

22nd September 2015

World's biggest digital and mobile brands come together to support Global Goals campaign

- In the first collaboration of its kind the Global Goals will feature on 19 major digital platforms and internet portals including the Google homepage, Yahoo, The Huffington Post and Twitter with a potential reach of up to 2 billion people.
- World's largest partnership of 26 mobile network operators will send out almost 1 billion text messages and will connect over 4.8 billion customers with a message about the Global Goals.
- Comes on the day that the Global Goals campaign ring the Nasdaq Opening Bell in support of the effort to reach 7 billion people in 7 days with news of the Global Goals for Sustainable Development.

On 25th September at the UN, 193 world leaders will adopt the Global Goals, a series of 17 ambitious goals to end poverty, fight inequality and injustice and tackle climate change for everyone by 2030. In an unprecedented collaboration, the world's largest digital and mobile companies are joining the Global Goals campaign along with Project Everyone and Global Citizen, to reach 7 billion people in 7 days with news of the Global Goals.

An Online Push by The Global Digital Giants

- Google will unveil the crowd sourced film 'We the People' written by Richard Curtis and Mat Whitecross, when the Goals are adopted on the 25th September.
- YouTube homepage will feature the Global Goals videos for a week from 25 September. YouTube will also live stream the Global Citizen Festival on the 26th September, which will also be featured on the Google search homepage.
- MSN, which reaches 400 million people a month, is creating a Global Goals "hub" on its platform.
- The Wikimedia Foundation is encouraging Wikipedia's volunteers to translate articles covering the goals into as many languages as possible for its hundreds of millions of users.
- The Bing homepage will feature the Global Goals on 28th September.
- Yahoo with 1 billion users, will feature dedicated editorial content on each goal on both Yahoo and Tumblr.
- Skype will be supporting the World's Largest Lesson through Skype in the Classroom reaching 2 million educators
- Twitter will be helping promote the Global Goals content, and running selfie stations at the UN General Assembly events with Twitter Mirror
- The Huffington Post is running a dedicated [blog series](#) with high-profile contributors focusing on each of the Goals, potentially reaching its 200 million + global monthly users.

- Baidu with its 500m+ monthly users will create a special Baidupedia page dedicated to the Global Goals Campaign, containing all the key information in Chinese, including the 17 Goals and the 'We The People' Video. It will also lend its homepage logo to the Global Goals for 24 hours on the 25th September.
- VICE will be featuring a 3 week long editorial program on the Global Goals across its eleven digital channels featuring the biggest names in global philanthropy.
- Wikia will feature Global Goals on its homepage and will invite members of its 350,000 fan communities to share their creative support of Global Goals
- COMCAST are emailing their customer base about The Global Goals and encouraging them to take action

Other global platforms offering significant support to the campaign include WeTransfer featuring Global Goals content on its homepage, LinkedIn inviting several LinkedIn Influencers to publish long-form posts on LinkedIn about UN Week and Salesforce Foundation recruiting supporters for the campaign. In China, Sina Weibo is getting behind the Dizzy Goals campaign and Youku and Tencent are supporting 'We the People' the crowd sourced film.

Jimmy Wales, founder of Wikipedia said, 'I founded Wikipedia to share the world's knowledge with every person on the planet. It's a privilege to now be able to share the most important message of our time: it's time to change the world'.

There is a wealth of digital creative assets created by the campaign, available from the [Global Goals resource centre](#), and we're asking all digital platforms to support the campaign by sharing them. A digital toolkit is available [here](#).

The world's biggest mobile connection

From 26th September 26 of the world's biggest mobile operator groups including Vodafone, Virgin, Telefonica, Bharti Airtel, Reliance Communications, Telstra, Ooredoo, Telenor, KT, NTT Docomo, TIM, Turkcell, KPN, EE, Telia Sonera, Vimpelcom, Safaricom, Zain Group, SK Telecom, Singtel, Optus, Tata, Tesco Mobile, GiffGaff, The Peoples Operator and Rogers along with Ericsson will engage over 4.8 billion customers across over 125 of their individual Tel Co's in over 100 countries around the world through text and numerous other mobile channels.

The Global Goals campaign is inviting every mobile operator to join the effort to make the Global Goals famous. Find out more [here](#).

Hans Vestberg, President and CEO, Ericsson, said: "We believe that mobility, broadband and cloud services have the power to transform people's livelihoods and quality of life. Uniting leaders in the industry to bring the important message of the Global Goals to billions of people demonstrates how technology is such a powerful force for good."

Speaking about the ground-breaking collaboration, Richard Curtis, founder of Project Everyone said 'The digital world is the definitive example of how we are all connected. It's collaborations like this that will help us to be the first generation to end extreme poverty,

the most determined generation in history to end injustice and inequality, and the last generation to be threatened by climate change. This is a truly unique opportunity to help change the world and the campaign is calling on all mobile operators to join those who have already signed up to help 'Tell Everyone' about the #GlobalGoals. The more people who know about the Global Goals, the more world-changing they will be."

ENDS

DIGITAL ASSETS AVAILABLE ON THE [GLOBAL GOALS MEDIA CENTRE](#)

- Dizzy Goals – videos of global sports stars taking the Dizzy Goals challenge
- “No Point Going Half Way”, a short film by Richard Curtis featuring Usain Bolt which helps explain why we should finish what we started with the Millennium Development Goals, as we can end poverty by 2030 and tackle inequality and climate change.
- A personalised message from Professor Stephen Hawking to the world's influencers about the Global Goals.
- Ongoing social media activity on Global Goals social channels including the Global Goals selfie campaign with Kate Winslet, Charlize Theron and Pink all sharing the goal which they care most about.

ABOUT THE GLOBAL GOALS CAMPAIGN

On September 25th 2015, at the United Nations Headquarters in New York, 193 world leaders will commit to a series of ambitious targets to achieve three extraordinary things in the next 15 years: end extreme poverty, fight inequality and injustice, and fix climate change. The Global Goals campaign – with Project Everyone, Global Citizen, action/2015, and UN agency partners - aims to reach 7 billion people in seven days.

Project Everyone is the brainchild of Richard Curtis with the ambition to tell everyone in the world about the Global Goals so they are best achieved. The project's Founding Partners include Aviva, Getty Images, Pearson, SAWA Global Cinema Advertising Association, Standard Chartered, Unilever, and the Bill and Melinda Gates Foundation.

All over the world, the project is being supported by hundreds of television, radio, poster and digital companies, mobile phone and broadband providers, NGO organizations from all sectors, businesses, sports clubs, film and television production companies, record labels, events, magazines and retailers, all of whom have agreed to carry the goals to their fans, customers and users to help them become known all over the world.

ABOUT GLOBAL CITIZEN

Global Citizen is a content and campaigning platform where people can learn about and take action on the world's biggest issues. Global Citizen works in partnership with and supports some of the most effective organizations working to end extreme poverty. Committed to providing the most interesting stories, effective actions and powerful campaigns, Global Citizen aims to unlock the power of every individual to play his or her part in the movement to end extreme poverty in the next 15 years. For more information,



THE GLOBAL GOALS
For Sustainable Development

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