



# A New Approach to Spurring Action for the Sustainable Development Goals

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## 17 Rooms: A new approach to spurring action for the Sustainable Development Goals

The Brookings Institution and The Rockefeller Foundation

### Background:

A core motivation for establishing the Sustainable Development Goals (SDGs) in 2015 was to break from business-as-usual. As the past year's Covid-19 pandemic and ensuing global crises have only underscored, a more just, sustainable, and inclusive world requires new forms of action, technology, and partnership at all levels – spanning business, science, government, and civil society. The need for innovation extends to the process of problem-solving itself.

In September 2018, the Brookings Institution and The Rockefeller Foundation convened the first experimental 17 Rooms session, on the eve of the UN General Assembly, to spur progress within each SDG and bridge insights across goals. After only a few years of quick evolution, the initiative has tapped into widespread interest in new approaches to advancing the SDGs, through both a global flagship process and a widely-accessible offshoot dubbed “17 Rooms-X” (or “17 Rooms-U” for universities).

This new report, “[17 Rooms: A new approach to spurring action for the Sustainable Development Goals](#),” takes stock of the 17 Rooms initiative as of early 2021 and captures emerging insights for a broader community of readers who might be interested in collaborating moving forward.

### The Ask:

As we launch the new 17 Rooms Report, we invite 17 Rooms community members and fellow SDG advocates to help promote and amplify the report to help broaden the 17 Rooms movement and community.

### Hashtag:

- #17Rooms (please include in all posts)

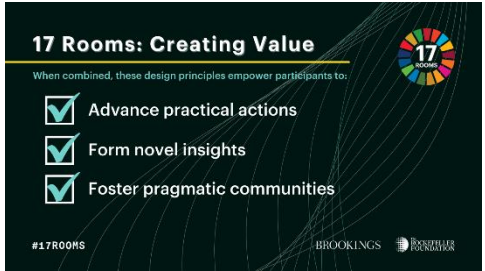
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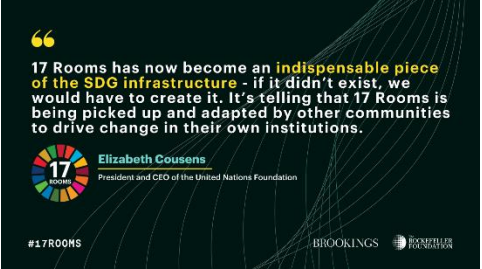
- The Rockefeller Foundation (Twitter: [@RockefellerFdn](#) and LinkedIn: [@The-Rockefeller-Foundation](#))
- The Brookings Institution (Twitter: [@BrookingsGlobal](#) and LinkedIn: [@the-brookings-institution](#))

**Social Copy & Graphics**

**Relevant Links:**

- [Social Graphics](#)
- [Link to the Brookings Institution Report Landing Page](#)
- [Link to The Rockefeller Foundation Report Landing Page](#)

Channel	Copy	Graphic
Twitter	<p>The recent global crises have underscored the need for new forms of action, tech, &amp; partnership; and the need for innovation extends to how we problem-solve.</p> <p>Enter #17Rooms - a new approach to spark ideas &amp; cooperative action to meet the #SDGs.</p> <p>How? <a href="#">bit.ly/3dmAsdP</a></p>	<p>Please tag @RockefellerFdn and @BrookingsGlobal</p>  <p><a href="#">Download GIF</a> <a href="#">Download graphic</a></p>
Twitter	<p>What is #17Rooms?</p> <p>A new convening &amp; problem-solving approach to stimulate cooperative action toward the #SDGs. It not only identifies practical next steps for each of the 17 goals, but also productive synergies between the goals.</p> <p>Try it for yourself <a href="#">bit.ly/3dmAsdP</a></p>	<p>Please tag @RockefellerFdn and @BrookingsGlobal</p>  <p><a href="#">Download graphic</a></p>

<p>Twitter</p>	<p>#17Rooms follows 3  design principles:</p> <ul style="list-style-type: none"> <li> All #SDGs get a seat at the table</li> <li> Take next steps, not perfect steps</li> <li> Engage in conversations, not presentations</li> </ul> <p>Explore how you can use the #17Rooms model to spark new ideas &amp; pathways to action for the #SDGs <a href="https://bit.ly/3dmAsdP">bit.ly/3dmAsdP</a></p>	<p>Please tag @RockefellerFdn and @BrookingsGlobal</p>  <p><a href="#">Download graphic</a></p>
<p>LinkedIn</p>	<p>What is #17Rooms?</p> <p>17 Rooms is a new convening and problem-solving approach to stimulate cooperative action toward the #SDGs.</p> <p>It uses 3 key design principles to identify practical next steps for each goal, plus productive synergies between goals:</p> <ol style="list-style-type: none"> <li>1. All #SDGs get a seat at the table</li> <li>2. Take a next step, not the perfect step</li> <li>3. Engage in conversations, not presentations</li> </ol> <p>When combined, these principles empower participants to advance practical actions, form novel insights and foster pragmatic communities.</p> <p>Explore how you can use the #17Rooms approach to spark new ideas &amp; pathways to action for the #SDGs <a href="https://bit.ly/3dmAsdP">bit.ly/3dmAsdP</a></p>	 <p><a href="#">Download graphic</a></p>