





COP-23

November 6th – 17th, 2017

Bonn, Germany

#SDGLive | www.sdgmediazone.org





The SDG Media Zone is a platform for editors, bloggers, content creators and influencers to communicate innovations, partnerships and discussions as a call to action for humanity to engage the Sustainable Development Goals.

The SDG Media Zone is powered by a partnership between the Office of the President of the General Assembly, United Nations Department of Public Information, United Nations Foundation and the PVBLIC Foundation.

The PVBLIC Foundation partnered with the Inter-American Institute for Global Change Research (IAI) to launch the "Science for Action" campaign at the 23rd Conference of the Parties (COP-23) to the United Nations Framework Convention on Climate Change (UNFCCC) from November 6th to 17th in Bonn, Germany.

The campaign provided delegates and sector peers with the opportunity to have their voice known and to better communicate science for informed decision-making.

SCIENCE

www.sdgmediazone.org



#SDGLive at COP-23

Overview

Together with IAI, the SDG Media Zone conducted live on the ground interviews with scientists, UN officials and changemakers during COP-23.

Impact

Live social media coverage and interviews amplified the conversation around the Sustainable Development Goals to a global community; with a specific focus on Science for Action.

Highlights

#SDGLive welcomed supporters to celebrate climate action and partnerships of the global community leading us to commit and action the Sustainable Development Goals.





SOCIAL MEDIA REPORT

#SDGLIVE

NOVEMBER 6 - 17, 2017



OVERVIEW

During the week of 6th – 10th November, 2017, the Science for Action campaign conducted on the ground interviews and live social media coverage at COP-23 to engage people all around the world in the importance of communicating science and action surrounding the Sustainable Development Goals. November 11th – 17th the campaign Science for Action continued with digital engagement throughout the duration of COP-23.

Participants included Maria Amparo Martinez Arroyo, Mexico Representative, Inia B. Seruiratu, Minister of Agriculture, Fiji, Benki Piyako, Changemaker, Daniel Shepard, Information officer, UNDPI and Natabara Rollosson, CEO, Comics Uniting Nations.

Social media engagement and impact was measured based on the use of #SDGLive.



SPEAKERS

United Nations officials, Government representatives, scientists, students, changemakers & more joined us at COP-23.



Maria Amparo Martinez Arroyo Mexico Representative



Inia B. Seruiratu Minister of Agriculture, Fiji



Benki Piyako Change Maker



Daniel Shepard Information officer, UNDPI



Natabara Rollosson CEO, Comics Uniting Nations



Yoko Watanabe Global Manager, Small Grants Programme



Lice Movono The Fiji Times



Marcelo Taboada
President of Environment & Sustainability,
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[SDG]

MEDIA

ZONE

#SDGLIVE

+2.5 MILLION

IMPRESSIONS

+780 THOUSAND

PEOPLE REACHED



IMPACT





Highest Interest

United States

Canada

Mexico

Uruguay

Germany

India

Brazil





HASHTAG #SDGLIVE

Numbers

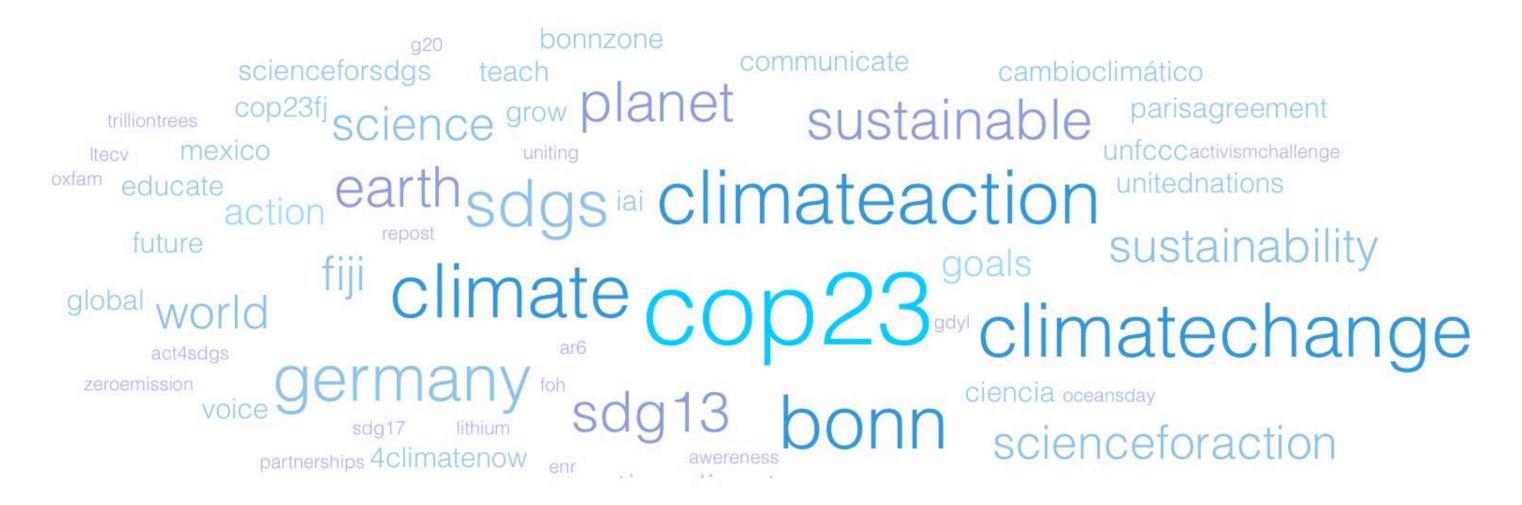


+600 Posts from 6th - 17th November



+190 Users from 6th – 17th November





INSTAGRAM

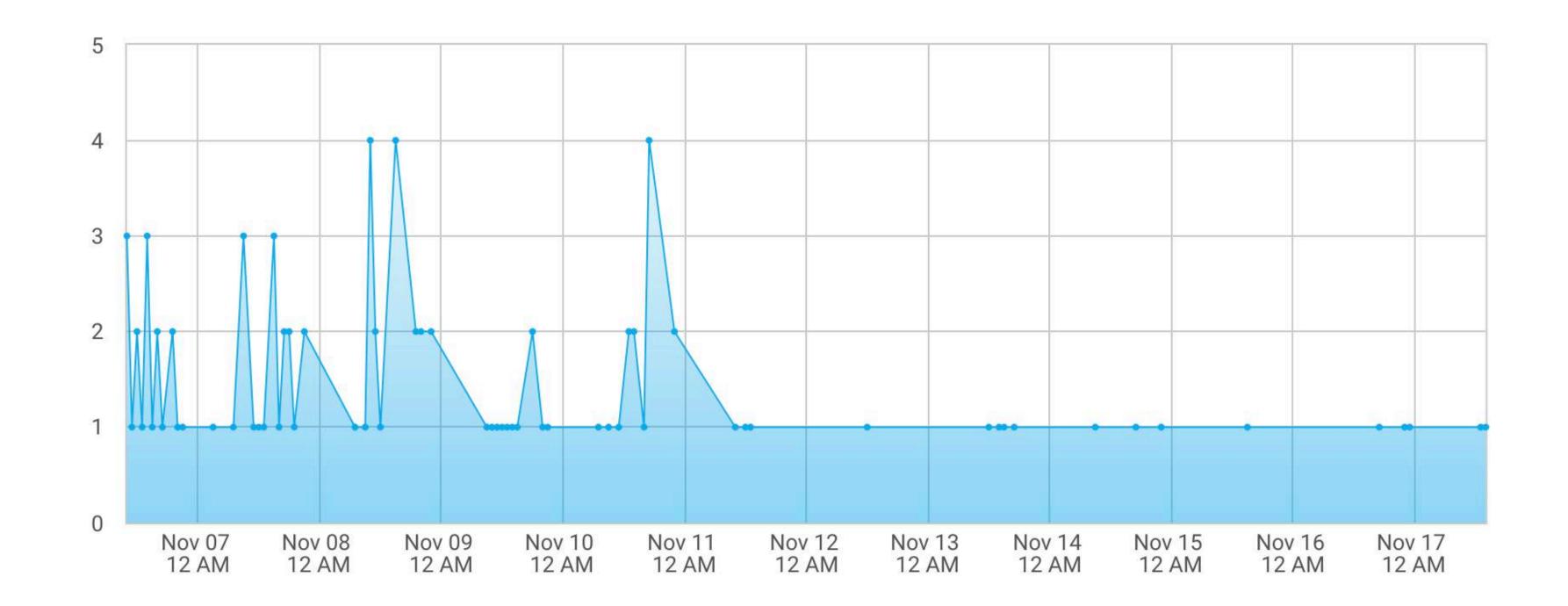
Highlights #SDGLive



98 posts on Instagram using #SDGLive from 6th – 17th November



November 8th was the most popular day with 2,270 people reached



TWITTER

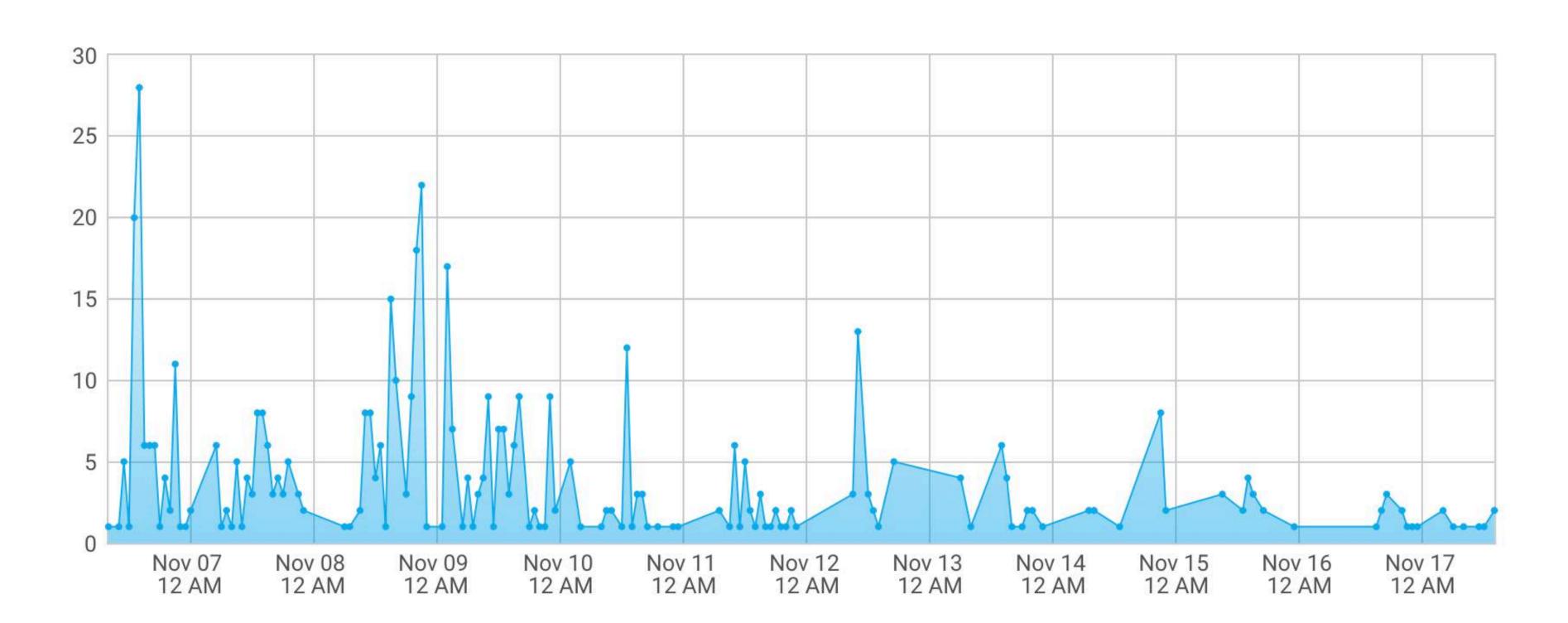
Highlights #SDGLive



529 posts on Instagram using #SDGLive from 6th – 17th November



November 7th was the most popular day with 112,000 people reached



TWITTER

Highlights #SDGLive | Most Engaged Videos

7,655 impressions

EDIA

SDG Media Zone @SDGMediaZone · Nov 8

The Fijian Minister of Agriculture Inia B. Seruiratu discusses the #Bonn Zone at @COP23 & shares insight @IAI_news #SDGLive



1,884 impressions



SDG Media Zone @SDGMediaZone · Nov 11

.@DrAnaQueiros shares insight on co2 emissions and blue carbon at @cop23. #Oceansday #ocean #COP23 #SDGLive @IAI_news



10 🔘 14 📗

2,158 impressions



SDG Media Zone @SDGMediaZone · Nov 8

.@Frankdehn mission is to teach people how to act sustainably! He joined us at our booth during @COP23 w/ @IAI_news #SDGLive #Cop23



1,401 impressions



SDG Media Zone @SDGMediaZone · Nov 11

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"I fully agree that there is a gap between scientific knowledge and the decision making and I really believe that this gap can be filled..." - @yokowatawata @cop23 #SDGLive #Cop23



1,968 impressions



SDG Media Zone @SDGMediaZone · Nov 9

We were joined by @anislandher of The Fiji Times today during @COP23! @IAI_news #SDGLive #COP23



1,021 impressions



SDG Media Zone @SDGMediaZone · Nov 10

1 3 ♥ 11

"I believe both groups of knowledge are of great importance for global change." Benki Piyãko shares the importance of connecting the scientific and traditional worlds together to combat #climate change during @COP23 #SDGLive @IAI_news



Thank You

#SDGLIVE @SDGMediaZone

T: @IAI_News I: @IAI_GlobalChange



