



GLOBAL GOALS WEEK

2021

September 17 - 26, 2021

(September 1 - October 15 expanded calendar)

globalgoalsweek.org



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Global Goals Week 2021: At a Glance

Global Goals Week 2021: At a Glance

127 virtual, hybrid, and in-person events on the Global Goals Week calendar

139 partners across civil society, business, academia and the UN system

~7.1 million social media engagements

Engagement peaked on **September 20**

GGW hashtags' potential reach: **15.5 billion**



Events

Events



The **Global Goals Week** expanded calendar hosted **127 events** between **September 1** and **October 15, 2021**.

Climate Week NYC hosted **500+ events** on their calendar, between **September 20-26, 2021**.

The **SDG Action Zone** had various sessions that took place during their **three-day event** from **September 22-24, 2021**. The **SDG Media Zone** also had various sessions focused on people and planet throughout High-level Week.

The **Global Week to #Act4SDGs** had over **100 million actions** on their Global Heat Map of SDG actions from 1,280 organizations across 191 countries, as of **September 20, 2021**.

From **September 17-28, 2021**, The Millennials Movement's **Semana Regional de Acción por los ODS #ALC2030** had **192 activities**, and MY World Mexico's **Semana Global de #AcciónXODS** had **46 events**.

GLOBAL GOALS WEEK

Events

Events were mostly **virtual**, with various **hybrid events** and **12 in-person events** in New York City, London, Liverpool, Lagos, Bogotá, Saudi Arabia, Hong Kong, Japan, Jordan, and others.

New The calendar has the option to **filter** by SDG, event format, and event registration. It also allows you to view the calendars from previous years.



The screenshot displays the 'CALENDAR' interface for 'Sustainable Development Goals' week. The header features the word 'CALENDAR' in large white letters on a dark blue background, with a circular graphic of the 17 SDGs to the right. Below the header, the month 'September' is centered. A navigation bar shows the days of the month, with 'Sep 17' highlighted in a dark blue box. To the left of the calendar is a sidebar with filtering options: 'FIND AN EVENT' (with a search bar), 'FILTERING OPTIONS' (with dropdowns for 'Display All Goal', 'Event Type', 'Registration', and 'Select Alphabet'), and 'CHOOSE A YEAR' (with a 'Choose a Year' dropdown). The main content area shows three event cards for September. The first card, 'Global Week to #Act4SDGs' (Sep 17 - Sep 28) by 'UN SDG Action Campaign', is a 'Hybrid Event'. The second card, '2021 YOUNGA Forum' (Sep 1 - Sep 30) by 'BridgingTheGap Ventures', is a 'Virtual Event'. The third card, 'Global Week to #Act4SDGs - Latin America & The Caribbean' (Sep 17 - Sep 28) by 'MY World México and UN SDG Action Campaign', is a 'Hybrid Event'. Each card has a red arrow pointing to 'EVENT DETAILS'.

CALENDAR

September

FIND AN EVENT

Search

FILTERING OPTIONS

Display All Goal

Event Type

Registration

Select Alphabet

CHOOSE A YEAR

Choose a Year

Sep 17 - Sep 28

Global Week to #Act4SDGs

By UN SDG Action Campaign

Hybrid Event

[EVENT DETAILS](#)

Sep 1 - Sep 30

2021 YOUNGA Forum

By BridgingTheGap Ventures

Virtual Event

[EVENT DETAILS](#)

Sep 17 - Sep 28

Global Week to #Act4SDGs - Latin America & The Caribbean

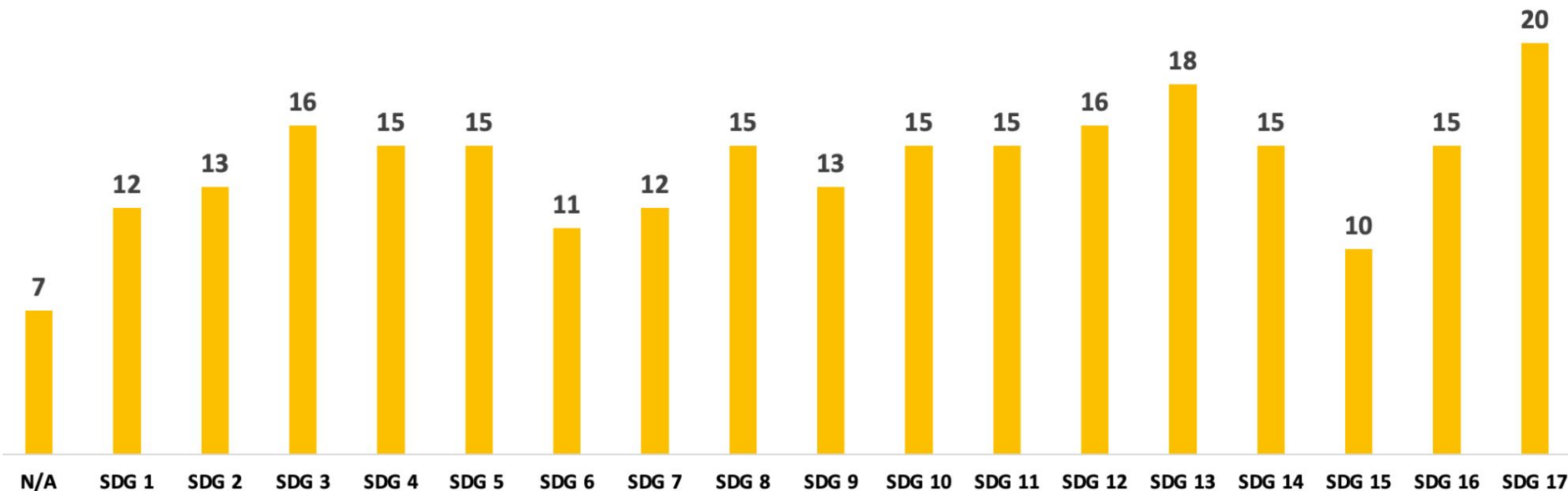
By MY World México and UN SDG Action Campaign

Hybrid Event

[EVENT DETAILS](#)

SDGs in Focus Reported by Partners

Based on reports from 37 partners, events mostly focused on **Goal 17** (Partnerships for the Goals) and **Goal 13** (Climate Action). Goal 15 (Life on Land) was covered the least.



Partnerships

Partnerships

In 2021, the Global Goals Week coalition grew to **139 partners** across civil society, business, academia, and the UN system.

Partners by Sector

- **59%** Civil Society
- **18%** Private Sector
- **12.2%** UN
- **5.8%** Philanthropy
- **3.6%** Academia
- **1.4%** Government Entities

Partners by Location

- **60.4%** North America
- **27.3%** Europe
- **4.3%** Middle East
- **3.6%** Latin America
- **3.6%** Asia
- **0.7%** Africa

Social Media

Social Media Toolkit

The Global Goals Week [social media toolkit](#) was created on Trello, and included GGW logos, key messages, a one-pager, social media copy, as well as other SDG and UN materials. It also included a letter from the Global Goals Week Co-Founders, which was sent out to partners at the beginning of the official week.

The toolkit also had a column dedicated to showcasing partners' communications materials, in order to help them reach the large GGW coalition. This year, **27 partners** had their content linked, a significant increase from 16 partners last year.

The toolkit was pushed out to the 130+ partner coalition numerous times through the partner distribution list, as well as included on the Global Goals Week [resources page](#) of the website.

Social Media Toolkit

[View Toolkit](#)

The screenshot displays a digital dashboard for 'Global Goals Week 2021'. At the top, navigation tabs include 'Board', 'Private Workspace', 'Public', and social media icons for Twitter, Facebook, and LinkedIn. The dashboard is organized into five main vertical panels, each with a title and a list of resources:

- About Global Goals Week (Sept. 17-26, 2021)**: Includes the website www.globalgoalsweek.org, a message from founding partners, a one-pager, and key messages.
- Social Media Materials**: Lists hashtags (#GlobalGoals), sample tweets, Instagram posts, Facebook posts, and LinkedIn posts.
- Videos**: Features an 'Evergreen Global Goals Week Video' and a 'Curated Video Playlist'.
- Partner Materials**: Includes the 'World's To Do List', a live event 'Turning it Around through Green and Circular Innovation in Health', and 'Accelerate2030 and Impact Hub LIVE'.
- United Nations General Assembly (UNGA) High-level Week**: Contains materials for UNGA 76, including 'Navigating the UN General Assembly (UN Foundation)', 'United Nations: UNGA 76 Communications Materials', 'UN News: 5 things to look out for at UNGA 76', and 'High-Level Meetings of the 76th Session'.

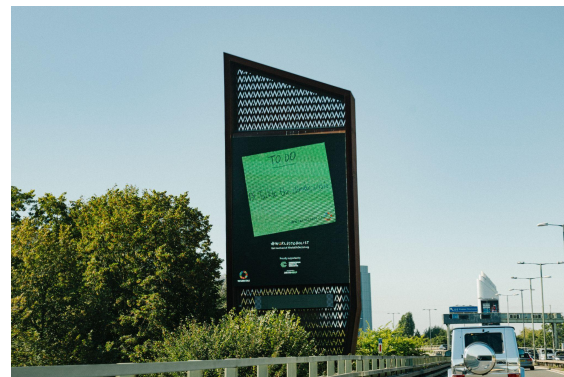
Each panel has a '+ Add a card' button at the bottom. The background of the dashboard features a collage of global flags and the 'GLOBAL GOALS WEEK' logo.

GLOBAL GOALS WEEK

Self-Reported Social Media Metrics

Based on 37 partner report submissions, around **97k people** attended online events, and **53k people** attended in-person events during Global Goals Week this year. These events had a social media reach of **13.2 million**, and a total of **5.5 million** social media impressions.

Overall, partners found that their events and activations raised awareness and inspired people from across all industries to take action on the SDGs, while including and reaching more people worldwide. Some partners were also able to start new initiatives, create new partnerships, encourage people to research and learn more about various issues, as well as creating discussion around policy recommendations.



Talkwalker Social Media Report

Using social media analytics platform *Talkwalker*, the UN Foundation monitored and recorded various digital analytics for Global Goals Week 2021 using the following:

➤ Any **mention** or **hashtag**:

- #GlobalGoalsWeek
- Global Goals Week
- #GlobalGoals
- #TurnItAround
- #RecoverBetter
- #ForPeopleForPlanet
- #SDGLive
- #SDGs
- #Act4SDGs
- #ClimateWeekNYC
- #SDGActionZone

Mentions, Engagement & Reach

Between **September 17 - 26, 2021**, Global Goals Week hashtags received **27,000** mentions from **31,000** unique users, and **7.1 million** engagements.

Between **August 29 - October 7, 2021**, Global Goals Week hashtags received **79,000** mentions from **35,000** unique authors, and **8.6 million** engagements.

Compared to 2020, Global Goals Week hashtags experienced a **2.5x** drop in mentions, a **2.5x** drop in unique users, but total engagements increased by **10x**.

Between **September 17 - 26, 2021**, Global Goals Week hashtags had a potential reach of **15.5 billion**, which was **6x** higher than GGW 2020.

Note: Potential reach includes absolute (concrete) reach recorded by each platform and expected or possible reach accumulated across others' posts to their networks.

Top 10 Social Media Posts

1. [@AminaJMohammed](#)



Amina J Mohammed ✓
@AminaJMohammed

Welcome back to the @UN to our @bts_bighit friends. Thanks for joining us in calling on the world to keep the promise of the #SDGs. #SDGMoment #UNGA



방탄소년단

3:14 PM · Sep 20, 2021 · Twitter Web App

104.6K Retweets 2,263 Quote Tweets 240.7K Likes

2. [@SustDev](#)



UN DESA Sustainable Development ✓
@SustDev

●● @BTS_twt is LIVE now!! Watch them wearing the #SDGs pin and sharing stories to achieve the #GlobalGoals around the world 🌍🌍🌍 #UNGA

JOIN US --> youtube.com/watch?v=kuEY7H...



2:38 PM · Sep 20, 2021 · Twitter Web App

30.6K Retweets 366 Quote Tweets 80.3K Likes

3. [@UNWebTV](#)



UN Web TV ✓
@UNWebTV

Watch the @BTS_twt performance at UNHQ to support action for the #GlobalGoals. Hope it inspires you to take action for a better future for all!
"We thought the world has stopped, but it continues to move forward. Every choice we make is the beginning of change."
#SDGs #UNGA #BTS



BTS 'Permission to Dance' performed at the UN General Assembly
K-Pop sensations BTS perform their hit song Permission to Dance in a video produced at the United Nations.

5:23 PM · Sep 20, 2021 · Twitter Media Studio

12.9K Retweets 357 Quote Tweets 41.5K Likes

Top 10 Social Media Posts

4. [@jimintoday_](#)



지민투데이 🥰💜
@jimintoday_

BTS - "Permission to Dance" performed at the United Nations General Assembly | SDGs | Official Video

youtu.be/9SmQOZWNYWE
#BTS #방탄소년단 @BTS_twt



2:47 PM · Sep 20, 2021 · Twitter Web App

17.2K Retweets 390 Quote Tweets 35.2K Likes

5. [@PAbeywardena](#)



Penny Abeywardena
@PAbeywardena

.@bts_bighit is not only making time to advocate for the Global Goals at #UNGA76 they're also championing Korean arts & culture @metmuseum with South Korean First Lady.

Time well spent in the Big Apple! 🇺🇸🇰🇷



2:12 AM · Sep 21, 2021 · Twitter for iPhone

16.5K Retweets 340 Quote Tweets 35.6K Likes

6. [@nekogal21](#)



窓際三等兵
@nekogal21

我が国におけるSDGs、「石炭を燃やさずガソリン車を止め、プラスチックも使わない」という文脈で政治家もメディアも理解が止まってそれ以上踏み込む気もないので、貧困削減や不平等の解消といった要素は完全に無視されておる。紙ストローで飲み物が不味くなり、買い物のためにレジ袋を買わされて終了。

[Translate Tweet](#)

4:50 AM · Sep 27, 2021 · Twitter Web App

13.2K Retweets 318 Quote Tweets 36.2K Likes



Top 10 Social Media Posts

7. @CurtisSChin



Curtis S. Chin
@CurtisSChin

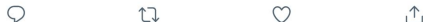
Hello #NewYork. Hello world. #BTS at the #UN for a #SDGMoment. @BTS_twt members note that all are #vaccinated 🙌 & say this is a time for the “Welcome generation” — ready to welcome change & action. twitter.com/i/broadcasts/1...

#BTSARMY #BTSV #Sustainability #SDGs #ESG #CSR #impact #V

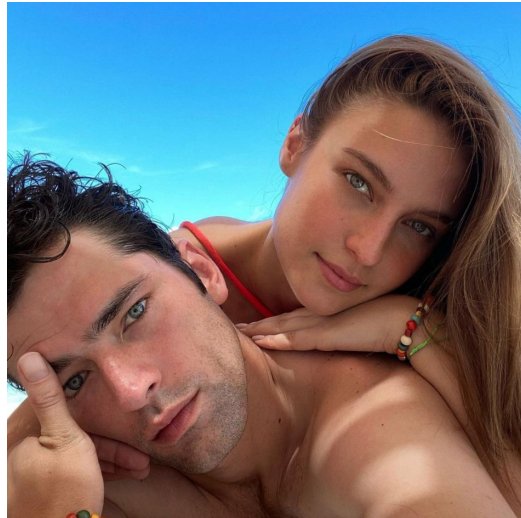


2:45 PM · Sep 20, 2021 · Twitter for iPhone

9,868 Retweets 118 Quote Tweets 34.3K Likes



8. @seanopry55



seanopry55 🌱 @togetherbandofficial is partnering with the Yawanawá to establish a Rainforest Workshop & Atelier at the heart of the Amazon. The aim is to create livelihoods for the community by making beautiful products that support their culture, using natural materials that regenerate the forest.

The first design is a unisex Yawa band made from açai seeds (left over from juicing the açai fruit which keeps them healthy), painted by hand in the colours of the Global Goals and is available to order now via Kickstarter.

We must stand up for the rights of indigenous communities; their



44,821 likes

SEPTEMBER 23



We must stand up for the rights of indigenous communities; their knowledge and protection of the natural world is critical in our fight against climate change. In Brazil, the rights and lands of Indigenous communities are under threat due to deliberately set wildfires and legislation that aims to strip them of their land rights (pl490/2007), including those of the Yawanawa. We stand in solidarity against this. Please join us! #TOGETHERBAND #YawaTOGETHER #Yawanawa #PL490Não #marcotemporalNão @fernandaliz @cameronsaul @togetherbandofficial

Top 10 Social Media Posts

9. [@MaherNasserUN](#)



Maher Nasser
@MaherNasserUN

👏👏👏 @bts_bighit watching their special performance in the @UN General Assembly at the start of the #SDGMoment #SDGs



2:43 PM · Sep 20, 2021 · Twitter for iPhone

9,749 Retweets 50 Quote Tweets 29.1K Likes

10.



Roberto Valent
@RobertoValentUN

Great 👍 to see @BTS_twt continued and firm advocacy from New York, South Africa, Asia, Yemen, Latin America, Worldwide 🌍 in favor of youth education, training & employment by 2030. This is the #SDGs promise for people, planet & prosperity. Bravo #BTSARMY 💜🐞 #Youth2030



@UNICEF · Sep 17

Where were you on 24 September 2018?

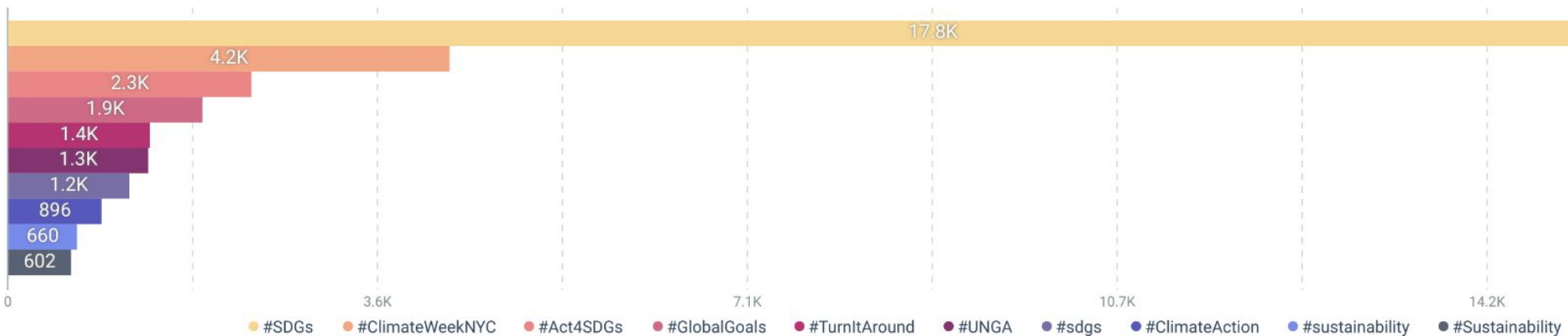
Welcome back to #UNGA, @BTS_twt 💜



1:13 AM · Sep 20, 2021 · Twitter for iPhone

7,053 Retweets 44 Quote Tweets 26.9K Likes

Top Hashtags on Social Media



Top hashtags:

1. #SDGs
2. #ClimateWeekNYC
3. #Act4SDGs
4. #GlobalGoals

Top Hashtags on Social Media

A word cloud of top social media hashtags. The most prominent hashtag is #ClimateWeekNYC in large black font. Other large blue hashtags include #SDGs, #Act4SDGs, and #GlobalGoals. Smaller blue and black hashtags are scattered around, including #Sustainability, #UNGA76, #ClimateCrisis, #COP26, #ESG, #SDGMoment, #Agenda2030, #UNGA, #TurnItAround, #sdgs, #FoodSystems, #COVID19, #ODS, #GlobalGoalsWeek, #BTS, #ClimateAction, #RaceToZero, #UNFSS2021, #climatechange, and #sustainability.

#ClimateCrisis #COP26
#SDG #Act4SDGs #ESG
#Sustainability #SDGMoment #Agenda2030
#UNGA76 #SDGs #UNGA
#ClimateWeekNYC
#sustainability #TurnItAround #sdgs
#climatechange #FoodSystems
#UNFSS2021 #GlobalGoals #COVID19
#RaceToZero #GlobalGoalsWeek #ODS
#BTS #ClimateAction

Hashtag Comparison

#SDGs	#GlobalGoals	#GlobalGoalsWeek
8,195 mentions	1,021 mentions	421 mentions
819 average posts per day	102 average posts per day	42 average posts per day
<p>Top Three Most Engaging Mentions:</p> <ul style="list-style-type: none"> • Youtube - United Nations: BTS Shine Spotlight on the United Nations as Envoys of the President of the Republic of Korea • Twitter - Amina J Mohammed: Welcome Back BTS • Twitter - UN DESA Sustainable Development: BTS is LIVE 	<p>Top Three Most Engaging Mentions:</p> <ul style="list-style-type: none"> • Youtube - United Nations: BTS - "Permission to Dance" performed at the United Nations General Assembly SDGs Official Video • Twitter - UN DESA Sustainable Development: BTS is LIVE • Twitter - UN Web TV: Watch BTS 	<p>Top Three Most Engaging Mentions:</p> <ul style="list-style-type: none"> • Twitter - The ECLT Foundation: Investing in Communities • Instagram - Girl Up Campaign: SDG5 Highlight • Instagram - United Nations Foundation: SDG Action

Top Themes on Social Media



Most Mentioned and Engaging Names

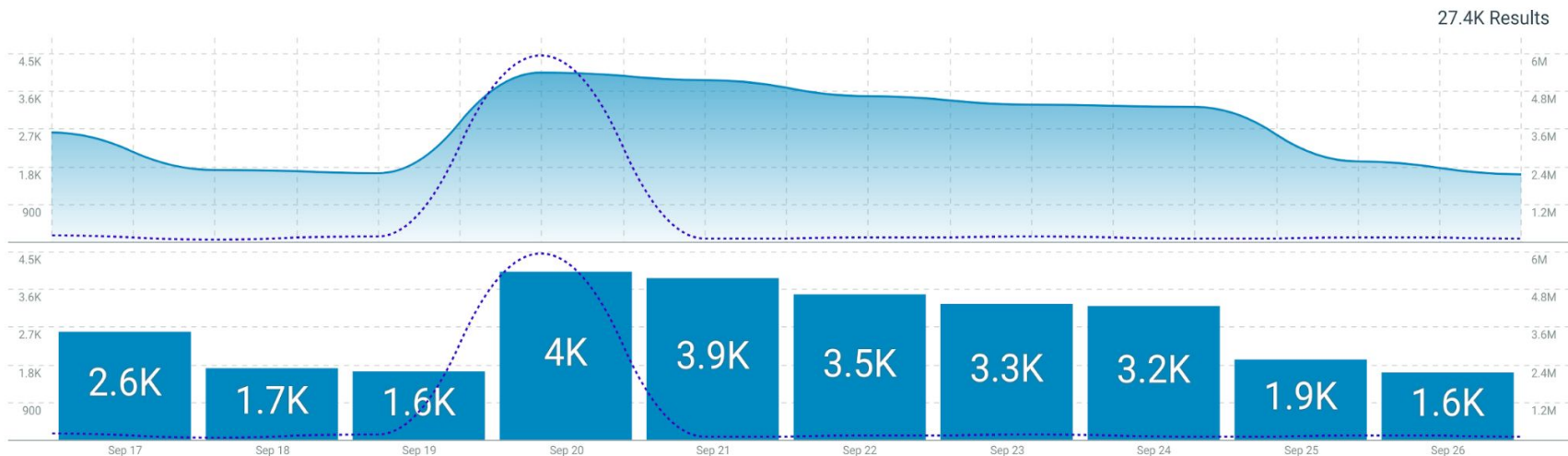


1. António Guterres
2. Muhammadu Buhari
3. Moon Jae-in
4. Joe Biden

Engagement Performance

Engagement **peaked** on **September 20** with **4,000** mentions. This was the same day as the SDG Moment (with BTS performance), as well as the first day Climate Week NYC, WEF's Sustainable Development Impact Summit, and UN Global Compact's Uniting Business LIVE.

Engagement was **lowest** on **September 19** and **26** (both Sundays) with **1,600** mentions.

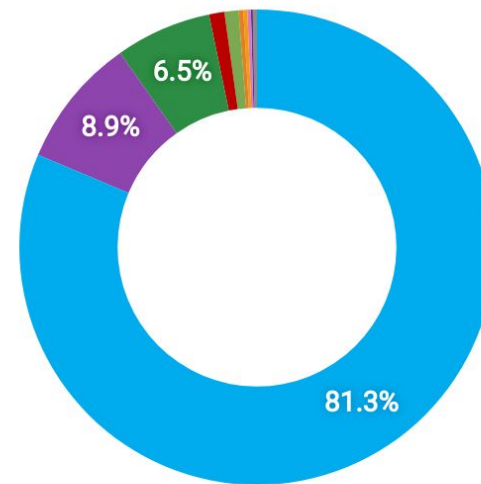


Share of Media Types

Between **September 17 - 26, 2021**, top Global Goals Week mentions came from the following types of media:

- **81.3%** from **Twitter**, a **51%** increase from last year
- **8.9%** from **Online News**, a **16%** increase from last year
- **6.5%** from **Blogs**, a **3%** decline from last year

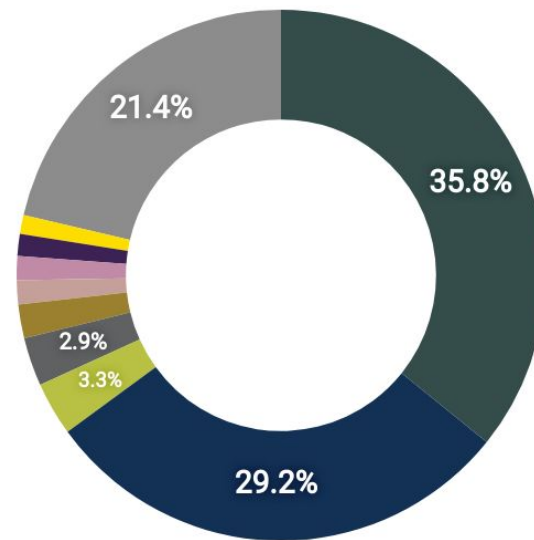
There was also a **113%** increase in mentions on **Instagram** compared to last year.



Conversation Around the World

Between **September 17 - 26, 2021**, the following countries had the highest proportion of mentions during Global Goals Week:

- **Japan: 35.8%**, a **21%** increase from last year
- **USA: 29.2%**, a **61%** increase from last year
- **UK: 3.3%**, a **57%** increase from last year
- **India: 2.9%**, a **45%** increase from last year



21% ● Japan 61% ● United States 57% ● United Kingdom
45% ● India 45% ● Indonesia 219% ● Thailand
98% ● Nigeria 53% ● Kenya 37% ● Germany 51% ● Other

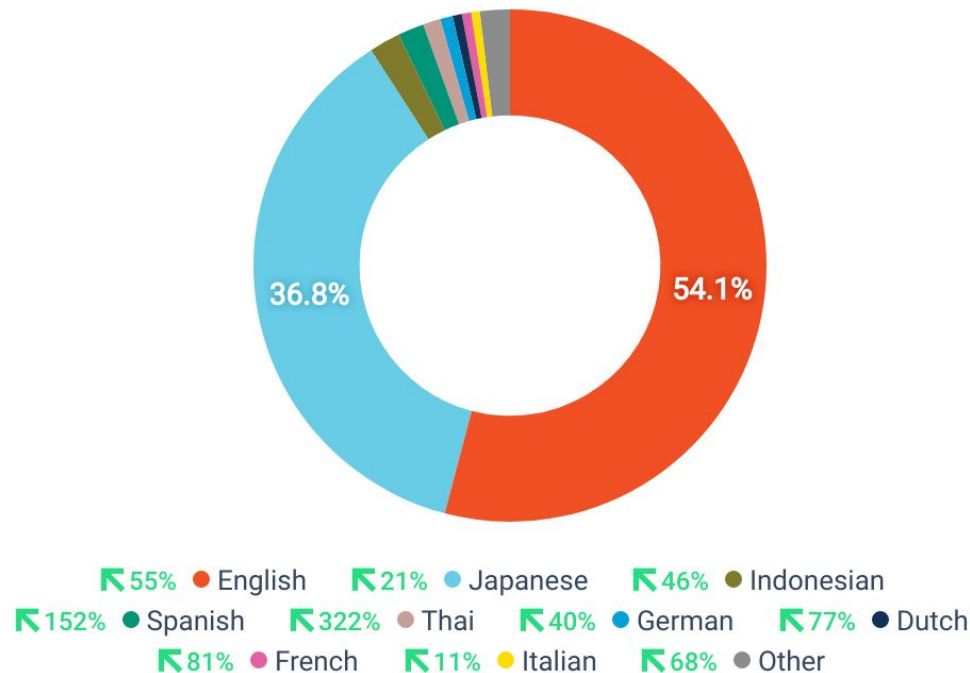
Volume of Mentions by Language

Top languages:

1. English
2. Japanese

Between **September 17 - 26, 2021**:

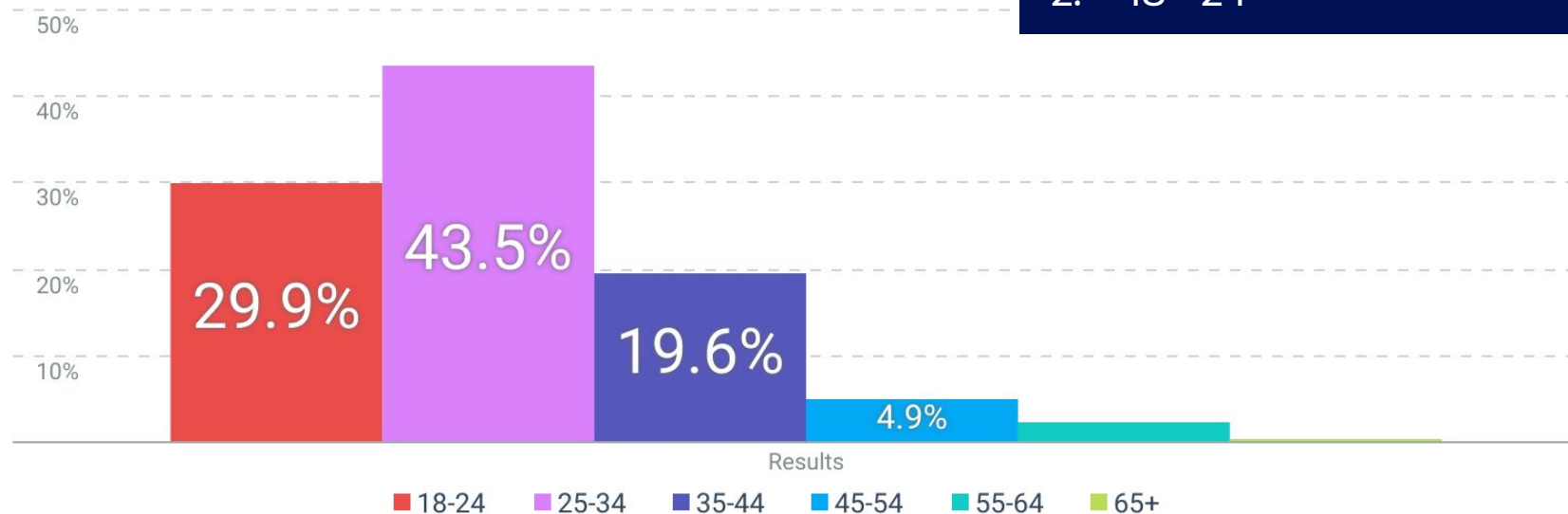
- **54.1%** of Global Goals Week mentions were in **English**, a **55%** increase from last year
- **36.8%** of Global Goals Week mentions were in **Japanese**, a **21%** increase from last year



Volume of Mentions by Age Group

Most mentions by age group:

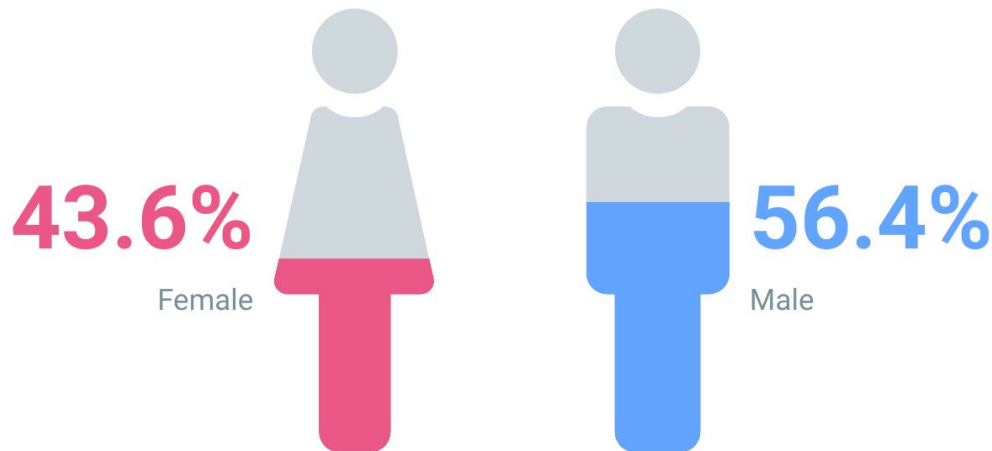
1. 25 - 34
2. 18 - 24



Volume of Mentions by Gender

Between **September 17 - 26, 2021**, those who mentioned Global Goals Week on social media were:

- **43.6%** Female
- **56.4%** Male







Top 10 Twitter Users by Engagement

TOP INFLUENCERS

Influencer 	Network	Posts	Sentiment	Reach	Reach per mention	Engagement ↓	Engagement per mention
 Amina J Mohamm...  @AminaJMohammed		28  250%		8.9M  255.8%	317.3K  1.7%	402.8K  9K%	14.4K  2.5K%
 UN DESA Sustaina...  @SustDev		14  27.3%		3.2M  28%	226.6K  0.6%	141.7K  81.3K%	10.1K  63.9K%
 UN Web TV  @UNWebTV		2		330.4K	165.2K	88.1K	44K
 Kent Page  @KentPage		12  300%		1.3M  302.3%	104.3K  0.6%	71K  140.9%	5.9K  -39.8%
 Climate Group  @ClimateGroup		259  219.8%		39.7M  220.7%	153.4K	55.3K  10.3%	213.6  -65.5%
 UN News  @UN_News_Centre		8		4.8M	599.9K	53.1K	6.6K
 지민투데이 🍌🍌 @jmintoday__		1		504.2K	504.2K	52.7K	52.7K
 Penny Abeywardena  @PAbeywardena		1		5.9K	5.9K	52.4K	52.4K
 窓際三等兵 @nekogal21		1		24.9K	24.9K	49.6K	49.6K
 Curtis S. Chin  @CurtisSchin		14  1.3K%		221K  1.3K%	15.8K  1.6%	44.7K  1.5M%	3.2K  106.3K%

Top 10 Twitter Users by Reach

TOP INFLUENCERS

Influencer 	Network	Posts	Sentiment	Reach ↓	Reach per mention	Engagement	Engagement per mention
 Reuters  @Reuters		4	<div><div></div></div>	95.2M	23.8M	8.2K	2K
 United Nations  @UN		5	<div><div></div></div>	72.1M	14.4M	2.7K	539.8
 We Don't Have Time  @WeDontHaveTime		645 ↓-45.4%	<div><div></div></div>	66.1M ↓-44.7%	102.5K ↑1.2%	15.7K ↓-31.4%	24.3 ↑25.7%
 Bill Gates  @BillGates		1	<div><div></div></div>	55.7M	55.7M	857	857
 Climate Group  @ClimateGroup		259 ↑219.8%	<div><div></div></div>	39.7M ↑220.7%	153.4K	55.3K ↑10.3%	213.6 ↓-65.5%
 World Economic F...  @wef		7 ↑75%	<div><div></div></div>	28.2M ↑75.1%	4M	690 ↑29.7%	98.6 ↓-25.9%
 UN Development  @UNDP		13 ↑18.2%	<div><div></div></div>	21.9M ↑18.4%	1.7M	889 ↑30%	68.4 ↑10%
 detikcom  @detikcom		1	<div><div></div></div>	17.1M	17.1M	7	7
 NDTV  @ndtv		1	<div><div></div></div>	16.1M	16.1M	384	384
 United Nations Fo...  @unfoundation		25 ↑733.3%	<div><div></div></div>	16.1M ↑734.3%	642.2K	575 ↑666.7%	23 ↓-8%

World's To Do List - Project Everyone



Across social channels, Project Everyone had **2.3 million** impressions in September, a **51%** increase from the previous month. They recorded **178k** engagements, up **410%** compared to the previous month, and an engagement rate of **7.7**, up **235%** from the previous month.

The World's To Do List campaign was well-received across social with several of their key partners amplifying it in their own unique way to reach their audiences. During UNGA week, the #WorldsToDoList hashtag received **1.3k** mentions, and the campaign received **27.1k** engagements.

The Global Goals website also saw a **42%** increase in users and a **29%** increase in page views throughout September.

Commitments

Commitments

- In 2021, the Youth Power Panel teamed up with Restless Development, **Project Everyone**, Unilever and thousands of young people to deliver the Youth Power Hacks, a way to hack solutions for the Global Goals. As part of this, **Unilever** committed to fund the top four winners by awarding each team with £10,000 (GBP) to grow their ideas further.
- **UN Global Compact** launched a new Africa Strategy aiming to drive progress towards the SDGs across the African Continent at the Private Sector Forum. At the Global Impact Forum, they launched a Gender Equality, Diversity & Inclusion Spotlight and a new UN LGBTIQ+ Standards Gap Analysis Tool to help companies measure and improve their progress in ensuring inclusion in the workplace and beyond. At the SDG Business Forum, which they co-convened with UN DESA and the International Chamber of Commerce, ICC introduced the Sustainability in Export Finance White Paper and SME360X, a digital tool for SMEs to measure their impact on the environment. Under Secretary-General Liu Zhenmin of UN DESA announced a “Future of the World” policy brief series.

Commitments

BridgingTheGap Ventures:

- Formed partnerships with 110+ youth-led, youth-serving and youth champion organizations to convene young people around the world for the YOUNGA Forum, a pioneering annual global youth takeover event uniting young people with decision-makers using VR/XR technologies to co-create solutions for a more inclusive, sustainable world.
- Will sponsor YOUNGA Youth Delegates until 2030, giving them free access to a safe, inclusive and ad-free community where they can get access to allies, collaborators and partners to advance shared goals. Additionally, on this platform, Youth Delegates are able to share their projects, exchange resources and discover new opportunities from their peers as well as receive invitations for BridgingTheGap speaker opportunities, media spotlights and campaigns.
- Will release the YOUNGA 2021 Youth Delegate Communiqué Report before the end of 2021, which will outline key recommendations from youth around the world for decision-makers to address focused around YOUNGA's five thematic tracks rooted in the SDGs (Climate Action and Sustainable Living, Equality and Inclusion, Future of Education and Work, Mental Health and Wellbeing, Peace and Justice).

Commitments

- **Sports For All Federation** will host a **Global Goals World Cup** in 2022 and invite 5-6 neighboring countries to join with teams and bring GGWCUP to their country.
- **Locus Analytics** made a significant investment with the US Coalition on Sustainability to enhance the **SustainChain** platform.
- **Junior Chamber International** committed to continue furthering the SDGs under the JCI RISE initiative, and to continue hosting JCI RISE Day during Global Goals Week annually.
- **MY World Mexico** generated guides with various activities to be carried out by people across Latin America, mobilizing thousands of actions both online and in-person. They also convened more than 70 official allies to mobilize actions in different sectors.

Commitments

- **The World Food Programme** will be working with other RBAs and UN agencies to support local and national actors in transforming food systems.
- **We Are All Human Foundation** committed to share key messages from UNGA, and to increase their reach and attendance to outside their direct community.
- **Springer Nature** has formally committed to set Science Based Targets on carbon emissions reduction, as part of the Business Ambition for 1.5.
- **Impact Hub New York** received acceleration program commitments from **IdeanCo**, **Impact Hub**, and **Urbs Systems**.
- **UNITE 2030** partnered with 100+ NGOs, organizations, and companies to create a coalition of organizations who are working to include young people in actions toward the SDGs.

Commitments

- Through **Southern Voice**'s activations, the **CIPPEC** Monitoring and Evaluation Program committed to deepen its analysis on open data quality around the region, fostering new alliances and agreements to push for governments to agree on standardization of the publication of open data.
- Several of **Global Blockchain Business Council**'s presenting companies for had specific projects targeting SDG goals, for example, crypto miners and efforts to reduce their carbon footprint.
- **The Millennials Movement** has committed to extend to other regional actors in 2022. The different organizations will bring momentum and contribution to HLPF 2022. They also partnered with **Action for Sustainable Development**.
- Through **Business Fights Poverty**'s activations, **Mastercard** announced a 19 Million Dollar Strive Community fund to help digitise MSMEs.

Activists & Influencers

Activists & Influencers

The following activists and influencers were involved with Global Goals Week events (non-exhaustive list), as per 37 self-reported inputs from partners:

- **Abby Maxman**, CEO and President, Oxfam America
- **Prince Abdulaziz Turki AlFaisal**, Minister of Sports, Saudi Arabia
- **Ahmad Alhendawi**, Secretary-General, World Organization of the Scout Movement
- **Alexandra Cousteau**, Filmmaker & Ocean Advocate
- **Alfredo Oropeza**, Chef
- **Amina J. Mohammed**, UN Deputy Secretary-General
- **Axel Tillmann**, CEO, World Summit
- **AY Young**, Singer-Songwriter
- **Claudia Romo Edelman**, Founder, We Are All Human Foundation
- **Cyrill Gutsch**, Founder & CEO, Parley for the Oceans
- **Dan Cockerell**, Former VP, Magic Kingdom, Walt Disney World
- **Danai Gurira**, Actress & UN Women Goodwill Ambassador
- **David Nabarro**, Special Envoy on COVID-19, WHO
- **David Simas**, CEO, Obama Foundation
- **Dia Mirza**, Model, Actress & UNEP Goodwill Ambassador
- **Dieter Lamlé**, Former Amb. of Germany to Saudi Arabia
- **Dominique Mineur**, Amb. of Belgium to Saudi Arabia
- **Erika Binger**, Founder and Executive Director, V3 Sports
- **Ester Baiget**, CEO, Novozymes

Activists & Influencers

- **Prince Fahad bin Jlewy**, Vice President, Saudi Arabian Olympic Committee
- **Finian Makepeace**, Co-Founder, Policy Director, and Lead Educator, Kiss The Ground
- **Francisco Javier Vera Manzanares**, Youth Climate Activist
- **Gemma Styles**, Influencer
- **Henrietta H. Fore**, Executive Director, UNICEF
- **Janet Alberda**, Amb. of the Netherlands to Saudi Arabia
- **Jane Nelson**, Director, Corporate Responsibility Initiative, Harvard Kennedy School
- **James Dentley**, Entrepreneur
- **Jeffrey Sachs**, President, SDSN
- **JJ Niemann**, Actor
- **Johanna Lissinger-Peitz**, Amb., Sweden Ministry of the Environment
- **John Loughton**, Founder & CEO, Dare2Lead
- **Keith L. Williams**, Actor
- **Lee Cockerell**, Former Executive Vice President, Walt Disney World
- **Lewis Tan**, Actor
- **Ligia Noronha**, Head, New York Office, UNEP
- **Marcus Whitney**, Entrepreneur
- **Matteo Landi**, Event Manager, World Food Forum, FAO
- **Mia Mottley**, Prime Minister of Barbados
- **Miya Cech**, Actor
- **Nathalie Fustier**, UN Resident Coordinator for Saudi Arabia

Activists & Influencers

- **Nomzamo Mbatha**, Actor & UNHCR Goodwill Ambassador
- **Ogimaa Atcha-koo-way**, Chief
- **Ole Moesby**, Amb. of Denmark to Saudi Arabia
- **Oliver Libby**, Managing Partner, H/L Ventures
- **Olivia Colman**, President, UNICEF UK
- **Oswaldo Alanis**, Footballer/Soccer Player
- **Patrick Simonnet**, EU Amb. to Saudi Arabia
- **Raquel Tamez**, Former CEO, Society of Hispanic Professional Engineers
- **Princess Reema bint Bandar**, Amb. of Saudi Arabia to the USA
- **Richard Curtis**, UN SDG Advocate & Filmmaker
- **Ronaldinho**, Footballer/Soccer Player
- **Rudi Bormann**, Deputy Director, Open Government Partnership
- **Ryland Engelhart**, Co-Founder & Executive Director, Kiss the Ground
- **Sheikh Hasina**, Prime Minister of Bangladesh
- **Sid Efromovich**, Co-Founder, Generation Pledge
- **Sofia Molina Rodriguez**, Youth Activist
- **Tami Kesselman**, Advisor to the United Nations
- **Victoria Ibiwoye**, Executive Director & Founder, OneAfricanChild Foundation
- **Vivian Leung**, Associate Programme Specialist, UNESCO
- **Yasser Al Missehal**, President, Saudi Arabian Football Federation
- *And several others...*

Partner Feedback

Value of Global Goals Week Community

Most partners said they valued the Global Goals Week community for:

- Being a part of a **larger movement** in support of the SDGs
- **Coordinating** UNGA events/activities/activations
- Meeting and **collaborating** with other partner organizations

Partners also valued:

- Intel/sharing about UNGA
- Having their organization's communications assets included in the GGW toolkit
- Using the GGW communications toolkit and other resources

Next Steps

- Circulate final impact report
- Continue monthly Global Goals-focused newsletters containing partner updates
- Reconvene in spring 2022



Thank You from the Core Partners

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SUSTAINABLE DEVELOPMENT GOALS
**ACTION
CAMPAIGN**



**ACTION FOR SUSTAINABLE
DEVELOPMENT**

United Nations Foundation contact: **Chrysula Winegar** (chrysula.winegar@unfoundation.org)

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