



SUSTAINABLE DEVELOPMENT GOALS  
**ACTION**  
CAMPAIGN

**GLOBAL WEEK**  
TO  
**#ACT4SDGs**

## Viessmann and the UN SDG Action Campaign Join Forces to Mobilize Millions to Take Critical Action on the Sustainable Development Goals

*In September, the Global Week to #Act4SDGs and the UN SDG Action Awards will call on individuals, organizations and governments to renew efforts to ensure a healthy, just and peaceful planet for all*

Allendorf, Germany, 16 September 2022 – The Viessmann Group announced today that they are joining the UN SDG Action Campaign, a United Nations initiative hosted by UNDP, and its partners. Taking place on 16 to 25 September, during the high-level UN General Assembly, the Global Week to #Act4SDGs aims to accelerate action on the Sustainable Development Goals. The Global Week to #Act4SDGs asks people to ‘flip the script’ on prevailing narratives, to show that the power is in our hands and that the change we want to see is possible if we work together.

*- The Viessmann family regards sustainability as a key pillar of our purpose: We co-create living spaces for generations to come. As a family business with a 105-year history, we stand for positive change, focusing on true innovation, people and climate solutions. Now is the time to prove those skills. Because we know that we have little of our global carbon budget left. We need rapid actions and systemic changes in order to fight climate change and global warming. It is the only way to enable ourselves, and more important all generations to come, to live and thrive on our planet realizing a society of equal opportunity for everyone. - Max Viessmann, Group CEO*

**Marina Ponti, Director of the UN SDG Action Campaign**, said that the time is now for all stakeholders – organizations and individuals alike – to come together in solidarity.

“In these challenging times for the world, the power is in our hands to flip the script on climate, justice and peace - which means re-writing the narrative and reclaiming our future. A future with people and planet in focus. The UN SDG Action Campaign and its partners have shown that we are stronger together as we can mobilize millions of people to bring about positive change,” **Ms. Ponti stated.**

“Buildings account for 30% of global emissions. The participation of Viessmann in the Global Week to #Act4SDGs will add emphasis on the importance of the transformation of the building sector in 6 different countries and on a global level. Each and everyone has a role to play in flipping the script for buildings, and activate the energy transition - the crafts, installers and young people who start their vocational training -. The SDGs can be achieved with everyone’s contribution.” **said Alix Chambris** (VP Global Public Affairs and Sustainability)

**Viessmann’s action campaign to support the Global Week To #ACT4SDGs**



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### **A public stunt to mark the anniversary of the SDGs on 25 September**

Viessmann through its sales and training teams in Germany, Italy, France, United Kingdom, Poland and Belgium is also joining a global stunt taking place on 25 September, the anniversary of the Sustainable Development Goals, where we will gather 100+ people to flip the script and address climate, justice and peace, the themes of the Global Week to #Act4SDGs.

### **ViMove for Climate**

The global Viessmann family, partners and friends will join the #ACT4SDGs campaign for the ViMove activity: between September 16 and September 25, people are encouraged to get active, and track their sports activities in Viessmann's ViMove app (available on [App Store](#) or [Google Play](#)), which will convert the distance they have covered or time they have spent into trees, which will be planted in our own forests and over the next 100 years provide valuable contributions to the ecosystem services our forests provide.

#ViMoveForClimate has already successfully surpassed the milestone of 1 million trees being planted and with an ever-growing community of participants engaged more than 8500 people from almost 50 countries worldwide in supporting this cause.

### **Viessmann flips the script video for skills on social media**

The decarbonisation of buildings and their heating systems require a large number of skilled installers. The European Heating Industry estimates that we need to attract 750.000 more installers (vs 1.5 million today), and upskill 50% of the existing workforce to meet the EU 2030 targets for buildings<sup>1</sup>. Surveys also show that over 90% of people follow (partly or completely) the advice of installers when modernizing their heating systems<sup>2</sup>. Clearly installers are a central lever to flip the script. Viessmann aims to Inspire young generations to be part of the change, becoming installers and participating in the modernization of heating systems switching fossil fuel based solutions to renewables based solutions. Targeting young people which are choosing their vocational training pathways, this video provides clear answers on how everyone can become an enabler of the energy and heating transition worldwide. The video will be available in 6 languages and distributed world wide through all social media platforms.

More details on our activities during the Global Week to #ACT4SDGs can be found on the [Global Action Map](#).

### **About Viessmann**

Viessmann is the leading provider of climate solutions for all living spaces. The 'Integrated Viessmann Solutions Offering' enables users to connect products and systems seamlessly via digital platforms and services for climate (heating, cooling, air quality) and refrigeration solutions. All solutions are based on renewable energy and maximum efficiency. All activities of the family company, founded in 1917, are based on its purpose. "We create living spaces for generations to come" – that is the responsibility of the global Viessmann family with 13000 members.

### **About the UN SDG Action Campaign**

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<sup>1</sup> Source:

[https://www.ehi.eu/fileadmin/user\\_upload/user\\_upload/EHI\\_report\\_Heating\\_systems\\_installers\\_-\\_Expanding\\_and\\_upskilling\\_the\\_workforce\\_to\\_deliver\\_the\\_energy\\_transition.pdf](https://www.ehi.eu/fileadmin/user_upload/user_upload/EHI_report_Heating_systems_installers_-_Expanding_and_upskilling_the_workforce_to_deliver_the_energy_transition.pdf), page 6

<sup>2</sup> Ibid, page 4.



The UN Secretary-General established the [UN SDG Action Campaign](#) to inspire people and organizations from all backgrounds and every part of the world to take actions to achieve the Sustainable Development Goals. The Campaign is hosted and supported by UNDP and is based in Bonn, Germany. Their flagship initiatives include the Global Week to #Act4SDGs and the UN SDG Action Awards.