



CONNECTING TODAY. CREATING TOMORROW.

**#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.

Singer-songwriter Harun Tekin, BBC journalist Selin Girit, UNICEF Goodwill Ambassador Gülsin Onay, and actor Mert Fırat were just a handful of the incredible speakers to join last year's Social Good Summit in İstanbul.



EMPOWER NEW TECHNOLOGY.

#2030ŞİMDİ









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SOCIAL  
GOOD  
SUMMIT  
2015  
Istanbul

>> In 2015, SGS Istanbul website attracted 27,000 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 2015, 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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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 **300 people come together along with tens of journalists** and they became the 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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**Kamal Malhotra**

UN Resident Coordinator and UNDP  
Resident Representative in Turkey



**Gülsin Onay**

Pianist, UNICEF Good Will  
Ambassador



**George Bouma**

Team Leader, Sustainable  
Development Cluster, UNDP  
Istanbul Regional Hub for  
Europe and the CIS



**Mert Fırat**

Actor, founder of  
[www.ihdiyacharitasi.org](http://www.ihdiyacharitasi.org)



**Emine Etili**

Twitter Head of Public Policy,  
Turkey



**Nilay Erdem**

Facebook Head of Public Policy,  
Turkey



**Selin Girit**

Journalist, BBC



**Harun Tekin**

Musician - Mor ve Ötesi



**Dr. Ali Ercan Özgür**

International Development  
Partners, IDEMA, Founder



**Fatih Türkmenoğlu**

MC, TV Journalist and  
Producer, Author



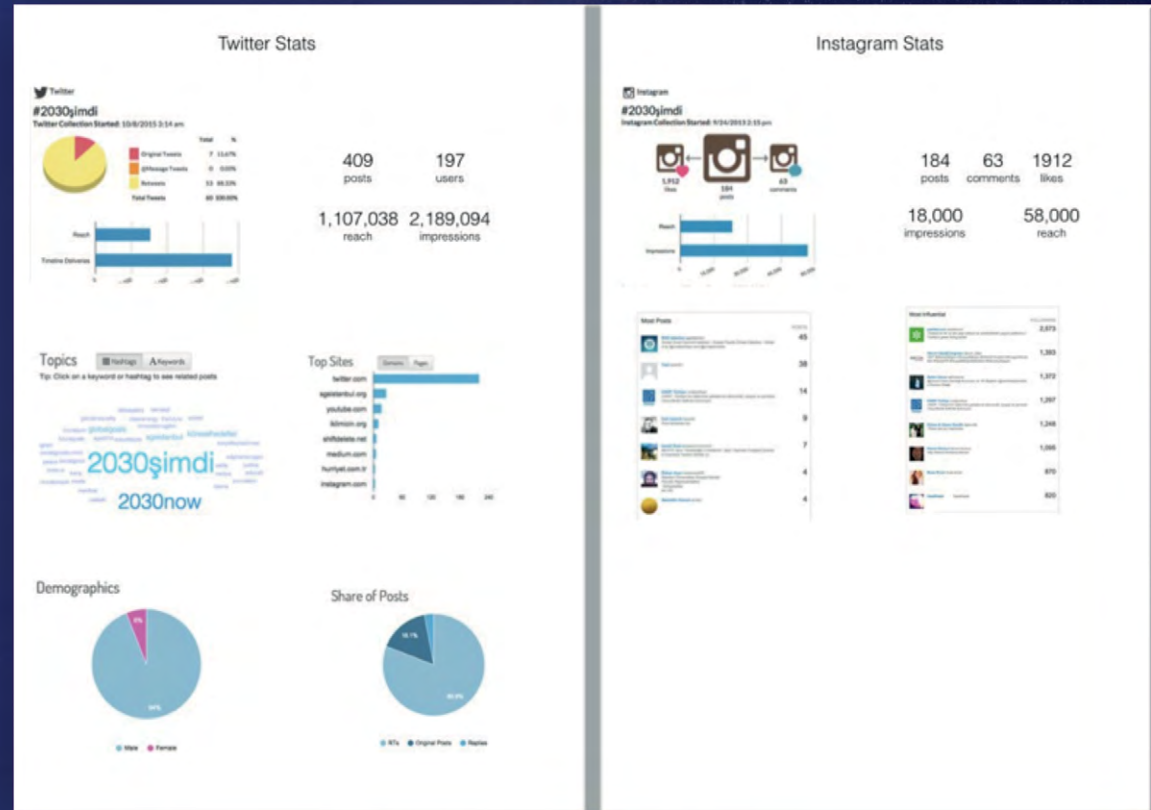


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>> On Twitter, more than 2 million impressions were achieved with more than 1 million reach. On Instagram, the discussion on Global Goals reached out around 60,000 people.

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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# 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 CO websites.





# PARTNERSHIP OPPORTUNITIES

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**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.







SOCIAL  
GOOD  
SUMMIT  
2016  
Istanbul

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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 at \$20k allows for a brand to surround the Soft Launch SGS 2016 content during the week of the summit, as well as have the option to have onsite branding at the Social Good Summit.

Included at \$20k

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





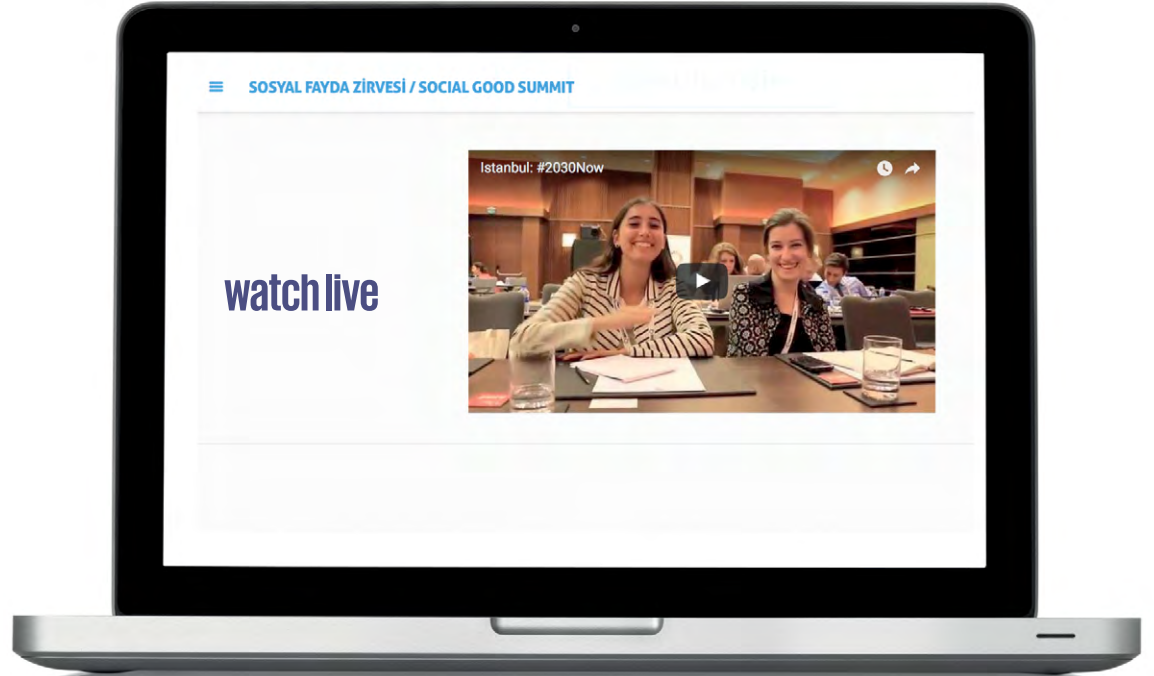
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## SGS Global Live Streams

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 2015 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.

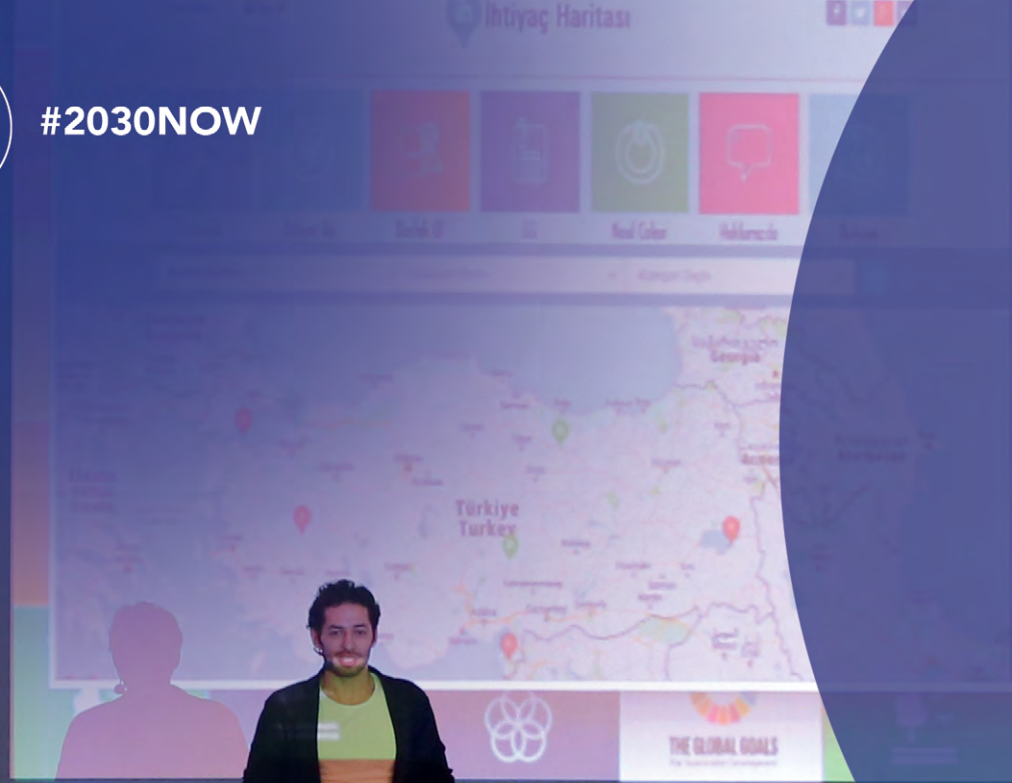
Partners of the Digital Media Lounge are invited to brand the space and incorporate their own activation to engage with the community of journalists and bloggers who register and attend.







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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.

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NEW GOALS. NEW POWER. NEW TECHNOLOGY.







# APPENDIX

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2015 Overview

2015 SGS Digital Engagement



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**1.6 Billion**

SOCIAL IMPRESSIONS

**1,800**

LIVE ATTENDEES

**109**

GLOBAL MEET-UPS





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# Social Good Summit 2015 Digital Engagement

**1.6 Billion**

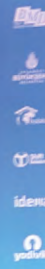
impressions on #2030NOW

**145.2M**

posts across social platforms

**1.8M**

Engagement



**THANK YOU**

