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## Press Release

***Harnessing technology and mobilizing thousands of people online from 160+ countries to unlock capacity to achieve a better world in partnership with the United Nations***

***FOR IMMEDIATE RELEASE***

***New York City, NY September 13, 2017:*** Imagine an international community that is actively engaged in contributing to inspiring entrepreneurship, supporting innovation, creating partnerships, knowledge transfer and philanthropic giving around the world. That is what the Global People's Summit in partnership with the United Nations is about: a one-of-a-kind innovative online event that will convene thousands of global leaders and stakeholders from over 160 countries to discuss and find solutions to some of the world's most pressing challenges. It is a day-long online meeting that will take place on the Sept. 22, 2017 during the United Nations General Assembly.

The Global People's Summit+SocialGood is the first-ever global immersive summit that leverages digital media and technology to connect people in real-time online to explore social innovation, disruptive technology, artificial intelligence, film, media, and the power of mobilizing networks to address some of the most challenging issues of our time. The Global People's Summit will tie directly into the content of the 72<sup>nd</sup> United Nations General Assembly and the Sustainable Development Goals agreed upon by world leaders in 2015.

"The United Nations was created to bring nations together to find common ground and build sustainable peace and prosperity. Our partnership with the Global People's Summit allows us to leverage innovative technology to invite the world, not just the leaders, to join these conversations," said William Kennedy, Acting Head of the United Nations Office for Partnerships. "In a digital media age, we need to adopt innovative ways to empower global voices and put them at the heart of the work of the United Nations."

Convened by The Barmada Group in collaboration with the United Nations' Office of Partnerships, United Nations SDG Action Campaign, United Nations Foundation, International Federation of Red Cross and Red Crescent Societies, +SocialGood and EARTHx, the summit has over 100 sponsors and partners to ensure substantive global reach.

The Global People's Summit will target engagement and participation from senior government officials, diplomatic corps, private sector, top global development institutions, academic institutions, and financial organizations, global youth networks, universities and schools, alongside creative producers. The Summit's speakers represent diverse stakeholders



and senior representatives from establishments at the forefront of technology, diplomatic, global and social affairs.

“The objective of the summit is to inspire social change. We aim to ignite global engagement and build communities to fight inequality, climate change, and address critical global challenges. The summit aims to take conversations out of exclusive conference rooms and put them in the public sphere. Transforming the world is only possible if we begin to more effectively engage global networks and unlock capacity for action,” said Hazami Barmada, founder and Global Curator of the Global People’s Summit.

The #GlobalPeopleSummit online conversations will be brought to global leaders and influencers inside the United Nations Headquarters in New York City through an interactive digital wall that will feature tweets and social media posts associated with the #GlobalPeopleSummit hashtag. The display is set up for the duration of Global Goals Week and the United Nations General Assembly from 18-23 September as part of the SDG Interactive Exhibition.

“The Sustainable Development Goals are the guide to set the world on a better path for people and the planet,” said United Nations official, Mitchell Toomey, Director of the UN SDG Action Campaign. “Forums like the Global People’s Summit help bring us together to share the best ideas, simultaneously empowering citizens to raise their voices and ensure leaders are on track to achieve these Goals. We need moments like this to bring together governments, technology leaders, and relevant partners to share key knowledge and tools while inspiring collective action.”

The summit features over 55 speakers and topics including mobile technology for good, artificial intelligence, virtual and augmented reality to build empathy, drones and telemedicine, the role of arts to humanize refugees, public-private partnerships in education, corporate social responsibility and business innovation, government innovation, social and digital media, fighting inequality, gamifying and end to violence, and ethical fashion.

The summit is part of the Global Goals Week taking place in New York in parallel to the UN General Assembly, from Sept. 16 -23, will leverage conversations taking place in NYC into the digital sphere. The summit anticipates a digital reach of over 50 million in over 160 countries. The hashtag #GlobalPeopleSummit will be the main engagement handle. [www.globalpeoplesummit.org](http://www.globalpeoplesummit.org)