



## **Activists, businesses and civil society urge leaders to step up action for the Global Goals and launch call for new recruits at the 2018 World Economic Forum**

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- 19 organisations unite in call for action at Global Goals Gathering
- Premiership footballer Juan Mata backs the Global Goals through 'Common Goal'
- Help Refugees' 'Choose Love' pop-up shop comes to Davos
- Global Goals Arctic Basecamp demands urgent action from global leaders to address climate change faster to ensure success for the Global Goals

In 2015, 193 world leaders adopted the Sustainable Development Goals (or the Global Goals) which promise to end extreme poverty; fight inequality and injustice; and combat climate change by 2030. Two years since the Goals came into force a range of companies, civil society organisations and activists will renew their efforts to drive progress, urge business and political leaders to do more and launch a drive for new partners to support the Global Goals.

Richard Curtis, SDG Advocate and co-founder of Project Everyone, the organisation behind the Global Goals campaign said:

“The theme of this year’s forum is creating a shared future in a fractured world. The Global Goals are the plan that can make that happen - they unite us in addressing some of the toughest challenges we face from poverty to inequality and climate change. The evidence shows that progress is possible. Over the last few decades extreme poverty has halved, the number of children dying of preventable causes has fallen dramatically and more people are living free from disease. Momentum is growing - more and more people are coming together to back the Goals – young activists, NGOs, politicians and businesses- and the breadth of activity at Davos this year is another reason for optimism. The next three years are critical if we are to make sure we achieve the Goals by 2030”

Paul Polman, CEO of Unilever and one of the Commissioners on the Business and Sustainable Development Commission, speaking ahead of a celebration event at Davos to mark the end of the Commission’s work, said,

“At a time when our economic model is pushing the limits of our planetary boundaries and leaving too many people behind, there is a unique opportunity for business leaders to step up and address some of the systemic challenges we face. And there is a clear economic case for it. The Business & Sustainable Development Commission has identified a \$12 trillion market opportunity for businesses that align with the Sustainable Development Goals. The direction we need to take is clear. We now need to implement with more speed and scale for impact.”

On Wednesday 24<sup>th</sup> January, Bill Gates and Malala will host the Global Goals Gathering at which 19 organisations will pledge to re-invigorate joint efforts to drive progress to the Goals and call for new partners to join them. The organisations are Facebook, Google, Global Citizen, Goalkeepers, Global GoalsCast, GSMA, ONE, Pearson, Project Everyone, (RED), Save the Children, The Global Fund, The Malala Fund, UN Foundation, UN Global Compact, UNDP, UNICEF, WFP and Unilever.

The latest high-profile figure to back the Goals is premiership footballer Juan Mata through 'Common Goal' – a global movement to maximise the power of football towards achieving the Global Goals. Launched in 2017, it brings together footballers and managers to pledge 1% of their salaries to a Common Goal fund which is allocated to charities that advance the Global Goals. Speaking ahead of his attendance at the Global Goals Gathering, Juan Mata said,

“ The Global Goals need a global team to make them a reality. As soon as I learned about the Global Goals, I knew it made perfect sense to back them through Common Goal. I’m delighted we can play our part. I hope others will do the same”

Other Goals related activity includes the arrival of the Global Goals Arctic Basecamp at the top of the mountain, the launch of the [Global GoalsCast](#), a female-led podcast, that shares inspirational stories of those working to advance the Goals, and [#SDGLive](#), an initiative of GSMA, the UN Foundation, and the UN Department of Public Information, hosted by ConsenSys, to bring Global Goals related conversations to a global digital audience.

2018 is an important year for implementation of the Global Goals with many opportunities to drive progress including the Canadian G7, the Argentinian G20, the Commonwealth Heads of Government meeting, 2 climate summits and the Global Partnership for Education replenishment in just a few weeks’ time. The partners uniting at Davos will come back together, under the umbrella of Global Goals Week, at the UN General Assembly in September (where the Goals were agreed) to ensure that leaders are pushed to do more to speed up progress.

After a successful pre-Christmas stint in London, the Help Refugees ‘Choose Love’ pop-up shop will arrive in Davos at the UN Lounge thanks to the support of their partner, the Vodafone Foundation. It is the world’s first shop where you can buy real products for refugees and will offer attendees at Davos the chance to learn more about the refugee crisis while doing something practical to help.

Josie Naughton, Founder of Help Refugees said;

‘The richest and most powerful people in the world are at Davos. We’re calling on them to do more to help the millions of refugees around the world. We’re saying Choose Love, choose the Global Goals. If the Goals were achieved we’d address many of the underlying causes and consequences of the refugee crisis from poverty and inequality to conflict. We can make it happen but only together.’

Since 2015, the Global Goals campaign has partnered with different organisations at Davos to remind leaders of the promises they made to implement the Goals and issue specific calls to action. This has included

- In 2015, 193 snowmen taking over Davos, one for each country that committed to Goals, to symbolise the need for leaders to step up action ahead of the Goals official adoption in September
- In 2016, the launch of the Global Goals for Global Girls campaign
- In 2017, Jamie Oliver and Shakira issuing a call to fight hunger and Pokémon Go partnering with the Global Goals to take over Davos.

## NOTES TO EDITORS

### About the Global Goals

On September 25, 2015, at the United Nations Headquarters in New York, 193 world leaders committed to the 17 Sustainable Development Goals (or Global Goals). These are a series of targets to achieve three extraordinary things by 2030: end extreme poverty; fight inequality and injustice; and combat climate change. Find out more here <http://www.globalgoals.org/>

**Project Everyone** was founded by writer, director and SDG Advocate Richard Curtis with the ambition to help achieve the Global Goals through raising awareness, holding leaders accountable and driving action. Find out more at [www.project-everyone.org](http://www.project-everyone.org)

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