



# FRIENDS FOR LEADERSHIP

supported by  
 **ROSCONGRESS**  
Building Trust

Friends for Leadership — is a network of the next generation leaders and entrepreneurs created with a support of the Roscongress Foundation in 2018 to share globally the best practices and scalable projects in the spheres of the UN Sustainable Development Goals 2030 together with partners



# our history

**2017**    **📍 SOCHI**

**19th World Festival of Youth and Students**

30 thousand participants from 180+ countries  
5 thousand volunteers from 18 to 27 years old

**2018**    **📍 ST. PETERSBURG**

**Saint Petersburg International Economic Forum (SPIEF)**

Young leaders of the G20, BRICS, and EAEU countries took part in the forum

It became a permanent basis for building global cooperation on the initiative of the **Center for International Promotion** and with the support of the **Roscongress Foundation**

A document was adopted establishing the "Global Leadership and Entrepreneurship Network" for organizations and an international horizontal network of leaders and entrepreneurs of a new generation from more than 100 countries of the world — **Friends for Leadership (FFL)**

1700  
young  
people

95  
countries

## 2018-2019

Over the past years, the youth agenda has firmly entered the business program of major congresses and exhibition events **under the auspices of Roscongress**, such as the SPIEF, EEF, REW, the Russian Investment Forum, the IAF, etc.

Representatives of the FFL community are regularly invited to those events, with the support of the "New Generation" program **by Rossotrudnichestvo**. Roscongress accredits young participants in order to ensure a diverse international representation at Russian forums



EASTERN  
ECONOMIC  
FORUM



SOCHI  
RUSSIAN  
INVESTMENT  
FORUM



Russian  
Energy Week



АРКТИКА  
ТЕРРИТОРИЯ ДИАЛОГА

# OUR EVENTS





# OUR WORK WITH THE UNITED NATIONS



• NOVEMBER 2019 📍 BERLIN

## **The International Governance Forum**

Friends for Leadership was presented to the Secretary-General António Guterres, who connected us to the UN Under-Secretary-General and Special Adviser on UN75 – Fabrizio Hochschild

• JANUARY 2020 📍 DAVOS

## **The World Economic Forum Annual Meeting**

Fabrizio Hochschild met our delegation and a mutual interest in joint cooperation was established

• FEBRUARY 2020 📍 ABU DHABI

## **The World Urban Forum (WUF)**

At the forum, FFL had the opportunity to discuss with Mr Hichschild and the UN-Habitat on how to move together to jointly work with the UN

# OUR SERIES OF WEBINARS

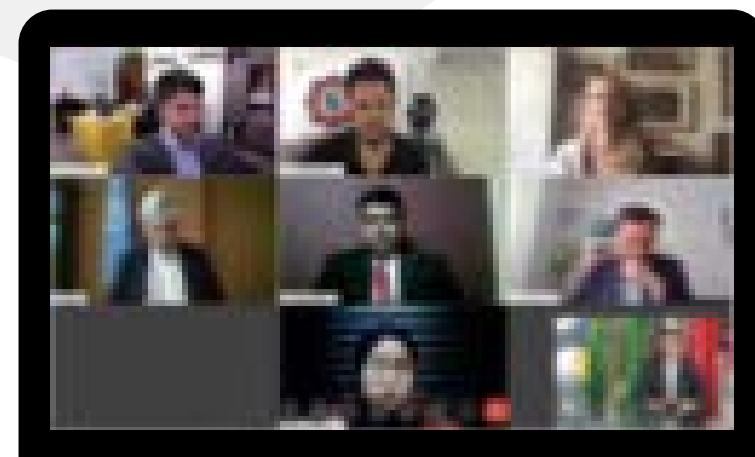
OVERCOMING THE PANDEMIC BARRIERS TOGETHER WITH THE UN

APRIL

## Global Governance in Digital Age

From the BRICS TV studio.

With the UN Deputy Secretary-General Fabrizio Hochschild



[Full video here](#)

MAY

## #DigitalCOVIDConvo

Our presentation by Roman Chukov on behalf of Friends for Leadership organized by the UN Youth Envoy, Join UN75 and United Nations Major Group for Children and Youth

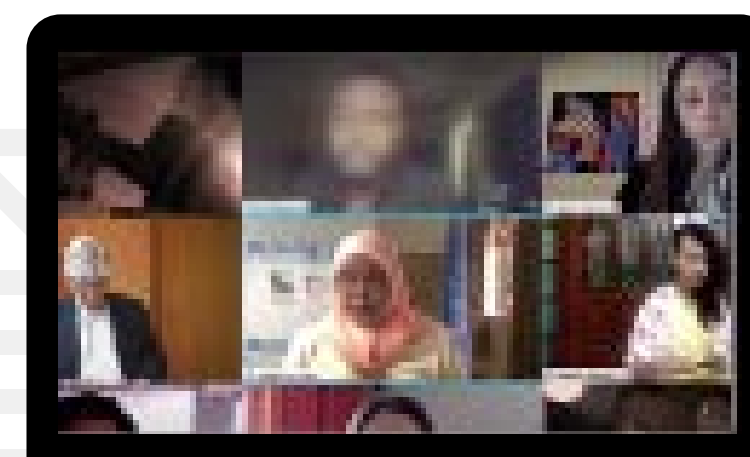


[Full video here](#)

JUNE

## UN75 and the Cities We Want: Securing a Decade of Action for Sustainable Cities and Communities

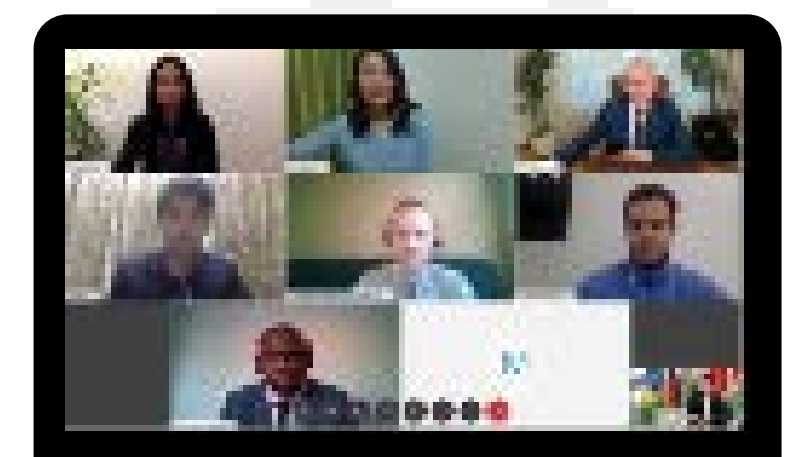
With the presence of Maimunah Mohd Sharif, the Executive Director of UN-Habitat



[Full video here](#)

## From SPIEF to UN75

Projects of the New Generation a Year After SPIEF and Their Vision for the Post-Covid World. With UN Deputy Secretary-General F. Hochschild and S.E. Cheremina from the Moscow DVMS



[Full video here](#)

# THE LETTER ON BEHALF OF THE SECRETARY-GENERAL OF THE UNITED NATIONS

UNITED NATIONS  NATIONS UNIES

POSTAL ADDRESS—ADRESSE POSTALE: UNITED NATIONS, N.Y. 10017  
CABLE ADDRESS—ADRESSE TELEGRAPHIQUE: UNATIONS NEWYORK

EXECUTIVE OFFICE OF THE SECRETARY-GENERAL  
CABINET DU SECRETAIRE GENERAL

17 June 2020

Dear Mr. Chukov,

On behalf of the Secretary-General, I would like to thank you for your letter dated 10 June 2020, inviting him to give introductory remarks at the opening of the online conversation being organized by Friends for Leadership on 18 June 2020.

The Secretary-General appreciates your kind invitation. Regrettably, he is unable to accept, owing to prior commitments and pressing demands already scheduled. Nevertheless, allow me to take this opportunity to convey his best wishes for the success of the event.

Yours sincerely,



Maria Luiza Ribeiro Viotti  
Chef de Cabinet

Mr. Roman Chukov  
Founding Member  
Friends for Leadership



“

[...] allow me to take this opportunity to convey his best wishes for the success of the event.

”



## #IHadMySayUN75 in support of UN-75

Participation of 22 countries

The results are presented in the report of the UN Secretary-General in the framework of the 75th UN General Assembly



## JANUARY 2020

*"the United Nations launched a global conversation to mark its 75th anniversary. Through surveys and dialogues, people were asked about their hopes and fears for the future, and how to address the challenges we face - from COVID-19 to the climate crisis, longstanding conflicts to new forms of violence, geopolitical tensions to social unrest, and rapid changes in our populations and in the digital sphere."*\*

## APRIL-JUNE

Friends for Leadership took an active role in the campaign, not only participating in the survey but promoting UN75's work and engaging more people in this initiative

\*<https://un75.online>

# AUDIOVISUAL PRODUCTION

## 'It's time #ForNature' Poem

Video poem in support of the environment with the participation of 10 countries and 11,000+ views

[Full video here](#)

## To the people of Beirut #FriendsofPeace

11 cities demonstrated support, with 5,000+ views

[Full video here](#)

## #FriendsforFood

A series of videos in support of the UN Food Systems Summit 2021 on the preparation of national dishes by members of the FFL community



## OTHER ACHIEVEMENTS

### Secretary General's Digital Roadmap Cooperation

The FFL community, by virtue of its partnership with the UN Under-Secretary-General for Digital Cooperation, has been invited in August 2020 to become a partner in promoting this initiative





# FRIENDS FOR LEADERSHIP WAS INCLUDED AMONG UN75'S PARTNERS

## ANNEX 1

### United Cities and Local Government conducted dialogues in all regions and produced a vision for the future

United Cities and Local Government, which has over 250,000 members representing local governments of all sizes, metropolises and regions, worked with the UN75 Office to hold dialogues in all regions, engaging hundreds of cities, towns and territories and their citizens.

## ★ SEPTEMBER

Thanks to our efforts, we not only expanded the reach of the UN's survey, but our actions strengthened ties with the UN

Thus, **Friends for Leadership** was included among **UN75's partners**, inserting us on their website and on the final report

### 75th UN General Assembly Opening

Our member Sharifah Norizah was nominated by Friends for Leadership and the Asia Pacific Youth Caucus, of UNMGCY to the UN75 Commemoration. She was one of 4 selected youth speakers for the Opening Session of the High-Level Meeting of the UN75 Commemoration





# FRIENDS FOR SDGs

• DECEMBER 2020

## THE UN75 SDGs CONTEST

In December, the **#FriendsforSDGs** competition was held for a dedicated grant from the UN-75 Office (USD\$ 1,000) jointly with the UN Information Center in Moscow, the Roscongress Foundation, and TV-BRICS to collect projects to implement the 17 Sustainable Development Goals until 2030

More than **500 projects from 93 countries** were received. Out of those, the best 100 were selected, coming from 61 countries. Work is underway with the best projects, and their founders have joined the FFL community

**500**  
projects

**93**  
countries

**100**  
selected  
projects

**\$1000**  
received  
from UN75



Friends for Leadership created **17 groups** related to the SDGs in order to allocate the projects, in addition to **6 more groups**.

## 17 SDG-related groups

Friends for Solidarity	Friends for Inclusion
Friends for Food	Friends of Cities
Friends for Health	Friends for Sustainability
Friends for Education	Friends of Climate
Friends for Equality	Friends for Oceans
Friends for Water	Friends for Nature
Friends for Energy	Friends for Peace
Friends for Work	Friends for Partnerships
Friends for Innovation	

### +6 groups

Friends of Science, Friends of Arts and Culture, Friends of Tourism, Friends of Investment, Friends of Media, Friends for Transparency

# 2021

## Roman Chukov was elected Vice-Chair of the Major Group on Children and Youth (MGCY)

Along with other FFL members holding positions in MGCY, an official UN-mandated space for youth, we have legitimacy when expressing the positions of global youth



## Agreement with the Moscow DVMS

An agreement was signed for joint development of Friends of Cities with Moscow's Foreign Economic and External Affairs Department



## ECOSOC Consultative Status

On June 1st, Friends for Leadership applied for the ECOSOC Consultative Status for NGOs



## Roundtables at the UN ECOSOC Online Youth Forum and HLPF

The FFL hosted three roundtables in collaboration with UN-Habitat, UNDP and UNESCO, and was involved in HLPF events



## UN Global Marketplace

Friends for Leadership is part of the UN Global Marketplace, being registered as a supplier



UNITED NATIONS  
GLOBAL MARKETPLACE

## **Memorandum of Understanding**

Negotiations are underway with the UN-Habitat on signing a Memorandum of Understanding with the participation of the Russian Ministry of Construction, the Moscow Government and the Roscongress Foundation after SPIEF-2021



# **HOW DOES IT IMPACT OUR FUTURE PLANS?**

## **Signing MOUs for each groups with each profile UN agency**

Thus connecting Friends for Leadership's projects and its members from all over the world with the meaningful work of UN agencies and establishing cooperation and partnerships with other national, international, governmental, and non-governmental institutions



**UN HABITAT**  
FOR A BETTER URBAN FUTURE





**102  
countries**

**676  
community  
members**

**10 cities  
to host  
events**

Sochi, St. Petersburg,  
Vladivostok,  
Yekaterinburg,  
Moscow, New Delhi,  
Geneva, New York,  
Davos, Abu Dhabi;



# OUR SOCIAL MEDIA REACH

on Facebook

**38000+**  
subscribers



**2700+**  
followers



on Instagram

on Twitter

**400+**  
followers



**20000+**  
views

**770+**  
subscribers



and Youtube

POST

Our large portfolio provides broad access  
to and opportunities in:

**500+**

projects

**100+**

countries  
for business



**thank  
you**



<https://www.friendsforleadership.org>



[info@friendsforleadership.org](mailto:info@friendsforleadership.org)



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[/FriendsforLeadership](https://www.youtube.com/FriendsforLeadership)