



COP-23

November 6<sup>th</sup> – 17<sup>th</sup>, 2017

Bonn, Germany

[#SDGLive](https://twitter.com/SDGLive) | [www.sdgmediazone.org](http://www.sdgmediazone.org)





# SDG MEDIA ZONE

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.

[www.sdgmediazone.org](http://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 Rollososon, CEO, Comics Uniting Nations.

Social media engagement and impact was measured based on the 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 Rollosos  
CEO, Comics Uniting Nations



Yoko Watanabe  
Global Manager, Small Grants Programme



Lice Movono  
The Fiji Times



Marcelo Taboada  
President of Environment & Sustainability,  
UISCUMARR



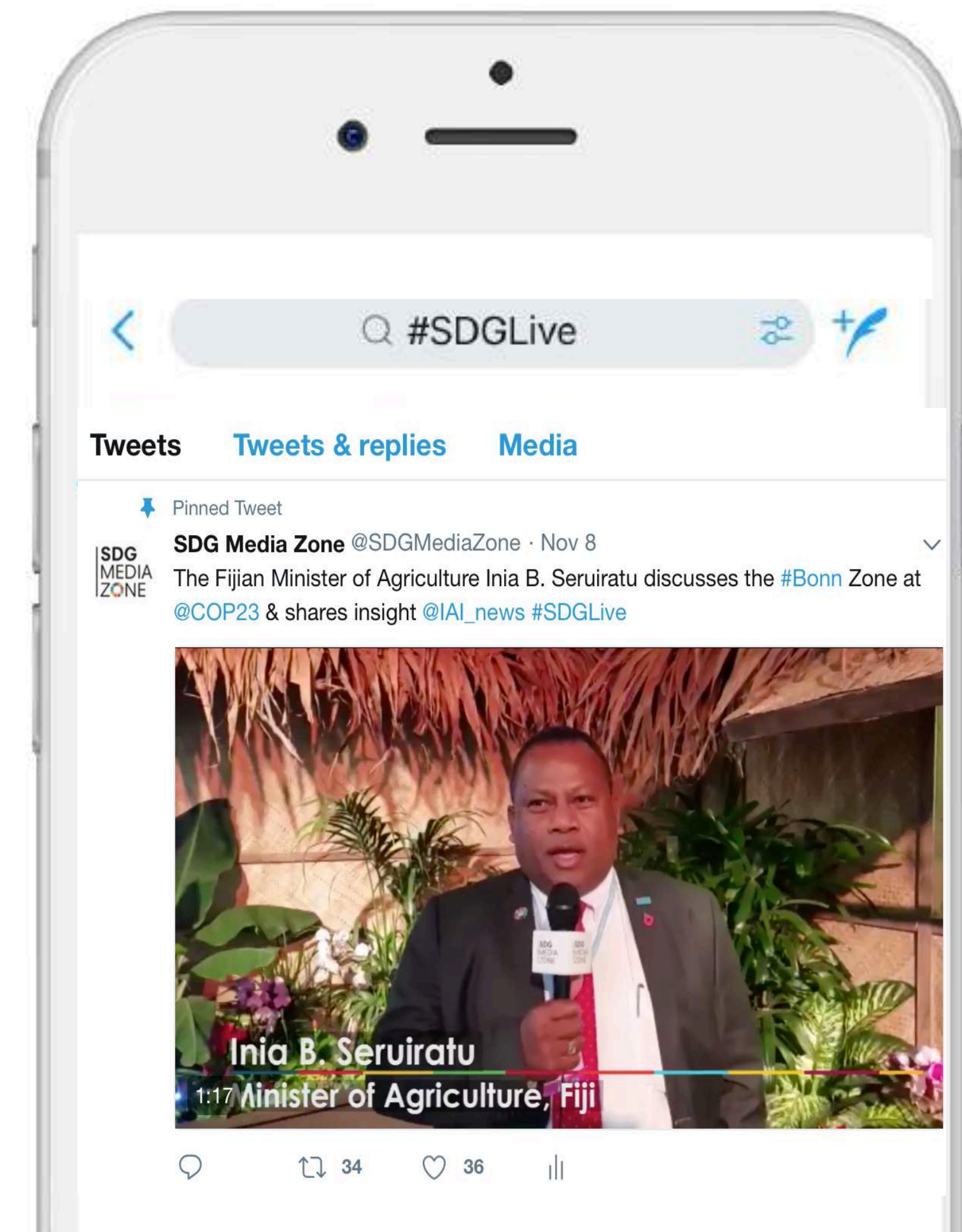
#SDGLIVE

+2.5 MILLION

IMPRESSIONS

+780 THOUSAND

PEOPLE REACHED





# IMPACT



#SDGLIVE used in +30 countries



Highest Interest

United States

Canada

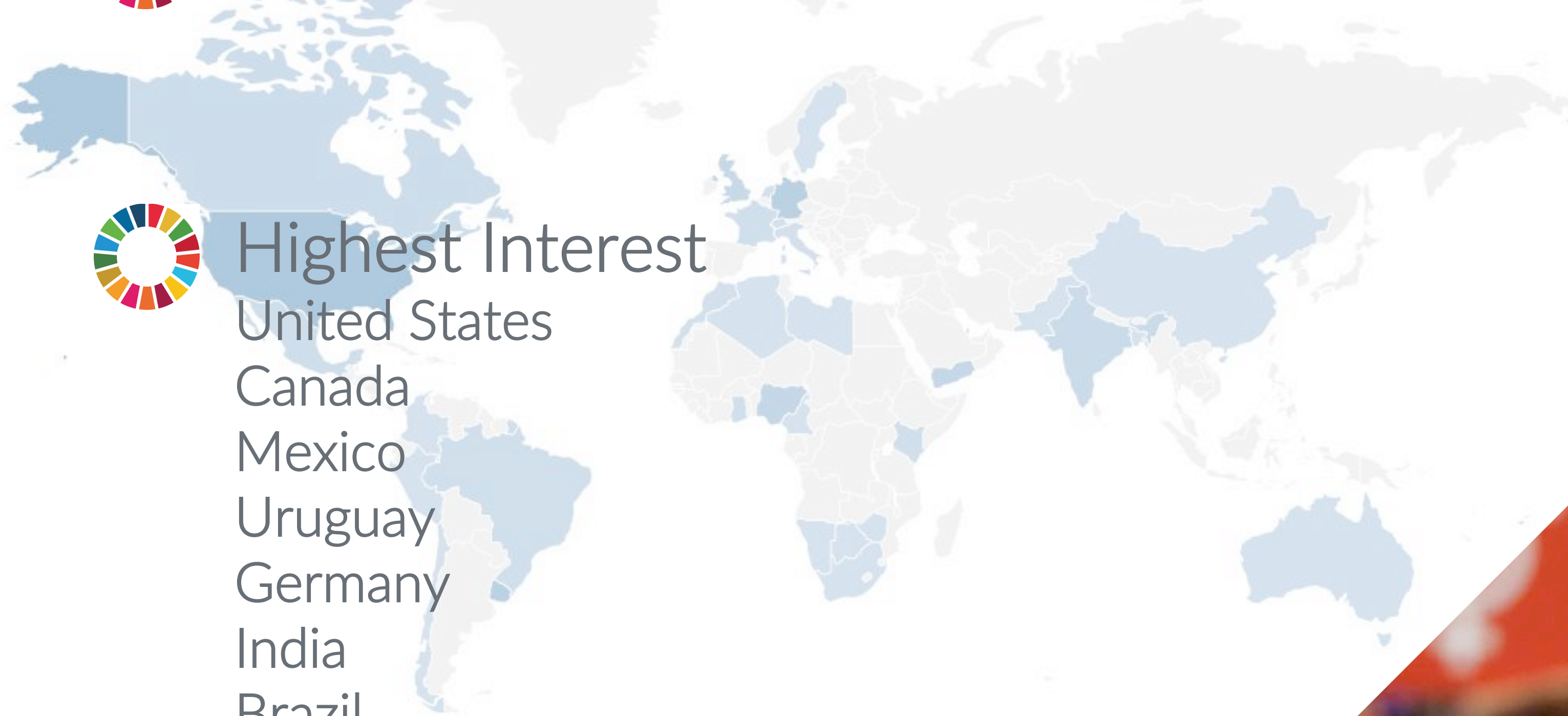
Mexico

Uruguay

Germany

India

Brazil









# INSTAGRAM

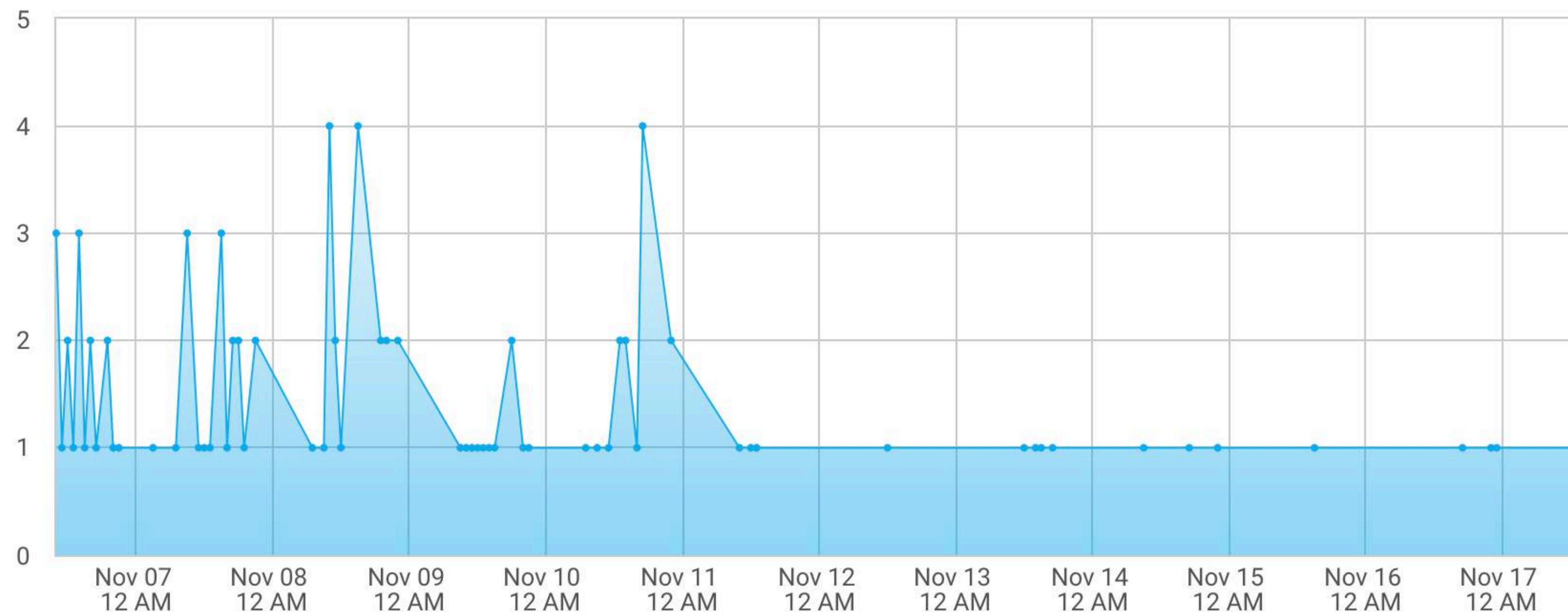
## Highlights #SDGLive



98 posts on Instagram using #SDGLive from 6<sup>th</sup> – 17<sup>th</sup> November



November 8<sup>th</sup> was the most popular day with 2,270 people reached





# TWITTER

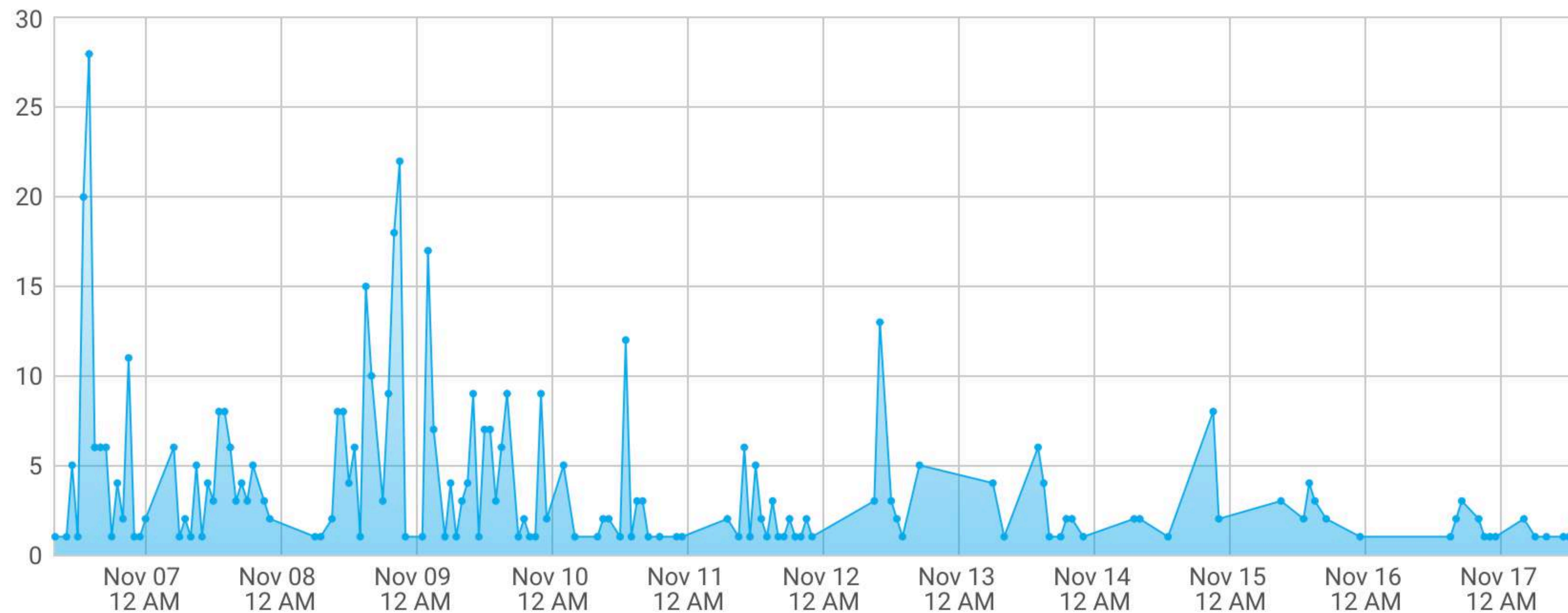
## Highlights #SDGLive



529 posts on Instagram using #SDGLive from 6<sup>th</sup> – 17<sup>th</sup> November



November 7<sup>th</sup> was the most popular day with 112,000 people reached





# TWITTER

## Highlights #SDGLive | Most Engaged Videos

7,655 impressions



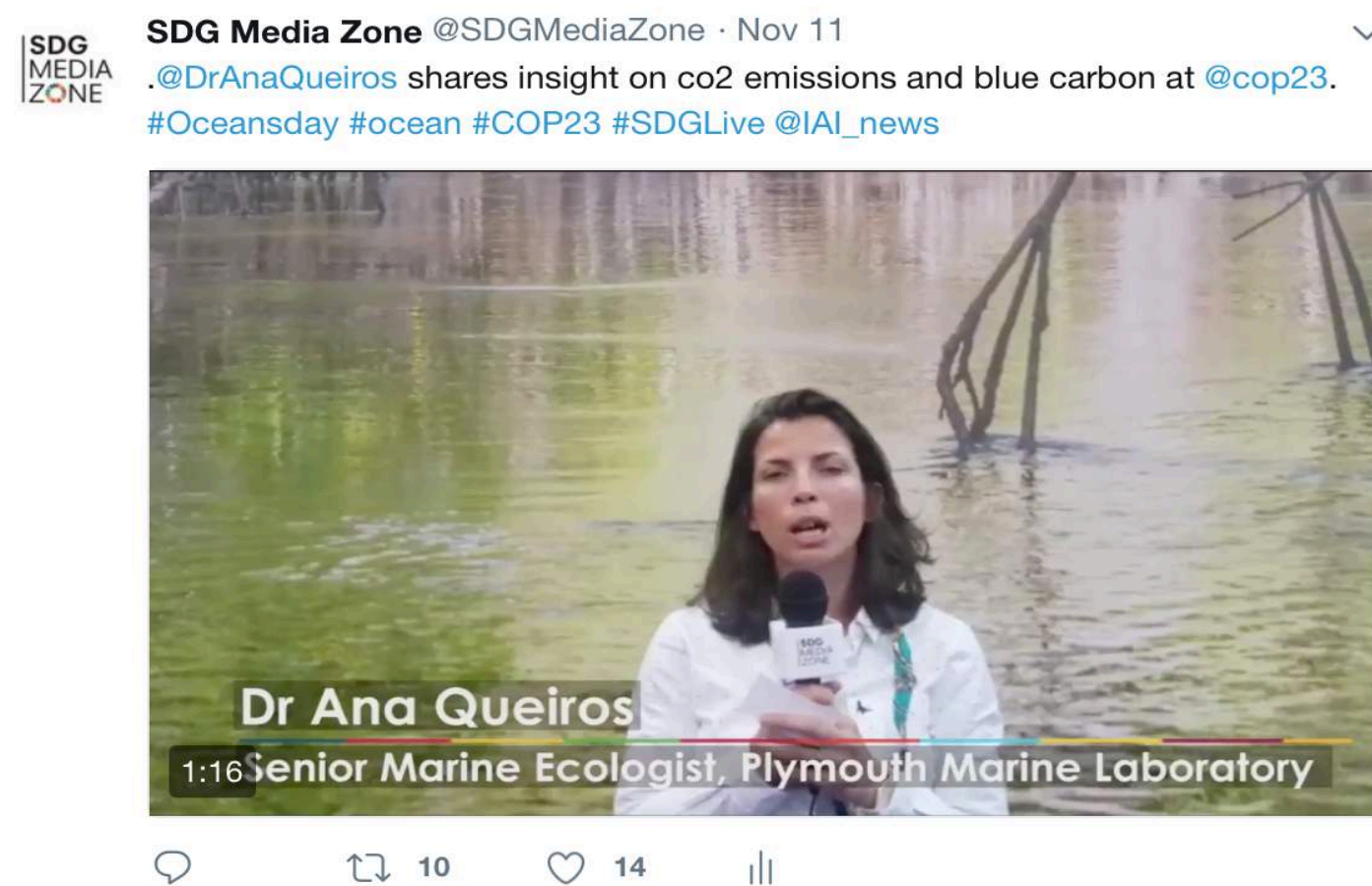
2,158 impressions



1,968 impressions



1,884 impressions



1,401 impressions



1,021 impressions





Thank You

#SDGLIVE  
@SDGMediaZone

T: @IAI\_News  
I: @IAI\_GlobalChange

