

IMPACT REPORT 2015

**GLOBAL
CITIZEN**
FESTIVAL®



WHAT IS GLOBAL CITIZEN?

**GLOBAL
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ABOUT GLOBAL CITIZEN

Global Citizen is an initiative focused on recruiting millions of people to become 'global citizens,' learning about global issues related to ending EXTREME POVERTY and taking actions to support systematic policy change and the organizations working on these issues.

Together, we are committed to empower the 702 million people living in extreme poverty.

Global Citizen Events

Global Citizen events and festivals provide a global stage for change. Political figures and businesses have the opportunity to directly respond to the voices of global citizens.

We are proud to host a stage in celebration of impactful commitments to ending global poverty.

27 COMMITMENTS AND ANNOUNCEMENTS
SET TO AFFECT MORE THAN

92 million lives



Water & Sanitation

Without safe water and sanitation, people living in poverty get sick and die from completely preventable diseases.



Health

Inability to access life-saving vaccines and reliable healthcare services makes it difficult to grow up strong and healthy.



Food & Nutrition

1 in every 9 people worldwide has insufficient food for an active and healthy life.



Education

58 million children are out of school, failing to learn skills that can help them earn more and lift themselves out of poverty.



Environment

Sustainable development requires protecting the air, water, and land. Pollutants killed an estimated 9 million people in 2012, most of whom are living in poverty.



Girls & Women

Achieving equality for girls and women is the best way to combat extreme poverty and ensure healthier, better educated and economically sustainable communities.



Finance & Innovation

It will cost at least \$190 billion per year to fund the programs needed to end extreme poverty. We need to identify new ways to secure this money and provide incentives to make it happen.



GLOBAL CITIZEN FESTIVAL 2015



ON SATURDAY, SEPTEMBER 26TH, THE 2015 GLOBAL CITIZEN FESTIVAL WAS HELD ON THE GREAT LAWN OF NEW YORK'S CENTRAL PARK.

This year's Festival was a pinnacle moment in a year long Global Citizen campaign to support the announcement of the new Global Goals for Sustainable Development, adopted by 193 countries at the United Nations on Friday, September 25TH.

Almost 60,000 global citizens were joined by world and business leaders to announce commitments and support for the newly launched Global Goals.

The event, hosted by Stephen Colbert, Salma Hayek Pinault, Deborra-Lee Furness and Hugh Jackman, Kerry Washington and Olivia Wilde featured headlining performances by **Pearl Jam, Beyoncé, Ed Sheeran** and **Coldplay**, with special performances from Ariana Grande, Common, Tori Kelly, and Sunidhi Chauhan.



27 ANNOUNCEMENTS AND
COMMITMENTS MADE ON
STAGE ARE SET TO DIRECTLY
AFFECT MORE THAN

92 MILLION LIVES

LIVES SET TO
BE AFFECTED

POVERTY

20M

World Bank, President Jim Yong Kim accepted the challenge to lead efforts to lift an additional 20M out of extreme poverty in the next 12 months.

GIRLS & WOMEN

60M

Sweden, Prime Minister Stefan Löfven, committed to improve sanitation for 60M people in the next 15 years.

600K

Norway, Prime Minister Erna Solberg plans to increase Water & Sanitation funding by at least \$6M.

45K

H&M Conscious Foundation, Acting Global Manager, Maria Bystedt, commitment to give \$1.3M for Sanitation in India.



EDUCATION



Norway, Prime Minister Erna Solberg, committed to double their contribution to Global Partnership for Education over the next 3 years.

6.5M

United Kingdom, Secretary of State for International Development Justine Greening, committed to get 6.5M additional girls into school in the next 5 years.



HEALTH

1.1M

Luxembourg, Prime Minister Xavier Bettel, committed €500,000 to polio eradication efforts.

2.3M

Colombia, President Juan Manuel Santos, committed to reduce maternal mortality rate in rural areas by 25% by 2018.



FOOD & NUTRITION



Malawi, Vice President Saulos Chilima, committed to achieve Food & Nutrition security, and to reduce the rates of childhood stunting to 10% and underweight to 5%, in Malawi by 2024.



THE GLOBAL GOALS ARE THE WORLD'S ROADMAP TO END EXTREME POVERTY.

In partnership with the United Nations and Project Everyone, we aspired to reach 7 billion people in 7 days and give them the opportunity to take meaningful and effective action in support of the global goals.

3.2 billion
INDIVIDUALS REACHED.

PEOPLE ACROSS
160
COUNTRIES DIRECTED TO
GLOBALCITIZEN.ORG

1 billion
TEXT MESSAGES
AROUND THE WORLD.

100
LEADING
GLOBAL COMPANIES.



CORPORATES JOINED FORCES TO HELP MAKE THE GLOBAL GOALS FAMOUS WORLDWIDE



ENGAGEMENT GLOBALCITIZEN.ORG

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NEARLY 230,000 GLOBAL CITIZENS SIGNED UP ON GLOBALCITIZEN.ORG.

Over half completed one of five full Action Journeys, which include a number of actions; making calls, sending tweets, signing petitions and others in order to champion the various global causes and issues Global Citizen advocates.

After completing an action journey, global citizens had the opportunity to win tickets to the 2015 Global Citizen Festival.

2 million
ACTIONS.

14 million
GLOBALCITIZEN.ORG PAGE VIEWS.



ISSUES ABOUT

**GLOBAL
CITIZEN**



Sign in / Sign up

TAKE ACTION / EARN TICKETS / SEE IMPACT
LAUNCH THE GLOBAL GOALS AND JOIN THE MOVEMENT TO END EXTREME POVERTY

**PEARL JAM | BEYONCÉ
ED SHEERAN | COLDPLAY**

SAT SEPT 26 CENTRAL PARK, GREAT LAWN, NYC

HOSTED BY: STEPHEN COLBERT, SALMA HAYEK PINAULT,
DEBORRA-LEE & HUGH JACKMAN, KERRY WASHINGTON AND OLIVIA WILDE

WATCH THE LIVESTREAM

CASE STUDY: DAY OF ACTION SUPPORTING EDUCATION, JULY 16TH 2015.

Throughout the festival period, six Days of Action were used to push Global Citizen Festival policy priorities through social media, email and the globalcitizen.org website. Meeting artists or VIP tickets were offered as incentives on all Days of Action.

The first Day of Action focused on Education. On this Day of Action, Global Citizen joined forces with Coldplay to call on countries including Norway, to increase their pledges for global education and to join 60,000 global citizens at the Global Citizen Festival to announce their commitments.

Global citizens worldwide were asked to:

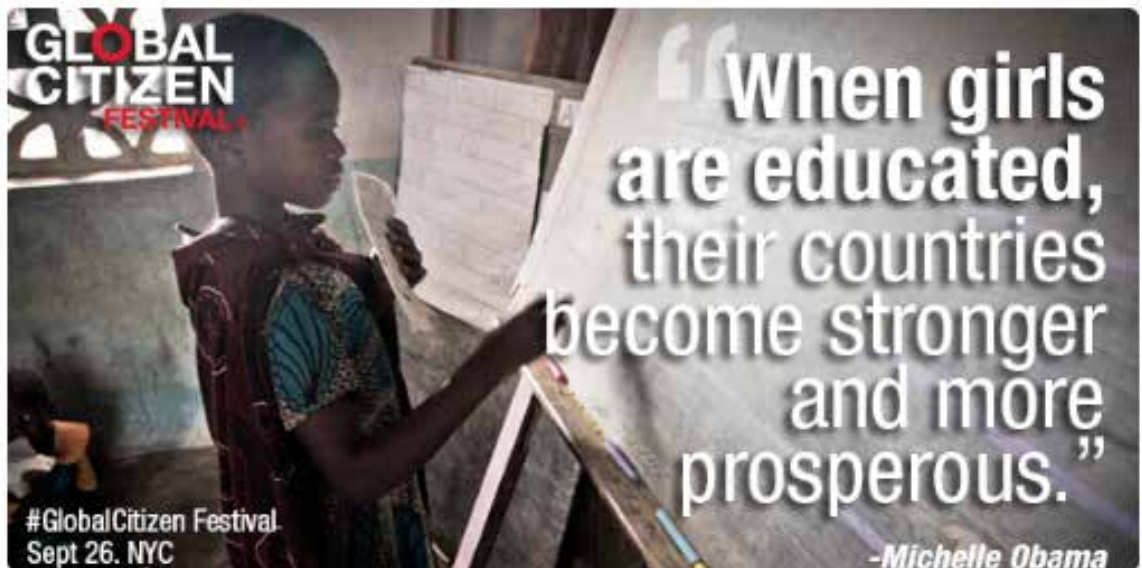
TAKE ACTION: SEND A TWEET CALLING ON NORWAY TO LEAD THE WORLD IN IMPROVING ACCESS TO EDUCATION.

Global citizens all over the world supported those Days of Actions; including hosts, celebrities and artists such as Pearl Jam and Coldplay. **OUTCOME: Prime Minister Erna Solberg took the stage and committed to double Norway's commitment to Education.**



Coldplay @coldplay · Jul 15

Support global education for a chance to win tickets to see us at [#GlobalCitizen Festival](https://www.globalcitizen.org) - gblctzn.me/1RuXQFY



THROUGH A STRATEGIC MEDIA CAMPAIGN, THE 2015 GLOBAL CITIZEN FESTIVAL GARNERED OVER 5 BILLION ONLINE AND OFFLINE MEDIA IMPRESSIONS.

5 million

PRINT IMPRESSIONS.

- 49 traditional editorial placements

4.8 billion

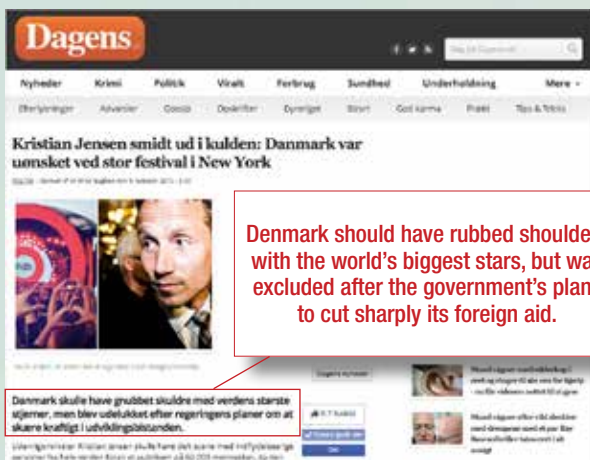
ONLINE IMPRESSIONS.

- 1,735 online editorial placements
- 169 million radio impressions
- 1.813 billion social media impressions



5 BILLION

total media impressions





\$4.95 million

VALUE OF EARNED
DISPLAY MEDIA.



LIVESTREAM AND BROADCAST

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ON SATURDAY SEPTEMBER 26TH, MILLIONS WATCHED THE LIVE SHOW ON MSNBC AND YOUTUBE.

In the days and weeks following, millions around the world engaged with the content on YouTube and watched a one hour special feature broadcast, curated by Richard Curtis in 160 countries.

You **Tube**

15 million

TUNED IN TO WATCH
THE FESTIVAL.

 **MSNBC**

5 million

REACHED THROUGH THE
MSNBC LIVE BROADCAST.

160



COUNTRIES BROADCAST
THE BBC ONE HOUR SPECIAL.

3.65 million

VIEWERS WATCHED ON YOUKU,
LeTV AND TENCENT. FOR THE
FIRST TIME, THE FESTIVAL WAS
LIVESTREAMED INTO CHINA.



#GLOBALCITIZEN AND #GLOBALCITIZENFESTIVAL TRENDED LOCALLY, NATIONALLY AND INTERNATIONALLY FROM SEPTEMBER 25TH - 28TH.

1.8 billion

SOCIAL MEDIA IMPRESSIONS.

608 million

SOCIAL MEDIA REACH.

WORLDWIDE TRENDING ON TWITTER

Worldwide Trends · [Change](#)

#ObsessivelyCrafted

Promoted by Kia Motors America

#مَآذَا_تَقُول_لَعَن_يَرْقَابِك_بصمت

#GlobalCitizenFestival

#ONPC

Chivas

#LuluSantosNoMultishow

Tennessee

#OTRALondon3

Perrie

NL East

United States Trends · [Change](#)

#ObsessivelyCrafted

Promoted by Kia Motors America

#IGOTSECRETSONITUNES

#GlobalCitizen

#PrayForFetty

Independence Hall

#TylerOakleyTwitterMeetup

Leonard Fournette

#TENNvsUF

UMass

Zito

FACEBOOK HIGHLIGHTS

Global Citizen (Default)

Published by Zak Kattand · 11 · September 26 at 8:05pm · [gh](#)

"The cause of our environment and the fight for the world's poor are inherently linked. The planet can no longer wait. The underprivileged can no longer be ignored. This is truly our moment for action."

Mr. DiCaprio, we could not agree more!

2,028,641

571,325

41,935

31,364

17,167

14,197

2,480

852

1,628

8,091

7,943

148

145,405

16,586

128,719

NEGATIVE FEEDBACK

258

106

4

2,028,641

1,840,192

308,449

175

888

7,761

Like

Comment

Share

Global Citizen (Default)

Published by Zak Kattand · 11 · September 26 at 9:03pm · [gh](#)

"No world leader would want their children to be deprived of an education. So why do you ignore the rest of the world's children?"

Such a moving moment. Malala Yousafzai takes the #GlobalCitizen stage to deafening cheers from the crowd. Malala, you inspire us every single day. May we all act on your powerful words.

1,690,933

420,871

36,201

27,032

15,683

11,349

1,502

513

989

7,667

7,525

142

102,878

11,973

90,887

NEGATIVE FEEDBACK

271

87

4

1,690,933

1,438,313

252,620

154

479

7,761

Like

Comment

Share

SOCIAL MEDIA POSTS



Vice President Biden
@VP

Follow

"It's within our reach.
We can change the world.
We really can.
You can."
— VP Biden #GlobalCitizen



Unilever @Unilever · Sep 25

Tomorrow we support a call for change
#GlobalCitizen. No business case for
enduring poverty po.st/3S7eir



Jim Yong Kim
@JimKim_WBG

Follow

Thanks for sharing the stage with me,
@BigBird. Great to talk about #water and
sanitation at #GlobalCitizen



Beyoncé

September 26 at 10:29pm · Edited ·

Thank you #GlobalCitizen! ❤️

Photo Credit: Kevin Mazur



Ed Sheeran

September 6 ·

Like what you see? You can snag your own Ed Sheeran +
#GlobalCitizen Festival tee designed by me from H&M.
You'll also receive 10 points toward another entry into
the draw for FREE tickets to the festival. Here's how:
<http://gblctzn.me/1XcV0Wq>



Rania Al Abdullah
@QueenRania

Follow

At the 4th #GlobalCitizen Festival, joining a
global call to end extreme poverty by 2030



LEADERS JOINED THE CALL

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MICHELE OBAMA UNITED STATES FIRST LADY

“Right now, more than 62 million girls worldwide are out of school...we’re announcing a new campaign called ‘62 Million Girls’ – and we’re asking you to get on Twitter or Instagram...share a photo of yourself...and tell the world what you learned in school.”



NARENDRA MODI PRIME MINISTER, INDIA

Prime Minister Narendra Modi committed India to eliminating poverty by making his mission “dignity and freedom from poverty for all.” He also called on other governments to show resolve and tackle this challenge, saying “This will make our world a better place to live.”

LEADERS JOINED THE CALL

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BILL & MELINDA GATES THE BILL & MELINDA GATES FOUNDATION

“If anyone ever tells you we can’t do anything about global poverty and disease – please tell them this: We have cut extreme poverty and disease, over the past 25 years, in half. If we’re going to make the progress we need over the next 15 years to end extreme poverty, we need you.”



DAVID CAMERON PRIME MINISTER, UNITED KINGDOM

Prime Minister David Cameron called on other countries to meet Britain’s vital pledge of spending 0.7% of national income on aid. He asked that countries keep their promises, as Britain has kept theirs, and make sure money and resources are present to fight poverty.

LEADERS JOINED THE CALL

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JOE BIDEN UNITED STATES VICE PRESIDENT

“No time in the history of the world has it been harder to hide injustice... We can change the world, we really can. You can...I refuse to believe that we’re not going to try.”

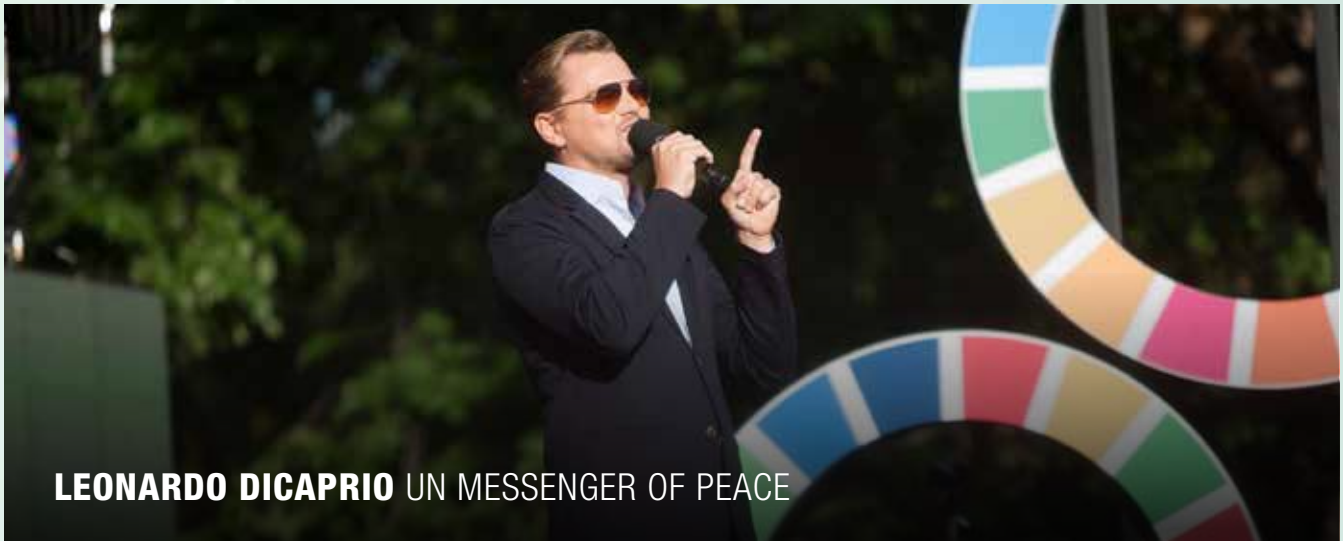


MALALA YOUSAFZAI NOBEL PEACE PRIZE LAUREATE

“Will you stand with the 66 million girls who are deprived of education right now? I’m hopeful that change will come, but change does not come itself, it’s we, it’s you, it’s all of us who walk together and be that change, so let’s be that change and make sure that this world gives the basic human right to every child, which is education.”

LEADERS JOINED THE CALL

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LEONARDO DICAPRIO UN MESSENGER OF PEACE

“...Tonight, the world needs to manifest change...We are running out of time and it is now incumbent upon all of us, all of you, activists, young and old to please get involved, because the environment and the fight for the world’s poor are inherently linked. The planet can no longer wait, the underprivileged can no longer be ignored. This is truly our moment for action. Please take action.”



QUEEN RANIA AL ABDULLAH OF JORDAN

Her Majesty Queen Rania of Jordan asked that the international community come together to help those who risk their lives for security. She called on leaders to honor their obligations and to increase Syrian crisis aid.

LEADERS JOINED THE CALL

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AHMET DAVUTOĞLU
Prime Minister, Turkey



SHINZŌ ABE
Prime Minister, Japan



ANGE KAGAME
First Daughter, Rwanda



STEFAN LÖFVEN
Prime Minister, Sweden



XAVIER BETTEL
Prime Minister, Luxembourg



ERNA SOLBERG
Prime Minister, Norway



JOSEPH MUSCAT
Prime Minister, Malta

LEADERS JOINED THE CALL

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JIM YONG KIM
President, World Bank



BAN KI-MOON
Secretary-General, United Nations



RICHARD BRANSON
Founder, Virgin Group



JUSTINE GREENING
Secretary of State for International
Development, United Kingdom



MARK ZUCKERBERG
Co-founder & CEO, Facebook



AMINA J. MOHAMMED
Secretary-General's Special Adviser

ARTISTS SPOKE OUT IN SUPPORT

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Stone Gossard of Pearl Jam, artist

“We hope Pearl Jam fans will sign up to become global citizens – not just to earn tickets to the show – but to be part of a movement that encourages leaders of nations with the greatest wealth to apply aid, trade and governance policies in support of nations and communities in the greatest need.”



Beyoncé, artist

“I am honored to be a part of the Global Citizen Festival. It has always stood for improving the lives of people everywhere, but this year is especially rewarding as we all join focuses and utilize our talents for one goal: to end extreme poverty globally.”



ARTISTS SPOKE OUT IN SUPPORT

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Ed Sheeran, artist

“It’s at once a great honor and very humbling to participate in the Global Citizen Festival. I look forward to sharing the stage with such an amazing lineup of artists in an effort to raise awareness, educate others, and work toward the goal of ending extreme poverty by 2030. I truly believe it’s possible if we all work together.”



Chris Martin of Coldplay, artist

“We are so proud to be playing this year’s Global Citizen Festival. We love the Global Citizen movement and we love opening for Beyoncé so this ticks both boxes.”

**CHRIS MARTIN OF COLDPLAY SERVES AS A
CURATOR OF THE GLOBAL CITIZEN FESTIVAL.**



ARTISTS SPOKE OUT IN SUPPORT

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ARTISTS JOINED THE CALL

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STING & COMMON



TORI KELLY



SUNIDHI CHAUHAN



ARIANA GRANDE



HOSTS JOINED THE CALL

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Stephen Colbert, Hugh Jackman & Deborra-Lee Furness

Stephen Colbert: “Don’t be a bystander, become a global citizen and together we will see these goals through.”

Hugh Jackman: “I feel it’s a historic day... This is when people are going to make their leaders be accountable for the change that should happen and will happen.”

Deborra-Lee Furness: “We have got to push our leaders to go all of the way, not half of the way, to end extreme poverty. And we can only meet our goals by working together.”



Salma Hayek Pinault

“The power, it’s not in only the governments and the big organizations, the real power is in the people and that’s why Global Citizen and Chime for Change work in a very similar way. We give information to the people, we explain to them what they can do, when they can do it and who with.”

HOSTS JOINED THE CALL

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Kerry Washington

“I am very excited to be a part of the Global Citizen Festival and to join in this movement calling for an end to extreme poverty so that our future generations can live in a more just and equal world.”



Olivia Wilde

“Our actions tonight will tell world leaders that we need them to work hard to achieve them on our behalf. Don’t stand back, stand up.”



SUPPORTERS JOINED THE CALL

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BONO



SOLEDAD O'BRIEN



USHER



ARJUN KAPOOR & FREIDA PINTO



SOPHIA BUSH



CONNIE BRITTON & BILL NYE

SUPPORTERS JOINED THE CALL

**GLOBAL
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ERIN RICHARDS



KATIE HOLMES



BRIDGET MOYNAHAN



RACHEL BROSNAHAN



BIG BIRD



LAVERNE COX

SUPPORTERS JOINED THE CALL

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ERIN HEATHERTON



TAMZIN MERCHANT



BONNIE WRIGHT



NEV SHULMAN



MATT SANTORO



KAJOL

Forbes / Media & Entertainment

SEP 27, 2015 @ 05:15 PM 1,303 views

Unexpected Musical Collaborations Made The Global Citizen Festival A Social Media Powerhouse



Hugh McIntyre
CONTRIBUTOR

I write about the music industry from inside the charts and more.

[FOLLOW ON FORBES.COM](#)



[FULL BIO >](#)

Sponsored by Forbes
Contributors are third-party



Coldplay's Chris Martin singing with Ariana Grande at the Global Citizen Festival in New York City, September 27, 2015 (photo by Hugh McIntyre).

Yesterday, thousands of people gathered in the heart of Central Park for the annual [Global Citizen Festival](#), one of the biggest music events in New York City. Headlined by Beyoncé, Ed Sheeran, Coldplay, and Pharos, the show also brought out movie stars, politicians, and the CEOs of multi-billion dollar companies. All to help up the sound and educate them on the organization, its goals, and how everybody can be a part of making this world a better place.

Brands, if you're looking to get involved with a new nonprofit, look no further than Global Citizen.

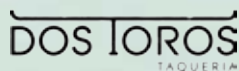
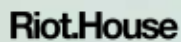
There's no doubt that, as it stands now, neither that world have met their potential for advertising, and that might not have had the same effect. This situation was organic and authentic, and every marketing team with a beating and every article printed out that this moment was brought to you exclusively by the Global Citizen Festival.

The day was a win for music lovers and the organization, which has proven itself to be perfectly in tune with what younger people want and think the most useful of all the big charity music events in the world. Brands, if you're looking to get involved with a new nonprofit, look no further than Global Citizen.



In proud partnership with

GUCCI CHIME
FOR CHANGE



PARTNERS JOINED THE CALL

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Caterpillar Foundation: Michele Sullivan, President

“We believe that collaboration, not competition, is the key to success. Working together, global citizens around the world have been a powerful force for change over the past few years... Now, with the launch of Together Stronger campaign, we are making a major commitment to promote the kinds of collaborations that will make sustainable change possible – bringing clean water, healthy food, gender equality, security and a path to prosperity to those without.”



Chime for Change: Marco Bizzarri, CEO Gucci & Salma Hayek Pinault



“When Gucci, Beyoncé and I had the dream to create Chime for Change to help empower girls and women, we couldn’t have imagined that only two years later we would be joining the Global Citizen family. But, great minds think alike and we both understand that the power of change lies in you, the people.”

PARTNERS JOINED THE CALL

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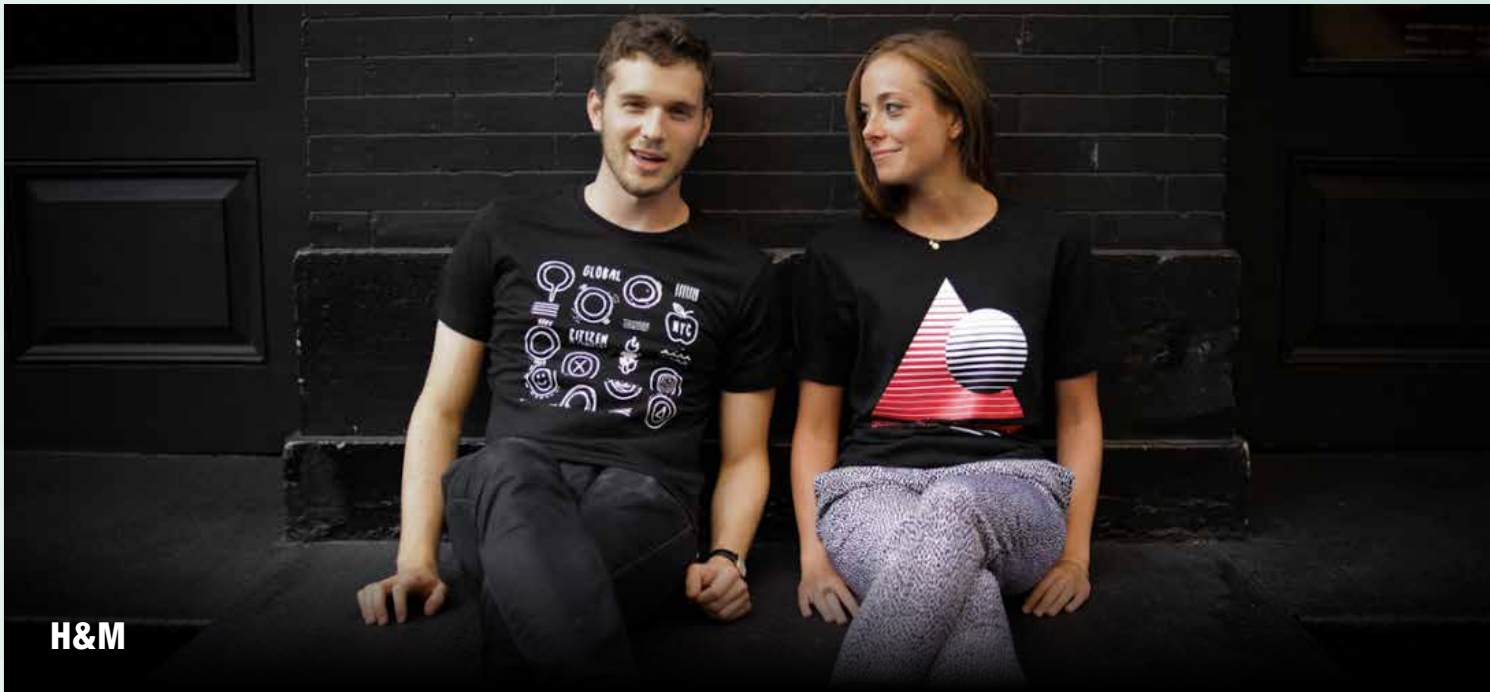
PARTNERS JOINED THE CALL

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PARTNERS JOINED THE CALL

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PARTNER ACTIVATIONS

GLOBAL
CITIZEN®



RYOT



YOUTUBE



TIDAL



T MOBILE

PARTNERS JOINED THE CALL



PARTNERS JOINED THE CALL

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THANK YOU!

WE'RE CONTINUING TO SHOW THAT TOGETHER WE CAN BUILD THE WORLD WE WANT – A WORLD WITHOUT EXTREME POVERTY BY 2030.

TAKE ACTION, EARN TICKETS, SEE IMPACT. WE ARE GLOBAL CITIZEN.

**JOIN THE
MOVEMENT AT globalcitizen.org**

GLOBAL POVERTY PROJECT

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SUITE 207
NEW YORK, NY 10012

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GLOBAL CITIZEN,
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PARTNERS@GLOBALCITIZEN.ORG

