

2020 International Social and Behavior Change Communication (SBCC) Summit to be held in Marrakech, Morocco, March 30 to April 3, 2020.

On behalf of the organizers of the 2020 International Social and Behavior Change Communication (SBCC) Summit, it is my pleasure to invite you to participate in the upcoming SBCC Summit to be held in Marrakech, Morocco from March 30 to April 3, 2020.

At the 2020 SBCC Summit, we will harness the transformational power of social and behavior change communication as people from across the globe come together to examine the most recent evidence and innovations, build on our diverse methodologies, debate our way forward and highlight successes and challenges.

We will explore the vast potential and diversity of our field -- across disciplines, development priorities and geographies, and in tandem with other development actors -- to accelerate action towards achievement of the Sustainable Development Goals. The 2020 Summit will be organized around three central themes:

1. Catalyzing transformational change on agendas of urgency
2. Future Forward
3. Connecting the Dots

Led by an International Steering Committee that includes Johns Hopkins Center for Communication Programs, UNICEF, the Soul City Institute for Social Justice, Digital Green, Social Change Factory, Puntos de Encuentro and American University of Beirut, the Summit will provide a forum to:

- Shine a light on the latest trends and innovations, with an eye on how they can accelerate and scale-up SBCC impact
- Identify effective strategies and new lines of action, especially around social inclusion, voice and participation
- Create a platform for debate and discussion and critical review of SBCC programming and evidence Advancing research, monitoring and evaluation methodologies
- Build partnerships within the SBCC community and with other development actors for greater collective action
- Engage youth in partnership to find new and innovative solutions

This letter serves as confirmation of your invitation and registration for the conference. Please keep this letter with you in case you need it to facilitate your Visa when traveling to Morocco. More information on traveling to Morocco is available on the [SBCC Summit website](#).

I kindly request that the Moroccan Embassy/Consulate accept this letter as a confirmation and invitation to the above-mentioned Summit participant. On behalf of the 2020 SBCC Summit Steering Committee, we look forward to welcoming you to Marrakech!



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