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As world leaders prepare to adopt the UN's Global Goals for Sustainable Development, the biggest ever collaboration of campaigners, artists, sports stars, performers and companies unite to tell seven billion people in seven days "It's Time To Change The World"

3rd September 2015

The Global Goals campaign was announced today with a bid to reach 7 billion people in 7 days with news of the Global Goals for Sustainable Development. This unprecedented effort is supported by a variety of campaigns including action/2015, Global Citizen and Project Everyone.

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 & injustice and tackle climate change for everyone by 2030. The Global Goals campaign 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. So today the campaign along with the UN is calling on everyone to help make the goals famous and ensure they become a reality:

- Add your voice to a cast including AR Rahman, Ashton Kutcher, Bill and Melinda Gates, G.E.M., Gilberto Gil, Jennifer Lawrence, UN Messenger of Peace Lang Lang, Meryl Streep, Malala Yousafzai, One Direction, Her Majesty Queen Rania Al Abdullah of Jordan, Richard Branson, Robert Pattinson, Robert Redford, Professor Stephen Hawking, UN Messenger of Peace Stevie Wonder for the crowd sourced film *We the People* written by Richard Curtis and Mat Whitecross and unveiled on the Google Homepage when the Goals are adopted on the 25th September. wethepeople.globalgoals.org and available in the **Video Library** at www.globalgoals.org/media-centre
- Join global sports stars Gareth Bale, Gary Lineker, Mikel Arteta, Theo Walcott, Liverpool FC, WITS Bidvest, Brazilian comedians Porta Dos Fundos and many more by doing a Dizzy Goal and share online. **Available in the Video Library** at www.globalgoals.org/media-centre
- Share "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. **Available in the Video Library** at www.globalgoals.org/media-centre
- Stand with people around the world on 24th September when 2,000 organizations who make up action/2015 will hold events in over 100 countries. As night falls across the time zones, including in Sydney, Delhi, Johannesburg, London and Sao



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Paulo, people will unite to light the way to a mass rally outside the UN headquarters in New York. <http://action2015.org/light-the-way>

- Join events including the Global Citizen Festival on 26th September in Central Park, New York with Beyoncé, Pearl Jam, Ed Sheeran and Coldplay then broadcast around the world www.globalcitizen.org; and UNDP shining a spotlight on the Global Goals at Social Good Summits in over 100 countries including Afghanistan, Iran and Somalia. <http://mashable.com/sgs/>
- From the 25th September 'Tell Everyone' about the #globalgoals. Text, tweet, sing, post, like, pray, email, teach, watch, talk, share. Whatever it takes to TELL EVERYONE www.globalgoals.org

The aims of the Global Goals – fighting poverty, inequality and climate change – have support from across the world including One Direction who on Tuesday unveiled 'Dear World Leaders', a film made by their fans, nearly 80,000 of whom submitted photos and videos describing the world they want to live in as part of the action/1D campaign.

Available in the Video Library at www.globalgoals.org/media-centre. Other global supporters include campaigners such as Malala Yousafzai and Bill and Melinda Gates; First Ladies such as Her Majesty Queen Rania Al Abdullah; educators such as Sir Ken Robinson; sports clubs such as Liverpool FC; business leaders such as Richard Branson and *Paul Polman*; digital and social media stars such as Porta dos Fundos; performers and artists such as AR Rahman and Liu Bolin, Indian film personalities such as Akshay Kumar and Hrithik Roshan and academics such as Professor Stephen Hawking.

Speaking about the ground-breaking collaboration Richard Curtis, founder of Project Everyone, said *"The Millennium Development Goals halved extreme poverty across the world. The new Global Goals for Sustainable Development give us the opportunity to end it for good. There's no point in going half way. By making the Global Goals famous we can give them their best chance of working around the world - and help make us 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."*

"World leaders have committed to more than a basic education for every child. But a commitment only counts if a commitment is kept," said Malala Fund co-founder and Nobel Peace Prize Laureate Malala Yousafzai. *"We are going continue this fight to ensure that 12 years of quality, free primary and secondary education is ensured to every child -- and that all the global goals become a reality for every child, rather than a dream."*

Amina J. Mohammed, UN SG special advisor on Post-2015 Development Planning said *"Building on the unprecedented UN effort to involve people in the process of agreeing a universal agenda on sustainable development, it is now critical that all 7 billion people around the world know about and act to make the Sustainable Development Goals a reality."*



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This agenda is by the people and for the people and we need to make sure that everyone on the planet knows about it and that no one is left behind."

Robert Redford said *"This is it. This is our only planet, our only life source. While the earth's resources are limited, there is no limit to the power of human imagination and our capacity to solve these problems. 2015 is a crucial year to commit to protect our planet. In September world leaders will agree new Global Goals for the next 15 years and in December, 193 countries will come together for the United Nations Conference on Climate Change in Paris. Please join me by adding your own powerful voice to the movement for change."*

Shaila Huq, action/2015 spokesperson said: *"Young people will be amongst those most affected by the adoption of the Global Goals. Mine could be the first generation to live in a world without extreme poverty, so we're going to have to work hard and hold our leaders accountable for achieving the Global Goals."*

The Global Goals campaign will reach all corners of the world with a huge programme of events and partnerships including:

The Global Goals flags: kicked off by world-renowned Chinese artist Liu Bolin with a piece of art 'The Future' which features 193 flags from every country in the world and the Global Goals. This will be followed by the raising of 17 flags each representing the 17 goals at some of the most remote communities impacted by the Goals such as the Himalayas and most iconic places on earth, from the bottom of the ocean to the North Pole. This began on 1st September with Princess Mary of Denmark raising the flag for Goal 5 – Gender Equality at the Women Deliver Conference in Copenhagen and will also include Victor Ochen, Nobel Peace Prize nominee raising the flag for Goal 16 – Peace & Justice in northern Uganda on 24th September. **Available in the Image Library at www.globalgoals.org/media-centre**

"Tell Everybody" On 11th September, Global Goals Africa will release a song recorded by some of the continent's biggest names intended to inspire the youth of Africa to know about the goals and the power they hold as active citizens in their communities. The song, "Tell Everybody", has been produced by award-winning producer & songwriting team; Cobhams Asuquo (Nigeria), David "KING DAVID" Muthami (Kenya) and Ellputo (Mozambique). The artists on the track include; Yemi Alade (Nigeria), Sarkodie and Becca (Ghana), Mafikizolo (South Africa), Diamond (Tanzania), Sauti Sol (Kenya) and Toofan (Togo). The lyrics, each written by the artists themselves, were informed by a song-writing competition, which saw 5712 verses entered from 24 countries in Africa. One French and English speaking winner will hear their verses sung by the artists in the song.



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A projection on the UN: From Monday 21st to Wednesday 23rd September a film introducing the goals will be projected onto the UN Headquarters in New York City, in collaboration with 59 Productions. **Available in the Image Library at www.globalgoals.org/media-centre**

Prayer for Everyone: From 24th September people of multiple faith traditions in over 150 countries will be learning about the goals and engaging their communities in prayer and action.

An online push by the top digital giants: on 25th September, Google will be lending their homepage to the Global Goals, Wikipedia volunteers are translating the articles covering the goals into as many languages as possible, MSN is highlighting the goals on its global platform plus significant support from YouTube, Yahoo, Bing, LinkedIn, Huffington Post, Skype, Salesforce Foundation, Tumblr and WeTransfer.

The first ever global cinema ad: Animated by Aardman, directed by Sir John Hegarty, narrated by Liam Neeson with music from Peter Gabriel. Distributed globally by unique digital the ad will appear in cinemas in over 30 countries from the 25th September, in partnership with SAWA Global Cinema Advertising Association and its network. **'Making of' available in the Video Library at www.globalgoals.org/media-centre**

Radio Everyone: from 26th September a 7 day pop-up global radio station will be streamed online with broadcast partners in over 45 countries, soundtracked by an original composition from Peter Gabriel and featuring shows presented by names from around the globe, including AR Rahman, D'Banj, G.E.M. and Haile Gebrselassie.

The world's biggest mobile connection: from 26th September many of the world's biggest mobile operators including Vodafone, Virgin, Telefonica, Bharti Airtel, Reliance Communications, Telstra, Ooredoo, Telenor, KT, NTT Docomo, TIM, Turkcell, KPN, EE, Telia Sonera, Vimpelcom, *along with Ericsson* will engage over 1.5bn of their customers in over 100 countries around the world through text and numerous other mobile channels.

Harnessing the power and reach of the world's largest brands: on 26th September, Liverpool FC will replace the Standard Chartered logo with the Global Goals logo on shirts at the fixture against Aston Villa; Michael Joseph, an imprint of Penguin Random House, has published the first ever Post-it Book 'STICK THIS BOOK' edited by Richard Curtis with Neil Gaiman; from Times Square to Piccadilly Circus to The Tower in Kuala Lumpur, the Global Goals campaign will be seen in the most iconic cities around the world in partnership with Posterscope; Virgin is leading a customer and employee awareness campaign in 25 businesses across the UK, Europe, Africa, Middle East, Latin America, Australia and North America and will be joined by Standard Chartered, Pearson, Getty Images, Aviva, TOMS shoes and Unilever; Royal Mail has designed a special postmark, featuring the Global Goals logo, which will be applied to all stamped mail in the



UK from 25th September to 2nd October

The World's Largest Lesson: From 27th September, a lesson taught to children across the world in partnership with UNICEF: From Newfoundland to Niue the lesson is already

backed by over 100 global Education Ministers and more than 30 of the world's leading NGOs.

ENDS

Broadcast quality versions of 'No Point Going Half Way' and 'We The People' are available on request: claire.tarn@freuds.com 07713 314 510

Broadcast quality version of 1Direction's 'Dear World Leader' is available on request: Rebecca Treadway R.Treadway@savethechildren.org.uk +44 (0)203 763 1047

ABOUT WE THE PEOPLE

"We the People" wethepeople.globalgoals.org Everyone is invited to join the world's biggest cast and star alongside public figures such as Akshay Kumar, Alice Braga, Ananda Everingham, Avan Jogia, Becca, Chelsea Islan, Christina Hendricks, Criolo, Diamond, Diego Luna, Hrithik Roshan, James Chau, Liverpool Football Club captain Jordan Henderson and team mates, Lenine, Mia Maestro, Mafikizolo, Mads Mikkelsen, Mena Suvari, UNDP Champion Michelle Yeoh, Nazanin Boniadi, Paul Wesley, Phoebe Tonkin, Rodrigo Santoro, Saoirse Ronan, UNICEF supporter Tom Hiddleston, Thanh Bui, Wagner Moura, Yemi Alade, Zhou Xun. It launches today with a tutorial video written by players from Get Lit, an education programme that engages urban youth in classic and spoken word poetry in Los Angeles, in a unique collaboration with Richard Curtis. The film will be unveiled on the Google Homepage when the Goals are adopted on the 25th September.

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 @GblCtzn [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.



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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 DIZZY GOALS

Global sports stars have been taking the 'Dizzy Goals' challenge. Gareth Bale, Gary Lineker, Alan Shearer, Michael Owen, Mikel Arteta, Theo Walcott, Liverpool FC, Tottenham Hotspur FC, Singapore Home United FC, Arsenal FC, Fulham FC, WITS Bidvest and Brazilian



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comedians Porta Dos Fundos have all shared their efforts online to raise awareness of the Global Goals campaign.

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 will be adopted by the 193 Member States at the Sustainable Development Summit which will take place September 25th-27th, 2015, in New York at the United Nations. More than 160 world leaders will be 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 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.