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Rio+20: Social media countdown to UN sustainable development forum kicks off



12 March 2012 –

The 100-day countdown to the United Nations conference on sustainable development that will be held in Brazil in June kicked off today with a call to governments, businesses and civil society to make sustainability a core issue for the future.

During the past months, [Secretary-General](#) Ban Ki-moon has consistently highlighted sustainable development as a priority issue for the UN, arguing that the upcoming conference, known as [Rio +20](#), will help pave the way for a new social contract for the 21st century, chart a development path that leads to greater social justice and help create ‘[the future we want](#).’

“The stakes are rising,” he said in a press release. “One hundred days to a once-in-a-generation opportunity. We must agree on sustainable solutions to build the future we want.”

In celebrating the 100-day mark, expected participants of the Rio+20 forum, including global stakeholders and UN system partners, will take to social media ([#futurewewant](#)) and share

messages of support and highlight the more important issues and objectives of the summit, slated to take place in Rio de Janeiro from 20 to 22 June.

Sha Zukang, who is Under-Secretary-General for Economic and Social Affairs and Secretary-General of the Rio+20 conference, also applauded the integration of new media as part of the countdown to the event.

“Through social media, we hope to reach an ever-growing number of people about the importance of the conference and the need to take action now to advance sustainable development,” he said, adding that the involvement of civil society was “critical for the success of Rio+20.”

More than 100 heads of State, along with thousands of parliamentarians, mayors, UN officials, CEOs, and civil society leaders will come together at Rio+20 to shape and adopt new policies and measures to promote prosperity, reduce poverty and advance social equity and environmental protection.

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