

16 PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



17 PARTNERSHIPS  
FOR THE GOALS



1 NO  
POVERTY



2 ZERO  
HUNGER



3 GOOD HEALTH  
AND WELL-BEING



4 QUALITY  
EDUCATION



5 GENDER  
EQUALITY



# Global Goals Week 2022

## Partner Report

Official Week: September 16 - 25, 2022

Expanded Calendar: September 1 - October 15

6 CLEAN WATER  
AND SANITATION



7 AFFORDABLE AND  
CLEAN ENERGY



8 DECENT WORK AND  
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



10 REDUCED  
INEQUALITIES



11 SUSTAINABLE CITIES  
AND COMMUNITIES



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



13 CLIMATE  
ACTION



3 GOOD HEALTH  
AND WELL-BEING



2 ZERO  
HUNGER



1 NO  
POVERTY



14 LIFE  
BELOW WATER



15 LIFE  
ON LAND



16 PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS



17 PARTNERSHIPS  
FOR THE GOALS



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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

TO DO  
14. Protect the oceans

#WORLDSTODOLIST

TO DO  
12. Create a waste free world

#WORLDSTODOLIST



# Events & Activations



# Events & Activations Snapshot

959,834

People attended  
online events

167,043

People attended  
in-person events

2.5 Billion

Social media  
impressions were made

302 Million

People were  
potentially reached



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.



## Event Highlights

**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.



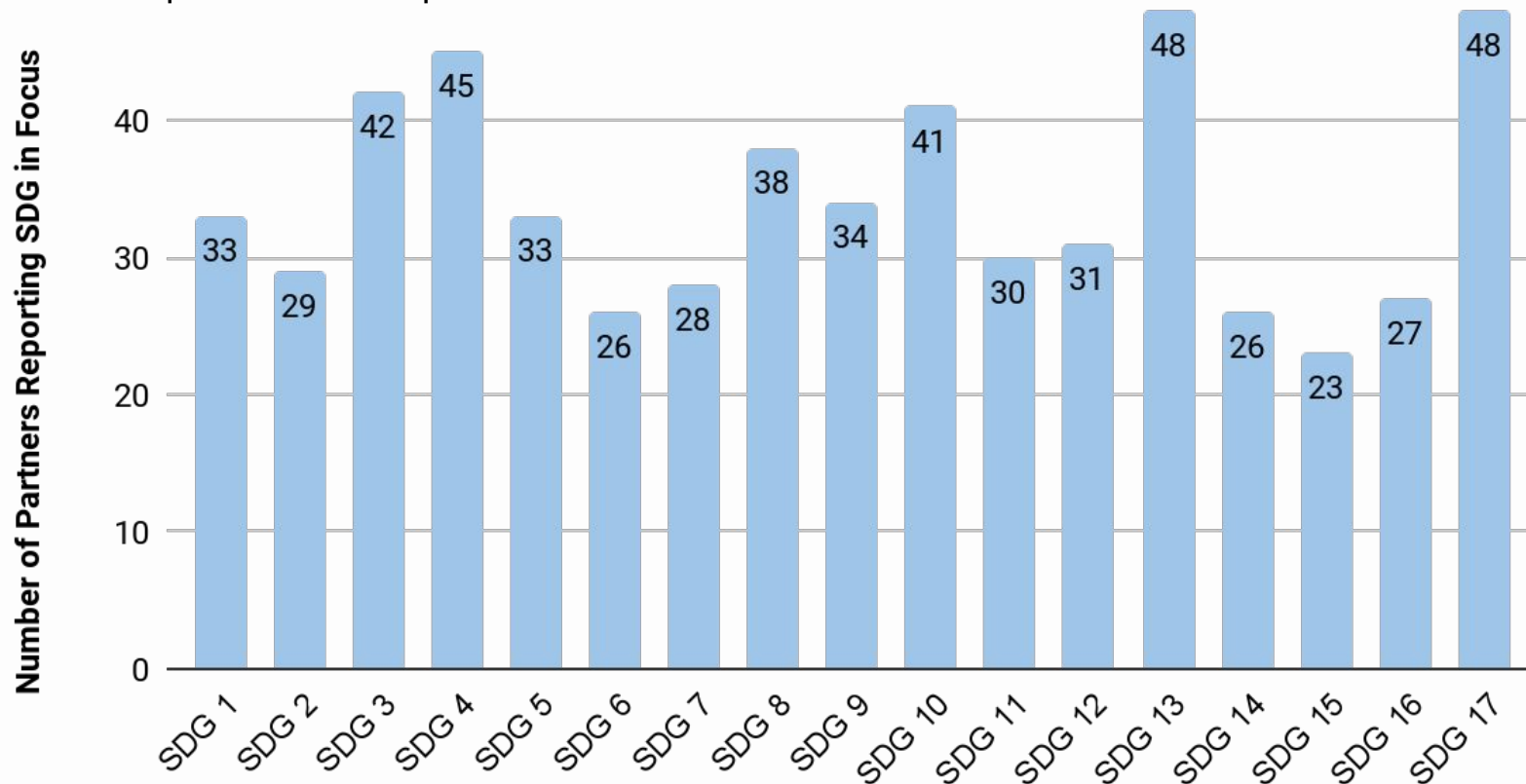
# Events Around the Globe

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



# SDGs in Focus

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**.

## Most Covered



## Least Covered



# Partnerships





# New Partnerships

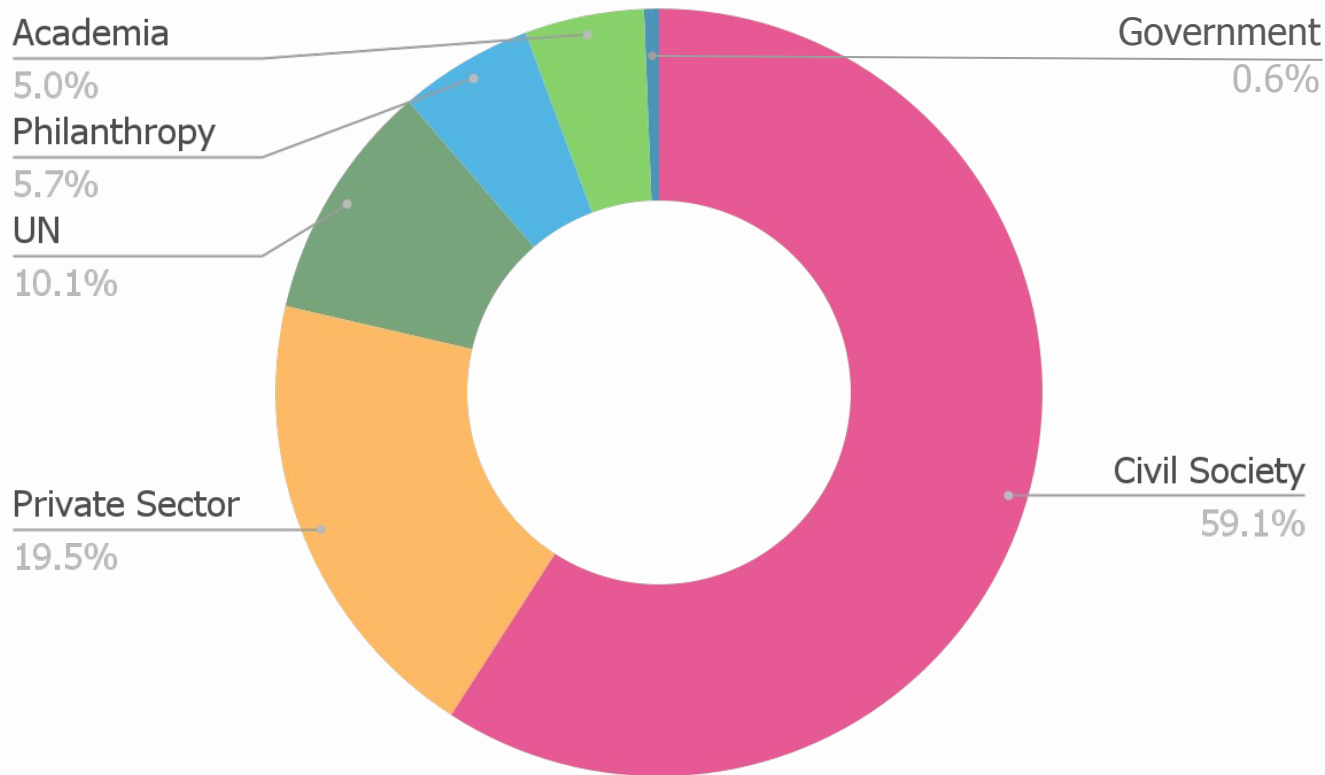
In 2022, the Global Goals Week coalition grew to 177 partners across civil society, business, academia, and the UN system. New partners included:



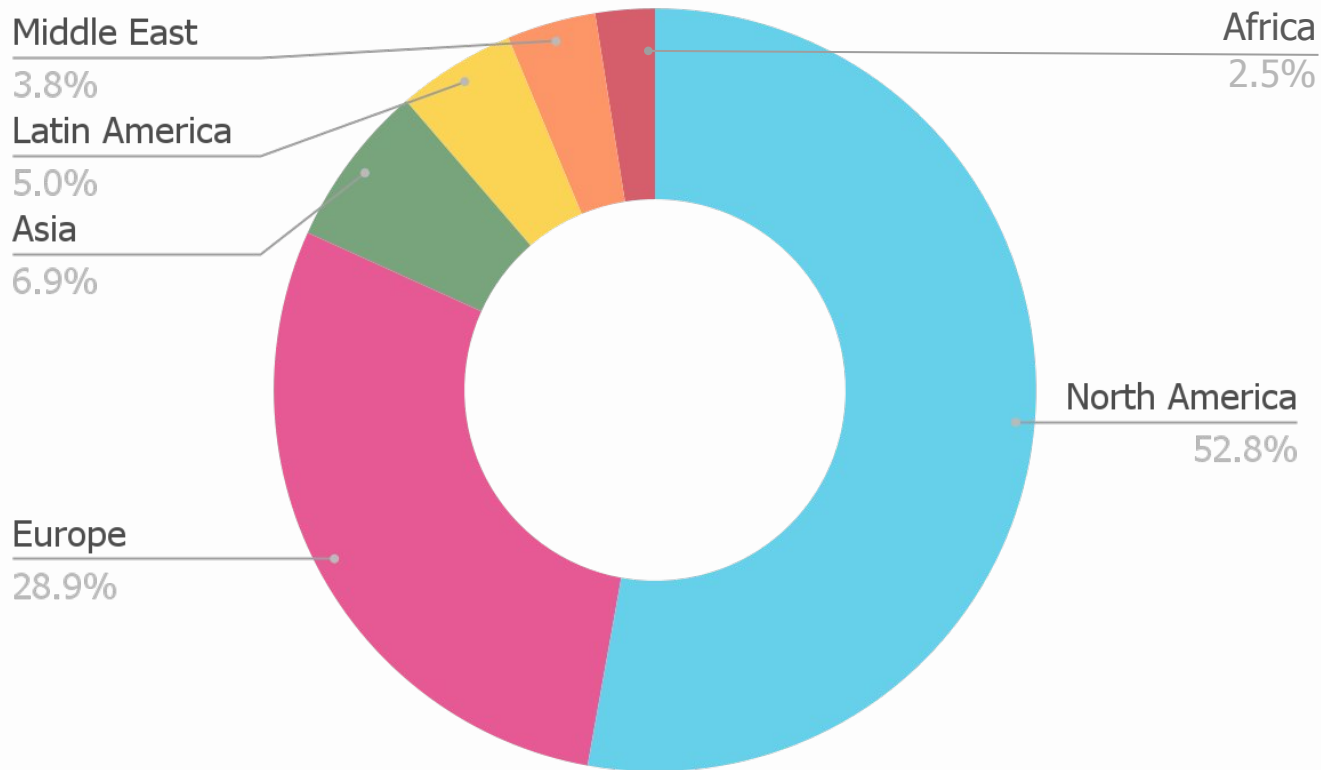
# New Partnerships



# Partnerships by Sector



# Partnerships by Location



# 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 |    |          |



29,942

Page Views

This is a **6.29% increase** from 2021

23,988

Unique Page Views

This is an **8.12% increase** from 2021

63.97%

Bounce Rate

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

9,262

Unique Page Views  
to the home page

4,321

Unique Page Views  
to the 2022 calendar

79%

Of all page users are  
new

## 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

#SDGAction

#FlipTheScript

#KeepingThePromise

#Act4SDGs

#SDGs

#ForPeopleForPlanet

#GlobalGoals

# Mentions, Engagement & Reach

Between September 16-25, tracked Global Goals Week hashtags saw:

**11,134**

**Mentions**

**5,753**

**Unique Users**

**406,093**

**Engagements**

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

**#SDGs**

6,874 Mentions

Average 657  
Mentions Per Day

Most Engaging Mentions:

[@BLACKPINK](#)

[@TheRockefellerFoundation](#)

[@UNWomenChief](#)

**#GlobalGoals**

720 Mentions

Average 72 Mentions  
Per Day

Most Engaging Mentions:

[@TheRockefellerFoundation](#)

[@UN](#)

[@GoalsYearbook](#)

**#GlobalGoalsWeek**

407 Mentions

Average 41 Mentions  
Per Day

Most Engaging Mentions:

[@UNGeneva](#)

[@Expo2020Dubai](#)

[@TheGlobalGoals](#)

# Top Social Media Posts by Engagement

1.

@BLACKPINK



2.

@RockefellerFdn



# Top Social Media Posts by Engagement

3.

@SDGaction



4.

@AminaJMohammed



# Top Social Media Posts by Engagement

5.



[@unwomenchief](#)

6. [@UlrichJvV](#)

7. [@SonyGroupGlobal](#)

8. [@UNDP](#)

9. [@vonderleyen](#)

10. [@ASteiner](#)

GLOBAL  WEEK

# Actions & Impacts





# Featured 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.

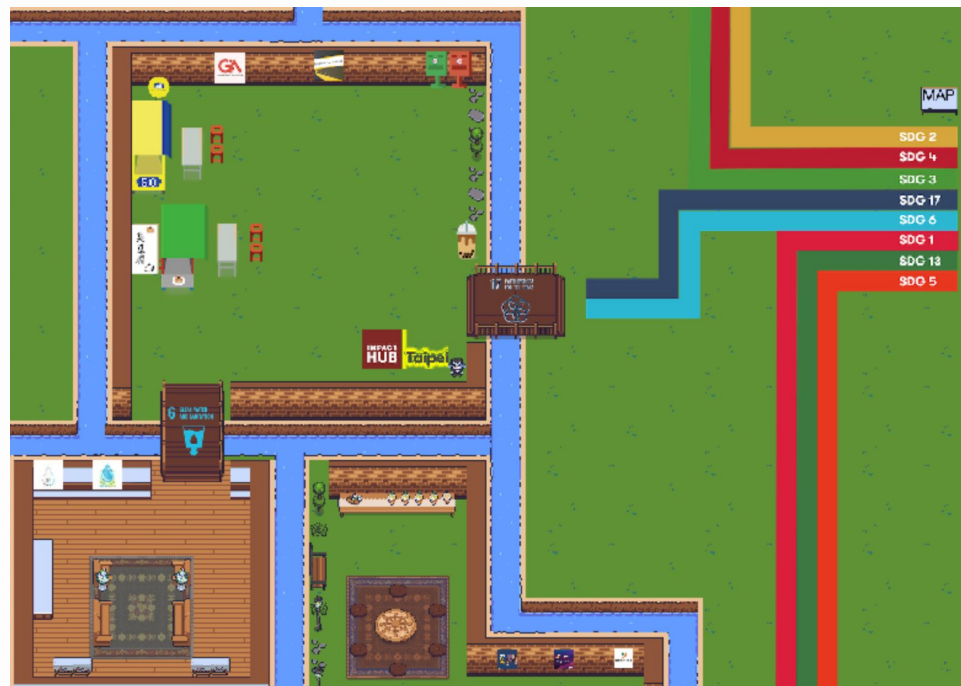


# Featured Actions & Impacts



**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.

# Featured Actions & Impacts



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.



# Featured Actions & Impacts



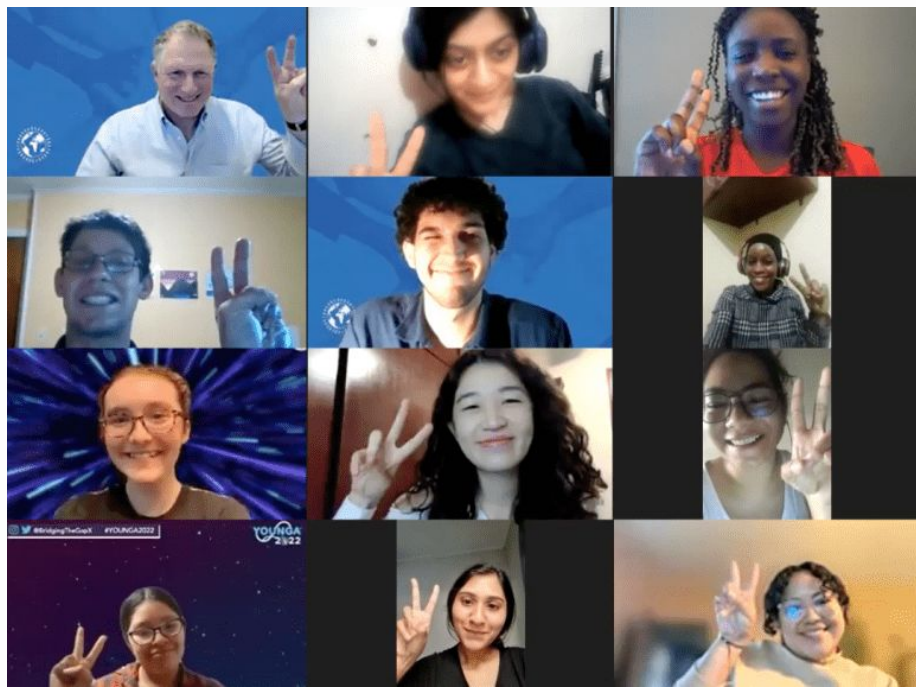
The **Varkey Foundation** and **Chegg.org** awarded their \$100,000 Global Student Prize to Ukrainian student Igor Klymenko for his work to address the threat posed by landmines. The prize promotes the importance of education to sustainable development.



# Commitments



# Featured Commitments



**BridgingTheGap 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 CO<sub>2</sub>), choosing seasonal fruit and vegetables (saving 1520 kg of CO<sub>2</sub>), and recycling all cans and tins (saving 919 kg of CO<sub>2</sub>)





# Featured Commitments



Photo: World Organization of the Scout Movement

**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.

# Featured Commitments



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.



Photo: Clinton Global Initiative

# 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):



Photo: Architectural Digest

**Vanessa Hudgens**

American Actress



Photo: Twitter

**Himaja Nagireddy**

11th UNA-USA Youth  
Observer to the UN



Photo: NPR

**Eric Adams**

Mayor of New York  
City



Photo: Members of the Cabinet

**Shamma Al Mazrui**

UAE Minister of State  
for Youth Affairs

# 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.



Photo: Daily Music Roll

**Sir Elton John**

English Musician



Photo: SwitSalone

**Dr. Austin Demby**

Minister of Health,  
Sierra Leone



Photo: Doughty Street Chambers

**Amal Clooney**

Lebanese-British  
Barrister



Photo: Hesston College

**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](#).



Photo: The Indian Express

## Aishwarya Sharma

Indian Fashion Activist  
& UN Ambassador



Photo: UNDP

## Michelle Yeo

UNDP Goodwill  
Ambassador



Photo: USA Today

## Jacquelline Fuller

VP, Google &  
President, Google.org



Photo: Britannica

## 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:

## **Revamping the Newsletter**

We updated the newsletter format by categorizing the nature of updates to make them more meaningful.

## **Rethinking Meeting Invitations**

We began sending the meeting invitations as calendar invites instead of in an email to increase attendance.

## **Diversifying the Coalition**

We expanded the coalition with diversity in mind by adding organizations across Africa, Asia, and the Middle East.

## **Planning Early**

We began monthly meetings in April to start coordinating efforts earlier and ensure everyone was aligned by GGW.

# 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

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

1.



Meeting and collaborating with other partner organizations

2.

Coordination of UNGA events, activities, & activations

3.



Sharing information and intel about UNGA

4.

# 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

PROJECT  
*EVERYONE*



UNITED NATIONS  
FOUNDATION



SUSTAINABLE DEVELOPMENT GOALS  
**ACTION**  
**CAMPAIGN**



**ACTION FOR SUSTAINABLE  
DEVELOPMENT**

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

**GLOBAL GOALS WEEK**