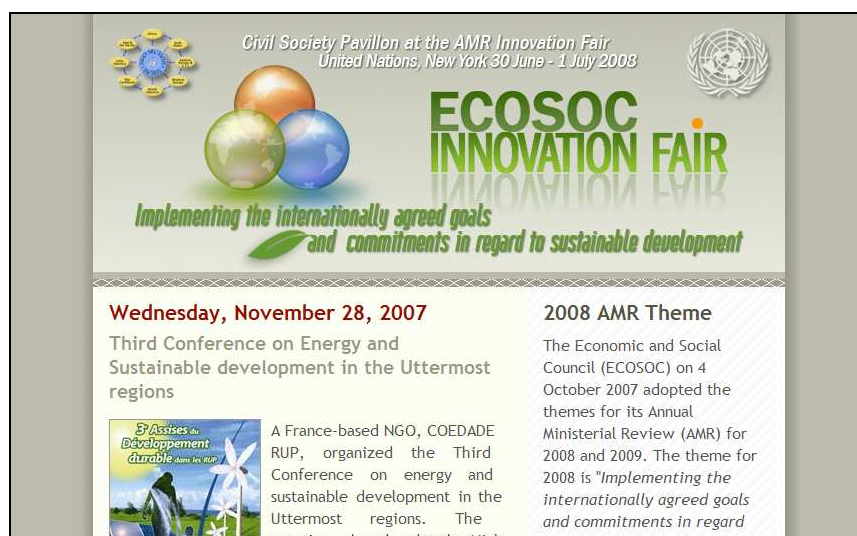


Civil Society Pavillon at 2008 AMR Innovation Fair



Introduction

On the 4th October 2007 the ECOSOC adopted the theme for its Annual Ministerial Review (AMR) for 2008. The theme is "Implementing the internationally agreed goals and commitments in regard to sustainable development".

As last year in Geneva, the AMR will be complemented by several informal events, such as the AMR Innovation Fair which provides the opportunity for showcasing examples of lessons-learned, successful practices and approaches which merit scaling-up of development efforts.

In 2008 the AMR Innovation Fair will include a "Civil Society Pavillon", where NGOs in consultative status with ECOSOC and their partners can display best practices in the field of sustainable development.

Objectives

As last year, the NGO Section has invited NGOs to submit their success stories which will be screened and presented in the *Blog* on the "Civil Society Pavillon" at the 2008 AMR innovation Fair.

The *Blog* will also serve as an instrument to approach NGOs on their involvement to the Fair and to promote the transfer/sharing of knowledge, expertise and experience through networking and peer-to-peer learning.

Additionally, the *Blog* will highlight events held in various regions by civil society along with their outcomes.

Outcomes

It is expected that the *Blog* (www.amrif2008.blogspot.com) would function as an on-line tool leading to three broad results:

- to bring awareness towards achieving further the MDGs/IADGs;
- to act as a notice board for directing attention to best practices with multi-stakeholder commitment in sustainable development;

- to advise the major upcoming events specifically developed towards achieving the MDGs.

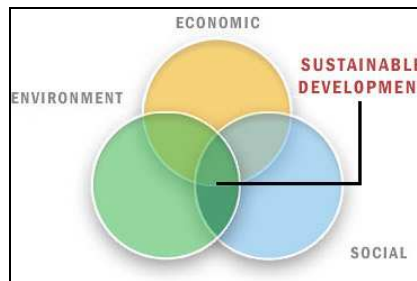
“Civil Society Pavillon” banner

The concept of “sustainable development” and its visualization is inspired by various perspectives.

The starting point is the Report of the Brundtland Commission which coined in 1987 what was to become the most often-quoted definition of sustainable development as development that “meets the needs of the present generation without compromising the ability of future generations to meet their own needs”.

Sustainable development encompasses three general policy areas: economic, environmental and social. This has been emphasized in several United Nation texts including the 2005 World Summit Outcome Document which specifically refers to the “interdependent and mutually reinforcing pillars” of sustainable development as economic development, social development and environmental protection.

Scheme of sustainable development: at the confluence of three preoccupations



Source: <http://www.copelandbc.gov.uk/main.asp?page=2886>

The visualization of the banner, keeping in mind the sustainability of its impact, ruled out the use of symbolic representation such as “A Hand holding the Earth”, the “Tree” etc.

This concept was built on the global, vulnerable, interdependent image of the earth with the crystal ball showing their soul.

Banner of the “Civil Society Pavillon” Blog



Source: www.amrif2008.blogspot.com

According to this, the three intersecting globes in the banner:

- call for the macro-areas (economic, environment and social) in which the field of sustainable development can be conceptually broken;

- symbolize a light worlds encounters (light because they are transparent). The transparency also conveys earth vulnerability (to climate change, population growth etc).
- the spheres are earths, soap bubbles, toys...they are possible lives. The Technology, the Knowledge, the Future, they are not explicit. They are hidden and trusted with the perception of the whole: a way to affirm ideas without shouting them.
- finally, they call for Member States, Civil Society and Academia (the "triple helix") being brought together at the Innovation Fair to showcase, nurture, strengthen and facilitate partnerships which engage themselves in exhibiting the direct linkages of the normative and the operational work of the United Nations.

As far as "signs" are concerned there has been a problem of "sustainability of the graphic image" too. That is why the project has devoted particular attention to the use of forms and to the mix of colors trying to give the header a feeling of "lightness and serenity".

Credits

Mr. Francesco Sciannameo, Studio Progest, who conceived and executed the "Civil Society Pavillon" banner in collaboration with Mr. Antonio Settanni (Universita' "La Sapienza" - Rome).