



UN GLOBAL GOALS REACH ALMOST 3 BILLION PEOPLE IN JUST 7 DAYS AFTER 193 WORLD LEADERS UNITE IN NYC

With the historic signing of the goals taking place in New York on 25th September, many extraordinary achievements have been made so far to make the goals famous, [highlights available here](#), with an estimated **40%** reach of the global population - an average of 417 million people per day.

- **500 million** children reached with the World's Largest Lesson thanks to commitments from Ministries of Education in 103 countries
- **136 flags raised** from the North Pole to North Korea, Moscow's Red Square to 10 Downing Street, Larke Pass in Nepal to Lira Town in northern Uganda
- Mobile operators text almost **one billion** people about the goals and spread the word to **5.2 billion** customers
- **60,000** people attended the Global Citizen Festival including; First Lady Michelle Obama, Leonardo DiCaprio, Bono, Bill and Melinda Gates and Malala Yousafzai. The concert was headlined by Beyoncé and Coldplay and watched on TV in 26 countries
- **1.3 million** mentions on social media with #globalgoals trending across the world thanks to support from Prime Minister David Cameron, Hillary Clinton, Jennifer Lopez, Ashton Kutcher, 1D, David and Victoria Beckham and many more
- Countless people joined a star studded line-up in the crowdsourced film 'We The People' - contributed to by Stephen Hawking, Daniel Craig, Jennifer Lawrence, Kate Winslet, Meryl Streep, Robert Redford, Colin Firth, Stevie Wonder, Her Majesty Queen Rania Al Abdullah of Jordan and many more.
- The World's First Global Cinema Ad produced by Aardman and voiced by Liam Neeson and Michelle Rodriguez premiered in **34 cinemas** globally
- **253 million** people engaged via Radio Everyone in 75 countries with 600 radio partners
- Famous faces including; Naomi Campbell, Nicole Scherzinger, Lily Cole, Sadie Frost, Jodie Kidd, Laura Bailey, Alice Temperley and Alek Wek pledged their support for the goals they are most passionate about in a series of striking photographs
- 'Invisible man' artist Liu Bolin created a new piece of artwork by camouflaging himself in front of 193 UN countries' flags
- Action/2015 report that over 200,000 people took action across more than 100 countries



Pictures: Pandas help raise the flag in China, a school in Thailand takes part in the Worlds Largest Lesson, Naomi Campbell lends her support, flag is raised underwater and projections light up the UN headquarters



The aims of the Global Goals are to achieve three extraordinary things in the next 15 years; end poverty, fight inequality & injustice and tackle climate change - for everyone.

193 world leaders have now adopted these aims and committed to addressing 17 Goals.

Project Everyone, founded by Richard Curtis, aims to both make the goals famous and to push for their full implementation. If the goals are famous- if people care about what has been promised by the politicians, it greatly increases their chance of being implemented.

Richard Curtis said: "In just 7 days we're halfway towards achieving the ambitious goal of telling everyone in the world about the UN Global Goals. Knowledge is power and country by country people are starting to find out about the plan their politicians have made. We all need to know what our rights are in order to claim them. This simple idea of 'telling everyone' about the goals means that we can now begin to hold our politicians to account in addressing the 17 core issues brought to the world's attention at the Sustainable Development Summit on 25th September. Their final aim will be to make us the first generation to end extreme poverty, the most determined generation to end inequality and injustice and the last generation to be threatened by climate change."

I hope we can now continue to spread the message of the goals to everyone to help make them a reality by 2030. And work towards an annual day where everyone will be encouraged to focus on the Goals, the progress made so far and what needs to be addressed in the years and years ahead to achieve their final goal."

Stephen Hawking said: "2015 is the year world leaders sign up to the Global Goals. They are an ambitious to do list to eradicate poverty, save the environment, and make the world a fairer place for everyone. To save the world we need everyone to tell everyone."

Find out more about the Global Goals: www.globalgoals.org

Notes to Editors:

Project Everyone has worked with a range of partners including Blue 449, Boston Consulting Group, Crimson Hexagon and ThreePointZero, all of whom have lent their expertise to help us estimate our global reach across all known campaign activities.

We have based our estimated reach on available data across each of our activities, including:

- Commitments from Ministries of Education in 103 countries to support the World's Largest Lesson for a combined 500 million children
- Social media estimated reach based on 1.3 million posts with potential views of 13 billion and estimated actual views of 2.6 billion for the campaign to date (Source: www.crimsonhexagon.com)
- Global Citizen Festival coverage to air in 150 countries (Source: BBC Worldwide)
- Daily unique visitors for each of our online partners
- Available weekly audience figures from over 600 radio partners in 75 countries
- Estimated TV viewing figures of 700 million, including exposure to concert, news items and TV spot airtime, modeled on known viewing figures to date
- PR opportunities to see (OTS) of 1.4bn for coverage to date
- Estimated exposure to over 140,000 digital OOH screens from 125 media owners in 450 cities across 28 countries
- Global cinema ad showing in 34 countries

From this combination of sources Blue 449 have forecast 11 billion as the likely number of impressions and



estimated 40% of the global population having had an opportunity to see one more more of our activities.

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, visit GlobalCitizen.org and follow @GlblCtzn [Twitter](#), [Facebook](#) and [Instagram](#) using #GlobalCitizen.

ABOUT ACTION/2015

action/2015, is one of the world's largest citizens' movement made up of over 2000 organisations, in more than 150 countries through which over 30 million actions have been taken since the campaign's launch in January of 2015. action/2015 is united by the belief that this is a critical year for progress in the fight against climate change, poverty and inequality with the agreement of the new Sustainable Development Goals (Global Goals) and the UN Climate talks in Paris in December.

From global organisations to grassroots organisations working with local communities the movement aims to make sure the agreements of 2015 are shaped by people, implemented by governments and properly financed.

2,000 organizations who make up action/2015 will hold events in over 100 countries as night falls across the time zones on 24th September, the eve of the UN Sustainable Development Summit including in Sydney, Delhi, Johannesburg, London and Sao Paulo, lighting the way to a mass rally outside the UN headquarters in New York.

For information about the action/2015 follow #action2015 @action2015 and visit www.action2015.org.

ABOUT PROJECT EVERYONE

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 organisations 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.

www.globalgoals.org www.projecteveryone.org

ABOUT UNDP

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. On the ground in more than 170 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations. Through the United Nations Development Programme (UNDP) the Goals will play a key part in Social Good Summits in over 100 countries around the world including in some of the most difficult countries to access, such as Afghanistan, Iran and Somalia. At the New York main event 17 celebrities will be reading the goals on the main stage of the Summit

ABOUT UNICEF

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere. Follow UNICEF on [Twitter](#) and [Facebook](#)

ABOUT THE GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT

The Sustainable Development Goals are at the heart of the ambitious new global agenda that have been agreed and adopted by the 193 Member States at the Sustainable Development Summit which took place September 25th-27th, 2015, in New York at the United Nations. More than 160 world leaders were in New York to adopt the goals -- which builds on the UN's successful Millennium Development Goals (2000-2015) that have lifted millions out of poverty. This



THE GLOBAL GOALS
For Sustainable Development

new agenda will build on the successes and go further because it is a universal agenda that will improve the lives of all people around the world.

Through an integrated approach, the goals will tackle the social, economic and environmental challenges to achieve sustainable development to meet the needs of the present without compromising the ability of future generations to meet their own needs. The new Sustainable Development agenda will guide all countries on a path that will transform the lives of all people toward increased prosperity and greater well-being while protecting the environment.