

GLOBAL GOALS WEEK 2020

**A Turning Point to Recover
Better for People and Planet**

September 18 - 26, 2020
(with expanded calendar of September and October 2020)

https://www.youtube.com/watch?v=pBzokmUYTiE&list=PLAm6_yeZLsSS-NjB7qY3FQFNIH6pUPRzI&index=15&t=0s

WE NEED
EVERYONE



Table of Contents

1. Global Goals Week 2020: At A Glance
2. Partnerships
3. Events
4. Social Media
5. Commitments

Global Goals Week 2020: At a Glance

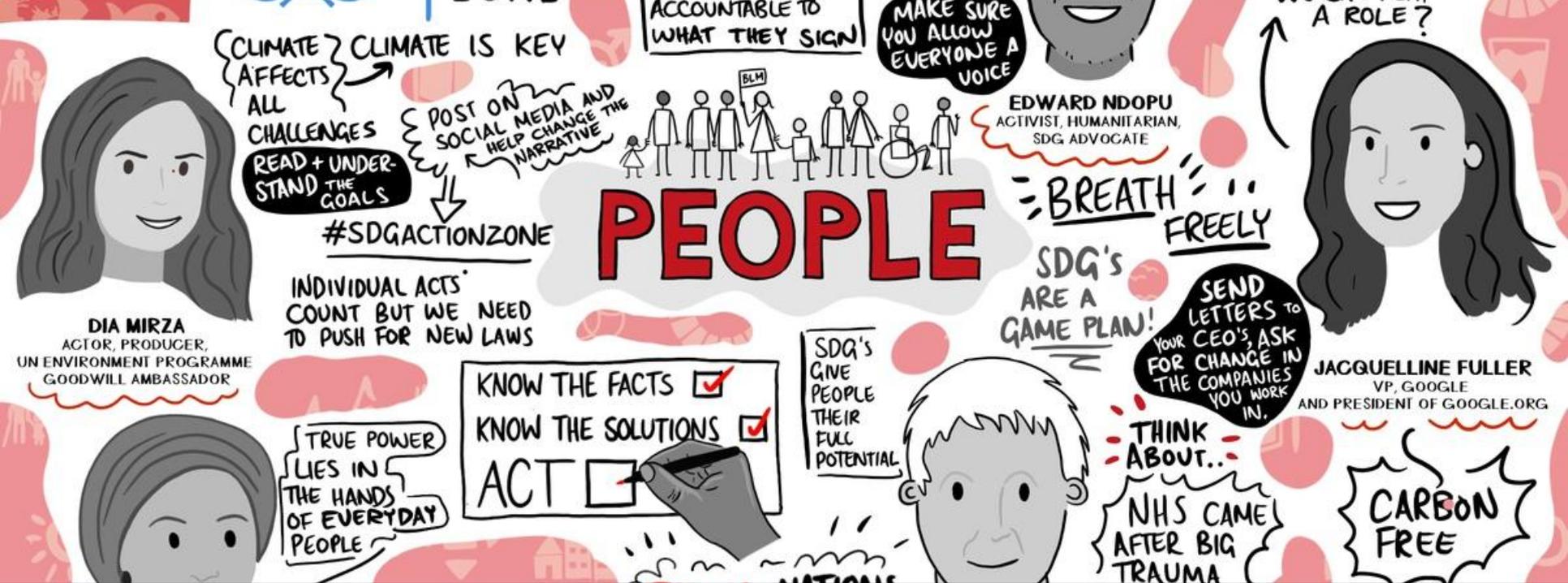
164 events that over **63 million** people attended online *

100+ partners across civil society, business, academia, UN system and more *

Social media impressions of over **2 billion** *



*Represents data from **64 self-reported** partner submissions from **Sept. 1 - Oct. 30**; therefore, not comparable with 2019 data. All data has been aggregated.

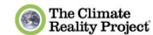


100+ Partnerships

CREATED BY



SUPPORTING PARTNERS











Events Summary

Represents data from 64 self-reported partner submissions, over 2 month period.
Not directly comparable with 2019 data.

164 events on the Global Goals Week calendar, spanning September and October 2020

As well as:

- **85 events** from [SDG Action Zone](#)
- **500+ events in 30 countries** from [Climate Week NYC](#)
- **56 million** people mobilized in **175 countries** by the [SDG Action Campaign](#)

~ **63 million** people attended online

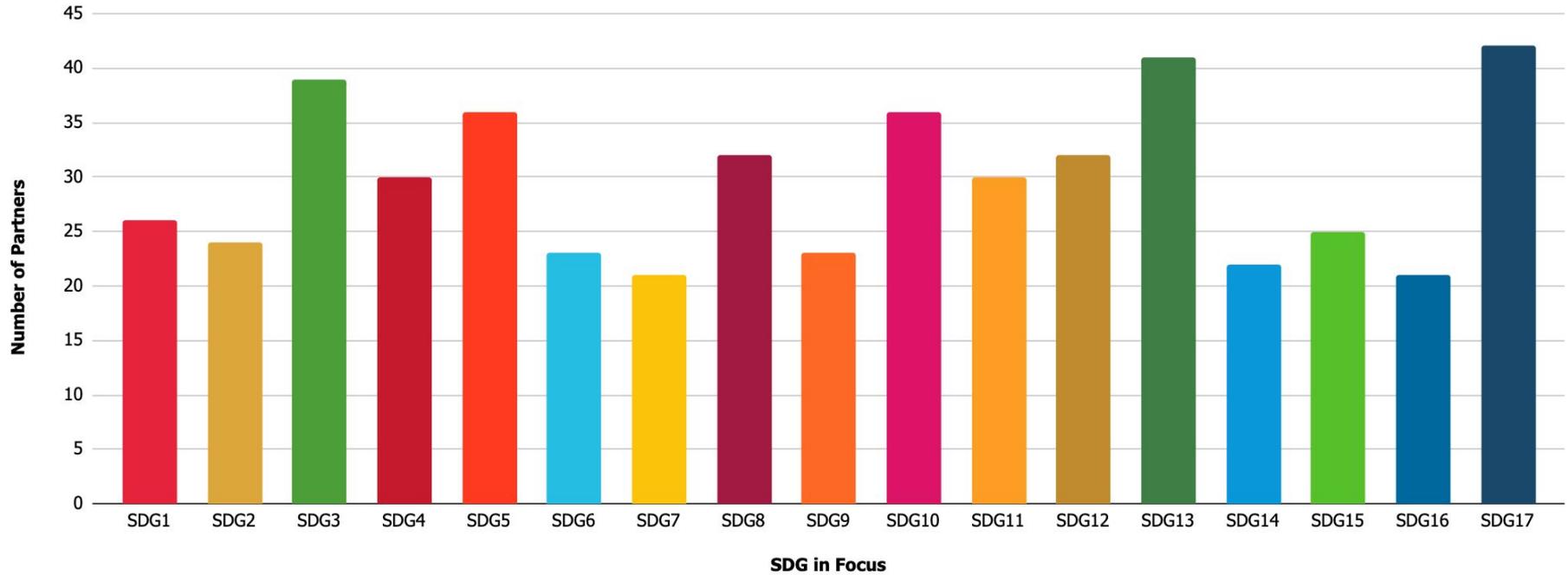
~ **17.5 thousand** people attended in person

GLOBAL GOALS WEEK



SDGs in Focus Reported by Partners

Represents data from 64 self-reported partner submissions.



Social Media

1% of our population holds nearly



half of our wealth.

Source: Credit Suisse



#YouthLead



Tweet

Social Media Simple Toolkit (Spark Adobe)

[View Toolkit](#)

GLOBAL GOALS WEEK

Social Media Toolkit

globalgoalsweek.org

Global Goals Week will run from September 18 to September 26 this year, with an expanded calendar through September and into early October. Under the theme of 'A Turning Point to Recover Better for People and Planet,' it will bridge the gap between leaders and their citizens across multiple sectors on the Sustainable Development Goals (SDGs).

For a full schedule and more information on Global Goals Week, visit globalgoalsweek.org.



→ KEY MESSAGES

Rising Momentum

Momentum is rising for the largest Global Goals Week yet. More than 100 partners across civil society, business, academia and beyond, are uniting to make this a turning point to recover better for people and planet.

Global Conversation

With Global Goals Week going virtual this year, the conversation around building partnerships, declaring action and making commitments to achieve the #GlobalGoals will be larger than ever before.

Sustainable Development to Recover Better

Global Goals Week will cultivate ideas, identify solutions, and generate meaningful partnerships to accelerate SDG progress and help the world recover better from COVID-19 by creating more inclusive and equitable societies everywhere.

Decade of Action

As we mark the fifth Anniversary of the SDGs, COVID-19 threatens to reverse decades of progress – now more than ever before. Global Goals Week represents a key opportunity to move forward in this decade of collective action to help deliver the SDGs by 2030.

→ SAMPLE SOCIAL MEDIA POSTS:



You can download these social media assets and more [here](#). There are sizes available for Facebook, LinkedIn, Twitter, and Instagram.

→ SAMPLE TWEETS:

- #GlobalGoals Week kicks off in September with an unprecedented lineup of fully virtual events. 100+ partners will come together to help #TurnItAround for the #GlobalGoals. Join in: globalgoalsweek.org
- This year's #GlobalGoals Week might be virtual, but there will still be plenty of ideas to cultivate, solutions to identify, & meaningful partnerships to create. All so we can #TurnItAround for the #SDGs! Get involved: globalgoalsweek.org
- The world is at a turning point for people and planet. Global Goals Week 2020 will put partnerships to work campaigning world leaders to #TurnItAround for the #GlobalGoals and recover better from #COVID19. Join in: globalgoalsweek.org
- Where does the @UN meet world leaders in business, academia, civil society, and philanthropy? #GlobalGoals Week unites global partners to recover better from #COVID19 and #TurnItAround for the #SDGs. Learn more: globalgoalsweek.org



→ SAMPLE INSTAGRAM POSTS:

- It's time to #TurnItAround for the #GlobalGoals! Global Goals Week is back. Happening during the @unitednations General Assembly, this year's event is entirely virtual. Already, 100+ partners are getting ready to cultivate ideas, identify solutions, and build meaningful partnerships to drive action on the #SDGs. Learn how to get involved at globalgoalsweek.org
- The #DecadeofAction begins in 2020! This year's #GlobalGoals Week is mobilizing the @unitednations and partners from across the globe to advance the #GlobalGoals, fight inequality, and recover better from #COVID19 #forpeopleforplanet. Go to globalgoalsweek.org to join the Global Goals Week 2020 coalition and help #TurnItAround for the #SDGs!
- Recovering better from #COVID19 means leaving no one behind. Global Goals Week 2020 is holding world leaders accountable in tackling inequality, fighting climate change, and ending poverty #forpeopleforplanet. Join the coalition to #TurnItAround for #globalgoals and create a more inclusive society. Join in: globalgoalsweek.org



Social Media Comprehensive Toolkit (Trello)

[View Toolkit](#)

Board: Global Goals Week 2020 | Private Team | Public | DD RA | Invite | Butler | Show More

- About Global Goals Week (Sept. 18-26, 2020)**
 - Website: www.globalgoalsweek.org
 - One-Pager (1)
 - Press Release (1)
 - Key Messages
 - GLOBAL GOALS WEEK**
 - Logos (4)
 - + Add another card
- Social Media Materials**
 - Hashtags: #GlobalGoals #TurnItAround
 - Simple Toolkit Link
 - GLOBAL GOALS WEEK | SEPTEMBER 18 - 26, 2020**
 - THE SDGs ARE THE PATHWAY FOR PEOPLE & FOR THE PLANET**
 - globalgoalsweek.org
 - Social Cards (1:1) (9)
 - #TurnItAround to Recover Better.**
 - globalgoalsweek.org
 - Social Cards (16:9)
 - + Add another card
- Videos**
 - WE NEED EVERYONE**
 - 2020 Global Goals Week Video (2)
 - HEAR OUR VOICES**
 - Evergreen Global Goals Week Video (2)
 - #GLOBAL GOALS**
 - 2019 #GlobalGoals Video (2)
 - + Add another card
- Partner Materials**
 - UN Foundation: Your Guide to the UN General Assembly
 - Access California Services: Peace of Mind Conference (1)
 - Action for Sustainable Development: #TurnItAround
 - BridgingTheGap Ventures - YOUNGA Forum
 - GGWCup: One Day One Goal - #PeaceDay Toolkit
 - Global Goals Day of Factivism
 - Global Partnership for Sustainable Development Data: Fifth Anniversary Town Hall (1)
 - Heifer International
 - + Add another card
- United Nations General Assembly (UNGA) High-level Week**
 - UNGA Overview
 - #UNGA Social Media Board (1)
 - SDG Media Zone (17-29 September) (1)
 - Nations United Broadcast (19 September)
 - UN75 (21 September: High-level Commemoration) (1)
 - SDG Action Zone (22-24 September) (1)
 - SDG Events at UNGA (1)
 - ActNow
 - + Add another card
- SDG Materials from United Nations Department of Global Communications**
 - SDG Branding Guidelines
 - SUSTAINABLE DEVELOPMENT GOALS**
 - SDG Branding Resources (2)
 - + Add another card

Social Media Metrics

Reported figures represent data from 64 partner submissions.

Impressions: 2.2 billion

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

Average Engagement: 6.0%

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.

Talkwalker Report

The following data is aggregated tracking from UN Foundation and is not indicative of partner submissions.

The following data aggregates the following parameters:

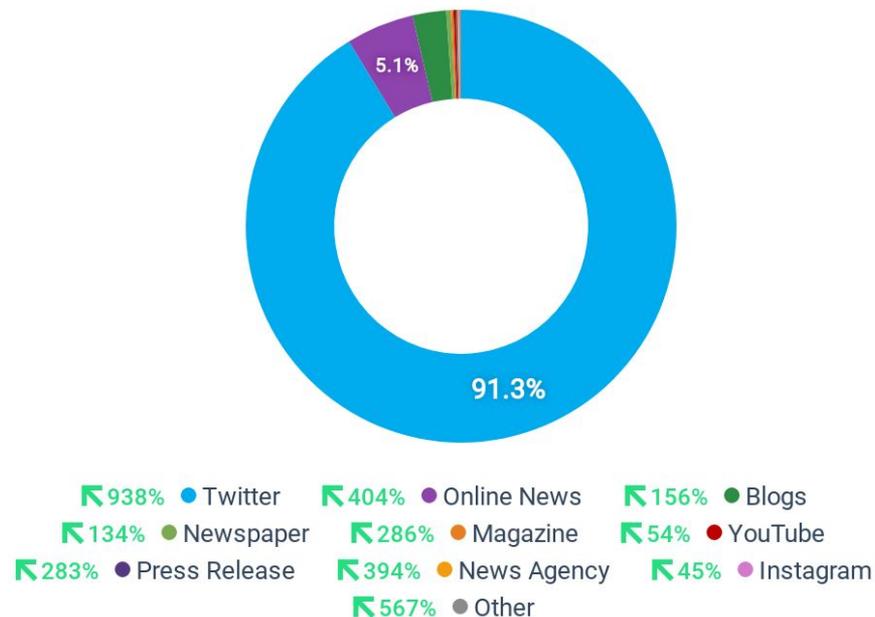
★ Any **mention** or **hashtag**:

- Global Goals Week
- Global Goals
- Turn It Around
- Recover Better
- For People For Planet
- SDG
- SDG Live
- Act4SDGs
- SDG Action Zone
- Climate Week NYC

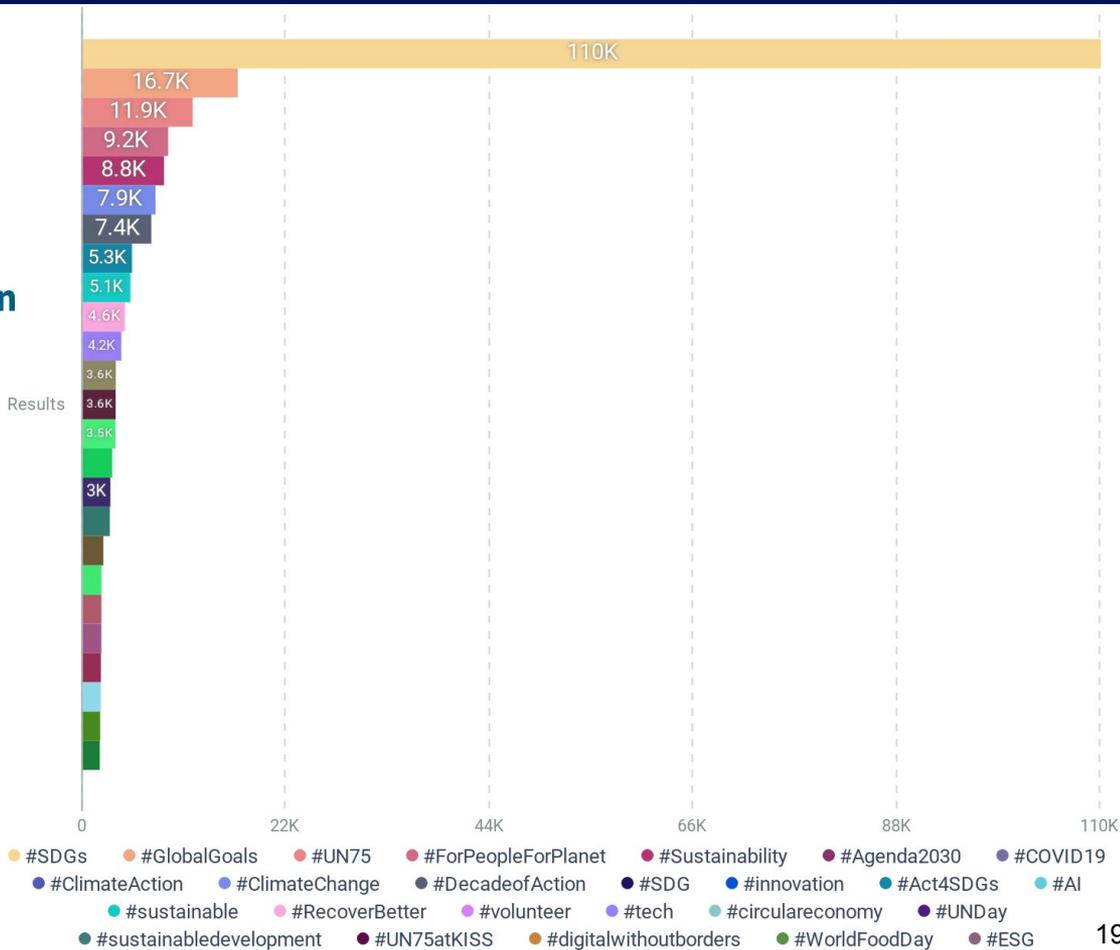
Between **September 18** and **September 26, 2020**, Global Goals Week received:

- **77 thousand** mentions from
- **44 thousand** unique authors
- **527 thousand** engagements
- “Global Goals Week” appeared on **3.6 thousand** unique websites

SHARE OF MEDIA TYPES



Top Hashtags on Social Media

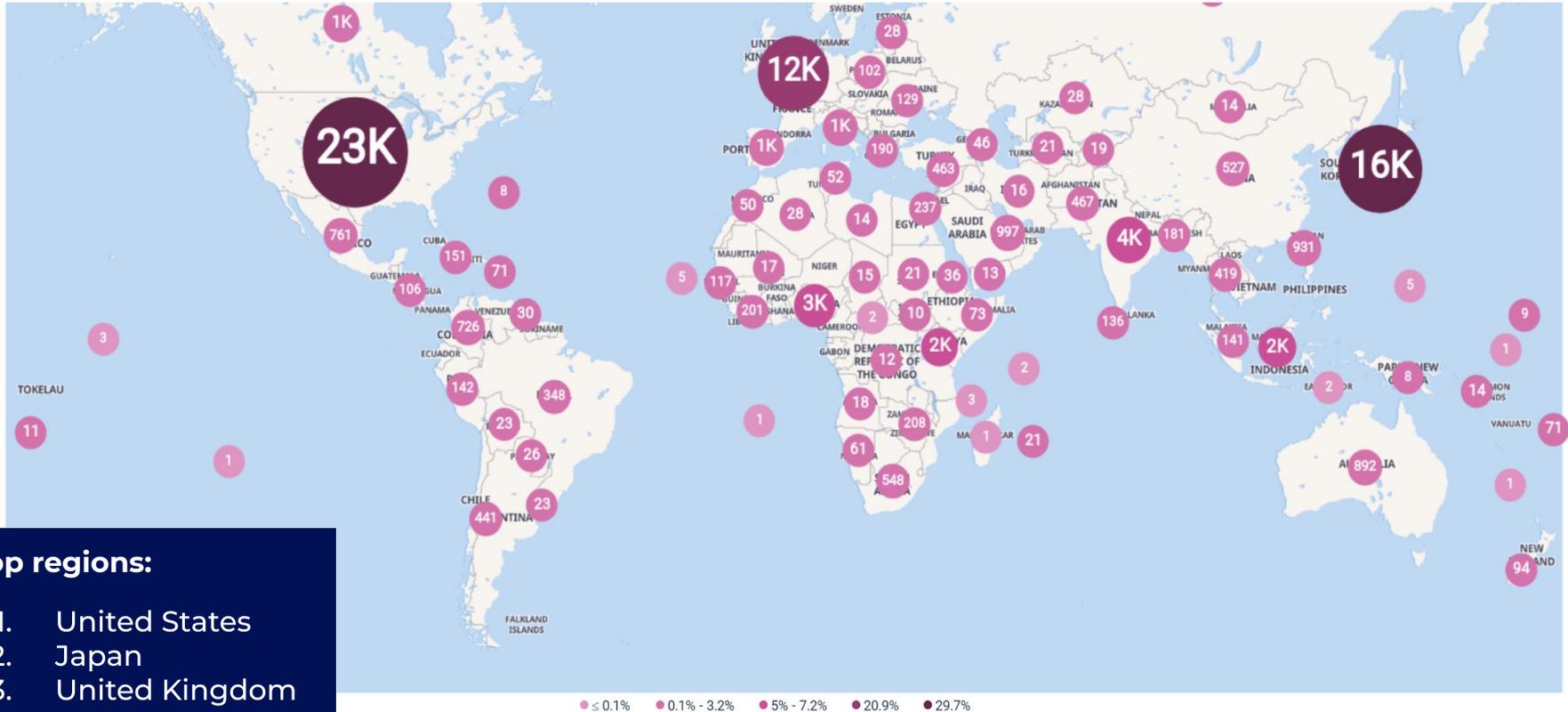


Top hashtags:

1. #SDGs
2. #GlobalGoals
3. #UN75
4. #ForPeopleForPlanet

Conversation Around the World

DISTRIBUTION ON THE WORLD MAP

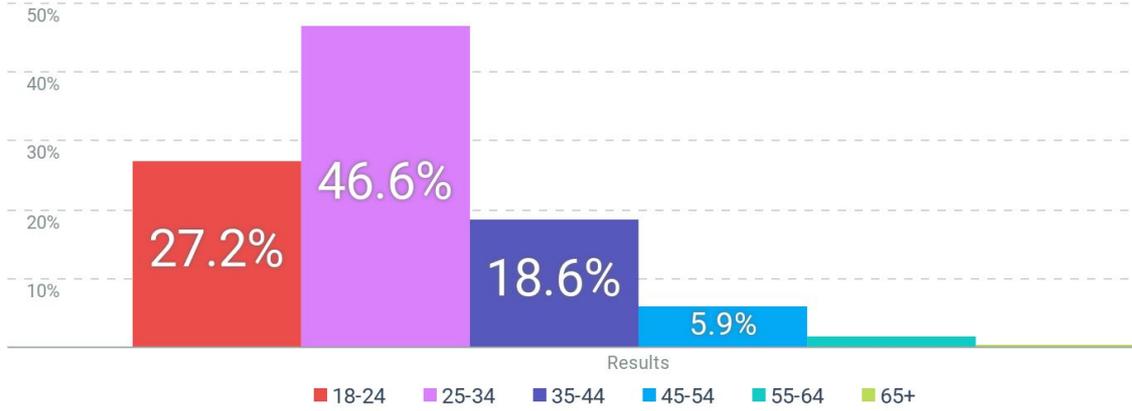


Top regions:

1. United States
2. Japan
3. United Kingdom
4. India

Demographics

AGE



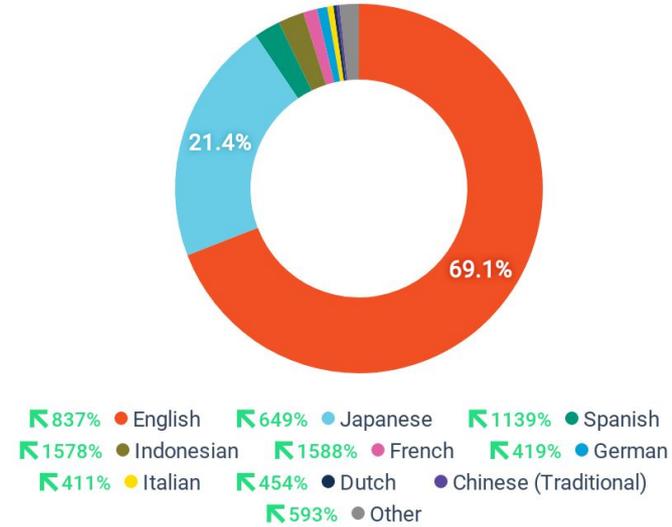
Top age groups:

1. 25 - 34
2. 18 - 24

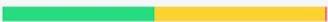
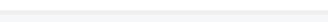
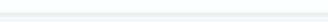
Top languages

1. English
2. Japanese

SHARE OF LANGUAGES



TOP INFLUENCERS

Influencer 	Network	Posts 	Sentiment	Reach
 Climate Group  @ClimateGroup		2K  2.9K%		296.2M  2.9K%
 UN SDG Action Ca...  @SDGaction		344  2.4K%		40.3M  2.4K%
 SDGs @SDGsbot		317  10.5K%		2.1M  10.6K%
 We included. (@weincludedorg)		281  5.5K%		276.7K  5.8K%
 #ForGlobalGoals @ForGlobalGoals		270  5.3K%		339.6K  5.7K%
 Paramjeet Kaur Dhillon @pkdhillon08		185  6.1K%		557.7K  6.4K%
 SlashMochiBot @SlashMochiBot		124  490.5%		73.3K  521.2%
 Andrea @Eco1stArt		117		315.8K
 SDG2030 @SDG2030		117  3.8K%		8.5M  3.8K%
 田舎っぺ大将  世界... @chq5bXBgCOefAy		93		79.9K

Commitments

MAKE INVISIBLE WOMEN VISIBLE



I STAND
— with —
YOUTH

#YOUNGA2020

YOUNGA™
by BridgingTheGap Ventures

Partnerships

All commitments are self-reported by partners.

- Coca-Cola joined Business for Nature and the WaterAid/Water Resilience coalition and signed UN Global Compact's Statement from Business Leaders for Renewed Global Cooperation.
- The UN Global Compact, UNDP and ICC launched a global private sector COVID-19 Facility to support a sustainable business recovery. ICC and a number of other partners including the UNFCCC's Race to Zero campaign also launched the SME Climate Hub to enable small businesses to remain competitive in a low-carbon future.
- Humanity Lab Foundation launched a few braintrusts to support leadership development of emerging leaders around SDGs.
- BridgingTheGap Ventures launched the Future-Ready Certificate Program, including an official global partnership with Mindvalley, to provide talent with an accessible skills training solution to prepare them for the future of jobs and succeed in the changing world of work.
- GGWCup signed two MOAs for tournaments in Saudi Arabia (Sport For All Federation) and Ghana in 2021.
- GGWCup launched a Danish school platform 'Verdenstimen' together with Verdens Bedste Nyheder (World Best News).
- Cleaning brand Vanish and the British Fashion Council announced a new partnership in support of helping clothes live many lives as Vanish becomes the founding partner of the Institute of Positive Fashion to help the British fashion industry become more resilient and embrace circular fashion.

Partnerships

All commitments are self-reported by partners.

- Koyamada International Foundation advanced a new gender-based violence prevention project in Kenya this year and expanding it to other countries in Africa in partnership with a major UN agency.
- UN Global Compact in partnership with Accenture and SAP, and with 3M as Patron Sponsor, launched the SDG Ambition Guidance to accelerate business action to achieve the SDGs.
- Business leaders from more than 100 countries pledged support for multilateralism as the United Nations turned 75.
- Pathfinders, a group of 38 governments and over 100 international organizations, civil society and businesses - committed to building a movement to halve global violence by 2030.
- The Millennials Movement and the 2030 Agenda Citizens Ambassadors Program committed to support the follow up process of UN75 and support the dissemination of the UN75 report.
- Unite 2030 partnered with Restless Development, FIA Foundation, and YOURS to establish a youth manifesto with a list of the most important issues facing youth. They also partnered with several organizations on the Youth SDG Summit, including UN75, SDSN, UNA-USA, etc.
- Rutgers Institute for Corporate Social Innovation partnered with Meatless Monday, a major global movement and many people committed to this initiative.

Initiatives

All commitments are self-reported by partners.

- BridgingTheGap Ventures has formed partnerships with 100+ youth-led, youth-serving and youth champion organizations to convene young people around the world in a first-of-its-kind youth takeover of the United Nations, happening virtually through the use of VR/XR technology.
- BridgingTheGap Ventures launched the Youth Delegate Program—a four-week bespoke leadership and advocacy training program, along with curated career advancement and networking opportunities, for 1,500 young people around the world.
- Salesforce launched a digital tree tracker that tracks progress towards their 100 million tree goal, highlights our reforestation partners, and enables donations.
- The World Benchmarking Alliance launched its Baseline Gender Assessment, assessing the 36 most influential companies in the apparel sector globally. WBA assessed how these companies are integrating a gender strategy across their entire value chain and addressing women's needs.
- MY World Mexico involved more than 100,000 people in at least 7 countries in favor of the Global Week to #Act4SDGs.
- COVID-19 Private Sector Global Facility announced at the SDG Business Forum.
- Access California Services launched their Parenting Workshop to educate parents on how to empower their children to succeed, and Parenting Children with Special Needs – A parenting workshop specifically geared towards parents of children with special needs.

Initiatives

All commitments are self-reported by partners.

- Access California Services initiated a suicide awareness social media campaign and trainings to generate awareness about suicide and highlight the necessary mental health resources that are available for our community members.
- The City of Liverpool committed to a Voluntary Local Review.
- 2030hub Liverpool launched a New City Plan including alignment with the SDGs and launched the 2030pioneers, a new local youth group for SDG activism.
- Impact Hub New York committed to support the impact innovation community with accessible and relevant programming, networks, resources through the covid-19 crisis and beyond.
- Rutgers Institute for Corporate Social Innovation had many of the keynotes, presentations and student dialog sessions that included individual and organizational commitments to achieving the SDGs by 2030, and beyond. We plan to publicize all the conference presentations and the recordings, and hope to do a video synthesis and documentary distilling the key lessons from the conference regarding transforming business education around the SDGs.
- At Climate Week NYC, Walmart, the world's largest retail company, committed to being 100% carbon neutral across its global operations by 2040, without relying on offsets.

Financial

All commitments are self-reported by partners.

- USAID announced a commitment of 1.4 million to a partnership with Unilever.
- The Leaders Pledge for Nature, representing 77 countries, committed to strengthen all financial and non-financial means of implementation, to transform and reform our economic and financial sectors and to achieve the wellbeing of people and safeguard the planet.
- At Climate Week NYC 2020, Gavin Newsom, California's Governor, announced they will be phasing out sales of internal combustion engines by 2035.

Activists/Influencers

All engagement is self-reported by partners.

- Several influencers, activists, actors, film producers, and singers creatively took part in the SDG Action Zone in efforts to raise awareness about sustainability, development, multi-stakeholder collaboration, and the Decade of Action. They used social media platforms to post about the sessions and performances they were a part of or push out the sessions they personally liked.
- Doc Watson took part in NTT Ltd.'s LinkedIn Live session, talking to Connected Conservation and eradicating all forms of poaching.
- Chef Oropeza, a famous chef in Mexico, was included in MY World Mexico's Kids' engagement activities. They also had another activists and figures joining our online activities throughout the week.
- The following celebrities and activist engaged with Project Everyone by participating in the Nations United broadcast: Thandie Newton, Forest Whitaker, Don Cheadle, Michelle Yeoh, Sugata Mitra, Burna Boy, Malala Yousafzai, and Julia Roberts.
- Impact Hub members from Latin America and Africa who are part of our Accelerate 2030 program spoke at Impact Hub events sharing their initiatives.
- Salesforce hosted two B-Well sessions one with Ayana Johnson and the other with Jane Goodall and hosted a Salesforce LIVE webinar with Mellody Hobson of Ariel Investments and Doug Peterson of S&P Global.
- OSGEY engaged youth activists in the UN75 Youth Plenary itself and in the launch of the #YouthLead emoji which focused specifically on providing a channel for youth activists to share their stories online via Twitter.

Activists/Influencers

All engagement is self-reported by partners.

- BridgingTheGap Ventures welcomed Kalen Allen, Meg Donnelly, Alyson Stoner, Kat Graham, Frank Elaridi, Bryant Wood, Jacob Pace, Darin Olien, Maejor, Cynthia Germanotta, IZA, Yusuf Omar, Keith Mitchell, Vishen Lakhiani, Susi Mai, Adam Roa, Mohamad Al Jounde, Chaeli Mycroft, Jessica Dewhurst, Saskia Nino de Rivera and more to host YOUNGA Innovation Mastermind sessions for their Youth Delegates and contribute to the conversations online about the power of youth. Cara Delevingne, Dr. Tedros Adhanom Ghebreyesus, Drew Ray Tanner, Dyllón Burnside, Jeff Hoffman, Nick Vujicic, Fatima Goss Graves, Brandon Farbstein, Calum Worthy, Fabrizio Hochschild-Drummond, Siyabulela Mandela, Kailash Satyarthi and more participated in intergenerational fireside chats and keynote remarks on the action we need to create a more inclusive, sustainable world as part of our YOUNGA Global Broadcast and VR Spectacular. Pitbull and Julianne Hough served as their award-winning YOUNGA headliners, giving world-first immersive virtual reality (VR) performances.
- World Benchmarking Alliance had youth activist, entrepreneur, writer, traveler, and dancer Raina Kadavil join WBA for its SDG Action Zone panel on "Alliances for Impact: Unconventional Partnerships" on September 24.
- Global Blockchain Business Council had several influential figures participate in the GBBC Blockchain Central UNGA, including: Akon; Superintendent Linda Lacewell of the NYS Department on Financial Services; Bernhard Kowatsch, Head of the UN World Food Programme Innovation Accelerator; Roya Mahboob, CEO & Co-Founder, Digital Citizen Fund.
- This year Global Goals World Cup invited their network to activate Goal 16 and play a football match for peace and join One Day One Goal.

Activists/Influencers

All engagement is self-reported by partners.

- Freuds had a range of activists and celebrities attend and participate in their panel discussions and events at Goals House to discuss specific SDG's. These included; Nimco Ali, Lewis Hamilton, Sabrina Elba Sadiq Khan, Mayor of London, Natalia Vodianova, Basma Khalifa, Afua Hirsch, Bethel Tadesse, Poppy Jamie, Kate Robertson, CEO of One Young World, Richard Curtis and Deborah Joseph, Editor of Glamour.
- World's Largest Lesson had Melati Wijsen, climate activist, speak on the Climate and Education SDG Action Zone panel event, along with Martha Delgado, Mexican Govt official and UN official.
- The Climate Reality Project had all five panelists/moderators as youth activists.
- UNDP had several prominent people engaged with the Hub, including 40+ Heads of State. For the Equator Prize, their lineup was also impressive: Dr Jane Goodall, DBE, Founder of the Jane Goodall Institute and UN Messenger of Peace; Henry Golding, Actor ("Crazy Rich Asians") and Producer; Grammy Award-winning musicians Ricky Kej and Lila Downs, Grammy-nominated duo SOFI TUKKER, and representatives from all 10 winning initiatives in articulating their vision for local leadership in environmental management. Among the distinguished personalities who presented the awards were Khemupsorn "Cherry" Sirisukha, Actor (Thailand); Prof. Raymond Ranjeva, Lawyer/judge, former Vice-President, International Court of Justice (Madagascar); Trudie Styler, Actor, Producer and Environmentalist and Sting, singer and activist (for Ecuador); Clara Hughes, Olympic Champion and Humanitarian (Canada); Nicholas Saputra, Actor (Indonesia); Lahpai Seng Raw, Founder, Metta Development Foundation (Myanmar); David Kaimowitz, Senior Adviser, Climate and Land Use Alliance (for Guatemala); and Margaret Atwood, World-renowned Author and Environmental Activist (for Kenya).

Activists/Influencers

All engagement is self-reported by partners.

- Pathfinders had activists and celebrities participate as speakers in 7 panels, and engage in discussions on the links ways to implement the SDG16 targets and specifically reduction of violence. Some of them included: Kashif Siddiqi, Footballer, Philanthropist & Co-Founder of Football for Peace; Ghida Anani, Founder of Abaad; Ilwad Elman, Director of Programs and Development, Elman Peace Center; Lt. Col. Iman Elman, Somali National Armed Forces; Ellen Johnson Sirleaf, Elder, 24th President of Liberia 2006-2018
- UN DGC had celebrity speakers including Dia Mirza, Massimo Bottura, and Patti Smith.
- Access California Services had Maysoon Zayid: Actress, Comedian, Writer, Disability Advocate and Co-Founder and Co-Executive Producer of the New York Arab American Comedy Festival and The Muslim Funny Fest and Amer Zahr: A Palestinian, Arab-American Comedian, Speaker, Writer, and Academic, based in Dearborn, MI.
- 2030Hub Liverpool had the Mayor of Liverpool promoting VLR engagement, especially via UNGA VLR & Cities online event hosted by New York City (Sept 24th).
- The Millennials Movement had Special Adviser to the Secretary-General on the Commemoration of the United Nations 75th Anniversary, Marina Ponti Global Coordinator SDG Action Campaign, Teresa Moll de de Alba LAC Regional Directors of Global Compact.
- UNICEF had BTS was engage to highlight the impact of COVID on children and young people, with focus on solidarity and mental health.

Activists/Influencers

All engagement is self-reported by partners.

- South African celebrity Bonang Matheba hosted Global Citizen's contribution to the UN Biodiversity Summit and engaged on social media around the event. South African/International Actress Nomzamo Mbatha moderated Global Citizen's panel discussion with Business leaders during the Global Compact Summit. Both artists brought energy and passion to the discussions and allowed us to connect what was happening at the UNGA Global Goals Week better to wider audiences.
- SDG Action Campaign and convening partners, including the World Organization of the Scout Movement, Season of Creation, the Impact Hub & Accelerate2030 and Let's Do It World each took part in a video interview for the Global Week to Act4SDGs. The video interviews were shared on social media channels and website during Global Goals Week.
- Unite 2030 had Zuleika Mandela speak at the Youth SDG Summit.
- Rutgers Institute for Corporate Social Innovation had James Corwell, Master Chef, and Chairman & Founder BlueDot Int'l, & Co-Founder Farm2Plate USA, Daniel Dart, Activist, artist, photographer, and social entrepreneur, Dana Smith, Campaign Director for Meatless Monday, Jonathan Holloway, President, Rutgers University, as well as Nancy Cantor, Chancellor of Rutgers University, and Lei Lei, Dean of Business School.

Thank You from the Core Partners

