

Years of Culture Celebrates Qatar and Morocco at the 4th Annual Sustainable Goals Banquet

DOHA, 30 September 2024 — Years of Culture participated in Fashion 4 Development's (F4D) 4th Annual Sustainable Goals Banquet held during the 79th Session of the United Nations General Assembly in New York City. The event gathered heads of state, dignitaries, and global influencers to promote dialogue on sustainability, cultural heritage, and shared commitments to the UN Sustainable Development Goals (SDGs).

This year's banquet spotlighted the Qatar-Morocco 2024 Year of Culture, celebrating the rich cultural legacies of both nations and their contributions to global education and social development efforts. The event served as a platform for advancing international collaborations, engaging thought leaders on sustainability, cultural exchange, and education's pivotal role in achieving the SDGs.

A key highlight of the evening was the *Weaving Hopes* exhibition, which featured artisanal creations made by Moroccan youth, beneficiaries of a Silatech Foundation's project in partnership with Al Amana Microfinance Institution. The initiative has empowered over 134,000 young people by providing them with resources to turn their passions into sustainable livelihoods.

EAA Foundation Youth Advocate, Ahmed Saif Al Hajari, delivered a presentation on youth-led sustainability projects. Through his involvement in the EAA Foundation Youth Advocacy program, Ahmed is committed to championing the importance of education as a driving force behind the UN SDGs.

Other notable highlights from the event included:

- A curated exhibition of Moroccan caftans by Sheikh Mohammed bin Rashid Al-Thani, Founder of the Institute of Arab and Islamic Art in New York.
- Exquisite displays of Amazigh jewelry and Kaftans by Siham El Habti, reflecting Morocco's vibrant artistic heritage.
- A showcase of vintage Kaftans in collaboration with Yves Saint Laurent and Jean Paul Gaultier.
- A sustainable gastronomy experience featuring plant-based Moroccan cuisine by Chef David Fhima.
- Dr. Najat Maalla M'jid was awarded the Children's Advocacy Award. Dr. Najat Maalla M'jid was appointed by the Secretary-General of the United Nations as his Special Representative on Violence against Children in May 2019. A UUfrom Morocco, Dr. M'jid has over the last four decades devoted her life to the promotion and protection of children's rights.

The banquet was part of a two-day program that also included Fashion 4 Development's (F4D) 12th Annual First Ladies Luncheon, further bridging fashion, diplomacy, education, and sustainable development.

Years of Culture continues to build meaningful cultural partnerships, promoting mutual respect and understanding across nations. The Qatar-Morocco 2024 Year of Culture will unfold through a series of events celebrating the shared heritage and future ambitions of both nations.

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About Years of Culture

The Years of Culture initiative, chaired by Her Excellency Sheikha Al Mayassa bint Hamad bin Khalifa Al Thani, spearheads long-lasting cultural partnerships between Qatar and other nations. It exists to promote respect and understanding among diverse cultures and serves as a catalyst for bringing people together, nurturing connections, encouraging dialogue, and deepening understanding. Though formal programming spans one year, the lasting impact continues through legacy projects.

The Qatar-Morocco 2024 Year of Culture is developed in collaboration with leading organizations in Qatar with counterparts in Morocco and with assistance from the Moroccan Ministry of Youth, Culture, and Communication, Qatar's Embassy in Morocco, and the Embassy of the Kingdom of Morocco in Qatar.

Previous Years of Culture have included: Qatar-Japan 2012, Qatar-UK 2013, Qatar-Brazil 2014, Qatar-Türkiye 2015, Qatar-China 2016, Qatar-Germany 2017, Qatar-Russia 2018, Qatar-India 2019, Qatar-France 2020, Qatar-USA 2021, Qatar-MENASA 2022, and Qatar-Indonesia 2023.

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Years of Culture

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The Human Kind Institute (HKI) exists to liberate creative minds and fuel imagination. Before technology, before material outcomes, it is our shared consciousness and mutual benevolence that will guide us towards a positive future. By bridging the gap between art and technology, spirituality, and science, we will encourage evolutions in education and sustainable lifestyle practices. Through a key focus on wellbeing, we will encourage, and nurture healthy mindsets fit for the challenge ahead.

Fashion 4 Development (F4D) is a private sector global platform founded by Evie Evangelou in January 2011 in cooperation with the Office of the UNSG to support the United Nations Millennium Development Goals and “Every Woman, Every Child”, the UN initiative spearheaded by the former Secretary-General Ban Ki Moon. F4D builds upon the core leadership principles of the 4Es: Educate, Empower, Enhance and Enrich, and activates partnerships that promote the fashion and lifestyle industries, advance economic and social development activities, preserve culture and empower women. In 2015 F4D committed to support the 17 UN Sustainable Development Goals and place a significant focus on sustainable lifestyle practices for a healthier world. Fashion 4 Development’s message to promote positive social change and tag line: “Giving Back is the New Luxury” is received with open arms around the world, with initiatives in over 30 countries.

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