Sustainable development issues like climate change, gender equality, and poverty have been featured prominently in election campaigns all around the world. Recent reports have increased awareness and anxiety among voters who are demanding politicians prioritize sustainable development and make the bold decisions that are required to save the planet from overheating. Democracy is an essential part to sustainable development; we need support from governments around the globe in order to advance the 2030 Agenda.

The idea of the Family Office for Sustainable Development initiative (FOSD) was born at the beginning of 2020 between PVBLIC Foundation, the Secretary-General’s UN COVID-19 Response and Recovery Fund, and the UN Office for Partnerships. Currently,
the initiative is underwriting family office engagement with a three-pronged approach of ‘Educate, Engage and Activate’. Educate, to facilitate family office dialogues with UN leadership through a series of high-level meetings providing insights into how the UN system works and how families can align their resources with those of the UN to meet specific SDG program funding and post-pandemic initiatives. Engage, to help members develop partnerships with UN agencies to channel innovation and align funding to advance COVID-19 recovery and achievement of the SDGs. And Activate, to create action-focused interest groups within the UN that will give family offices a chance to collaborate on specific issues such as pandemic response, climate change, democracy, gender equality, and biodiversity conservation.

On account of this, PVBLIC Foundation is happy to partner with Club de Madrid. Club de Madrid is the world’s largest forum of democratic former Presidents and Prime Ministers, who leverage their individual and collective leadership experience and global reach to strengthen inclusive democratic practice and improve the well-being of people around the world. Club de Madrid has 123 Members representing 72 countries. Members include former President of the United States, Bill Clinton, former Prime Minister of Portugal, António Guterres, former President of Chile, Michelle Bachelet, and former Prime Minister of New Zealand, Helen Clark.

“The partnership between Club de Madrid and PVBLIC Foundation is the beginning of an exciting relationship between two organizations working to advance the 2030 Agenda. From democracy to human rights to climate change to social innovation, this partnership aims to build bridges, foster collaboration, with a core focus on engaging global family offices and uniting different actors who are reshaping the global sustainability landscape”

- Sergio Fernández de Cordova, Executive Chairman of PVBLIC Foundation
Through our partnership, PVBLIC and Club de Madrid will collaborate in activities and areas of common interest such as Club de Madrid Annual Policy Dialogues, the SDG Media Zone, PVBLIC Square sessions, Latino Impact Summit, SDG Lounge, SDG Data Alliance and the Family Office for Sustainable Development (FOSD). Together, we will also develop new initiatives that accelerate the fulfillment of the Sustainable Development Goals around the world.

See related article: Media Leaders Return to the United Nations to Advance Sustainable Development at SDG Media Summit (https://esgnews.com/media-leaders-return-to-the-united-nations-to-advance-sustainable-development-at-sdg-media-summit/)
“To strengthen effective multilateralism, we need to apply democratic principles of rule of law, representation, accountability and transparency that create an enabling environment for social development. Likewise, strong democracies that understand and abide by these rules of the game tend to be amongst the strongest supporters of multilateralism. Club de Madrid is uniquely positioned to work on this nexus towards an Agenda 2030 reboot and we are happy to partner with PVBLIC Foundation and Family office for sustainable development Program (FOSD), to strengthen the impact of our common work”

- Danilo Tük, President of Club de Madrid

PVBLIC Foundation and Club de Madrid officially announced their partnership at the SDG Lounge in New York alongside the United Nations General Assembly on September 21st, 2022. The SDG Lounge served as a space for conversation and networking throughout the high level week featuring UN Representatives, Heads of State, International Organizations and Family Office partners.
This special session of the lounge was titled Multilateralism as a Way Forward: Managing the “Megacrisis” and focused on the role of democracy and democracy-driven organizations in responding effectively to multiple global crises. It also discussed Club de Madrid’s work and the importance of promoting multilateralism and public-private partnerships to achieve the 2030 Agenda.
“We believe that together, with individual experience but also with collective experience and convening power we can build the bridges that are necessary to bring about positive change and achieve the Sustainable Development Goals.”

- María Elena Agüero, Secretary General of Club de Madrid while discussing the importance of partnerships at the SDG Lounge

The SDG Lounge hosted former and current Heads of State Danilo Türk, former President of Slovenia and Club de Madrid President, Silveria Elfrieda Jacobs, Prime Minister of Sint Maarten and Helen Clark, former Prime Minister of New Zealand, who provided keynote remarks.
She described the “Megacrisis” as the “3 C’s- Covid, Conflict and Climate.”

These three catastrophes have pushed the sustainable development goals further behind and have left an urgent need for all sectors to work together to achieve the goals.

“I think the voice of the Club de Madrid, the voice of the private and nonprofit sector is extremely important for re-energizing the global agenda. The SDGs are a great agenda but it needs implementation,” said Clark.

PVBLIC will continue to engage its global network of communication and media platforms to amplify programs, initiatives and messages of Club de Madrid that align with our organization’s mission. Club de Madrid is committed to advancing democracy worldwide, and we believe that through this partnership, we can advance democratic values and work towards fostering sustainable development and social change around the globe.