

Press release  
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## Making the SDGs happen – best practices for public administrations and companies

### SARA the Danish-German project is launched

On 22 April 2021, the SARA project partners will hold their kick-off online seminar on best practices in sustainability for regional and business development. The seminar will focus on how companies and regional authorities can integrate the UN Sustainable Development Goals (SDGs) in their daily work and apply them in practice.

The keynote speaker is Stine Kirstein Junge, who is responsible for the implementation of the SDGs in the UN's Development Programme (UNDP). She will give her opinion on how the goals form a framework for global and local sustainable development. Danish and German public actors and companies will present examples of how they work with sustainability and the global goals.

“The topic of sustainability has long since arrived in people’s personal lives. There are numerous ideas and suggestions for what each individual can contribute. However, few of these approaches are specifically aimed at companies,” says SARA project partner Mandy Drebold from the KielRegion GmbH. “Many organisations also want to become more environmentally and climate-friendly, grow sustainably and promote a future-oriented way of life.”

Participation in the online seminar is free, but registration via the project’s website [www.sara-interreg.eu](http://www.sara-interreg.eu) is required. A simultaneous translation in Danish and German during the seminar is provided.

### SARA is a “call to work together”

With the adoption of the UN Sustainable Development Goals (SDGs) in 2015, the world population has agreed on a roadmap for a sustainable future. The United Nations developed the SDGs to end extreme poverty, fight inequality and injustice, and protect the planet. The aim is that the goals will be applied by 2030 by all nations.

SARA is short for “SDGs, Adaptable Indicators and Methods, Regional Development and Active Implementation”. The project develops methods and strategies for public administrations to allow the transfer of the SDGs from a global approach to a regional setting. Small and medium-sized enterprises will be provided a concept for the implementation of the SDGs into their business strategies.

“The SDGs set out a common global agenda for sustainable development and for rapid action to address global challenges. SARA is therefore also a call to work together and to develop a cohesive, attractive and sustainable region,” explains Olav Sønderskov, lead partner of SARA and Senior consultant at the Region Syddanmark.

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## Partners from Germany and Denmark

The German-Danish cooperation plays a vital role and provides a cross-border platform for exchanging knowledge and showcasing projects. Three Danish and three German partner organisations applied for the project and are now implementing it: Region Syddanmark, UdviklingsRåd Sønderjylland, TREFOR, Wirtschaftsförderungsgesellschaft des Kreises Rendsburg-Eckernförde GmbH & Co. KG, Kreis Schleswig-Flensburg and KielRegion GmbH. 12 network partners support the implementation by providing insights and advice.

SARA is funded by Interreg Deutschland-Danmark with means from the European Regional Development fund. The project runs from September 2020 to August 2022 with a total budget of 1.1 million Euro, thereof 610.000 Euro from funding.

Read more: [www.sara-interreg.eu](http://www.sara-interreg.eu)

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