

GLOBAL GOALS WEEK

2023 Impact Report

Official Week: September 15 - 24, 2023
Expanded Calendar: September 1 - October 31



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GGW took place between **September 15-24**, which also marked the **halfway point of the 2030 Agenda**

GGW coalition has **167 partners**



GGW engagement spread across **95+ countries**



GGW At a Glance

3.2 billion
Potential Reach

266.5 thousand
Engagement

4.9 thousand
Unique Users



88 events were featured on the GGW calendar during the month of September

Engagement peaked on **September 18**



Events and Activations

Events & Attendance



88

Events amplified on the
GGW Calendar during
September

Over 1.3 million

People attended GGW
events (in-person, virtual,
hybrid)

Based on 54 partner submissions

SDG Action Weekend

To maximize the SDG Summit's impact, the Secretary-General convened an **SDG Action Weekend**, which generated opportunities for stakeholders, UN entities, and Member States to convene inside UN Headquarters and set out specific commitments and contributions to drive SDG transformation between now and 2030.

The SDG Action Weekend consisted of the **SDG Mobilization Day** on Saturday, September 16, and the **SDG Acceleration Day** on Sunday, September 17.



SDG Pavilion

The UN Office for Partnerships worked with Project Everyone, in collaboration with artist Es Devlin, to create the [SDG Pavilion](#), a unique convening space and art installation.

The SDG Pavilion hosted a series of **Halftime Talks**, with a total of **35 hours of programming** featuring **150 speakers** from September 15-22, 2023.



SDG Action Zone

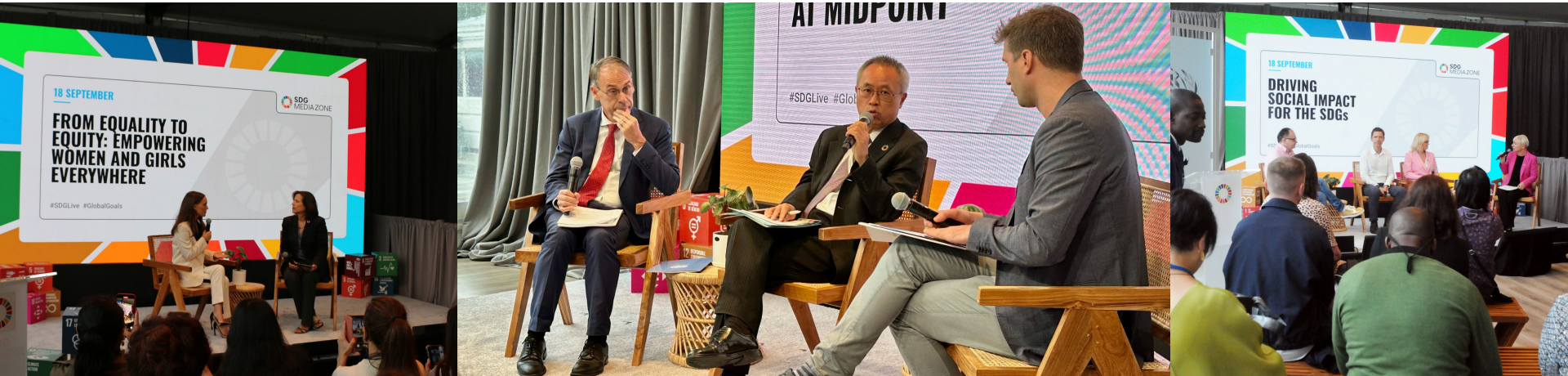
The SDG Action Zone opens the UN General Assembly to the SDG champions, activists, and allies to feature critical insights for people and planet. It took place on September 21, broadcasted live from the SDG Pavilion on sdgactionzone.org. All sessions can be viewed on demand [here](https://sdgactionzone.org).



SDG Media Zone

The SDG Media Zone is organized by the UN Department of Global Communications, in collaboration with the PVBLIC Foundation. Through high-impact collaborations with media partners, including members of the SDG Media Compact, the SDG Media Zone takes the conversation out of the policy sphere into public discourse.

The 2023 SDG Media Zone took place between September 18 to 22.



Global Week to Act 4 SDGs

The [UN SDG Action Campaign](#), together with its partners, mobilized millions of people around the world to take action on the SDGs from June 30 to September 30. This year's mobilization focused on the key themes of Climate, Peace, Gender Equality, Inclusion, and Sustainable Food Systems as the global community comes together to mark the mid-way point of the SDG Agenda.

All data and impact was collected and added to the [Global Map of SDG Actions](#).

The background of the bottom section is a photograph of a protest or demonstration. It shows several people, including a young woman with blonde hair in a red jacket and a young man with dark hair, looking down and holding hands. A large, thick, blue wavy line is superimposed over the image, starting from the left and curving towards the right. The text "UNITE FOR PEACE" is written in large, bold, white capital letters over the blue wavy line.

**UNITE FOR
PEACE**

WHAT DO YOU UNITE FOR? Unite to Act! act4sdgs.org

13th Concordia Annual Summit



In an effort to advance the Sustainable Development Goals, Concordia featured discussions on its multiple stages designed to analyze current efforts and identify opportunities for public-private sector partnerships, while the Concordia Connect networking service offered participants the chance to form synergies, identify funding opportunities, and guide future projects and initiatives.



Clinton Global Initiative

Clinton Global Initiative (CGI) held its 2023 meeting from September 18-19. Since 2005, CGI and its partners have made over 3,900 commitments that have impacted the lives of over 435 million people around the world.



Food for Crisis Web3 Initiative

Food for Crisis, launched with GBBC Giving and the UN WFP Innovation Accelerator, aims to raise, track, and trace donor funds, utilizing Web3 technologies to drive innovation to address the worsening global hunger crisis. By leveraging the power of blockchain technology to improve the delivery of humanitarian support, Food for Crisis will support a more sustainable future through innovation.



Hogan
Lovells

accenture

ripple

SHADOWS
in the DARK

BxC



All Amazônia #TOGETHERBAND

#TOGETHERBAND is proud to have launched the #TOGETHERBAND All Amazônia campaign, a powerful symbol of support for Indigenous peoples and the most important biome on the planet, in partnership with Banco do Brasil during Global Goals Week.



A large, circular stage backdrop for the Global Citizen Festival. The backdrop features a blue circle with the text "GLOBAL CITIZEN FESTIVAL" and "CENTRAL PARK" below it. A green silhouette of the African continent is on the right side of the blue circle. The entire backdrop is surrounded by a ring of white spotlights. The stage floor is black, and there are several people standing on it. The background shows the white and red striped facade of a building.

Global Citizen Festival

Global Citizen Festival, featuring well-known artists and changemakers, was held on September 23 in Central Park. At the Festival, global leaders pledged to end extreme poverty through monumental commitments, like \$240 million for the International Fund for Agricultural Development (IFAD).

Additional Events & Activations



Lyfta, a new GGW Partner, hosted four events focused on life on land (SDG 15) with a total of 8,700 attendees.

The International Conference on Sustainable Development (top left) hosted by the **Sustainable Development Solutions Network** took place from September 18-20.

Hub Culture hosted three events, which featured influencers and notable speakers, such as Bodhi, Henk Rogers, Stan Stalnaker.

SDG2 Advocacy Hub hosted two events focusing on Zero Hunger. One of which was the Good Food For ALL: Breaking the Cycle of Food Crises and Accelerating Progress on SDG2 (bottom right) which gathered key voices across the SDG 2 space to co-create a day of action.

The Green Generation Foundation hosted five events with a total attendance of 220 people. Their events focused on climate action (SDG 13) and life on land (SDG 15).



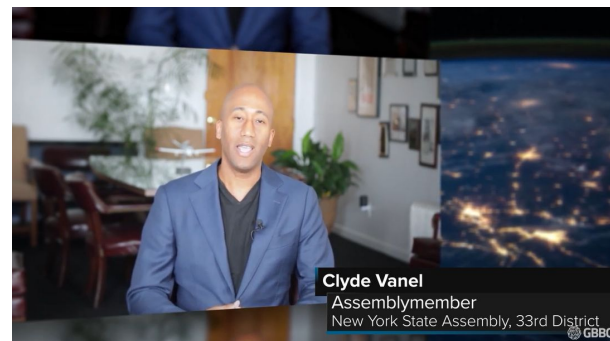


SocialGood Lagos hosted two events with a combined 100 attendees. The event highlighted on the right is the SocialGood Lagos Summit, which was hosted in Nigeria on September 16.

BridgingTheGap Ventures had 2,000 people in attendance across 31 events. One of their biggest initiatives is YOUNGA, a global platform to involve the ideas, perspectives and active participation of young leaders to co-create solutions for our future.

The Global Blockchain Business Council hosted three events (*World Leaders Speak on SDGs* pictured to the right) and launched the Food for Crisis Web3 initiative with the UN WFP Innovation Accelerator. Food for Crisis aims to raise, track, and trace donor funds, utilizing Web3 technologies to drive innovation to address the worsening global hunger crisis.

Arm hosted three events that covered all 17 SDGs with a collective attendance of 725 people.



Activist and Influencer Engagement

Based on 54 partner submissions, a full list can be accessed in the Appendix.



Photo: Britannica



Photo: Vogue



Photo: Concordia



Photo: Monarchie.lu

Michael Douglas
Actor

Xiye Bastida
Youth Activist

Eric Adams
NYC Mayor

Prince Guillaume
HRH of Luxembourg

Based on 54 partner submissions, a full list can be accessed in the Appendix.



Photo: Mbl

Hanna Birna
Former Minister of
Iceland



Photo: LinkedIn

Saad Amer
Youth Activist



Photo: Gates Foundation

Melinda Gates
Philanthropist



Photo: Twitter

William Ruto
President of Kenya

Based on 54 partner submissions, a full list can be accessed in the Appendix.



Photo: WSA

Karimot Odebode
Writer



Photo: BBC

Jon Batiste
Musician



Photo: Byrdie

Lilly Singh
YouTuber



Photo: Brooklyn Youth Chorus

**Brooklyn Youth
Chorus**

Data Analytics

Trending Hashtags



The following hashtags were the ones most associated with “Global Goals Week.”

The highest trending hashtag was **#SDGs** with 5.9 thousand results, followed by **#Act4SDGs**, **#UNGA78**, and **#GlobalGoals**.

Mentions, Engagement, and Reach

Between September 15-24, Global Goals Week saw:

**3.2
billion**
Potential Reach

**266.5
thousand**
Engagement

**4.9
thousand**
Unique Users

There was a **potential reach of 3.2 billion, 65% higher** than GGW 2022's 2.1 billion.

Compared to 2022, Global Goals Week 2023 experienced a **14.8% drop in unique users** and a **34.4% drop in engagements**.

Conversation Demographics

SEXES

Male

54.9% of interactions

Female

45.1% of interactions

AGES

25-34

45.2% of interactions

18-24

22.8% of interactions

COUNTRIES

1. United States

31.6% of interactions

2. Japan

18.9% of interactions

3. United Kingdom

6.2% of interactions

4. India

4.9% of interactions

5. Nigeria

3.1% of interactions

LANGUAGES

1. English

72.5% of interactions

2. Japanese

19% of interactions

3. Spanish

2.4% of interactions

4. German

1.4% of interactions

5. French

1.1% of interactions

Top Social Media Posts by Engagement

Posts with the key words: #GlobalGoalsWeek, "Global Goals Week", "Global Goals," "GGW", #SDGs, #SDGAction, OR #Act4SDGs.

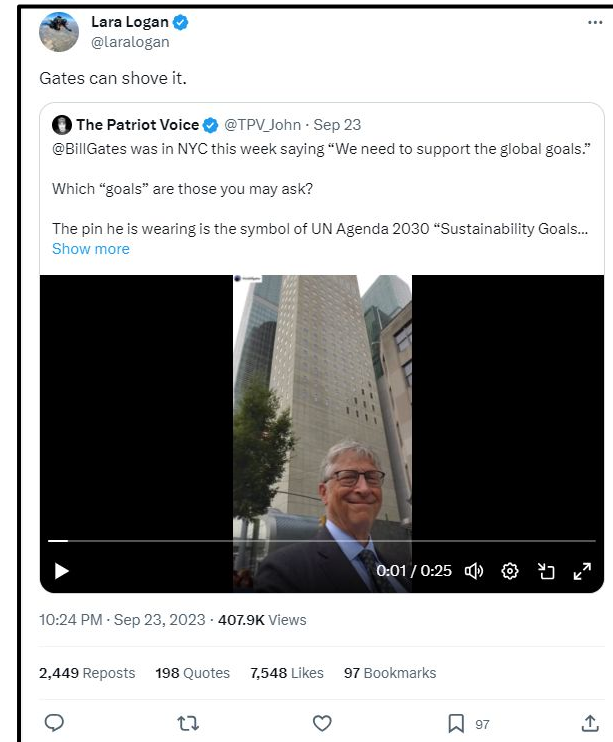
1.

@RockefellerFdn



2.

@laralogan



@BillGates

3.



4. @Thavisin (PM of Thailand)
5. @TPV John (Influencer)
6. @aramco (Saudi Arabian Oil Group)
7. @club_kab (Civil Society)
8. @Imranmuhdz (Influencer)
9. @ConceptualJames (Influencer)
10. @LilySingh (YouTuber)

SDGs in Focus

Based on reports from 54 partners, events focused mostly on **SDG 17** and **SDG 13**.
SDG 6 was covered the least.

Most Covered



Least Covered



Partnerships

Thank You to Our 167 Partner Coalition

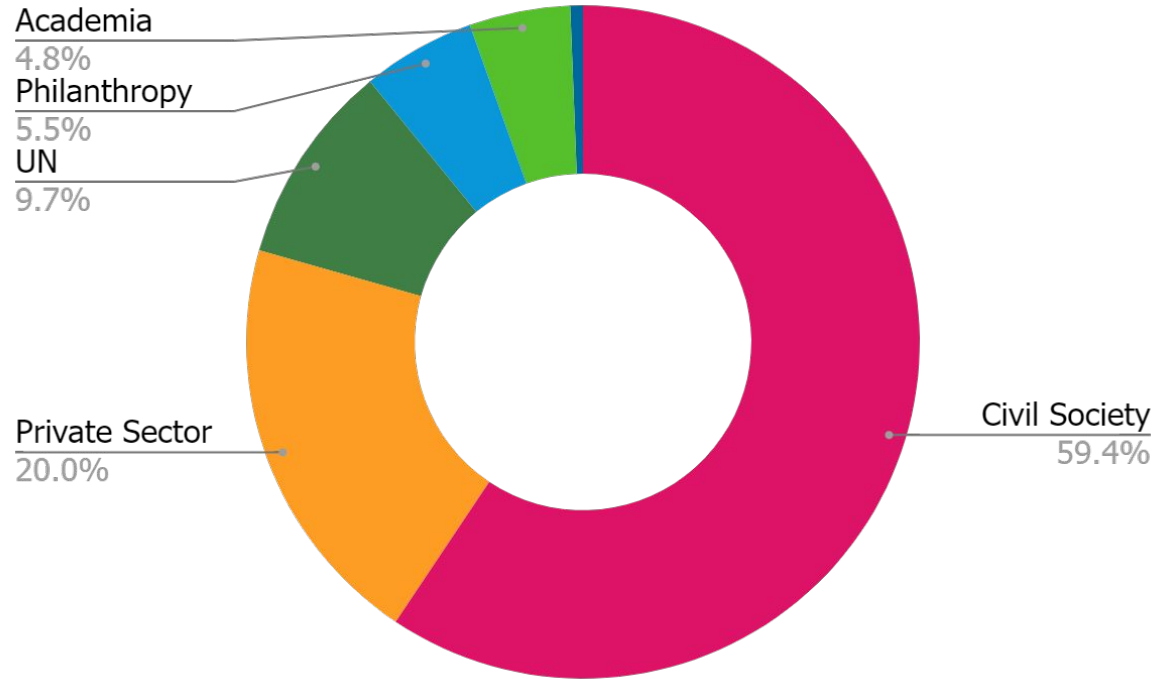
PROJECT
EVERYONE

UNITED NATIONS
FOUNDATION

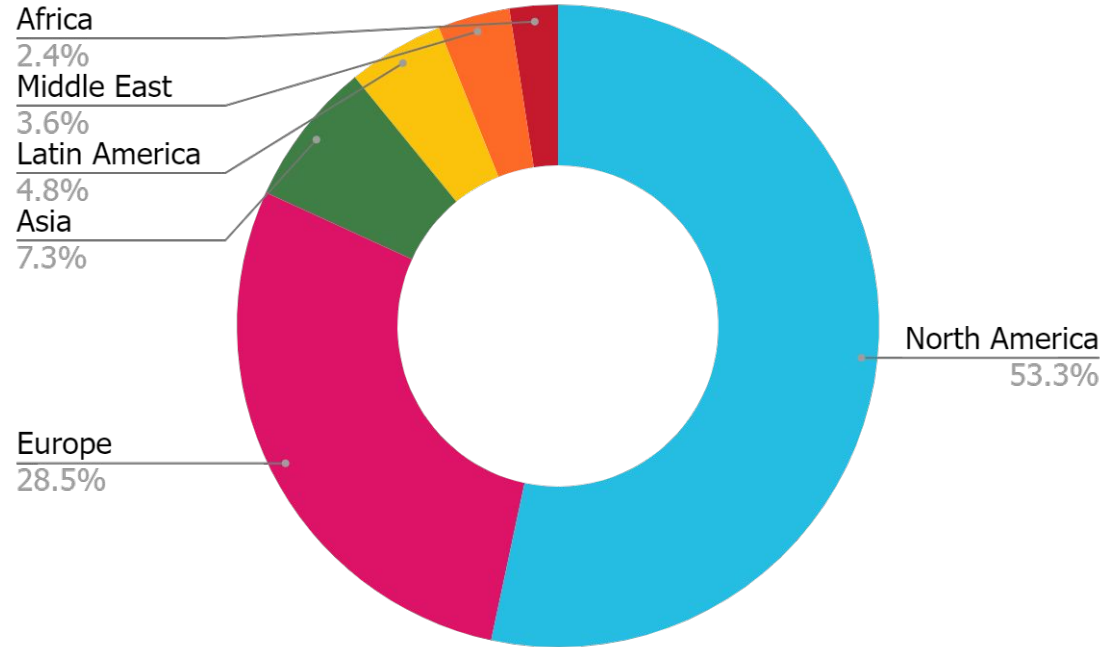


GLOBAL GOALS WEEK

Sector



Location



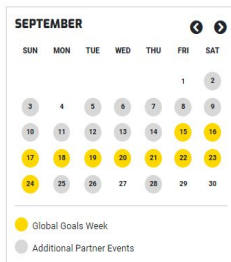
Partner Resources: GGW Calendar

GLOBAL GOALS WEEK

SIGN UP!

CALENDAR

FULL CALENDAR



FIND AN EVENT

September



Sep 15

Young Pioneers Forum 2023

By Global Citizen Capital and Catalyst 2030

Sep 5 - Sep 19

Sustainable Development in Latin America & Caribbean Summit

By Global Citizen Capital

Sep 15 - Sep 16

#2030NoNegociable

By MY World México

Hybrid Event

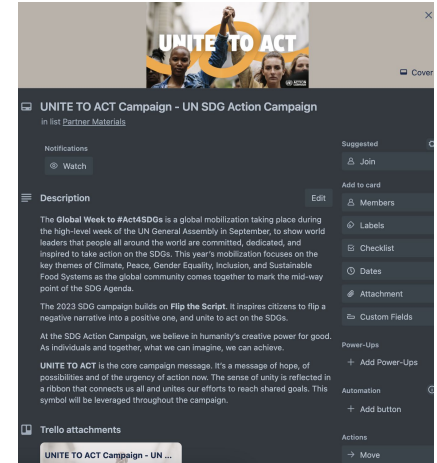
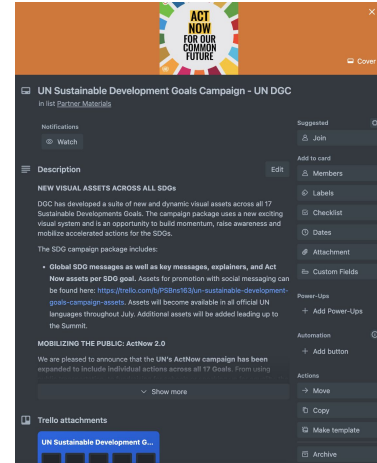
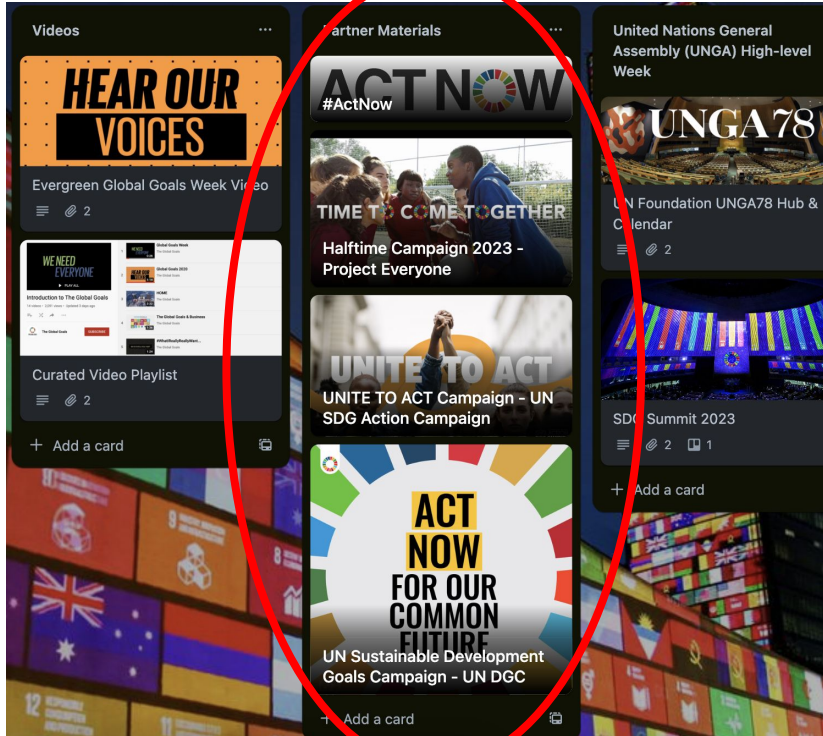
Sep 15 - Sep 16

For Future Leaders Summit

globalgoalsweek.org/events

GLOBAL GOALS WEEK

Partner Resources: Trello Board



bit.ly/3PbmA8w

Thank You from the Core Partners



Appendix

Photo Sources:

[United Nations Photos](#)

[United Nations News](#)

[Global Citizen](#)

[Clinton Global Initiative](#)

[SDG Action Zone](#)

Access a Full List of Activists & Influencers [Here](#)