

# Move humanity

Campaign Report (2018)



# Move humanity

A campaign to *move billions for billions*

The Move Humanity Campaign called for billionaires' involvement in the Sustainable Development Goals, with 17 events worldwide.

This campaign gave young leaders the opportunity to raise global awareness on a movement that aims to close the financing gap for the SDGs by mobilizing 1% of the richest individuals' wealth towards SDG implementation.

# Sustainable Development Goals (SDGs)



In September 2015, all 193 members of the United Nations adopted the Sustainable Development Goals.

This "Agenda for 2030" is comprised of **17 Goals to drive development** over the next 15 years by **ending extreme poverty**, tackling **climate change** and fighting **inequalities**.

This was a historic agreement, paving the way for a better and more sustainable future.

## Current state of the world



Today, more than 1 billion people live in extreme poverty (less than \$2 a day).

42 individuals have as much wealth as the bottom 3.7 billion poorest people (half the world population).

In 2017, more than 750 million people went to bed hungry every night and at the same time, there are approximately 2 billion people that are overweight or obese.

More than 6 million children died before their 5th birthday because of preventable diseases. That's more than 15,000 deaths each day.

## Current state of the world



About 263 million children and youth are out of school, including 61 million children of primary school age.

Currently, 49 countries have no laws specifically protecting women from domestic violence.

In 2012 at least 1.8 billion people were exposed to drinking water that was contaminated.

Today, more than a billion people don't have access to electricity.

## Current state of the world



Each year, the world generates roughly 1.3 billion tons of waste, but that's expected to soar to 4 billion tons by 2100. In the United States alone, about \$200 billion a year is spent on solid waste management.

Tens of thousands of species – including 25% of all mammals and 13% of birds – are now threatened with extinction. This is because of hunting, poaching, pollution, loss of habitat, the arrival of invasive species, and other human-caused problems.

# Move Humanity



In 2018 Forbes reported that there are now a record **2,208 billionaires** in the world. These individuals possess a collective net worth of \$10 trillion USD.

If these 2208 billionaires, donated just 1% of their wealth to the SDGs, that would equal to almost \$100 billion.

This money could help achieve the SDGs in the world's poorest countries.



**Move Humanity**

# Move Humanity



- Move Humanity is calling upon all 2208 of the world's highest net worth individuals – those with wealth of \$1 billion USD or more – to direct at least 1 percent of their net worth each year towards the SDGs.
- We believe that many donors will answer this invitation voluntarily and come forward to support the SDGs in line with their individual expertise, regional preferences, and business experience

# Human Act



**Move Humanity** is a new global initiative that aims to close the SDG financing gap in the lowest income countries (LICs) by mobilizing greater private funding for basic health and education, critical infrastructure, and environmental conservation priorities.

This campaign was pioneered by SDSN Youth in partnership with Human Act.



**Move Humanity**

# Campaign reach:

**5** continents

**14** cities

**17** local events

**11,000+** people

**20,000+** tweets

**32,000+** signatures



# 1 Campaign, 11,000+ People



## Participants included:

- Ambassadors
- Commissioners
- Local Government Officials
- Youth Leaders
- University Professors
- NGOs leaders
- Company CEOs

The campaign events were organized by SDSN Youth Network Coordinators and SDG Coordinators in their respective cities and regions.



**Move Humanity**

# In Partnership with Global Citizen's 'Mandela 100'

- 20,076 tweets
- 32,415 signatures

Take Action	Rewards	Festival	Impact
Girls & Women   Health   Education   Finance & Innovation   Food & Hunger   Water & Sanitation   Environment   Citizenship			
CITIZENSHIP			
<b>This Inequality Cannot Go On. Ask the World's Richest People to Help End Extreme Poverty</b>			
Brought to you by:  + Move Humanity	 Sign our petition calling on the world's richest people to help end extreme poverty.		
			
To the 2,208 billionaires of the world, With a basic act of humanity, you have the ability to help create a world of peace and prosperity.			
In 2015, all 193 countries of the UN agreed on 17 Sustainable Development Goals (SDGs) to achieve and prosperous and sustainable future for all.			
A world without extreme poverty is within our grasp if we enable the world's poorest people to benefit from modern healthcare, education, and infrastructure. A modest portion of your great wealth, wisely allocated, can help them to do just that.			
By pledging a mere 1% of your wealth each year for the SDGs, you can ensure that every child goes to school,			
 SDSN Youth  @SDSNYouth • 3m This Inequality Cannot Go On. Ask the World's Richest People to Help End Extreme Poverty <a href="https://gilctzn.co/e/RbmxBWsi18U">gilctzn.co/e/RbmxBWsi18U</a> #globalcitizen			



Move Humanity

# Move Humanity Online Promotion



**SDSN Youth Nigeri** @SDSNYouthNG

It's a collective task and responsibility to make the world a better place. The summit released to the world young & passionate individuals to make the world a better place and achieve the #GlobalGoals#MoveHumanity #SDGs#Goal2030

5 11:46 AM - Dec 4, 2018 · Ibadan, Nigeria

See SDSN Youth Nigeria's other Tweets



**SDSN Youth Nigeri** @SDSNYouthNG

Prof. Dele Layiwola charged participants on the need to change the status quo & take responsibilities for the change we need. He emphasized the need to draw lessons from the life of Nelson Mandela who against all odds fought for the freedom of South Africa. #SDGs #MoveHumanity

4 1:17 PM - Dec 4, 2018 · Ibadan, Nigeria



**SDSN Youth** @SDSNYouth

Yesterday, the Samise College of Education organized an event on the #MoveHumanity conference, "Cleaning Campaign and "Street Night Show". The president, faculty members, students, teachers and 60 different scout leaders from all parts of Bhutan attended the place 🎉

12 1:45 PM - Dec 3, 2018



**SDSN Youth** @SDSNYouth

A #MoveHumanity event was hosted on December 6th at the Hilltop Hotel in Kigali, Rwanda, with the theme: "A campaign to close the SDG Financing Gap in The Great Lakes" 🇰🇪

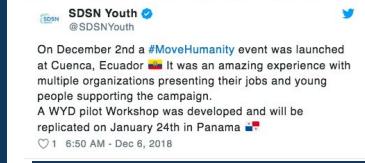
19 7:59 AM - Dec 10, 2018



**SDSN Youth** @SDSNYouth

The Target 2030: Saving the Future (Hedef 2030: Geleceği Kurtarmak) was held on Dec 2nd in Istanbul, Turkey, and talked about the #SDGs 🌱, #MoveHumanity 🌎 and #Volunteering 🤝. Hundreds of people from all over Turkey attended such special event 🇹🇷

7 6:36 AM - Dec 4, 2018



**SDSN Youth** @SDSNYouth

On December 2nd, the #TOBB Sustainable Development Solutions Network Youth Academy- SDSN hosted a great event on "Mandela 100 Years Celebration" at the @Tobbedu (Economy and Technology University), in Ankara 🇹🇷 #MoveHumanity

9 7:36 AM - Dec 5, 2018



**SDSN YOUTH**

Move Humanity



## SDSN Youth in the Andean Region

Cuenca, Ecuador  
Rotary Club  
2 December, 2018



## SDSN Youth in the Andean Region

Cuenca, Ecuador  
Rotary Club  
2 December, 2018



## SDSN Youth in Turkey

Ankara, Turkey  
TOBB University  
December 2, 2018



## SDSN Youth in Turkey

Ankara, Turkey  
TOBB University  
2 December, 2018



**SDSN YOUTH**

"Empowering youth globally to create sustainable solutions"

1. **Educate** young people about the SDGs and create pathways for achieving them.
2. **Connect** young people globally to exchange ideas, share experiences and collaborate to achieve the SDGs.
3. **Support** young people in the creation and scaling of innovative solutions for the SDGs.

17 SUSTAINABLE DEVELOPMENT GOALS

@SDSNYouth    SDSN Youth



## SDSN Youth in the Great Lakes

**Kigali, Rwanda**  
**Hilltop Hotel**  
**6 December, 2018**



**Move Humanity**



## SDSN Youth in the Great Lakes

Kigali, Rwanda  
Hilltop Hotel  
6 December, 2018



## SDSN Youth in the Sahel

Dakar, Senegal  
Cheikh Anta Diop  
University  
19 December, 2018



## SDSN Youth in the Sahel

Dakar, Senegal  
Cheikh Anta Diop  
University  
19 December, 2018



## SDSN Youth in Korea

Seoul, Korea  
Korea University  
2 December, 2018



## SDSN Youth in Korea

Seoul, Korea  
Korea University  
2 December, 2018

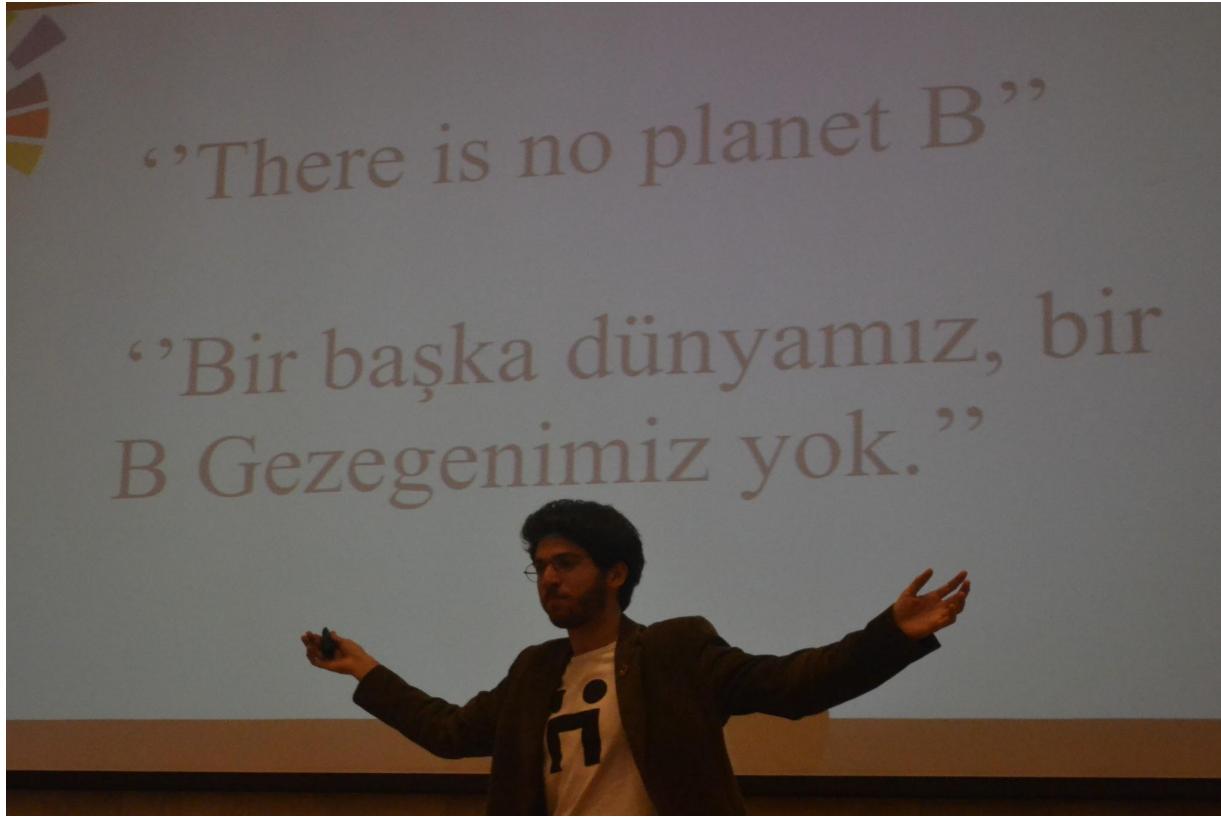


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## SDSN Youth in Turkey

Istanbul, Turkey  
Boğaziçi University  
2 December, 2018



**SDSN Youth in  
Turkey**

**Istanbul, Turkey**  
Boğaziçi University  
2 December, 2018



## SDSN Youth in Hong Kong

Hong Kong,  
China  
Museum of Climate  
Change  
15 December, 2018



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## SDSN Youth in Hong Kong

Hong Kong,  
China  
Museum of Climate  
Change  
15 December, 2018



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## SDSN Youth in the Philippines

Quezon City,  
Philippines  
Hive Hotel and  
Convention  
1 December, 2018



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Philippines  
Hive Hotel and  
Convention  
1 December, 2018**



## SDSN Youth in Russia

Moscow, Russia  
RANEPA  
4 December, 2018



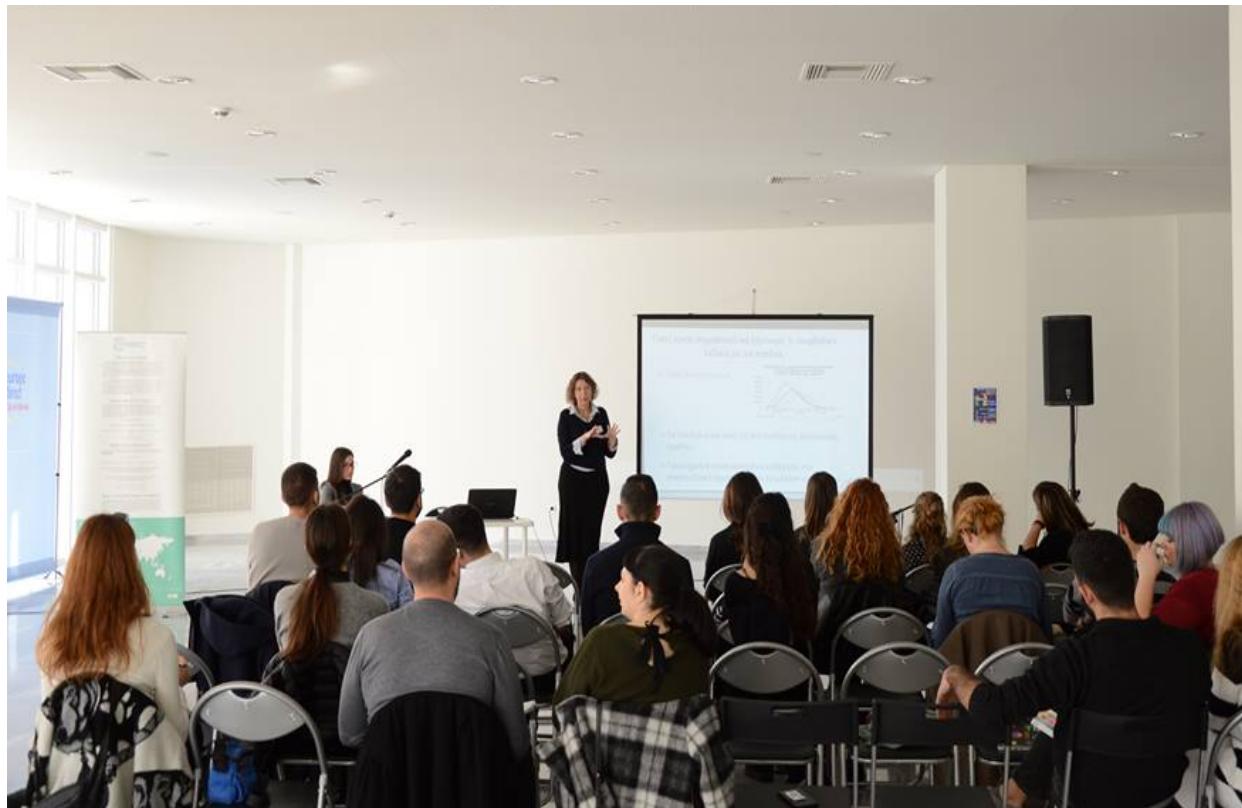
## SDSN Youth in Russia

**Moscow, Russia**  
**RANEPA**  
**4 December, 2018**



## SDSN Youth in Greece

Athens, Greece  
Municipality of Athens  
3 December, 2018



## SDSN Youth in Greece

Athens, Greece  
Municipality of Athens  
3 December, 2018



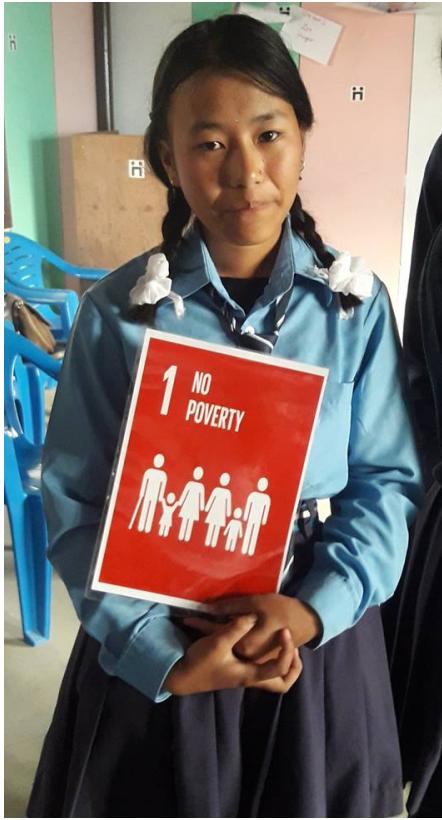
## SDSN Youth in Greece

**Athens, Greece**  
Municipality of Athens  
3 December, 2018



## SDSN Youth in South Asia

Kathmandu,  
Nepal  
Gorakhnath Secondary  
School  
2 December, 2018



## SDSN Youth in South Asia

Kathmandu,  
Nepal

Gorakhnath Secondary  
School  
2 December, 2018



## SDSN Youth in Amazonia

**Manaus, Brazil**  
Mindu Municipal Park  
6 December, 2018



## SDSN Youth in Amazonia

Manaus, Brazil  
Mindu Municipal Park  
6 December, 2018



## SDSN Youth in Nigeria

Ibadan, Nigeria  
Centre for Sustainable  
Development  
3 December, 2018



## SDSN Youth in Nigeria

Ibadan, Nigeria  
Centre for Sustainable  
Development  
3 December, 2018



## SDSN Youth in South Asia

**Samtse, Bhutan**  
**Cheikh Anta Diop**  
**University**  
**2 December, 2018**



## SDSN Youth in South Asia

**Samtse, Bhutan**  
Cheikh Anta Diop  
University  
December 19, 2018

## 2 online campaigns

*Online campaigns were hosted by:*

- SDSN Youth in Australia, New Zealand, and Pacific
- SDSN Youth in Northern Europe

The image displays three panels from a Twitter feed. The first panel shows a post from 'SDSN Youth in Northern Europe' (@SDSNEYouthinNE) with a blue background and a play button icon. The second panel shows a post from 'SDSN Youth in Northern Europe' (@SDSNEYouthinNE) with a blue background and a play button icon. The third panel shows a post from 'SDSN Youth in Northern Europe' (@SDSNEYouthinNE) with a blue background and a play button icon.

**6 Million Children per Year Saved From Preventable Diseases**

With the superrich 1% net worth we can - save 6 million children per year from dying of preventable diseases. Let's do it now! #movehumanity  
@humanact\_dk @UNSDSN @SDSNEYouth @SDSNNE #Youth4sdg #Youth2030

9 4:00 AM - Dec 1, 2018

See SDSN Youth in Northern Europe's other Tweets

**Bring 1 Billion People Out of Extreme Poverty**

With the superrich 1% net worth we can bring 1 billion out of extreme poverty. Let's do it now! #movehumanity  
#Youth4SDGs #Youth2030  
@humanact\_dk @UNSDSN @SDSNEYouth @SDSNNE

3 4:00 AM - Nov 30, 2018

See SDSN Youth in Northern Europe's other Tweets

**AUSTRALIA & NEW ZEALAND'S RICHEST PEOPLE**

THERE ARE 45 BILLIONAIRES IN AUSTRALIA AND NEW ZEALAND.  
THEIR COMBINED WEALTH IS APPROXIMATELY \$134.7 BILLION.  
IF EACH BILLIONAIRE GAVE JUST 1% OF THEIR WEALTH TOWARDS THE SDGS, THERE WOULD BE \$1.34 BILLION THAT COULD GO TOWARDS:

PUTTING EVERY CHILD THROUGH PRIMARY AND SECONDARY SCHOOL (SDG 4)

ACHIEVING UNIVERSAL HEALTH COVERAGE (SDG 3)



**Move Humanity**

*“If you’re in the luckiest one percent of humanity, you owe it to the rest of humanity to **think about the other 99 percent.**”*

– Warren Buffett



Move Humanity

For more information visit:

**SDG Zone: Move Humanity Campaign**

**sdsnyouth.org**



**Move Humanity**

**Call to action!**

**Go to [movehumanity.org](http://movehumanity.org) and sign the petition**



**Move Humanity**



*“Empowering youth globally to create sustainable development solutions”*

A special thank you to the Human Act foundation for supporting this campaign.

We are grateful to the founder and CEO of Human Act, Mr Djaffar Shalchi, and to CFO, Mr Ian Rush, for their leadership, generosity and support throughout the campaign.

# Human Act



Move Humanity

We congratulate and thank the SDSN Youth regional and national teams for their leadership and efforts in organizing the Move Humanity campaign in their respective networks.

*Gabriela Sampaio, SDSN Amazonia*

*Nicolas Serrano, SDSN Andes*

*Karin Bylund, SDSN Northern Europe*

*Toygar Akar, SDSN Turkey*

*Buket Altincelep, SDSN Turkey*

*Tatiana Lanshina, SDSN Russia*

*Christina Christoforou, SDSN Greece*

*Ajit Bhatta, SDSN South Asia*

*Tashi Dawa, SDSN South Asia*

*Mutiu Ambali, SDSN Nigeria*

*Eric Nzkinzingabo, SDSN Great Lakes*

*Pape Dembele, SDSN Sahel*

*Toby Lau, SDSN Hong Kong*

*Dong Kang, SDSN Korea*

*Xavier Peredo, SDSN Philippines*

*Michelle Huang, SDSN Australia, NZ & the Pacific*



**Move Humanity**

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**5 continents**

**14 cities**

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