Global Goals Week 2022
Partner Report

Official Week: September 16 - 25, 2022
Expanded Calendar: September 1 - October 15
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Global Goals Week 2022: At a Glance
Global Goals Week 2022: At a Glance

- The coalition grew to **177 partners** across civil society, business, academia and the UN system.

- **200** virtual, hybrid, and in-person events were featured on the Global Goals Week calendar between September 1 and October 15, 2022.

- The #GlobalGoalsWeek hashtag had a potential reach of **2.1 billion**.

- There were **797,786** social media engagements with Global Goals Week in September and October.
Events & Activations
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 able to start new initiatives, create new partnerships, encourage people to research and learn more about various issues, and create discussion around policy recommendations.
Between September 19-23, 2022, the SDG Media Zone hosted three sessions focused on global warming, biodiversity loss, and transforming education.

From 16 to 25 September 2022, the UN SDG Action Campaign’s Global Week to #Act4SDGs reached 142 million actions in more than 190 countries.

The SDG Action Zone had 32 sessions that took place during their three-day event from September 21-23, 2022.

The UN Foundation hosted over 25 events between September 15-25, 2022.
Climate Week NYC hosted 400+ events on their calendar between September 18-24, 2022.

MY World Mexico’s Semana Global de #AcciónXODS had 22 events and 228 activations.

UNITE 2030 welcomed 150 Changemakers from 61 countries for a weeklong Hackathon and Innovation Lab on seven SDGs. Campers worked together to identify solutions to global issues and presented their ideas to SDG professionals in NYC.
The GGW calendar featured 67 in-person events, which took place in the United States, United Kingdom, Bangladesh, India, Philippines, Republic of Korea, Switzerland, Nigeria, Singapore, Mexico, Japan, Saudi Arabia, Argentina, Colombia, China, India, Bhutan, Malaysia, and Sri Lanka.
SDGs in Focus

Based on reports from 91 partners
Based on reports from 91 partners, SDGs 13 (Climate Action) and 17 (Partnerships for the Goals) were the focus of 48 reported events respectively, whereas SDG 15 (Life on Land) was the focus of only 23 reported events.
Partnerships
New Partnerships

In 2022, the Global Goals Week coalition grew to 177 partners across civil society, business, academia, and the UN system. New partners included:
New Partnerships
Partnerships by Sector

- **Civil Society**: 59.1%
- **Private Sector**: 19.5%
- **UN**: 10.1%
- **Philanthropy**: 5.7%
- **Academia**: 5.0%
- **Government**: 0.6%

GLOBAL GOALS WEEK
Partnerships by Location

- North America: 52.8%
- Europe: 28.9%
- Asia: 6.9%
- Latin America: 5.0%
- Middle East: 3.8%
- Africa: 2.5%
Digital Analytics
Global Goals Week Website Analytics

**Top 5 Locations**

1. 30% USA
2. 11% UK
3. 6% Japan
4. 4% India
5. 3% Canada

**Page Views**

29,942
This is a **6.29% increase** from 2021

**Unique Page Views**

23,988
This is an **8.12% increase** from 2021

**Bounce Rate**

63.97%
This is a **7.97% decrease** from 2021

**Unique Page Views to the home page**

9,262

**Unique Page Views to the 2022 calendar**

4,321

**Of all page users are new**

79%

**Top 5 Traffic Sources**

39% Organic Search
30% Direct
20% Referral
7% Social
4% Email
Tracked Hashtags

The following hashtags were tracked throughout Global Goals Week:

#GlobalGoalsWeek
#GGW
#FlipTheScript
#Act4SDGs
#ForPeopleForPlanet

#SDGAction
#KeepingThePromise
#SDGs
#GlobalGoals
Compared to 2021, Global Goals Week 2022 hashtags experienced a 2.4% drop in mentions, a 5.4% drop in unique users, and a 17.4% drop in engagements. Between September 16 and 25, the Global Goals Week hashtags had a potential reach of 2.1 billion, 7.4% lower than GGW 2021’s 15.5 billion.
Engagement Performance

Engagement peaked on **September 21** with **1,600** mentions. Engagement was lowest on **September 17 and 18** with **719 and 752** mentions respectively. Engagement was likely higher last year due to BTS’ performance.
Conversation Demographics

Sexes
- Male: 57% of Interactions
- Female: 43% of Interactions

Ages
- 25-35: 46% of Interactions
- 18-24: 27.5% of Interactions

Countries
1. Japan: 35.4% of Interactions
2. United States: 21.7% of Interactions
3. India: 5.2% of Interactions
4. United Kingdom: 5% of Interactions
5. Nigeria: 3% of Interactions

Languages
1. English: 56.2% of Interactions
2. Japanese: 35.2% of Interactions
3. Spanish: 2.3% of Interactions
4. French: 1.6% of Interactions
5. Dutch: 1.1% of Interactions
# Hashtag Comparison

Between September 16 and September 25

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Mentions</th>
<th>Average Mentions Per Day</th>
<th>Most Engaging Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>#SDGs</td>
<td>6,874</td>
<td>Average 657 Mentions Per Day</td>
<td>@BLACKPINK, @TheRockefellerFoundation, @UNWomenChief</td>
</tr>
<tr>
<td>#GlobalGoals</td>
<td>720</td>
<td>Average 72 Mentions Per Day</td>
<td>@TheRockefellerFoundation, @UN, @GoalsYearbook</td>
</tr>
<tr>
<td>#GlobalGoalsWeek</td>
<td>407</td>
<td>Average 41 Mentions Per Day</td>
<td>@UNGeneva, @Expo2020Dubai, @TheGlobalGoals</td>
</tr>
</tbody>
</table>
Top Social Media Posts by Engagement

1. 
BLACKPINKOFFICIAL
@BLACKPINK - Follow

Dear BLINKS! This is the United Nations #SDGMoment. Let us take actions to create a world that is more sustainable and leaves no one behind. @UN, @UN_Partnerships, @SDGAdvocates #SDGMoment #SDGs #UNGA2022

2. 
The Rockefeller Foundation
@RockefellerFdn - Follow

In order to meet @UN #GlobalGoals – from climate to food – philanthropy must reimagine what’s possible. This #UNGA77, find out how we’re meeting the #SDGs one innovation at a time. 🌍 #UNGArf #SDGs
Top Social Media Posts by Engagement

3. UN SDG Action Campaign
@SDGaction • Follow

Today marks the Global Week to #Act4SDGs! @UN Deputy Secretary-General @AminaJMohammed calls for collective action to #FlipTheScript for a better world.

Join us together with millions of people taking #SDGs action: act4sdgs.org

4. Amina J Mohammed
@AminaJMohammed • Follow

#UNGA High-Level Week has begun! The Global Town Hall for all voices to be heard, amplifying the need for multilateralism for solutions to our challenges and the #SDGs.
Top Social Media Posts by Engagement

5. @unwomenchief

6. @UlrichJvV

7. @SonyGroupGlobal

8. @UNDP

9. @vonderleyen

10. @ASteiner
Actions & Impacts
Over 80,000 people took action for climate through the AWorld app. **Climate Week NYC** encouraged sustainable business and practices through the first annual “Climate Action is our Business Awards” Ceremony where local NYC businesses were recognized for their environmental initiatives. The “Food for Climate Week” program partnered with Meatless Mondays to encourage plant-based and sustainable food consumption.
Featured Actions & Impacts

Impact Hub Taipei created an online exhibition in the Gather Town Platform to show the world the sustainable impact that Impact Hubs around the world have made. Exhibitions featuring over 50 projects were created for viewers to learn about innovative actions they can take to achieve the SDGs.
Featured Actions & Impacts

Fifteen Saudi Arabian soccer teams took action for the SDGs while playing in the qualifying tournaments in Saudi Arabia as part of the Global Goals World Cup. Ten Jordan League teams developed their SDG action campaigns as well.
The 12th Concordia Annual Summit brought together heads of state, government officials, C-suite executives, and NGO leaders to address the most significant issues of our time through the lens of cross-sector collaboration. The Concordia Connect networking service offered participants the chance to form synergies, identify funding opportunities, and guide future projects and initiatives.
Featured Actions & Impacts

Road to Rights promoted intergenerational and intersectoral dialogue among young people as well as youth-led actions across the G17 UAC network and the Road to Rights global chapters. Road to Rights worked with 74 universities in 15 countries to lead actions within and beyond the university community.
The Varkey Foundation and Chegg.org awarded their $100,000 Global Student Prize to Ukrainian student Igor Klymenko for his work to address the threat posed by landmines. The prize promotes the importance of education to sustainable development.
Commitments
Featured Commitments

Bridging The Gap Ventures Youth Delegates committed to specific organizations like JCI and Simply Neuroscience to dedicate their time advocating for issues that matter to them. Commitments vary based on what each Youth Delegate selected to do in their communities.
Featured Commitments

Springer Nature colleagues made commitments to living more sustainably to reduce their carbon footprint. Commitments included taking shorter showers (saving 965 kg of CO2), choosing seasonal fruit and vegetables (saving 1520 kg of CO2), and recycling all cans and tins (saving 919 kg of CO2).
The Big 6 Youth Organizations furthered their commitment to non-formal education through the Commonwealth Alliance for Quality Youth Leadership. The Alliance, in partnership with several other organizations, committed to accelerate youth leadership skills training, using non-formal educational and learning approaches, to reach over 100 million young people by 2030.
As a result of the Clinton Global Initiative meeting, more than 2.7 million people will receive job training or skills development opportunities; more than 1.6 million full-time, permanent jobs will be created; more than 3.5 million tonnes of CO2 equivalent will be reduced or avoided; more than $24.5 million in funding will be deployed to support historically excluded communities and businesses; more than $5 million will be invested in regenerative and/or climate-smart agriculture.
Additional Commitments

The Bloomberg New Economy Health Council agreed to begin a new project that builds a scenario planning curriculum for the next health crises.

MY World México committed to inspire, connect and mobilize millions of people in Mexico, Latin America and the Caribbean to take individual and collective action, with an overall goal of mobilizing 1 billion actions by 2030.

Accountable Impact committed to co-developing a program with Florida International University Maurice Ferre Institute to enhance civic engagement and the importance of voting while advancing several SDGs.

Escuela del Estudio de la Intuición NGO committed to teaching the Mechanism of Intuition free of charge to countries and schools that request it.
Activists & Influencers
Activists & Influencer Engagement

Many activists and influencers were involved in Global Goals Week events and activations hosted by partners, including (non-exhaustive list):

- **Vanessa Hudgens**: American Actress
  - Photo: Architectural Digest

- **Himaja Nagireddy**: 11th UNA-USA Youth Observer to the UN
  - Photo: Twitter

- **Eric Adams**: Mayor of New York City
  - Photo: NPR

- **Shamma Al Mazrui**: UAE Minister of State for Youth Affairs
  - Photo: Members of the Cabinet
Activists & Influencer Engagement

These individuals engaged in a variety of different ways, such as amplifying messaging on social media, attending and speaking at events, etc.

Sir Elton John
English Musician

Dr. Austin Demby
Minister of Health, Sierra Leone

Amal Clooney
Lebanese-British Barrister

Volodymyr Zelenskyy
President of Ukraine
Activists & Influencer Engagement

Activists and influencers ranged from musicians to CEOs, actors, politicians, media personalities, and country leaders. View the full partner reported list here.

Aishwarya Sharma
Indian Fashion Activist & UN Ambassador

Michelle Yeo
UNDP Goodwill Ambassador

Jacqueline Fuller
VP, Google & President, Google.org

AY Young
American Musician & Young Leader for the SDGs
Partner Feedback
Responding to Last Year’s Feedback

This year, the Core Partners took feedback into consideration by:

<table>
<thead>
<tr>
<th><strong>Revamping the Newsletter</strong></th>
<th>We updated the newsletter format by categorizing the nature of updates to make them more meaningful.</th>
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<td><strong>Rethinking Meeting Invitations</strong></td>
<td>We began sending the meeting invitations as calendar invites instead of in an email to increase attendance.</td>
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<tr>
<td><strong>Diversifying the Coalition</strong></td>
<td>We expanded the coalition with diversity in mind by adding organizations across Africa, Asia, and the Middle East.</td>
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<td><strong>Planning Early</strong></td>
<td>We began monthly meetings in April to start coordinating efforts earlier and ensure everyone was aligned by GGW.</td>
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This Year’s Feedback

This year, partners indicated that they would like to see more:

**Creating Issue Area Sub-Groups**
Partners are interested in creating issue area sub-groups to better connect and collaborate with partners working on similar topics outside of the main meetings.

**Cross Collaboration Between Partners**
Partners would like to see more collaboration opportunities between partner organizations.

**Coordinated Engagement Opportunities**
Partners would appreciate a centralized campaign message for organizations to participate in during UNGA.
Value of the Global Goals Week Community

1. Being a part of a larger movement in support of the SDGs

2. Meeting and collaborating with other partner organizations

3. Coordination of UNGA events, activities, & activations

4. Sharing information and intel about UNGA
Next Steps

Continue engaging your communities to keep up the momentum for the Global Goals

Begin collectively planning for unified action for and around the SDG Summit in 2023

Resume monthly partner meetings beginning in northern hemisphere spring

Continue brainstorming ways to facilitate enhanced cross-partner connection and collaboration
Thank You from the Core Partners

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