

**SOCIAL
GOOD
SUMMIT**
2017

FUTURE IN FOCUS
#2030NOW



Türk Telekom





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What type of world do you want to live in by the year 2030?

This is the question of the annual Social Good Summit. The Social Good Summit brings global citizens together to discover solutions for a better world through the use of innovation and technology.

The fourth Social Good Summit İstanbul meet-up is taking place this year on 29th of September.

The aim of the one-day event is to examine the impact of technology and new media on social good initiatives worldwide. The Summit brings together leaders, new media and technology experts, grassroots activists and voices from around the world to share creative ideas and solutions in regards to the use of new media for social good.

Microsoft Turkey General Manager Murat Kansu, The Guardian journalist Naomi Larsson, Intel Turkey's General Manager Burak Aydın, and actor Mert Fırat were just a handful of the incredible speakers to join last year's Social Good Summit in İstanbul.



#2030ŞİMDİ

BURAK AYDIN

GEORGE BOUMA

KAMAL MALHOTRA

The Social Good Summit in Istanbul is co-organized by UNDP in Turkey and the UNDP's Istanbul Regional Hub with the generous support of Türk Telekom Group.

Intensive outreach for the Global Goals before and during the event

A website dedicated to the Istanbul event is here:
www.sgsistanbul.org

Dedicated pages on the Global Goals are also found in the website in both EN and TR.



Social Good Summit meet-ups in our region last year



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>> In 2016, SGS Istanbul website attracted 20 K unique users and more than 60,000 page views.

The Summit is also a great opportunity to introduce the Global Goals to the people in Turkey and beyond.

>> In 2016, SGS Istanbul posts has reached to more than 4 million people on Twitter and more than 75,000 people on Facebook.





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SGS İstanbul 2016 Reflections

- >> Traditional media reflections were very high.
- >> Hundreds of clippings are now available.
- >> More than 500 posts on Instagram and around 6,5K tweets.
- >> Hurriyet.com.tr reflected our webcast so we attracted an additional 20K viewers.





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With the support of the Istanbul Metropolitan Municipality, **more than 260 billboards** about the event were featured on the main streets of İstanbul.

On the day of the event, around **1,500 people signed up for the Social Good Summit** and they 750 people attended the event and became heroes who make the Global Goals famous. The event in Istanbul contributed to the global outreach of the Social Good Summit which was globally the most shared SGS with 1.6 billion impressions on Twitter and Instagram.





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Highlights from SGS İstanbul 2016



Kamal Malhotra

UN Resident Coordinator and UNDP
Resident Representative in Turkey



Burak Aydın

Intel Turkey
General Manager



Mert Başar

Türk Telekom
Chief Marketing Officer



Mert Fırat

Actor, founder of
www.ihtiyacharitasi.org



Naomi Larsson

Journalist
The Guardian



Nilay Erdem

Facebook Head of Public Policy,
Turkey



Saba Tümer

Broadcaster



Bağış Erten

Socrates Sports Magazine



Dr. Ali Ercan Özgür

International Development
Partners, IDEMA, Founder



Fatih Türkmenoğlu

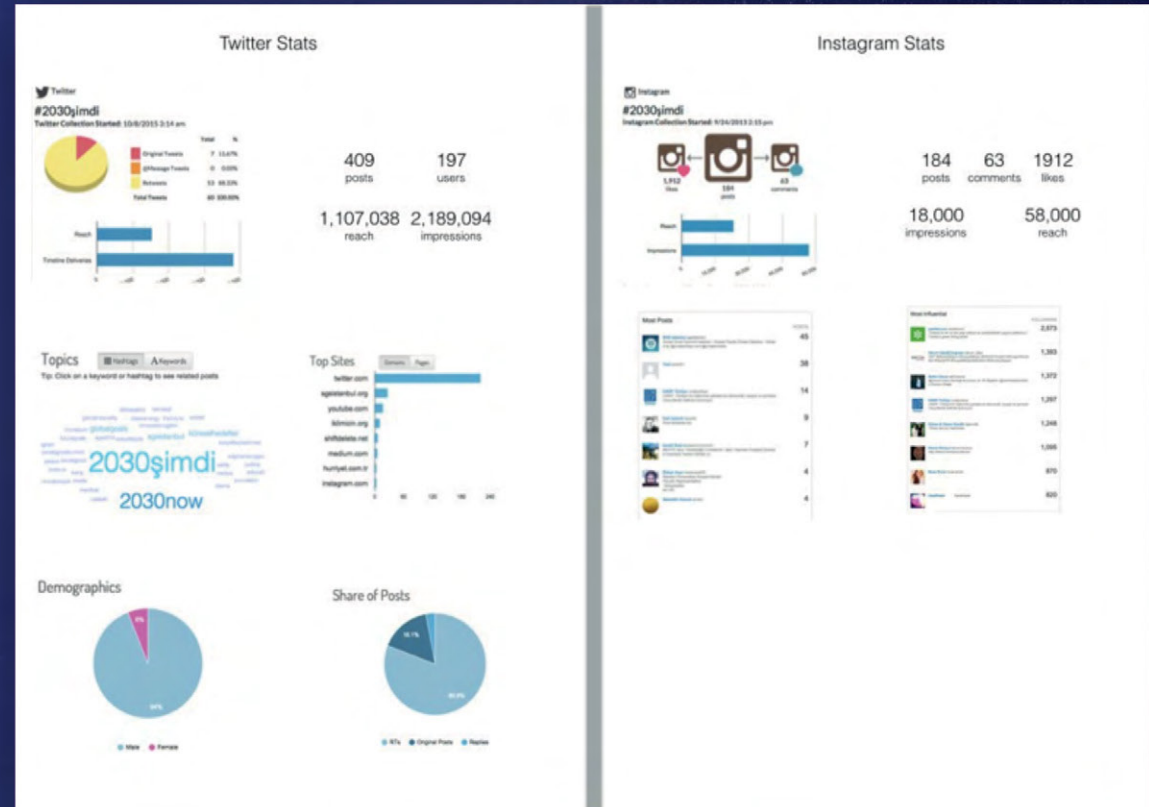
MC, TV Journalist and
Producer, Author

>> On Twitter, more than 2 million impressions were achieved with more than 1 million reach.

>> On Instagram, the discussion on Global Goals reached around 60,000 people.

The meet-up was live broadcasted entirely on the event's website both in Turkish and in English and in this way it reached to the various parts of Turkey and people were able to participate to the discussion online.

Hundreds of people watched the live broadcasting.





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National Media impressions

The event was featured in 117 different media platforms (print, TV and online) including the mainstream ones like Hürriyet, Milliyet, Star and CNN Turk.

Many press interviews have been made by reporters with participating celebrities especially.

Online pieces have been published on UNDP Eurasia and Turkey Country Office websites.



PARTNERSHIP OPPORTUNITIES

Onstage Thought Leadership

Branding Packages (Onsite & Online)

Global Live Streams

Digital Media Lounge

Panel Sponsorship

Custom Activations



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Onstage Thought Leadership

Through on-stage presence, your brand has the opportunity to highlight your work as a thought leader and convener of innovative solutions for international conversations, global health matters and education.

Opportunities on stage range from one-on-one conversations to panel discussions to presentations. The Social Good Summit speaker committee will work with you to determine the most seamless integration into the Summit programming.





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SGS Digital Branding Package

Through digital presence, your brand has the opportunity to highlight your work as a thought leader.

This fully scalable program beginning allows for a brand to surround the Soft Launch SGS 2017 content during the week of the summit, as well as have the option to have onsite branding at the Social Good Summit.

Included in this package

- SGS Digital Sponsorship
- Topic Targeting (Social Good & United Nations)
- Offsite Lift
- ROS (Run off site) Media



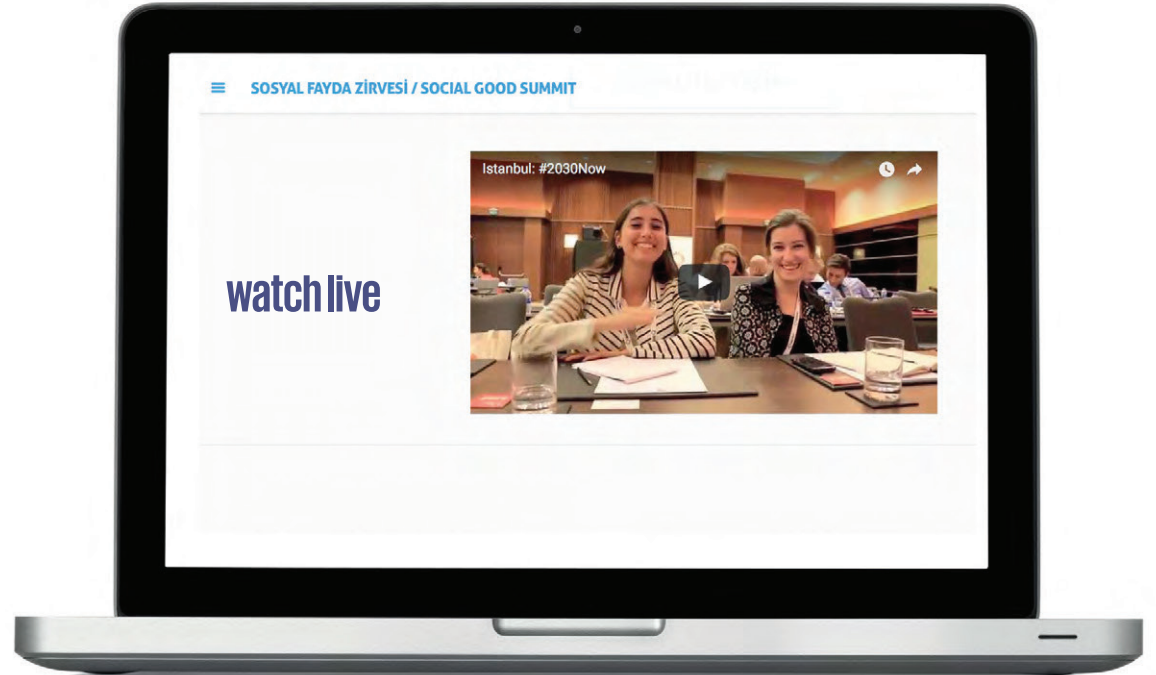
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SGS Global Live Streams

Broadcast your message around the world via live stream.

Each year the Social Good Summit is streamed live around the world. Sessions are translated into EN and TR and broadcast globally.

Through logo inclusion and messaging surrounding the live stream, your brand has the opportunity to be seen by activists around the world.





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Global Meet-Ups

Global Meet-ups are an integral part of the Social Good Summit.

Organized by UNDP and +SocialGood, these events took place in 109 countries in 2016 including North Korea, Liberia, Japan, Kenya and more as well as in Turkey.

Attendees discussed issues affecting their communities as well as global problems discussed at the Summit in NYC.



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SGS Digital Media Lounge

The Digital Media Lounge is an exclusive space for reporters and bloggers at the Social Good Summit. Journalists have an exclusive room dedicated to reporting and serving as connectors and influencers. The Digital Media Lounge is also a space to conduct interviews and network with speakers and VIPs.

Partners of the Digital Media Lounge are invited to brand the space and incorporate their own activation to engage with the community of journalists and bloggers who register and attend.





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Panel Sponsorship

Sponsors can choose topics, and experts at the event will gather to discuss solutions to important issues. the community of journalists and bloggers who register and attend.





APPENDIX

2017 Overview

2017 SGS Digital Engagement



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Social Good Summit 2016 Digital Engagement

1.6 Billion

impressions on #2030NOW

145.2M

posts across social platforms

1.8M

Engagement

Global Scale



THANK YOU

