

GLOBAL GOALS WEEK 2019

Action for People and Planet

1 Week - 5 Summits - 17 Goals

September 21-30, 2019

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93 Partnerships



2030 VISION

92Y
BELFER
CENTER
FOR INNOVATION
& SOCIAL IMPACT



instituto
arapyau

Asia
Society



BILL & MELINDA
GATES foundation



B
BridgingTheGap



CLIMATE
WEEK
NYC
THE CLIMATE GROUP

Co—
Impact

The Coca-Cola Company



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GLOBAL
CITIZEN

GGWCUP

GLOBAL
GOALSCAST



GOALKEEPERS

Google

GUGGENHEIM



Johnson & Johnson



LOCAL 2030



Mashable



SOLVE



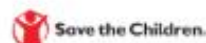
PATHFINDERS

PUBLIC FOUNDATION



RUTGERS
Institute for Corporate
Social Innovation

SAMSUNG



shift7

skoll
FOUNDATION

SOUTHERN VOICE

SPRINGER NATURE

StanleyBlack&Decker

TED

THE FEMINIST PORTFOLIO

THE NEW DIVISION

DEPARTMENT OF
GLOBAL COMMUNICATIONS

UN
environment
United Nations
Environment Programme

United Nations
Global Compact

UN 4 PARTNERSHIPS

Office of the
Secretary-General's
Envoy on Youth

SUSTAINABLE DEVELOPMENT
GOALS
ACTION
CAMPAIGN

SUSTAINABLE
DEVELOPMENT
GOALS
ADVOCATES

SDG
STRATEGY
HUB

unicef

Unilever

U.S. CHAMBER OF COMMERCE FOUNDATION

VARKEY
FOUNDATION
Changing lives through education

wc
wettransfer.com

WISE
World Innovation Summit for Education

World Association
of Girl Guides
and Girl Scouts

World
Benchmarking
Alliance

WORLD
ECONOMIC
FORUM
COMMITTED TO
IMPROVING THE STATE
OF THE WORLD

WFP
World Food
Programme

WORLD'S
LARGEST
LESSON

WWF

Events Summary

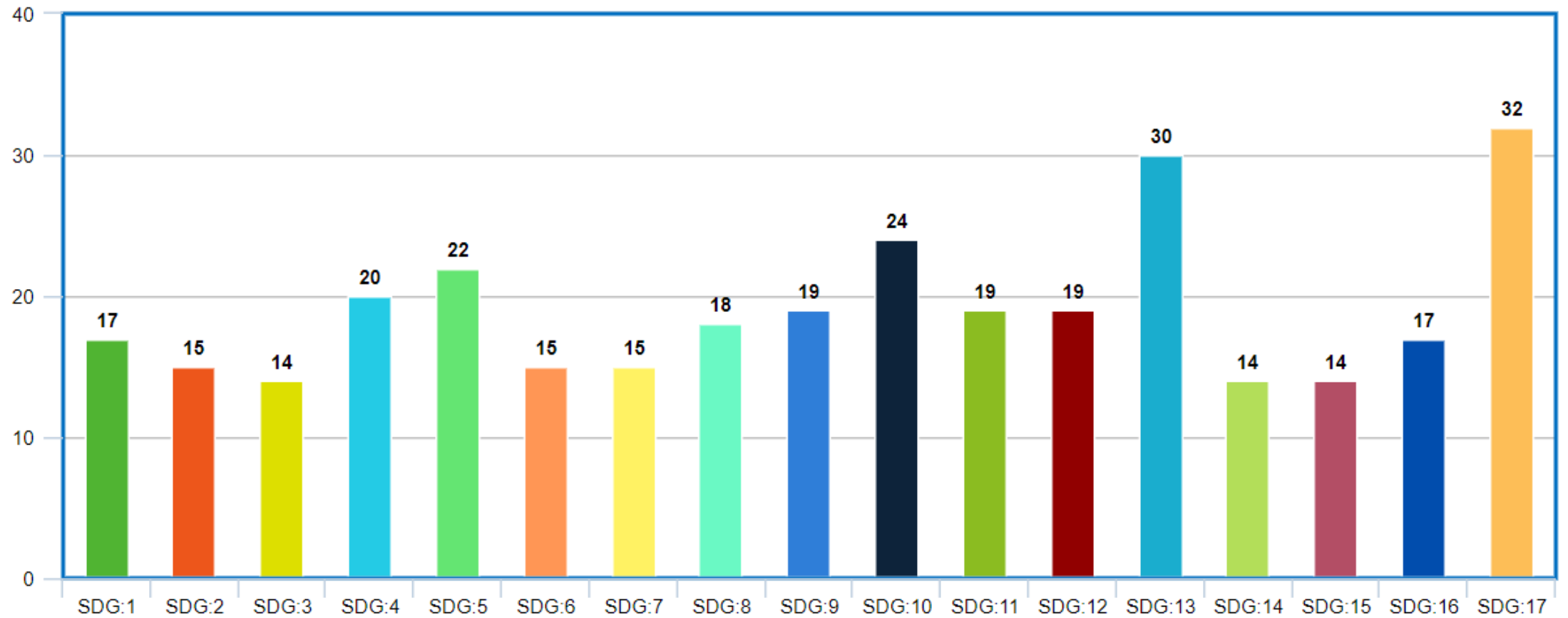
- 72 Global Goals Week events, as well as:
 - 68 events from SDG Action Zone
 - 351 events from Climate Week NYC
 - 2981 actions, including events, from the SDG Action Campaign
- ~107,000 people attended online*
- ~30,000 people attended in person*

*These figures account for data from 49 partner submissions



GLOBAL GOALS WEEK

SDGs in Focus Reported by Partners



Social Media



Social Media Metrics Reported by Partners

- **Reach: 5.8 billion**

Reach is defined as the total number of unique people who have seen your social media content.

- **Average Engagement: 5.36%**

Engagement rate measures the performance of a piece of content, which is calculated by the interactions (likes, comments, shares) on a piece of content divided by the number of users following the account.

- **Impressions: 52.7 million**

Impressions are defined as the number of times your content is displayed, no matter if it was clicked or not.

Note: These figures represent data reported by partners. Partners did not necessarily report on all metrics.

Social Media Toolkit

Global Goals Week 2019 ☆ Private Team Public CW RA Invite ... Show Menu

About Global Goals Week ...

- Website
- Theme: Action for People and Planet
- Key Messages
- Press Release
- One-Pager
- GLOBAL GOALS WEEK**
- Logos
- + Add another card

Global Goals Week Social Media Materials ...

- Hashtag: #GlobalGoals
- Sample Tweets
- Sample Instagram Post
- Sample Facebook Post
- GLOBAL GOALS WEEK**
Action for People and Planet
September 21-30, 2019 • globalgoalsweek.org
- Social Cards
- + Add another card

Videos ...

- HEAR OUR VOICES**
Global Goals Week Video
- #GLOBAL GOALS**
#GlobalGoals Video
- HEAR OUR VOICES**
Introduction to The Global Goals
- Curated Video Playlist
- + Add another card

SDG Materials from United Nations Department of Global Communications ...

- SUSTAINABLE DEVELOPMENT GOALS**
SDG Branding Resources
- SDG Branding Guidelines
- + Add another card

GlobalGoals.org Materials ...

- THE GLOBAL GOALS - WHEEL UP!**
Global Goals Branding Brief
- Global Goals Branding Resources
- + Add another card

United Nations General Assembly (UNGA) High-level Week ...

- Overview: Action for People and Planet
- UN High-level Week Board (5 High-level Summits)
- #UNGA Social Media Board
- SDG MEDIA ZONE**
- UN News & Media Brochure
- + Add another card

Materials from Global Goals Week Partners ...

- Climate Week NYC
- GGWCup
- Global Citizen
- Global Partnership for Sustainable Development Data
- Global Week to #Act4SDGs
- SDG Action Zone
- Skoll Foundation
- Solutions Summit
- + Add another card

Twitter Results

Overview

An analysis of Twitter data was done from 20 September to 2 October 2019 of over 50 different hashtags and Twitter handles. Around 10.8 million posts, shares, hashtags and mentions were tracked from 115 countries in 54 different languages.

In cases where it was not possible to get full data, a 3% sample was used for analysis. Leaderboards were created based on hashtag usage and direct mentions of the Twitter handle. Country, language and peak days/hours were used to filter the results.

This project was led by the UN SDG Action Campaign in partnership with Exasol, The Information Lab and Tableau.

[Live Report](#)

GLOBAL GOALS WEEK

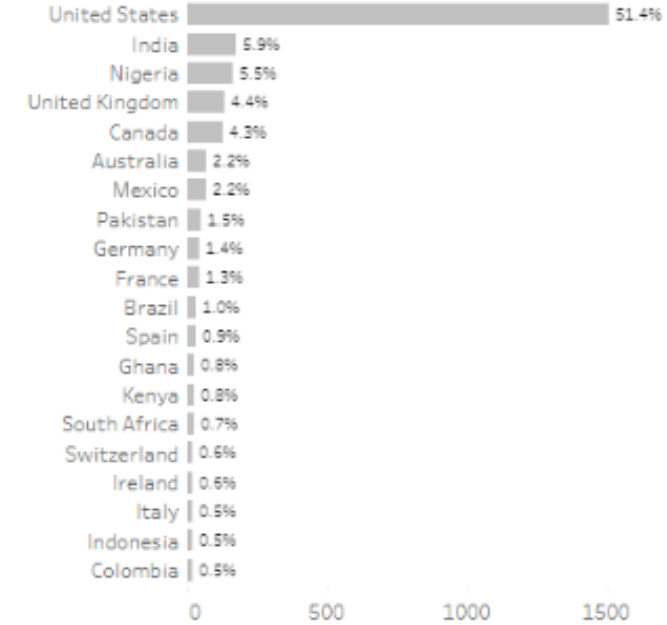
Total tweets per **HASHTAGS**



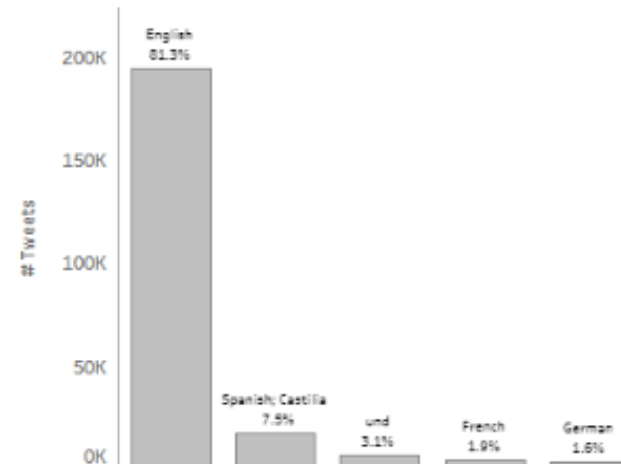
Total tweets per **MENTIONS**



Top 20 Countries by **# Tweets** (3% sample)



Most common languages used to tweet? (3% sample)



Where are the Twitter users from? (3% sample)

(hover over the map for information - click on a country to see language breakdown)



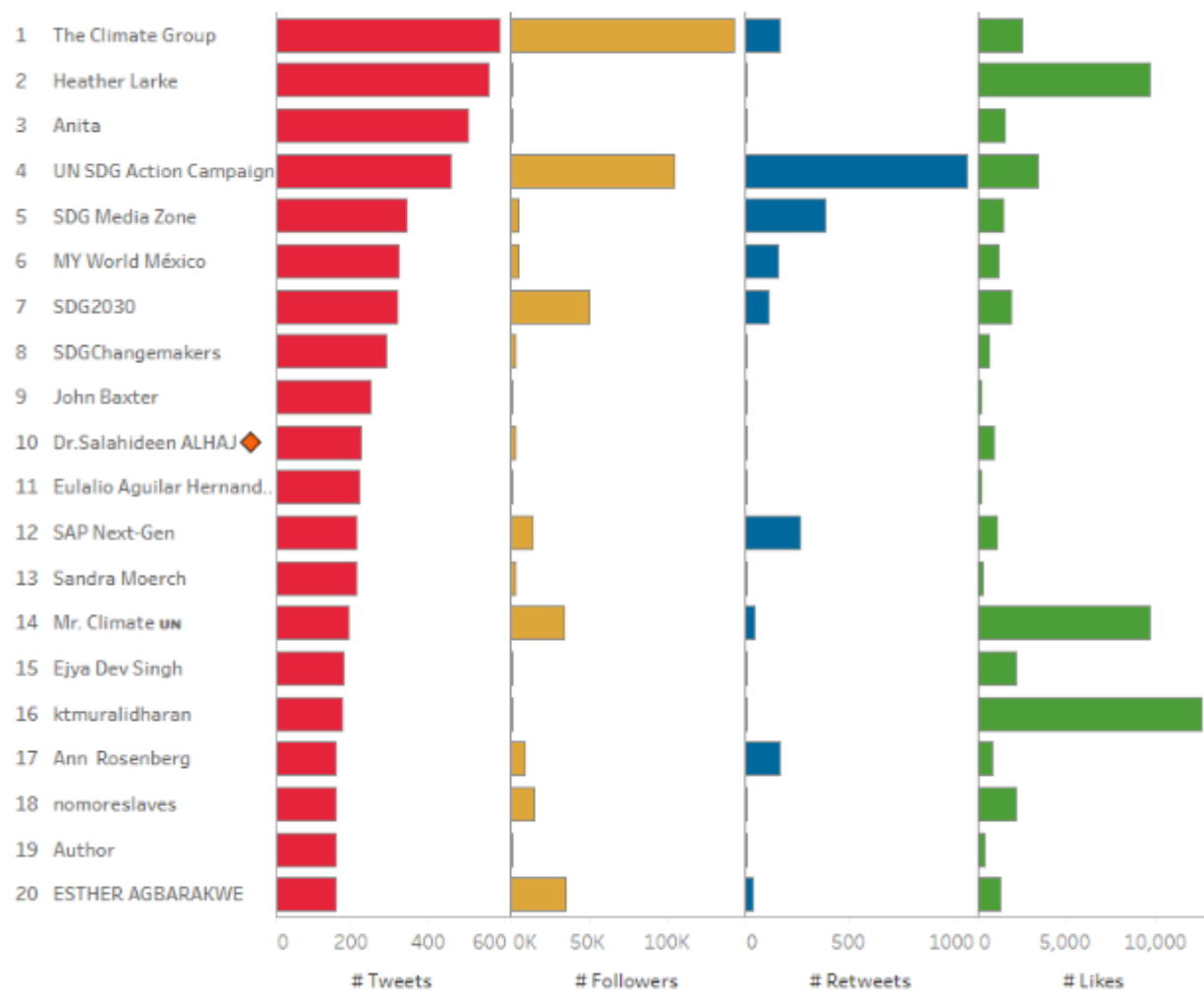
Who are the top 20 users by # Tweets?

Tweets on SDGs | # Followers | # Retweets | # Likes

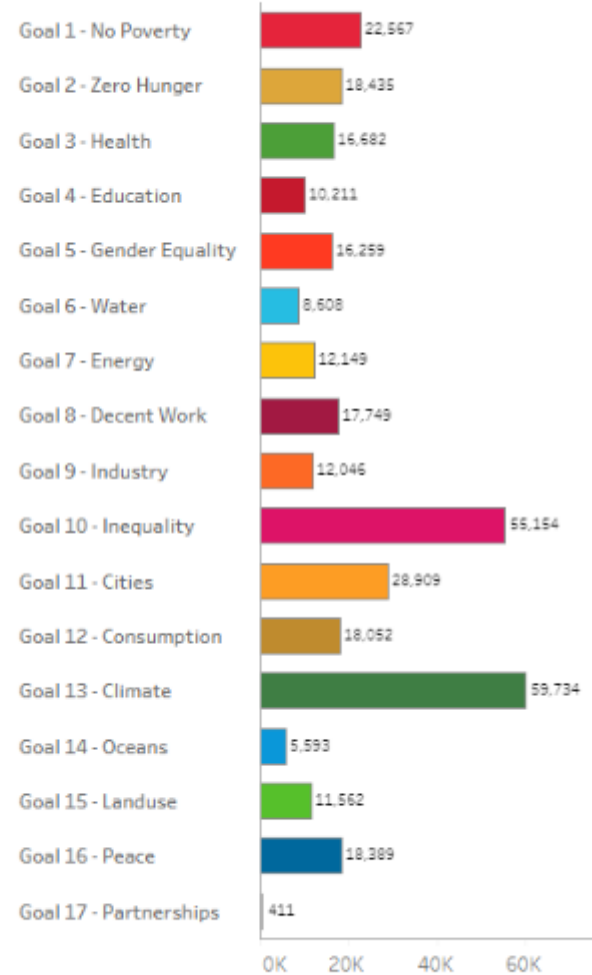
(Click to see what SDGs a user tweeted about)

Rank by

Tweets



Which SDGs were tweeted about?



(click to see top hashtags for that day)



What are the top 50 most common hashtags used in conversation about SDGs?

#21Sep #GlobalCitizen,#HBR,#PowerTheMovement
#Act4SDGs #StandWithKashmir #ForPeopleForPlanet,#PossibleDream #Climate,#water #PrimaryHealthCare #Agenda2030,#ODS
#Christians,#ISIS #HighwayToHeaven,#NICT127,#HighwayToHeaven #Yemen #LeaveNoOneBehind #HealthForAll,#TranslationDay #wealforfuture
#globalcitizen #ClimateAction,#ClimateEmergency,#ClimateHoax #Goalkeepers19 #MONSTA_X #SDGs,#SustainableDevelopment
#ImranKhan,#ImranKhanMakesHistory,#UNGA19 #GlobalGoals,#SDGs,#TimesSquare #Agenda2030 #UNGA74 #ClimateAction,#GlobalGoals,#UNGA
#HealthForAll #AfricaAgTransformation,#InnovativeAfrica,#SustainableDevelopment #BTSArmy,#BTSLoveMyself,#ENDViolence #RA,#SDGs,#タリクスクールチャレンジ,#レイノフォレスト #UHC
#UnitedNations #ClimateWeekNYC #HighwayToHeaven,#PowerTheMovement,#Superhuman #CaueyCalling,#NatureBasedSolutions #wipo
#Concordia19 #GlobalCitizen,#NCT,#NICT127,#NICT127inUSA,#NewYork,#PowerTheMovement #SDGLive #ClimateAction#SDGs#UNGA
#SDGActionZone #FridaysForFuture,#climatesstrike,#klimatstrejkk #SDG #HealthForAll,#UNGA
#ClimateEmergency,#EcologicalEmergency #GlobalCitizen,#IESOGI,#LeaveNoOneBehind#MONSTA_X,#TOGETHERBAND
#Maduro #Clim #SustainableDevelopment #18NoExceptions,#EndChildMarriage,#H147B,#H3360,#LeveltheLaw,#PowertheMovement,#52294,#5881 #Anishinaabe,#UnitedNa,#WikwemikongFirstNation
#SDGLive,#UNGA #climatechange #PowerTheMovement#GlobalGoals,#UNGA #Youth2030 #NICT127,#Superhuman,#PowerTheMovement,#Superhuman
#Climate #ClimateStrike,#FridaysForFuture #GlobalGoals #SAMOAPathway #GlobalCitizen#GlobalGoalLive
#climate #ClimateActionSummit #Cleanenergy #ClimateStrike #ParisAgreement #climatecrisis
#GlobalCitizenFestival #FridaysForFuture #ClimateChange #CaueyCalling,#GUFNYC2019,#UnitedNations
#ClimateStrike,#FridaysForFuture,#schoolstr #ClimateChange,#UN #ImranKhan,#India,#Kashmir,#Jihad #ClimateChange,#ClimateStrike
#Solar #Erdogan,#Israel,#UN,#UNGA #GlobalGoals,#SDGs #ClimateCrisis #LeaveNoOneBehind,#SDGs #BTS,#GlobalGoals,#Youth2030 #SDGs,#SDGsActivation
#SDGSummit #GlobalCitizen,#PowerTheMovement#UN #UNGA2019 #SamoaPathway #Climate,#UnitedNations
#ClimateAction,#UNGA #OneRe #globalcitizens

Twitter Analysis Facts

116,023

Users (3% sample)

115

Countries

54

Languages

10.89M

Tweets

239,772

Retweets (3% sample)

28,729,690

Likes (3% sample)

35

Hashtags Tracked

17

Users Tracked

12 days

Duration of Twitter Conversation

Partners

Exasol

The Information Lab
TABLEAU UK&I PARTNER OF THE YEAR 2017

Commitments



Financial

- Liechtenstein's Acceleration Action to draw up a concrete blueprint to accelerate action by the financial sector to end modern slavery and human trafficking through its Financial Services Commission.
- UNICEF and the Islamic Development Bank (IsDB) launched an innovative fund that will open new opportunities for Muslim philanthropy to reach the millions of children currently in need of humanitarian support and help achieve the SDGs.
- A new UNICEF and Power of Nutrition partnership will make joint investments with governments in countries with the highest level of stunting and malnutrition
- Mastercard's Michael Froman and Global Fund Chairman Donald Kaberuka reported on Mastercard's new partnership with Step Up the Fight, a Global Fund initiative that proposes to raise \$14 billion by 2023 for the fight against HIV, tuberculosis, and malaria. Of that \$14 billion, the Global Fund is advocating for the private sector to mobilize at least \$1 billion to expedite progress toward SDG 3 and universal health coverage.
- Colombian President Iván Duque and Howard G. Buffett discussed private capital and public policy levers that can support a sustainable peace in Colombia, as well as how the Howard G. Buffett Foundation is elevating its investments in Colombia's agriculture industries in line with the country's peace process. The Howard G. Buffett Foundation announced that they will invest between 150-200 million in the next 5 years in regions affected by the conflict in Colombia.

Partnerships

- Global Goals World Cup signed MOUs with 2020 host cities (private sector in Columbia and Saudi Arabia) to bring the GGWCup to their home countries/cities. They also opened dialog with potential partners and with institutions (Columbia University and UNDP) about sharing knowledge about the 'State of the Global Goals' within their network.
- The Hague Institute for Innovation of Law's (HiiL) partnership with Clifford Chance, Reos Partners, and the Ministry of Foreign Affairs of the Netherlands to support HiiL's Justice Innovation Growth Facility and Justice Transformation Labs in Africa to incubate and scale up justice innovations.
- SAP and UNICEF announced a new global partnership to provide quality education, life skills and job skills training to young people in disadvantaged communities, preparing them for decent work and active citizenship. The three-year partnership will bring together businesses, governments and non-governmental organizations to build sustainable education models. The partnership will focus on workforce inclusion initiatives to help young people thrive, and provide organisations with a prepared workforce.
- BridgingTheGap to Youth Forum formed partnerships with over 35 organizational partners (a mix of private sector, civil society and institutions) who supported, attended, and/or promoted the BridgingTheGap to Youth Forum. They announced the upcoming launch of the Youth2030 Challenge, organized by MyEffect—connecting young people who want to make an impact with partners working towards the same goals, and provides the tools to recognize everyone's collective impact.

Partnerships

- Partnership commitments were announced by the Government of Norway, PMNCH, and EWEC-LAC to support the Every Woman Every Child Global Strategy for Women's Children's and Adolescent's Health (2016-2030). These commitments will help advance the primary health care and universal health coverage agenda more broadly.
- The governments of Ireland, Namibia, Ethiopia, Tunisia, Indonesia, Sierra Leone, Uruguay, Sweden, Spain agreed to unite to accelerate progress for SDG 10 (Reducing Inequalities).
- Impossible Foods CEO Pat Brown announced that impossible meat will be sold at Fairway grocery stores in NYC.
- Sweden's commitment to the Pathfinders' grand challenge on inequality and exclusion, a program hosted by NYU-CIC, to address inequality and exclusion across the 2030 Agenda, with a focus on SDG10 and SDG16.
- The Government of Karnataka, UNICEF and Academic institutions are exploring networking and areas of research of common interest.

Initiatives

- The Rutgers Institute for Corporate Social Innovation Supported the launch of the University Global Compact.
- The Government of Indonesia signed an MOU for a project with Columbia University.
- Taleb Brahim, WFP & Oxfam, presented the technology of “dry” hydroponics systems that actively increase food security in refugee camps and communities.
- WFP and Alibaba Group unveiled “Hunger Map Live”, a digital map to track food-security issues across the globe.
- The Netherlands' commitment to doubling the target for the number of people who obtain access to justice through its development assistance by 2020.
- The launch of the Peace in our Cities campaign, led by +Peace, Impact:Peace, and the Pathfinders, which will develop a vision for halving urban violence ahead of the UN’s 75th anniversary summit in September 2020.
- Argentina's Acceleration Action on its “2030 Roadmap”, which aims to implement a multi-sectoral strategy to develop judicial public policies around institutional, criminal, and civil law, access to justice, judicial and registry management, human rights, and justice and community reforms.
- Open Government Partnership's Acceleration Action on its recently launched coalition on justice. The coalition aims to catalyze more commitments within OGP members’ national action plans that advance people-centered justice services, which will lead to implementation of concrete services on the ground.

Initiatives

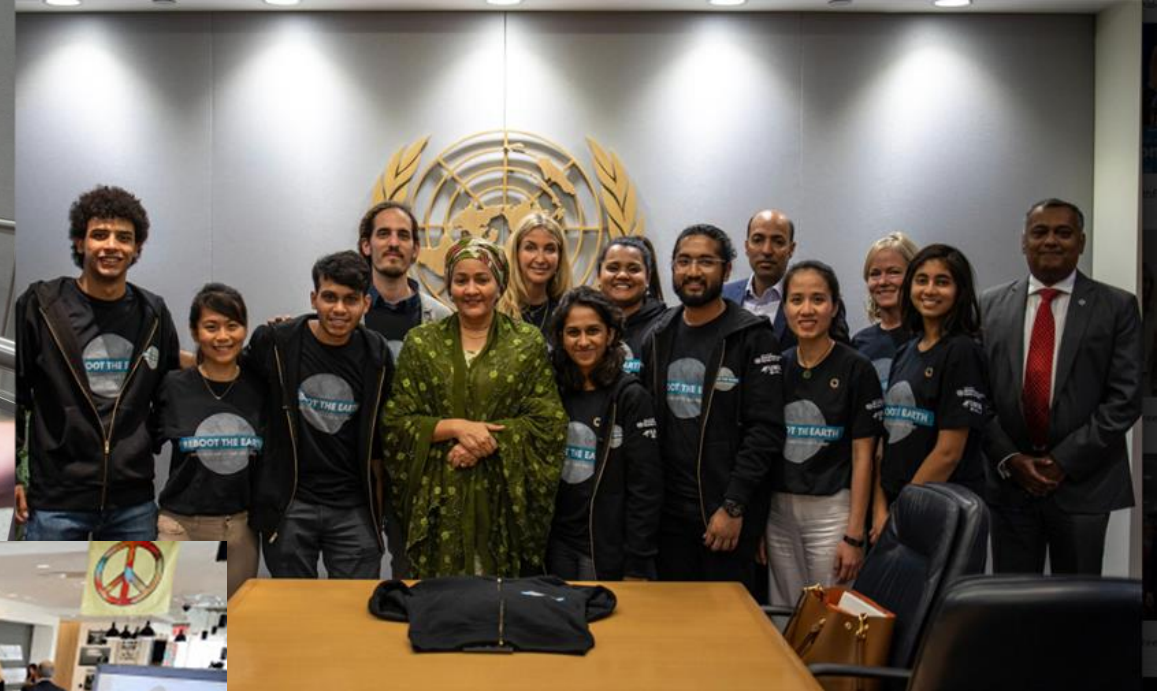
- In the run up to UNGA and culminating in the PGA hosted Commemorative 30 Anniversary of the Convention of the Rights of the Child, 54 countries aligned themselves with the global pledge to protect child rights.
- UNICEF is a collaborator of the Rockefeller Foundation Precision Public Health Initiative which was announced at UNGA. The purpose of the initiative is to empower community health systems and frontline health workers with the latest data science innovations, including more accurate and precise decision-making tools based on large, integrated datasets, predictive analytics, artificial intelligence, and machine learning.
- Mary Kay's Chief Operating Officer, Deborah Gibbins, announced the launch of the Women's Entrepreneurship Accelerator, a ten-year initiative led by UN Women in consultation with six United Nations agencies, and seeded by Mary Kay with the goal to inspire, educate and nurture female entrepreneurs everywhere.
- The #Employees4SDGs social media campaign builds on IMPACT2030's Employees for the Global Goals resources, aiming to create a global movement of the private sectors most valuable asset, their people. By sharing their expertise, creativity and passion, employee volunteers collectively act as multipliers of impact for the Global Goals at a local, regional and global level.
- The Secretary-General's call to action was met with an announcement for the Decade of Action by SDG Strategy Hub members, SDG Advocates, Civil Society, Youth, and activists from around the world.
- 21 Local and Regional Governments committed to the Voluntary Local Review Declaration, led by New York City.
- A panel of indigenous leaders engaged indigenous youth on inclusion in climate mitigation strategies.

Initiatives

- Google presented innovations in AI to advance the Global Goals and highlighted the work from their Impact Challenge grantees.
- SDG Advocates spoke with young leaders how to ensure inclusion in fighting the climate crisis.
- WFP and Oxfam presented the technology of “dry” hydroponics systems that actively increase food security in refugee camps and communities.
- UpLink launch at Davos 2020 was announced: connecting SDG innovators with power and influence.
- The Trailblazing Women Reception showcased trailblazing female executives and entrepreneurs and their impact on business, planet and society.
- MY World 360 Young Creators shared their immersive SDG stories from across the world.
- UN Office for Partnerships announced the Global Impact Initiative for Fashion between Swarovski Crystal, Slow Factory, and Study Hall.

Activists

- Activists and leaders from across all sectors came together at the SDG Action Zone alongside UN Deputy Secretary-General Amina J Mohammed to pledge their commitment to a super year of activism in 2020, to kickstart a Decade of Action for the SDGs.
- Trisha Shetty (SheSays) focused on empowering women and girls, ensuring no-one is left behind.
- Kennedy Odede (SHOFCO and World Poverty Forum) focused on tackling poverty and reducing inequality, looking ahead to the World Poverty Forum in January, to be held in Kibera, Kenya's biggest slum.
- Saffran Mihnar (Earthlanka) focused on mobilization around the climate crisis.
- Kumi Naidoo (Amnesty International) focused on grassroots civil activists whose lives are at risk worldwide.
- Penny Abeywardena (New York City Mayor's Office) focused on the role of cities to drive progress on the SDGs.
- Nikolaj Coster-Waldau (actor and UNDP Goodwill Ambassador) focused on the power of stories to galvanize movements for change.
- Rudelmar de Faria (Act Alliance) focused on the role of faith networks, and pledged that Act Alliance will work to tackle Goal 5: Gender Equality in 2020.
- Pauliina Murphy (World Benchmarking Alliance) focused on the role of business to drive action on the Sustainable Development Goals.
- SDG Advocates Alaa Murabit and Richard Curtis called on all sectors and citizens to mobilize in 2020 for the super year of activism ahead.



Thank You from the Core Partners



www.globalgoalsweek.org

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