



NGO-UNESCO Liaison Committee  
Maison des ONG  
UNESCO  
Paris

Paris, 2 December 2024

**Subject: Mission Statement**

Dear Friends and Colleagues,

It is a privilege to stand before you as a candidate for the UNESCO-NGO Liaison Committee (LC). My name is Isabela Carrozza Joia, and I am here as a youth candidate, representing the [UN Sustainable Development Solutions Network \(SDSN Association\)](#) and its education initiative, the [SDG Academy](#).

I am honored to represent an organization that aligns closely with UNESCO's mission to make quality education accessible to all. SDSN is a globally respected NGO that empowers civil society to achieve the Sustainable Development Goals (SDGs). It connects over 2,000 member institutions, including universities and think tanks, driving solutions for sustainable development. The SDG Academy provides free, high-quality educational content on sustainability to millions around the world, sharing UNESCO's vision of inclusive education and empowering communities to tackle global challenges.

As a young professional from Brazil, a country known for its diversity but marked by deep inequalities, I have seen firsthand the transformative power of education. This drives my dedication to ensuring that everyone, regardless of background, has the opportunity to thrive. However, my vision goes beyond education alone.

Before joining SDSN, I worked at the OECD, where I advised member states on effective communication strategies for sustainable development. This experience taught me how to navigate high-level policymaking and grassroots advocacy, and the impact that good communication has, especially its power to reach and engage a diverse set of actors.

This is the vision that would guide my candidacy: impactful communications for amplifying the voices of civil society within UNESCO, especially those from underrepresented regions like Latin America, while engaging effectively with member states to ensure our goals are aligned.



In the coming two years, my agenda for the Liaison Committee focuses on strengthening our influence within UNESCO. By leveraging SDSN's global network and experience in the UN Major Group framework, I aim to secure a meaningful role for NGOs in shaping UNESCO's future.

SDSN has already made progress toward these goals through partnerships with UNESCO, including contributions to the [Open Educational Resources \(OER\) Recommendation](#) and [Mission 4.7 for sustainable development education](#). I see great potential to advocate for broader access to lifelong learning, upskilling for green and digital skills, and empowering young leaders.

I am dedicated to ensuring that all NGOs, regardless of their work area, are heard and valued in our dialogues with UNESCO. My goal is to work together towards achieving the SDGs at global, regional, and local levels. I would also leverage my past experience at the OECD to strengthen the LC's advocacy with member states.

As a youth candidate, I am eager to work with you to drive impactful change. I ask for your support and vote, and I look forward to engaging with you at the 2024 International Conference of NGOs this December. Let's collaborate to advance education, and sustainable development.

Thank you.

Sincerely,

Isabela Carrozza Joia

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