GLOBAL GOALS WEEK

2023 Impact Report

Official Week: September 15 - 24, 2023
Expanded Calendar: September 1 - October 31
1. Global Goals Week 2023: At a Glance
2. Events, Activations, and Activist and Influencer Engagement
3. Digital Analytics
4. Partnerships
5. Reflections
GGW engagement spread across 95+ countries

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

GGW coalition has 167 partners

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

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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
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.
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.
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.
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.
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.
#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.
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.

Bridging The Gap 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.

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.

Hanna Birna
Former Minister of Iceland

Saad Amer
Youth Activist

Melinda Gates
Philanthropist

William Ruto
President of Kenya
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Karimot Odebode  
Writer

Jon Batiste  
Musician

Lilly Singh  
YouTuber

Brooklyn Youth Chorus

Photo: WSA

Photo: BBC

Photo: Byrdie

Photo: Brooklyn Youth Chorus
Data Analytics
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

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

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

AGES
25-34
45.2% of interactions
18-24
22.8% 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

Winifred Byanyima, ED @UNAIDS emphasizes that #17Rooms is all about the connections and conversations between rooms that can advance the #SDGs. #UNGAXRF @UN_Partnerships

10:01 AM - Sep 22, 2023 - 2.1M Views
826 Reposts 26 Quotes 11.1K Likes 15 Bookmarks

2. @laralogan

Gates can shave it.

The Patriot Voice @TPVJohn · Sep 23 @BillGates was in NYC this week saying “We need to support the global goals.”

Which “goals” are those you may ask?
The pin he is wearing is the symbol of UN Agenda 2030 “Sustainability Goals...”

10:24 PM - Sep 23, 2023 - 407.9K Views
2,449 Reposts 198 Quotes 7,548 Likes 97 Bookmarks
3. @BillGates

"I'm looking forward to the week ahead. I'm in NYC for UNGA, New York Climate Week, and the @gatesfoundation #keepers2020 event. This year marks the halfway point for the global Sustainable Development Goals—and a critical time to assess our progress and the steps we still need to do. Read our report, gates.ndc2020.

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.
Partnerships
Thank You to Our 167 Partner Coalition
Partner Resources: GGW Calendar

globalgoalsweek.org/events
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