

[SDGs 'take off' in Nepal's skies with UN development programme-airline partnership](#)

3 October 2017 – Through a partnership between the United Nations Development Programme ([UNDP](#)) and a private aircraft company, airplanes flying in Nepal's skies will bear UN Sustainable Development Goals ([SDGs](#)) branding icons, disseminating the globally-agreed targets far and wide.

"This is a [powerful example](#) to show the world that in partnership with the private sector, the [[2030 Agenda](#) for] Sustainable Development can really take off," Renaud Meyer, the UNDP Country Director for Nepal, said in a news release announcing the new aircraft livery.

"We are very pleased to see these airplanes flying in Nepali skies, spreading messages on how we can tackle some of the world's biggest challenges," he added.

In addition to the SDG-branded aircrafts, the partnership between UNDP and Yeti Airlines also includes the Goals features on airport shuttle buses and boarding passes, information leaflets on sustainable development, social media campaigns as well as a link on the airline's website for donating to UNDP programmes in country.

Thousands across the landlocked mountainous country, including those residing in remote areas – where aircrafts provide a vital transport and connectivity link – are expected to be informed about the [SDGs](#) through concrete and action-oriented messages, noted the news release.



A Yeti Airlines plane in the UN SDG branding at Kathmandu airport, Nepal. Photo: Laxmi Prasad Ngakhusi, UNDP Nepal



A Yeti Airlines plane and passenger shuttle buses bearing the SDG branding at Kathmandu airport, Nepal. Photo: Laxmi Prasad Ngakhusi, UNDP Nepal

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Also under the partnership, UNDP and the airline will undertake joint initiatives to raise awareness on sustainable development, and mobilize stakeholders and advocates for its implementation.

The partnership will also explore, adopt and promote innovative and sustainable business models in the aviation and tourism industry that would

help Nepal meet some specific SDG indicators in the areas of climate change adaptation, poverty reduction and gender equality, it added.

The SDGs, adopted by UN Member States in 2015, have a specific goal on partnerships, including with the private sector given their potential to mobilize resources, technology and innovation to aid and accelerate the implementation of the overall sustainable development agenda.

“In Nepal, we have been exploring ways in which the UN could help the local businesses grow more responsible and SDG friendly,” said Mr. Meyer, expressing hope that more such “inspiring” joint initiatives will be unveiled to help the country meet the global development goals by 2030.