals for sustainable development.

Protecting and restoring ecosystems and ensuring access to ecosystem services are necessary for the eradication of extreme poverty and hunger. Reducing desertification and land degradation and enhancing carbon stocks in forests, drylands, rangelands and wetlands are needed for mitigating climate change. And protecting the biodiversity of forests and watersheds supports clean and plentiful water supplies.

There are just some of the benefits of biodiversity. Yet, despite this understanding, biodiversity loss continues around the globe. The answer is to intensify efforts and build on success. This year, Parties to the Convention will begin work on a new action plan to ensure that, by 2030, biodiversity is valued, conserved, restored and wisely used for the benefit of all people. The entire world needs to join this effort. I urge governments, businesses and people everywhere to act to protect the nature that sustains us. Our collective future depends on it.

**Antonio Guterres**  
United Nations Secretary General

— INTERRELIGIOUS DIALOGUE FOR PEACE —

**"In Myanmar, religious leaders of all faiths have played an important role in both spiritual and socio-political aspects"**

Venerable U. Sanchida, Coor Member, Peaceful Myanmar Initiative Network

As a Buddhist monk and member of the Peaceful Myanmar Initiative, Venerable U. Sanchida has worked to strengthen social cohesion in fragile communities throughout Myanmar, by engaging people with both his effective dialogue.

**"Hope is not lost and the world can be a much better place if we continue to come together like this"**

His Royal Highness Alhaji Muhammadu Sa'ad Abubakar III, Sultan of Sokoto and President-General of the National Nigerian Supreme Council for Islamic Affairs

His Royal Highness is the main spiritual leader of most of the Muslim communities in Nigeria. He works diligently to promote peace and inter-religious communication against hate preachers.

**"In the area of humanitarian aid and mediation, religious leaders have a great responsibility in their communities and societies"**

Ms. Virginia Barkema, Minister of Social Affairs and National Reconciliation in Central Africa on Republic

Ms. Barkema is an advocate for the most vulnerable in the Central Africa on Republic, and has served as an advocate for women, as well as coordinating support services for those affected by HIV/AIDS.

**"Our voice is much stronger if we speak up together"**

Chief Rabbi Pinchas Goldschmidt

An spiritual leader of the Messianic Church Synagogue located in the northern coast of the Russian Federation, office of the Russian State Duma Congress and president of the Council of European Rabbin. Rabbi Goldschmidt has advocated religious freedom in both religious and public of capacities.



# End-to-End Publishing

In summary, we collaborate with our customers to create targeted content, optimise it for the appropriate presentation format such as print, emedia and video, and then distribute it to market via the appropriate channels — hard copies, digital, or both.



So, whether it is a full outreach campaign requiring multimedia services from social media efforts, through published and digital work to video development and production, we have the services and partners to create coherent multi-level campaigns.



All of our printed publications use paper certified under the Forest Stewardship Council (FSC) system, which promotes responsible management of the world's forests.

# Contact Us

If you would like to learn more about our services and discover how Human Development Forum can work with you to successfully develop your next outreach campaign, please contact:

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