GOALS HOUSE

Impact Report

2022

GOALS HOUSE

One community

of internationally renowned activists, thinkers, political leaders, CEOs and entrepreneurs.

One shared mission.

To drive progress towards achieving the UN's Sustainable Development Goals.

One meeting place.
Goals House.

BANK OF AMERICA
Google
EY Building a better working world
reckitt
HSBC
salesforce
(RED)
A PLASTIC PLANET
ABInBev
accenture
AstraZeneca
ATOMIZED STUDIOS
avanade
Certified B Corporation
BAYER
BAZAAR
BCIU
BELLA FREUD
BEZOS EARTH FUND
BILL & MELINDA GATES foundation
BMW
Bloomberg
BRAEBURN WHISKY
BRITISH FASHION COUNCIL
Centre for Multilateral Negotiations
CHOOSE LOVE
CLARITY AI
BLUE MARINE FOUNDATION
THE CLUB OF ROME
CODE GREEN
COMIC RELIEF
Community Jameel
CONDÉ NAST
CONSERVATION INTERNATIONAL
DRIVE
Earth 4All
Elemental Excelerator
Emerson Collective
ESTĒE LAUDER COMPANIES
Federated Hermes
FGIS FONDS GABONAIS D'INVESTISSEMENTS STRATEGIQUES
THE FLOURISHING DIVERSITY SERIES
GRO FREUDS UP
GLAMOUR
GAC
Globant
HOLCIM
HOPE
hp
LAYLOW
LEGO
Imperial College London
LinkedIn
LØCI
malaria NO MORE united kingdom
MARS
mastercard
SUPPORTED BY MAYOR OF LONDON
McCain
Meta
MIJENTA TEQUILA
NetApp
NIA TERO
ocean bottle
octopus energy
Patch
PEPSICO
POLITICO
POUR LES FEMMES FOUNDATION
Project17
PROJECT EVERYONE
protocol
SALZBURG GLOBAL SEMINAR
Seed GLOBAL HEALTH
Sharing Strategies
SOSV
ST. EVAL
SUSTAINSC
Sustainable Markets Initiative
SYSTEMIQ
THE B TEAM
THE CLIMATE PLEDGE
CONSERVATION INTERNATIONAL
THE GLOBAL FUND
The Nature Conservancy
Prince's Trust
YPO
UN WOMEN
UNDP
unicef
VOLVO
water.org
WaterAid
Watergen
wellcome
WHO Foundation
workday.
WORLD'S LARGEST LESSON
WORLDQUANT
YouTube

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INTRODUCTION

Arlo Brady

CHIEF EXECUTIVE OFFICER, FREUDS GROUP AND CO-FOUNDER, GOALS HOUSE

2022 was a defining year for Goals House. On paper, Goals House is like any other series of sustainability events. But it's so much more than that. It's a diverse global community of like-minded people who come to the table, with an infectious energy and drive, to change the world for the better. It's a community of people that are ready to listen, learn, share, and are primed for partnership and innovation. It's so easy to take that for granted, but far too often in the sustainability world, the focus is on broadcast, not on learning and collaboration.

It's a negative word, so I use it with care, but what the world needs is sustainability plagiarism, and people willing to be plagiarised! If we are to stand a chance of meeting the ambition of the Global Goals by 2030, we are going to need radical collaboration and partnership, and that's what we try to nurture in Goals House.

By bringing together remarkable people, from different realities, who might not ordinarily meet, and creating the ideal conditions for collaboration, we are able to generate a spark that leads to progress. I'm reminded of the famous quote from American cultural anthropologist Margaret Mead,

"Never doubt that a small group of thoughtful, committed citizens can change the world: indeed, it's the only thing that ever has".

The world has changed since Margaret Mead died in the late 70's, world population has doubled to 8 billion people (doubled – in my lifetime, and I'm not that old!). Given that incredible shift, I believe that now we need LARGE groups of thoughtful and committed citizens – so if that's you, come and join our community, share the best of what you are doing, and copy the best of what others are doing. That's the route to scale. Your world needs you!

Hannah Pawlby

CHIEF IMPACT OFFICER, FREUDS GROUP AND CO-FOUNDER, GOALS HOUSE

Conversations with friends

Since starting at freuds (a long time ago!) the development agenda has been a central part of my working life. The campaigns Freuds has worked on over the years have been much more impactful than our comparatively small size should allow. Be it enlisting Banksy to help the cause of the people of Syria, Idris Elba's 'We've Got Your Back' Ebola campaign, Ben Affleck's directorial debut in Congo for UNHCR, helping create and launch (RED) with Bono and Bobby Shriver, or bringing Indra Nooyi, Queen Rania, Wendi Murdoch, Sarah Brown and Melinda Gates together on the issue of maternal health, we have always believed that by helping fuse ideas, activists, governments and businesses you can create an impact that is much, much bigger than the sum of its parts.

In 2015 we worked with Project Everyone and the UN to launch the Global Goals. We had the ambitious goal of reaching seven billion people around the world in seven days. We brought the Goals to life through a series of partnerships in the spirit of Goal 17. We built 193 snowmen in Davos, one for each country who had signed up to the Goals, projected them onto to the UN, took them on flags up mountains and under the sea, texted them around the world, created radio programming, a cinema advert, a song and a Global Citizen concert in New York, which was broadcast around the world. The 17 Goals were sent far and wide.

Increasingly people began to wear the Global Goals badge with pride and at Freuds we incorporated them into our logo. More and more we found that the Goals were incorporated into people's campaigning work, their businesses and on their policy agenda. And so….in 2019 we took a risk. We decided to build the Goals a home. Thus Goals House was born in Davos. We created a space where like-minded people could meet and have conversations without feeling they were actually attending a 'meeting', for informal discussions and debates, which in turn would generate transformative ideas to help deliver the ambitious targets for sustainable development.

Unfortunately the pandemic of 2020 meant that nobody would be meeting under the same roof, no matter how urgent the need for discussion. But in 2021 COP26 in Glasgow saw Goals House make a welcome return, with incredible people communing together once more, forming partnerships and generating ideas, all focussed on delivering the Global Goals.

Last year we delivered seven stunningly successful Goals Houses: Davos, Commonwealth Heads of Government Meeting, UNGA, Cannes Lions and COP to name just a few. Each House was a brilliant iteration of its purpose: to quietly convene a community and gently encourage collaboration towards positive game changing outcomes. Hundreds of connections, thousands of conversations, countless outcomes as a result. Of course, none of the Houses would have materialised without the ongoing support of our PARTNERS – people and institutions who individually and collectively believed in backing us to deliver what in many cases seemed impossible. We are eternally grateful for their faith.

Today the need for the Houses as a force for good is more urgent than ever. Firstly, the pandemic itself may be over but it has set the timetable for delivering the Goals back, when already there was no time to spare. In addition, 2022 saw a series of additional crises spring up to create what many describe as a polycrisis - a string of negative events that interlock and make each separate crisis worse by doing so. From threats to democracy, a renewed erosion of womens' rights, record global temperatures, the displacement of people, soaring prices and food shortages, 2022 has thrown up a perfect storm of challenges.

Nevertheless Goals House has helped to foster and drive forward positive action. From being involved in initiatives to release vital grain from Ukraine, to raising funds for the Global Fund replenishment, to creating a market for carbon credits, to giving a voice to Indigenous People, to bringing powerful women together to support the next generation of female leaders, Goals House has engaged in finding solutions to some of 2022's most complex problems.

In 2023 there is much, much more to do. After many years of us being at the centre of both development and sustainability campaigning, there is a real opportunity for the Goals House community to be the catalyst for enormous impact.

> "The foundation's goal is to fund programs that are working to create safe and supportive environments in which women and children can exercise their personal freedoms as individuals, contribute to the betterment of their communities, and thrive"
>
> **ROBIN WRIGHT, ACTRESS & ACTIVIST**

Matthew Freud

CHAIRMAN, FREUDS GROUP

I Love Goals

They define ambition.
They chart aspiration.
They promise an imagined future.
They are a destination.

Most Goals are qualitative and quantitative.
Certainly, Lionel Messi's are.
At their most basic, Goals tell us the score line.
At their most complex, they give us a framework to measure progress using analysis and data.

The Global Goals are the World Cup of sustainability and development.
It's half time and we are in the dressing room.
The manager is not happy.

We have been out played.
The other team are better organised.
All they have to do to win,
Is to ensure that we lose.

That our ambition is unrealised.
That our aspirations remain distant.
That the future is the same as the present.
That the destination is where we are now.

The manager says we can win
If we play as a team,
Use each other's strengths
And cover each other's weakness.

Goal 17 is the one you can't measure
Partnerships For The Goals
It's the flow one
The one where the centre cannot not hold.

It's the Goals House one.
Where we have to play together.
Literally and figuratively.
See you there for the second half.

I am as surprised as you that I have a written a poem. And I apologise. So here is a proper one.

THE SECOND COMING
BY WILLIAM BUTLER YEATS

Turning and turning in the widening gyre
The falcon cannot hear the falconer;
Things fall apart; the centre cannot hold;
Mere anarchy is loosed upon the world,
The blood-dimmed tide is loosed, and everywhere
The ceremony of innocence is drowned;
The best lack all conviction, while the worst
Are full of passionate intensity.

Surely some revelation is at hand;
Surely the Second Coming is at hand.
The Second Coming!
Hardly are those words out
When a vast image out of Spiritus Mundi
Troubles my sight: somewhere in sands of the desert
A shape with lion body and the head of a man,
A gaze blank and pitiless as the sun,
Is moving its slow thighs, while all about it
Reel shadows of the indignant desert birds.
The darkness drops again; but now I know
That twenty centuries of stony sleep
Were vexed to nightmare by a rocking cradle,
And what rough beast, its hour come round at last,
Slouches towards Bethlehem to be born?

Gail Gallie

CO-FOUNDER, PROJECT EVERYONE

Goals House was inspired by the culmination of several, crucial things. Firstly, the building energy and desire to achieve the UN's Sustainable Development Goals (SDGs) within the private sector. Second, the lack of quality, open spaces and facilitated opportunities to bring mission aligned leaders together. And third, the alchemy that happens when agents of change - from activist to artists, policy makers to poets - are brought together into the same space.

Since its inception, Project Everyone has focused purely on the awareness, adoption, and advancement of the SDGs. Our work has without a doubt been enhanced by our partnership with Goals House, whether that's with the UN, global education systems, activists, Foundations or, as is increasingly the case, the private sector. Goals House has had a tangible, real world impact and as our unique community expands, the House's limits are endless.

As we reach the halfway point towards the 2030, sadly we are not nearly halfway towards delivering the Goals. That is why Goals House is needed more than ever, and we look forward to welcoming everyone throughout 2023 and beyond.

Sustainable Development Goals

Halfway to 2030

In 2015, all UN Member States committed to the Sustainable Development Goals as part of the 2030 Agenda. The 17 Goals (SDGs) at the heart of the Agenda are an urgent call for countries to work together in global partnerships to make progress towards a better future and sustainable development. Integral to the Goals is the belief that action to end poverty must go hand in hand with strategies that improve health and education, reduce inequality, and spur economic growth, while tackling climate change and working to preserve oceans and forests.

This year marks the halfway point to 2030 and some progress has been made. However, the challenges of 2022 have resulted in a global 'polycrisis' – a situation where the whole is even more catastrophic than the sum of its parts. According to the most recent report from Goalkeepers, an initiative launched by the **Bill and Melinda Gates Foundation,** the rate of progress needs to increase five-fold if any of the SDGs are to be met within the next eight years.

Despite this downbeat assessment there are still bright spots of opportunity to get the SDGs back on track. Robust policy decisions can drive positive outcomes for both the environment and development, and the last few years have shown us that breakthroughs in science and technology are primary drivers of system change.

- The speed of the Covid vaccine development has saved an estimated 20 million lives across the globe.
- The recent breakthrough in nuclear fusion is a step closer to producing limitless clean energy.[1]
- Trailblazers such as Prime Minister Mia Mottley of Barbados, leading the Bridgetown Agenda, are an excellent example of progress through collaboration and the importance of economic reform in creating environmental impact.
- The Loss and Damage Fund, where countries responsible for high carbon emissions will compensate vulnerable countries suffering from climate impacts, was successfully added to the agenda at COP27 in Egypt, marking a historic moment in the climate justice movement.
- Two years into The City of Amsterdam's Earthshot Prize-winning 'Circular Strategy', the city is on track to halve its use of new raw materials by 2030.

As activists, especially young people, continue to raise their voices for change there is hope for the future progress of the SDGs. Many nations, cities, and businesses have embraced the Goals to advance and measure progress. 2023 marks a moment to make some bold moves to make substantial progress by 2030 and create a better future for people and the planet.

"Our planet is fast approaching tipping points that will make climate chaos irreversible. We are on a highway to climate hell with our foot still on the accelerator"

ANTÓNIO GUTERRES, SECRETARY-GENERAL OF THE UNITED NATIONS

2022: A Polycrisis?

The term 'polycrisis' highlights how global crises intertwine and worsen each other, challenging our ability to take action against them. The world is in the third year of the COVID-19 pandemic, threatening progress against all the Goals. There is a struggle between democracy and autocracy, a rollback of rights and freedoms and an increase in electoral charades that threaten to delegitimise free and fair elections.

Devastating conflicts in Ukraine, Afghanistan, Yemen, Ethiopia and Myanmar have resulted in tragic humanitarian crises. Surging energy costs as a result of the Ukraine war have also been linked to increased fuel and food prices as inflation rates continue to rise across the globe, worsening the economic state created by the pandemic. All of this has happened against the backdrop of climate change, the greatest existential threat to face humanity, destroying nations, threatening communities and displacing people across the world.

Over **2 billion** people live in conflict-affected countries. As a result, at least **89.3 million** people around the world have been forced to flee their home.

More than **6 million** people have died from COVID-19.[2]

147 million children missed more than half of their in-class instruction over the past two years.[3]

The floods in Pakistan have affected **33 million** people over **8 million** displaced people are facing a health crisis and more than **1,730 lost their lives.**[4]

Approximately **6.5 million refugees** have fled Ukraine, with most being women and children.[5]

COVID-19 and the war in Ukraine have further delayed the transition to greener economies, with global greenhouse emissions set to increase by **14%** over the current decade.[6]

In the Greater Horn of Africa Region (Djibouti, Ethiopia, Kenya, Somalia, South Sudan, Sudan and Uganda) WHO estimates that almost **29 million** people face extreme hunger.[7]

The crisis in the Sahel region of North Africa, has displaced **7.5 million** people of which 1.5 million are now refugees. **18.6 million** people in the region face food insecurity, with **1.8 million children** severely malnourished.[8]

We know that the answers to these crises are interconnected. The Goals provide a roadmap to address them and create a better world.

The Goals House Journey

Almost 40 years ago, Freuds was born from a belief that it is possible to be both successful and purposeful. Since then, we have engaged in some of the most ambitious endeavours imaginable. From Live Aid to Comic Relief and (RED) to Make Poverty History, partnerships and campaigning for international development is ingrained in our DNA. The 17 SDGs launched by the UN in 2015 are a crucial road map for humanity to survive future crises. After four years of seeing the value of the Goals to businesses, activists, NGOs and governments we created Goals House in 2019. Goals House is a community of internationally renowned activists, thinkers, political figures, business leaders, and entrepreneurs who convene at significant global moments throughout the year to achieve the United Nations' SDGs.

Our community's guiding principle is a profound understanding of the sheer power of partnerships. While all the Goals are interdependent, the Partnerships Goal, Goal 17, is foundational for achieving the others. By combining our knowledge, expertise, technologies, and financial resources, we can accomplish things that would be impossible to do alone. Goals House is a catalyst for fostering meaningful partnerships to drive concrete actions on the path to achievement of all the Goals.

From the snowy peaks of Davos to London Climate Action Week, COP27 in Sharm El Sheikh, the UN General Assembly (UNGA), the Commonwealth Heads of Government Meeting in Kigali and Cannes Lions Festival of Creativity, the Goals House community has come together at the most significant moments in the international calendar to find solutions for the future. In a world of polycrises, achieving the Goals by 2030 will only be possible by fostering coalitions that inspire innovation and lead to new solutions.

Our Partners

AB InBev
Accenture
AstraZeneca
Avanade
Bank of America
Bayer
BCIU
Bezos Earth Fund
Bloomberg
BMW
Clarity AI
Club of Rome
Code Green
Community Jameel
Conservation International
Drive Agency
Earth4All
Elemental Excelerator
Emerson Collective
Estee Lauder
EY
Federated Hermes Limited
FGIS
Global Asset Capital
Globant
Google
Holcim
HP
HSBC
Leonardo Centre
LinkedIn
Mars
Mastercard
Mastercard Foundation
McCain Foods
Meta
NetApp
Nia Tero
Octopus Energy
Patch
PepsiCo
Pour Les Femmes Foundation
Project 17
Project Everyone
Protocol
Reckitt
Salesforce
Salzburg Global Seminar
SOSV
Sustain SC
Sustainable Markets Initiative
Systemiq
The B Team
The Climate Pledge
The Five Foundation
The Global Fund
The Nature Conservancy
The YPO
UNICEF
Wellcome Trust
WHO Foundation
Workday
WorldQuant
X Development
YouTube

Source: Redrawn from Rockström and Sukhdev (2014) as presented at the 2016 EAT Forum.[10]

The Golden Thread: Goal 17

The launch of the Sustainable Development Goals marked a major paradigm shift from the Millennium Development Goals in an analysis of how to achieve sustainable development and who needs to be brought together to make that happen.

No single Goal can be achieved without action being taken against others. No Goal can be achieved by a single actor.

The interconnectedness of the Goals, of prosperous business, a thriving society, healthy environment, and the need for these partnerships called for a new, collaborative way of working. The ethos of Goals House is centred around this 'golden thread' of Goal 17, Partnerships for Sustainable Development.

Target 17.17: Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

Our primary mode of delivering this is through curating moments that encourage multi-sector partnerships to grow and flourish. These discussions provide the opportunity for everyone in the room to share their knowledge and experience on the issue at hand and look for opportunities to collaborate with others. Contributors included a diverse range of partners from **Mastercard, Bank of America,** and the **Gabonese Sovereign Wealth Fund** to the **UN Secretary-General's Youth Advisory Group on Climate Change, UNICEF, Clarity AI, The Nature Conservancy** and **Synchronicity Earth.**

Capacity-building features heavily within the targets and indicators for Goal 17. Goals House convenes businesses, public sector, NGOs and civil society, building the capacity of our network to make diverse connections and collaborate with new people. We believe that being challenged, sharing, learning, making commitments and connections helps to build the capacity for our community to affect change towards their respective goals. For example, at COP27, **The Estée Lauder Companies** hosted a closed-door roundtable with an aim to forge new solution pathways among industry partners that will ultimately decarbonise the extended value chain.

Goals House also provides the opportunity for our members to upskill to affect change;

- This year at Cannes Lions, **Reckitt** hosted a purpose bootcamp which included a session with internationally renowned behavioural psychologist and senior advisor to Freuds+, Professor Robert West on creating impactful behaviour change campaigns.
- At COP27, the **Centre for Multilateral Negotiations** hosted a discussion on how to better empower changemakers to engage in negotiation, especially around climate action.
- At COP27, **LinkedIn** hosted a session on the future and evolution of green jobs and **AbInBev** hosted a discussion on the development of industry best practises to encourage young entrepreneurs in ESG to build climate resilient systems.

Target 17.3: Mobilise additional financial resources for developing countries from multiple sources

From **(RED)** to **the Global Fund**, to convening start-ups with climate-tech VCs, and philanthropic organisations, Goals House hopes to catalyse fundraising for new ideas and find innovators, charities and NGOs for organisations looking to partner or invest.

At COP27, Goals House hosted the launch of the Songwe-Stern IHLEG Finance for Climate Action Report, on scaling up investment for climate and development. At Goals House in Davos in 2022, the Global Fund hosted a reception, which was powered by and co-hosted with Salesforce, to celebrate the Global Fund's Seventh Replenishment, where they raised $15.7 billion to fight malaria, tuberculosis and AIDS.

The Goals House community continues to grow, inviting local thinkers and activists, alongside public and private sector representatives, to convene, creating the opportunity for people to connect with like-minded individuals who are working towards the same Goals who may otherwise be siloed in separate networks. Over the years, Goals House members **Bank of America, Salesforce, Google.org** and others have mobilised significant funding towards the SDGs.

THE GLOBAL GOALS
BUSINESS AVENGERS

A Project Everyone Initiative

Business Avengers was launched by **Project Everyone** at Goals House in September 2019 during the UN General Assembly and comprises some of the world's largest and most influential companies – including **Google, Salesforce, Unilever** and **EY** - all of which are committed to playing a significant role in achieving the Global Goals by 2030. As Business Avengers, companies champion the Global Goals as a framework - and each uses their internal and external reach to communicate the importance of all 17 Goals.

Every one of the Business Avengers is actively seeking ways to innovate, collaborate and drive progress towards the Goals. While the overall aim is to continually drive responsible business as a whole, in 2022 they focused particular attention on the climate and ecological crisis, which impacts every individual SDG target.

In 2022, the Business Avengers came together during Davos, Cannes Lions Festival of Creativity, the 77th UN General Assembly in New York and COP27 in Sharm El-Sheikh, assembling business leaders, activists, scientists, UN representatives, NGOs, entrepreneurs and investors at Goals House to foster partnerships and drive innovative solutions across the Goals.

Goals House By Numbers

6,118
global changemakers

295
organisations

164
events

45
events on climate action

7
houses

7
countries

4
heads of state

3
continents

2
Goals Nights Out

1
bootcamp

2022: OUR BUSIEST YEAR YET

Health in a Post-Pandemic World

COVID19 Interconnectedness: Health inequity, the climate crisis, and mental health

It will come as no surprise to learn that COVID-19 heightened chronic challenges in global health. It threatened decades of progress, decreased life expectancy and immunisation coverage, increased the prevalence of anxiety and depression, and took the lives of over 6.5 million people worldwide, including at least 115,500 front line healthcare workers.[11] As a result, healthcare was a fundamental global concern for all in 2022 and has become increasingly prevalent in people's consciousnesses.

Progress in this area requires ending the two standards of health care which exist globally: those who have access to health care and those who do not.

This year, **World Health Organisation Foundation (WHOF)** launched the Health Emergencies Alliance at Goals House, a new initiative with businesses and philanthropists to support **WHOF**'s global emergency response. Announcing the new Alliance, Anil Soni, Chief Executive Officer, **WHOF** said: "*Collective effort is vital in ensuring the world is prepared to face the immense health challenges that emergencies bring. We have seen that funding is not always available to power responses equally. We want to ensure that every emergency gets the same level of support in every part of the world*".

The pandemic-driven disruption to health services in 92% of countries exposed existing health inequities, exacerbated by other social determinants represented in the SDGs. Health inequity was one of the core themes at Goals House throughout the year. At Davos, **WHOF** welcomed panellists to discuss the role of philanthropy in redressing inequity and at UNGA, **Seed Health**'s discussion on localisation, gender inequity, supply chains, and global taxation centred on the intricate connection of a health workforce to societal issues. In the year of **the Global Fund**'s Seventh Replenishment, Goals House hosted a series of events around their mission of saving 44 million lives through ending AIDS, tuberculosis and malaria, and amplify its record-breaking replenishment in reaching $15.7 billion.

Is climate change the greatest threat to global health?

The climate crisis is an acute health emergency. For many people around the world, basic healthcare provision is inadequate and climate change and extreme weather patterns frequently disrupt already-strained services. The **Wellcome** roundtable at UNGA and multiple events at COP27 saw participants discuss the interconnectedness of health and climate crises. The world looked to health systems in response to the pandemic and should now look to them as leaders through the climate crisis: contributing to a healthier planet and better health outcomes. To support this, the private sector needs guidance on driving action on the intersection of climate and health and incorporating health into ESG practises.

The role of mental health in sustainable development

Mental health is one of the most neglected areas of health globally. This was the case before the COVID-19 pandemic, but the pandemic has made the state of mental health even more precarious. Investing in mental health requires a "whole-of-society approach" and the involvement of the community, primary care services, public health, social protection, jobs, and education. More than a third of patients suffering from mental health issues do not respond to the treatments that are currently available. World leaders met at events in Austin, Davos, and at COP27 to deliberate on a multi-sectoral, integrated approach to mental health. This past year also brought increased attention to the potential of psychedelics as a key to unlocking novel approaches to fix this health crisis that affects millions of people all over the world.

"For the world to move together we need to say that health is where we measure how well our climate and environment is doing."

HER EXCELLENCY TOYIN SARAKI, WHO FOUNDATION AMBASSADOR FOR GLOBAL HEALTH

During these crucial moments on a global scale, the significance of multi-sectoral partnerships in addressing complex health issues was at the forefront of people's minds. A fireside chat was held at COP27 by **AstraZeneca** to discuss what steps can be taken to mitigate the most serious threat to public health in our time. Topics covered included the roles that governments, businesses, and other key stakeholders should play, as well as the interconnections between these issues and the resilience and equity of healthcare systems. At COP27, **Reckitt**'s event *Planetary Health is Public Health,* organisations and activists discussed how we can drive fundraising to improve health, and ensure it features on the agenda at COP28 in Abu Dhabi.

AUSTIN

MARCH

Goals House arrived in Austin, Texas, for the first in-person Goals House of 2022. Our programme focused on a variety of topics, including the role and future of civic engagement, climate change, health, technology and the future of work. Attendees were grateful for the opportunity to be face to face again, inspiring renewed thinking on living better, health and the climate crisis. These topics informed much of the conversation at Goals House with the overarching theme of wellness permeating most conversations in some form. Topics such as how to build better cities, healthcare, planetary care, and innovations in the healthcare space were all viewed through the lens of wellness.

There has been growing awareness of the role mental health plays in achieving the SDGs, as illustrated by the inclusion of mental health within Goal 3. At *mental health preparedness in a 'new normal' age*, Poppy Jamie, Mental Wellness advocate, took guests through breathing exercises before Charlotte Owen, Editor in Chief, **Bustle**, brought together leading experts such as Anil Soni, CEO of the **WHO Foundation**, Sam Barry, Editor in Chief, **Glamour**, Rebecca Warfield, Artist Manager and Tech Investor, and Emiliana R. Simon-Thomas, Ph.D, **UC Berkeley**, for a discussion on creating the toolbox needed to support resilient minds on a global scale, creating mental health equity and the frontline champions working to end stigma.

From pollution and poverty to inequalities and isolation, the challenges many cities faced during the pandemic have been overwhelming, exposing not only cracks in the concrete but in their systems. The tangibility of these issues was illustrated through several discussions, including an interactive panel discussion on Comeback Cities, tackling the question of whether and how cities can emerge, reborn and reimagined. Moderated by **Mic.** Editor in Chief, Shanté Cosme, and joined by Brandon "STIX' Salaam-Bailey, rapper and founder of **ThinkWatts Foundation,** Viviana Jordan, U.S. Regional Policy Lead for **Airbnb,** Michelle Li, CEO **Clever Carbon,** Laura Odegaard, City of Austin, **UNESCO Creative Cities Network** and Miguel Gamino Jr., Executive Vice President for Global Cities & City Possible, **Mastercard**, the discussion highlighted what's possible as we redefine for the better what it means to live in cities and cities themselves.

Further conversations included more revolutionary forms of healthcare, including the use of psychedelics in mental health treatments. After decades of demonisation, psychedelics are on the cusp of entering mainstream medicine, with profound implications for people suffering from conditions like depression, anxiety, PTSD and addiction. *The Novel Psychedelics Roundtable,* with leading experts including Emiliana Simon-Thomas, Ph.D., Science Director of **The Greater Good,** Poppy Jamie, Mental Wellness advocate and founder, **Happy Not Perfect,** Jeeshan Chowdry, CEO and Founder, **Journey Collab,** and Zeshan Muhammedi, Co-Founder and Managing Partner, **MBX Capital** and others, unpacked the issue with a live discussion around intellectual property, licensing, and regulation. The conversation focused on shared aims and perceived challenges for novel psychedelics, concluding that success for the industry starts with educating the public to tackle misinformation, as well as plotting out the practical next steps to start making psychedelic treatment a widespread reality.

Parallel to the discussions around wellness, Goals House saw conversations that focused on the intersection of technology and innovation in combatting climate change. Kara Hurst, Vice President of Sustainability at **Amazon,** and Sally Fouts, Global Director of **The Climate Pledge** were joined by the Mayor of Austin, Steve Adler, to outline the steps we need to take to create progress towards 2040.

The expansion of tech ecosystems across the globe means cross-collaboration is essential to multiply impact. Both the powerhouses and the emergents can learn a lot from collaborating, and from each other, to build infrastructure, develop talent and provide access to growth capital. The panel *'Innovation Without Borders: How Can Global Tech Ecosystems Learn From Each Other?'* explored how ecosystems can harness synergies and exchange ideas to create a pipeline of knowledge and funding to help scale up solutions to the world's greatest challenges. The panel moderated by Yinka Adegoke, Editor of Strategic Initiatives, **Rest of World,** featured Abdallah Mahmoud, Program Manager II, Global Business Expansion - **City of Austin Economic Development Department,** Ukeme D. Essien MD., MPH, Founder, **The Beta Collective,** Anil Sonil, CEO, **WHO Foundation,** Kevin Koym, CEO, Founder and Mentor, **TechRanch**, and Chika Uwazie, Co-founder, **Afropolitan DAO.**

"We've traditionally dealt with things in silos and not recognized our impact on climate change. As we set our goals, it's imperative to remember equity and social climate justice in this transition"

Alison Hill, CEO, LifeStraw

citypos
GOALS HOUSE

Web3 and the Metaverse – A force for good?

Web3 is the third generation of the World Wide Web. The term Web3 is "convenient shorthand for the project of rewiring how the web works, using blockchain to change how information is stored, shared, and owned".[12] Web3 and blockchain technologies have captured people's imaginations since their inception, with their avowed intent to democratise the internet, transactions and digital ownership. In 2022, the topic of Web3 and the potential it holds for activism and impact were discussed at length in Goals Houses – from Davos to UNGA.

Blockchain technologies have gained notoriety via their use in Bitcoin and other cryptocurrencies, but the tech itself "presents an opportunity where people are not merely products or beneficiaries of technology-powered business models but builders and owners of digitally unique assets"[13]. The power of 'peer-to-peer' decentralisation is that it empowers people to interact directly without an intermediary. For fundraising, this offers creator, purchaser and recipient access to a network that cannot be intercepted.

Web3 and Health

At UNGA, **Reckitt** and **HIEx** (Health Innovation and Investment Exchange) hosted NFTs for Good, a roundtable at Goals House that marked the launch of the **WIN FUND** (Women in Innovation Fund), which will build a community of women entrepreneurs and use NFTs to support them to democratise access to healthcare. The pandemic exposed the fragility of global health, but also highlighted the importance of innovation in healthcare, especially from female entrepreneurs, who receive less than 2% of VC investments globally even though female-led businesses deliver 35% higher returns and, on average, create six times more jobs. Web3 allows innovators to harness the power of technology, turning digital tokens into tangible change via investment in women-powered innovation to improve access to health.

Code Green

Web3 was a key topic on the agenda at Davos, with **Code Green** discussing their journey into Web3 and the projects they have advised so far, including re-greening initiative Great Green Wall, **Code Green** and the use of NFT sales, funding and donations to directly fund grassroots organisations via the blockchain. At Goals House at Davos, **Code Green** launched their NFT collection 'Heal', via the platform SuperRare. For each NFT sold, one tree will be planted on Earth, one person will get access to clean water for life, and a portion of the proceeds will go to fund the Code Green DAO, XGOOD-DAO.

One of the challenges of NFTs being used to fund climate activism is the carbon footprint of cryptocurrencies. On September 15th Ethereum (ETH), one of the leading cryptocurrencies, announced they were moving to a new, more sustainable mechanism, reducing their energy network consumption by over 99.99%.[14] This was one of the key updates in **Code Green**'s second event of the year at UNGA, in partnership with **World of Women**, *The Metaverse: A Technological Revolution for People and Planet.* Panellists discussed some of the key challenges and opportunities of Web3 including the importance of gender representation in the creation of the metaverse, and the shift to Ethereum 2.0.

"I truly believe that Web3 is the future, and I always tell people that I believe Web3 was made for Africa. We are building a digital country because we feel that the nation-states across Africa have failed. The African population has huge potential, and you can see this when you look at the diaspora. They send about 70 billion dollars back to Africa annually. Our strategy is to take all that economy and put it into a treasury that could become really powerful,"

Chika Uwazie, Co-Founder, Afropolitan

"I dream of a metaverse where we don't replicate the same inequalities, and everyone has a voice"

INNA MODJA, UN AMBASSADOR, CEO CODE GREEN AND HEAD OF PHILANTHROPY AT WORLD OF WOMEN

DAVOS

MAY

For the first time since the outbreak of the COVID-19 pandemic, global leaders, CEOs and government representatives gathered in-person in Davos for the annual World Economic Forum, moved from snowy January to May. Against the background of a global polycrisis, many conversations touched on resilience. Resilience in individuals, in nations and communities, building resilient cities, emergency responses and protecting natural resources. From pandemic responses, post-pandemic gender equality to the global economic recovery, climate action, technological innovation and global collaboration.

At Davos, **Comic Relief** pledged $10 million to the **Global Fund**, an investment in global health, unlocking a matching pledge by the **Bill & Melinda Gates Foundation**, resulting in a $30 million commitment towards ending AIDS, tuberculosis, and malaria. **WaterAid** and **SystemiQ** convened members of the **Sustainable Markets Initiative's** Resilient Water Accelerator to discuss the launch of **WaterAid**'s new blended finance paper, and to brainstorm how fundraising towards water resilience could be accelerated.

HP and **Conservation International** examined the integration of sustainability principles into their practices, building on a previous partnership made at Goals House between Dr Jane Goodall and **HP**, who together launched the **Trees for Jane campaign**. Hindou Ibrahim, an Indigenous leader and environmental activist from Chad, spoke with **New York Times** columnist Thomas Friedman about the importance of companies looking beyond their own measurable impact and taking greater responsibility for their actions. At the closing Global Goals dinner, Bill Gates, **Project Everyone** co-founder Kate Garvey, Minister Rania Al-Mashat, Egypt's Minister of International Cooperation and Lorraine Twohill, CMO at **Google** urged guests to better galvanise their communities – and get the 'Worlds To Do List' done.

LOVE

GOALS HOUSE
DAVOS

(RED)

(RED) was founded in 2006 by Bono and Bobby Shriver to support the fight to end AIDS, tuberculosis and malaria. Before the creation of (RED), the Global Fund was supported solely by governments, putting its charter under threat. (RED) kick-started a sustainable flow of private sector money into the Global Fund.

(RED) was one of the first members of the Goals House community, and partners with brands to develop (RED)-branded products, experiences, and services that finance the Global Fund to fight AIDS, tuberculosis, and malaria in sub-Saharan Africa. Since launching in 2006, (RED) has generated over $700 million to fight AIDS – more than any other business initiative among the Global Fund donors.

In 2014 Bank of America announced their partnership with (RED) and since then have committed $35 million to the Global Fund. At UNGA later in the year, Bank of America and (RED) hosted a nightcap, marking the Seventh Replenishment of the Global Fund, to the tune of $15.7 billion, accelerating the fight to end AIDS, tuberculosis and malaria. Since then, Bank of America and (RED) have come together at Goals House to host the annual (RED) nightcap, bringing together heads of state, business leaders and leaders from the NGO and development sector around the globe.

"Where you live should not determine whether you live."

BONO

Turning Back the Clock on Women's Rights

Amid the intersecting crises of COVID-19, progress on gender equality has not only failed to move forward but has been significantly set back. Around the world, there has been a reversal of women's rights, threatening even well-established freedoms and protections. Throughout 2022, Goals House brought together a range of individuals and organisations, united in their recognition that the time to act and invest in women and girls is now.

It's become apparent through the data that while the COVID-19 pandemic disproportionately affected women and girls, with a rise in domestic abuse and job insecurity worldwide, the reality is that we weren't on track to achieve gender equality even pre-pandemic. **The Gates Foundation**'s data partner Equal Measures 2030 now estimates the world won't reach gender equality until at least 2108 – three generations later than we'd hoped.[15] That is unless there is decisive and concerted action now.

Part of being able to act is understanding the problem, which is increasingly complex and multifaceted. Access to sexual and reproductive healthcare has decreased, and girls' attendance at school has fallen. The UN's Goal 5 update reported that violence against women and girls, already a pervasive problem before 2020, surged in the wake of COVID-19. Many women reported feeling more unsafe, with almost 7-in-10 women (68%) saying that verbal or physical abuse by a partner has become more common, and 1-in-4 women describing more frequent household conflicts.[16] Child marriage remains a leading barrier to the advancement of adolescent girls with reports suggesting an estimated 12 million girls are married before 18.[17] These are just a couple of examples of the economic, health, political, social and education impacts that are roadblocks to advancement towards gender equality. The scale of the problem is huge and for this reason, Goals House partner, **Google.org** has put forth $25 million to fund organisations creating pathways to prosperity for women and girls.

According to the Global Gender Gap Report 2022[18], published by the World Economic Forum, gender parity is not improving. As crises worsen, women's labour-force prospects deteriorate, and the likelihood of global gender parity reversal grows. **EY**'s global platform, "Women. Fast Forward," was introduced in 2015 at the World Economic Forum to pursue advocacy and garner support for gender equality across all industries and globally. Since then, **EY** has begun creating a workforce that will support the closing of the gender gap and nurture an environment where everyone is able to become architects of the transformative age. With the advancement of women's power being evermore critical to creating a more equitable future for all, **EY** continues to appear at Goals House at the World Economic Forum, alongside companies such as **Forbes**, sharing insights on what they've seen drive progress in their respective arenas that they believe others can benefit from. **EY** is just one of the partners of Goals House striving for an inclusive culture to empower women's potential to truly transform society and build a better working world.

Representation, profile and power, be this economic, political or social, are all cornerstones to increasing progress for women and girls and we have used this as a lens for many of our Goals House discussions and work on gender equality. Businesses, NGOs, activists and government representatives came together at Commonwealth Heads of Government Meeting to discuss the steps needed to reverse recent regressions in gender equality and encourage action. **The Five Foundation,** along with Kenya's High Commissioner to the UK,

hosted an interactive dinner and discussion about what a newly invigorated Commonwealth can look like for African women and girls. At a time when African economies are growing in strength, the UK needs to offer solidarity and support by financing and funding innovative, equality-based initiatives put gender equality at their core. In September at UNGA, we heard from one of the non-profit grassroots organisations doing just this: **Malaika,** founded by Noella Coursaris, which empowers Congolese girls and their communities through education and health programs.

The role of women in addressing all aspects of the climate change challenge is both central and crucial. Women continue to bear a disproportionate burden of the adverse impacts of climate change, and despite some progress having been made over recent years, the gender perspective needs further work to be fully integrated into the processes of formulating and implementing policies and actions on the ground. There are many prolific female climate activists who are galvanising not only momentum amongst the climate movement, but also amongst politicians who can enact the policy change needed. Many of these inspirational women have joined us at Goals House, such as Sophia Kianni, Vanessa Nakate, Elizabeth Wathuti, and Hilda Flavia Nakabuye. In addition, we've heard the voices and stories of Indigenous female leaders including Hindou Ibrahim and Minnie Degawan, who have emphasised the role and importance of nature in protecting our world.

At COP27, **Mastercard** hosted a dinner on women and climate at Goals House, bringing together public and private sector leaders to discuss how to empower and activate more women to take climate action on professional and personal levels. Women and girls can't afford to wait any longer. Our gender agenda will continue to have significant prominence in 2023 as we address the setbacks of the last few years, while recognising the systemic issues which have persisted. If invested in and prioritised effectively, women have the power to dramatically change the course of achieving the Global Goals.

CANNES

JUNE

"The most important thing I think we can focus on is who is next? Who are the next set of people, how are we nurturing them, how are we making space for them to grow, that's the single most important thing that as women we can focus on."

VANESSA KINGORI, CHIEF BUSINESS OFFICER, CONDÉ NAST

Goals House was present for Cannes Lions Festival of Creativity in the summer of 2022, hosting an empowering discussion on gender equality and opportunities for all to facilitate this shift.

At the Goal 5 dinner hosted by Vanessa Kingori, MBE, Chief Business Officer, **Condé Nast Britain & Vogue**, Yana Peel, Global Head of Arts and Culture, **Chanel** and Gail Gallie, Co-Founder, **Project Everyone**, the discussion focused on the need for gender parity and equal opportunities for all to facilitate this shift. Attendees shared moving stories on gender-based discrimination in the workplace, in politics, and at home, with guests such as British actress, writer, director Michaela Coel, Lorraine Twohill, Chief Marketing Officer at **Google**, Nicola Mendelsohn, VP Global Business Group, **Meta**, Edward Enninful, Editor in Chief, **British Vogue,** amongst others.

Boaz Paldi, Chief Creative Officer at the **United Nations Development Programme** and Beto Fernandez, Founder and Creative, at **Activista**, examined how policymakers worldwide can prioritise transitioning to clean energy sources from fossil fuels. The event featured the first-ever short film using CGI dinosaur as the centrepiece of the 'Don't Choose Extinction' campaign, a brilliant example of how creativity can communicate complex issues to consumers and inspire change – amassing over 2.2 million views.

"Nature invented a circular economy, we need to use it as inspiration. If everyone with marketing brains created a vision for an alternative world, we can change the system, thrive, and live."

Sian Sutherland, Co-Founder of A Plastic Planet

Goals House curated a programme of activities with the world's leading marketers and activists to enable critical thinking as to how marketing can drive the progress of the SDGs, with a focus on topics such as NFTs, the Metaverse, e-commerce, sustainability and gender equality. Over 70 consumer marketeers from **Reckitt** participated in a purpose bootcamp hosted by Febrice Beaulieu, Chief Marketing Officer of **Reckitt** that allowed participants to engage with critical topics on behaviour change to help them integrate purpose into their marketing campaigns and make a difference. The bootcamp closed with an in-depth conversation between journalist David Shukman, British journalist and former Science Editor of **BBC News** and **Reckitt's** Chief Purpose Officer Alice Moore that challenged attendees to be brave when developing and executing purposeful campaigns.

TO DO

GOALS HOUSE

HOUSE

The Power of Innovation

Despite the difficulties of the past few years, the record for innovation has been extraordinary. From vaccines, to manufacturing, to clean energy, to bioengineering, the forces of the pandemic have accelerated transformation in many areas and accelerated digital transformation at an unexpected rate. Going forward, funding and scaling innovation is key to creating seismic changes in sustainable development.

E-mobility and Electric Vehicles

Motorcycle taxis are an indispensable mode of transport across Africa. In cities struggling to respond to unplanned growth, moto-taxis effectively navigate congestion, transporting over 100 million people in East Africa alone every day. In Rwanda, more than half of all vehicles on the road at any moment are motorcycle taxis. But these motorcycles are not cheap to own, the fuel they burn is expensive, and they produce serious amounts of pollution and greenhouse gas emissions.

The **Sustainable Markets Initiative** hosted a roundtable at Terra Carta House around what is needed to drive e-mobility forward in Africa, exploring policy, technology and infrastructure, and investment requirements. One of the attendees, CEO of **Ampersand**, Josh Whale, shared how his company's bikes produce 75% less lifecycle greenhouse emissions than petrol motorbikes by using grid power. Mass-market electric vehicles that cost less to acquire, maintain, and operate than fuel vehicles are critical to find at the half-way point to 2030.

Creating green jobs in the electric vehicle (EV) industry is integral to making electric vehicles more accessible and to decarbonise the supply chain. To tackle this, the **Business Council for International Understanding** (BCIU) hosted a roundtable focusing on how increased adoption of EVs can aid climate mitigation. Experts in climate and technology discussed how to further close the worldwide gap in the usage of gas-powered cars and increase usage of EVs. To ensure policy change was at its core, this discussion was joined by key officials such as Betony Jones, **US Department of Energy** and Dr. Prasoon Agarwal, Deputy Head of the **Clean Energy Ministerial.**

Launch of the sustainable infrastructure accelerator partnership

Investments in energy sector infrastructure and technologies will need to increase from today's level of over $1 trillion to $4 trillion by 2030 to drive net-zero emissions by 2050. During this transition, infrastructure needs will be enormous, ranging from decarbonising energy systems, to building out electricity grids for power and transport and developing highly efficient buildings. At Terra Carta House, Christophe Dossarps, CEO of **Sustainable Infrastructure Foundation** and Dr Kgosientsho Ramokgopa, Head of the Investment and Infrastructure Office in the Presidency at **Infrastructure South Africa** launched the Sustainable Infrastructure Accelerator in partnership with the SMI and Sustainable Infrastructure Foundation.

AI

AI has the power to communicate with humans and the potential to help us in the drive for progress towards the SDGs. At Davos, Jacquelline Fuller, President, **Google.org,** Lila Ibrahim, COO of **DeepMind** and Jimmy Wales, Founder of **Wikipedia** hosted a discussion to consider how we can accelerate progress in reducing carbon emissions and responding to natural disasters. Adam Elman, Group Head of Sustainability at **Google,** described how they are using predictive AI technology to send flood warnings to communities at risk, and gather insights about air quality using Google Street cars. He also explained that public-private partnerships are key to delivering tangible impact. The use of AI also presents extensive social, economic and ethical implications. Participants at the **Tortoise** and **WorldQuant** unanimously agreed that AI has the power to be an immense force for good, but that issues such as bias must be addressed.

CHOGM

JUNE

In June, Goals House partnered with the **Sustainable Markets Initiative** (SMI) to host the very first Terra Carta House during the Commonwealth Heads of Government Meeting in Kigali, Rwanda. Over two days, the House provided opportunities to create new partnerships and shape the agenda in accelerating an industry-wide transition to sustainable markets. The programme brought critical themes to the table to achieve the objectives of the Terra Carta, a charter that puts sustainability at the heart of the private sector. Terra Carta House hosted His Majesty King Charles III, in his former role as The Prince of Wales, Brian Moynihan, Chairman of **Bank of America** and Co-Chair of the SMI with Heads of State, business and civic society leaders from across the Commonwealth, under the theme *Delivering a Common Future: Connecting, Innovating, Transforming.*

Last year, HM King Charles III requested governments to put forward their highest sustainability priority projects to the SMI, so that they could provide financial advice and technical support to secure reliable and affordable private sector investment. This year, High Commissioners from six countries, including Canada, Ghana, Nigeria and Malawi came together at Terra Carta House for an informal discussion with the SMI to advance these Nationally Determined Contributions to make stronger progress together.

38 UN Member States and 20 non-UN Members are Small Island Developing States – recognised to be the most vulnerable to biodiversity loss and climate change. At Terra Carta House, Hon. John Briceño, Prime Minister of Belize, Hon. Edmund Bartlett, Jamaican Minister of Tourism and The **Climate Pledge** led a conversation with speakers Nigel Topping, UN High Level Climate Action Champion and Bogolo Kenewendo, Africa Lead for UN High Level Climate Action Champions, to discuss public-private collaboration, which is critical in ensuring the longevity, independence and security of Small Island Developing States.

A milestone moment on the continent ahead of COP27 in Sharm El-Sheikh, Commonwealth Heads of Government Meeting presented an opportune platform for the Commonwealth to ensure African issues were firmly on the global agenda. Other discussions included the need for innovative partnerships and funding to help mitigate and address the persistent environmental, health and economic shocks heightened by the COVID-19 pandemic, the ongoing conflict in Ukraine and the profound impacts of the intertwined climate and biodiversity crisis.

Outgoing **Mars**, Inc. CEO, Grant F. Reid chairs the SMI's Agribusiness Task Force (ATF), which is designed to accelerate regenerative agriculture into becoming the predominant agricultural system in the world. Following the launch of the Task Force, Grant Reid and Arlo Brady unpacked the importance of regenerative farming in delivering against the need to limit climate change to 1.5 degrees.

Regenerative agriculture is not just essential for sustainability, it's critical for building resilience in communities on the frontlines of climate change. At COP27, **PepsiCo** hosted a roundtable that addressed the role of business in building resilience and the need for a multi-sector approach to catalyse change.

"If we are to forge a common future that benefits all our citizens, we too must find new ways to acknowledge our past"

HM KING CHARLES III

JUNE 2022

Building Sustainable Cities

By 2030, an estimated 60% of people worldwide will live in cities[19]. Sustainable cities, towns, and suburbs are essential for the well-being and quality of life for citizens. To accommodate everyone, we need to build modern, sustainable cities that are safe, affordable, and resilient. Goal 11 aims to renew and plan cities and other human settlements in a way that provides opportunities for all, including access to basic services, energy, housing, transportation and green public spaces, while reducing resource use and environmental impact. **Bank of America** has committed to deploy $445 billion by 2030 under its Environmental Business Initiative to accelerate the transition to a low-carbon, sustainable economy, as part of a broader goal aligned to the SGDs.

With our world's population growing and urbanisation increasing, we need to accelerate the shift from a linear 'take-make-waste' economy to a circular 'reduce-reuse-recycle' one to stay within our planetary boundaries. At Davos 2022, **Holcim** and **Bloomberg Green** launched The Circular Cities Barometer, which measures how fast 25 cities around the world are leading the shift to the circular economy. The report rates cities worldwide based on their buildings, systems, way of life, and leadership. The launch was held at the first roundtable in a series of four discussions focused on circular cities and accelerating the shift to a circular economy, with the follow-up discussions taking place in London for Climate Action Week, New York for UNGA, and Sharm El-Sheikh for COP27.

"We need city Mayors and CEOs to inform the public that it is possible to be a net-zero city."

Nigel Topping, the UN High-Level Climate Action Champion

Bertrand Piccard of the **Solar Impulse Foundation** urged that: "industry is the one with the solutions, no one else. We need the governments to change the regulations to pull in innovation". The discussion focused on how circularity can be scaled up to fast-track the transition to circular living. Building on the momentum of these discussions held at Goals House during 2022, in 2023 **Holcim** will be forming the Building 1.5° Cities Coalition to form a community of like-minded committed changemakers who can explore turnkey solutions that can be deployed in cities and envisage impactful ways forward as a coalition, to transform the built environment.

At COP27, **Community Jameel** hosted a roundtable discussion on sustainable architecture to combat rising urban heat with the Mayoral network, C40. The discussion focused on sustainable cities, green buildings, and resilient infrastructures, as well as measures to reduce climate impacts and the role of cities in combating climate change. Cities are not only a source of economic, environmental and social challenges, they are also a key driver for achieving a sustainable future.

LONDON CLIMATE ACTION WEEK

JUNE

The first in-person London Climate Action Week (LCAW) gathered businesses, NGOs, civil society, and government leaders to create and discuss cutting-edge solutions to climate change. Goals House hosted a series of discussions, lunches, dinners, and nightcaps with key stakeholders on topics including food insecurity, nature recovery, the circular economy, and the role of cities in driving the net-zero transition. 2022 marked Goals House's first involvement at LCAW, focussing on how we might collectively deliver the outcomes of COP 26 as we worked towards COP27.

London Mayor Sadiq Khan, Richard Curtis and **Project Everyone** hosted a Global Goals Cities panel to discuss the crucial role that London and other cities must play in creating a carbon-free future to achieve the UN's Goals. This marked the launch of **Project Everyone**'s Global Goals Cities campaign and convened business leaders and changemakers passionate about the role of cities in driving the net zero transition.

The Future of Cities roundtable, hosted by **EY** and **Holcim**, explored how to best support cities in the transition from linear economy to circular economy. Special guest Mark Watts, Executive Director of **C40**, a global network of Mayors confronting the climate crisis, discussed the barriers and practical challenges that stand in the way of cities reaching net zero. Overall, business leaders, philanthropists, and government officials determined that improving urban quality of life requires more than solely technology at its core. **EY** believes "smart cities" must give way to a more comprehensive holistic framework that stresses sociological considerations over technological ones. As a result, citizens, convergence, and consciousness may all be addressed and technologically integrated in the city's fabric.

GOALS HOUS

Learning to Be Better

As we begin to move on from the eye of the COVID-19 storm, the aftershock effects of it will be felt for generations to come. Education is one area where the pandemic wreaked havoc, disrupting education globally and exacerbating an already growing learning crisis. To address this, the UN hosted a Transforming Education Summit, marking education as a key theme at the 77th UN General Assembly (UNGA).

At Goals House at UNGA, the **World's Largest Lesson** and impact partner **NetApp** hosted an interactive event where five local students took to the stage to pitch their ideas to 'dolphins' for feedback, including **Wikipedia** founder Jimmy Wales. The students voiced concerns on the inequalities inherent in educational systems, the need for classes in consent, how students can be better equipped to succeed and the practicalities of scaling edtech. The conversation turned to empowerment, asking both pitchers and dolphins how youth engagement in education can be increased. At Education Futures: Education Reimagined, **Salzburg Global Seminar** also discussed engagement, asking attendees how changes can be made to education systems in order to transform leadership and centre gender equality.

While some schools and students have been able to create and adapt to alternative schooling programmes, a huge number of students have had to navigate obstacles ranging from online learning without internet access to no schooling at all. This has the potential to have a huge negative impact on students' skills and economic prospects for the rest of their lives. **Accenture, Salesforce, Google.org** and the **Leonardo Centre** discussed the future of work, the development of value systems and the importance of soft skills in the world of work, brainstorming how we can ensure that every young person globally has the skills they need to not only succeed in the workplace but engage as global citizens and changemakers.

Google.org, brought learnings from the UN to Goals House to lead the conversation on how convergent crises are impacting the future of education. Speakers at the event, including Ivo Stivoric, Lt. Trouble+Maker, **X The Moonshot Factory,** Wesley Spindler, Managing Director Sustainability, **Accenture,** Raj Aggarwal, Founder, **Provoc,** Eva Kruse, Chief Impact Officer, **PANGAIA,** Jacqueline Loudo Larsen, Head of Global Research, **Walk Free,** Owen Gaffney and Sandrine Dixon Declève, **Earth for All Initiative** and Maurizio Zollo & Livio Scalvini, Co-Founders **Leonardo Centre on Business** for Society at **Imperial College London** asked the room to consider the gulf in the education gap, which has only been exacerbated as a result of the pandemic. Solutions offered to close this gap ranged from new technology in schools, to funding child safety measures and basic sanitation.

"One child, one teacher, one pen, and one book can change the world."

MALALA YOUSAFZAI, ACTIVIST

UNGA

SEPTEMBER

Goals House returned to Tavern on the Green for the 77th UN General Assembly and New York Climate Week for a record 41 events in one week. Goals House launched **Pour Les Femmes Foundation,** with Founder Robin Wright, Director of **Walk Free** and UN Goodwill Ambassador, Grace Forrest, with **Salesforce** and **UN Women**, and a **Project Everyone** Women in Fashion dinner. **Pour Les Femmes Foundation** is dedicated to advancing the goals of decent work for all and gender equality through empowering women in underserved communities. Multiple events addressed Goal 6, Access to Clean Water and Sanitation, and Goal 13, Climate Action, amongst others. There was a focus on Goals that underpin other Goals – with water and basic sanitation being crucial to education and gender equality as well as being vital in agricultural revolutions in order to make impact against Goal 13.

Against the backdrop of one of the world's famously creative cities, the events themselves were set up to break the mould. **Project Everyone** hosted 'Business as Usual', an immersive dinner that encouraged guests to consider the need for action rather than simply talking about it. **Elemental Excelerator** hosted an event that sought to challenge our understanding of how fashion and climate solutions intersect, as well as how we can scale these approaches. The panel was followed by a showcase of vintage fashion looks curated by **Thrilling,** an online platform home to more than 1,600 vintage shops, modelled by New York's locals, neighbours, friends, chefs, and artists.

Climate design took other forms throughout the week. At Earth4All, hosted by **Project Everyone, The Club of Rome** and **BMW Foundation,** leading economists and system dynamics scientists explored two scenarios for this century: what if the world makes incremental efforts to deal with existential crises, or, what if we were to embark on a bold economic strategy to achieve prosperity for all on a liveable planet?

"We live in an environment in a sense of collective depression, where we have the amplification of the feeling that basically says maybe it is already too late and whatever I do in my little place has no impact on what's happening out there"

Otto Scharmer, Senior Lecturer, MIT

Despite the advancement of communications technology – or perhaps because of it – public trust in institutions, companies, healthcare systems and governments has deteriorated. During the peak of the pandemic, health service providers, scientists and government officials worked tirelessly to build trust in health systems yet were met with conflicting narratives and conspiracies. Trust is critical in mobilising public action against the SDGs. During Trust in the SDGs: The Role of Business in Driving Public Trust hosted by **Salesforce** and **WHO Foundation**, participants called for businesses to play a stronger role in establishing public trust by increasing accountability and transparency. A key issue throughout the conversation was the crisis of misinformation and its impact on healthcare. We are dealing with a growing gap in trust. We are dealing with a growing gap in trust where you can watch certain news and be misinformed or not watch it and be uninformed – we must not allow these to become the only options.

At Design the Future, Ivo Stivoric, Lt. Trouble+Maker, **X The Moonshot Factory**, Wesley Spindler, Managing Director Sustainability, **Accenture,** Owen Gaffney and Sandrine Dixon Declève, **Earth for All** and Maurizio Zollo & Livio Scalvini, Co-Founders **Leonardo Centre**

on Business for Society at **Imperial College London** and others discussed the task of redesigning how we operate, whilst accelerating the changes required in the way our systems and businesses are conceived. Later in the week, **Project Everyone** and **Conservation International** launched The Exponential Roadmap, a science based, cross-sector collaboration that identifies 36 solutions with the potential to halve global emissions by 2030. M. Sanjayan, CEO of **Conservation International**, Johan Rockström, Director of the **Potsdam Institute for Climate Impact Research**, and Iván Duque Márquez, Former President of Columbia, emphasised the urgent need to act this decade – and that transformation of global food systems is critical in getting there.

At International Responsibility for Climate Migration: Exploring Potential Policy, Legal and Narrative Framing, Hon. Jefferson T.Koijee, Mayor of Monrovia, Carlos Alvarado Quesada, Former President of Costa Rica, David Miliband, President & CEO, **International Rescue Committee,** Former Secretary of State for Foreign Affairs of the UK, Mayor Marvin Rees, Bristol, UK; **Mayors Migration Council (MMC)** Leadership Board and Becca Heller, CEO, **International Road Assessment Programme** discussed the challenges of climate migration and how to generate collective action on an international scale. Participants highlighted the need to update migration policy to better serve climate vulnerable populations and how women and girls are disproportionately endangered by climate displacement.

"The climate crisis is today's problem"

David Miliband, President & CEO, IRC

The week concluded with a **Global Citizen, Project Everyone** and **Google** dinner, featuring Canadian Prime Minister Justin Trudeau, and **European Commission** President Ursula von der Leyen, Prime Minister Mia Mottley of Barbados; Amina J. Mohammed, **UN** Deputy Secretary-General; Richard Curtis, SDG Advocate and co-founder **Project Everyone**; Hugh Evans, CEO **Global Citizen**; and Ruth Porat, SVP and CFO of **Google** & **Alphabet**.

The event was followed by a **Bank of America (RED)** nightcap, marking the Global Fund's seventh replenishment to the tune of $15.7 billion to accelerate the fight to end AIDS, tuberculosis and malaria.

"We will never solve poverty without solving water and sanitation".

MATT DAMON, ACTOR AND ACTIVIST

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Climate Tech

The world has 10 years to cut global greenhouse gas emissions in half and avoid global warming of more than 1.5˚C. This is perhaps the greatest innovation challenge that humanity has ever faced. To keep global warming below 1.5˚C, every sector in every country must transform two business cycles.

Some of the technology required for this transition is already available - but it needs rapid scaling and commercialisation. Some of these technologies are still in a lab and others have yet to be invented. 'Climate tech' refers to a broad range of sectors that are tackling the challenge of decarbonising the global economy in order to achieve net zero emissions before 2050. Finding, growing and sustaining innovative climate tech startups was a key focus throughout 2022 at Goals House as it is recognised by the financial sector as an impact-critical investment frontier and by the innovators that power it as the future.

At UNGA, the **Sustainable Markets Initiative** explored financing real-world decarbonisation and the role of the global financial services sector in lending, investing and insuring the transition. In parallel, venture capitalists and startup founders discussed how to innovate, and how to effectively scale these innovations. Similar conversations, hosted by global venture capital firm **SOSV,** also took place at COP – where startups and climate funds discussed decarbonisation startups and the role of communications in conditioning the consumer market to use and buy products and solutions discussed. Michelle Li, CEO of **Clever Carbon** pointed out that as a society we aren't aware of carbon consumption on an individual level. How often have you seen carbon labels on products?

One of the focuses for venture capital in this space is finding new food technologies. "This is the dawn of a new era", said Brian Kahn, **Protocol**'s Climate Editor, at the roundtable *Startups on the frontline of climate tech.* "If we're going to keep people alive on this planet, we need to change things across the board. Everyone needs to eat – but from production, to transportation, to disposal – the food industry is the most important thing to change. And it's a low hanging fruit". Attendees explored a misunderstanding at the crux of many decarbonisation conversations – asking people to consider the importance of prioritising after-market products, especially those needed three times a day. Money goes to electric vehicles, which will reduce an individual's carbon footprint by 2%, and if the vehicle is powered by clean energy that will go up to 4%. Get rid of animal agriculture and that will reduce the footprint by 20%. "There's no question about it", participants concluded, "agriculture is destroying our planet".

At Davos, **Bayer** convened a roundtable discussion on technology's role in addressing food security and sustainability. The event, moderated by **Politico**'s Ryan Heath and led by Rodrigo Santos, President of Crop Science and Member of the Board Management at **Bayer**, focused on how advances in life sciences can have major societal impact on creating a more sustainable food supply. The key themes that emerged throughout the lunch included ensuring collaboration across all stakeholders, applying an inclusive lens to innovation, and the need for better public education to enact real behaviour change.

"When talking about innovation, the conversation needs to start with what the benefits are – not what the technology is."

Jim Flatt, Chief Executive Officer and Co-Founder, Brightseed Bio

COP27

NOVEMBER

COP27 took place in Sharm El-Sheikh, Egypt in November. The two-week session ended with a hard-fought agreement on a new Loss and Damage Fund for those countries most harmed by climate change. The Goals House community discussed climate technology, climate financing and the importance of broad representation in climate discussions, alongside **Bloomberg Green**'s zone, which delved into pragmatic strategies for cross-climate action. From political leaders to activists and **YouTube** content creators to entrepreneurs, Goals House hosted its climate-focused community for a series of events that ranged from warning, planning and preparedness to the all-important reasons to be hopeful, with climate tech innovators sharing insights on the future of decarbonisation technology.

Songwe-Stern Report

At COP26 in Glasgow, five governments pledged to mobilise $8.5bn for the Just Energy Transition Partnership (JETP). One year on, Lord Stern and Dr Vera Songwe, co-chairs of the Independent High Expert Group, met to reflect on the JETP's progress and a new comprehensive agenda for climate finance, moderated by Katherine Stodulka, Partner, **SYTEMIQ**. This paper follows from the logic of delivering on the goals of the Paris Agreement and the Glasgow Pact and is intended to provide a framework for finance to enable climate action. The report focusses on the scale and nature of the different forms of finance necessary for this investment, as well as how the framework and key elements can be taken forward through our systems for international collaboration.

To mark Finance Day at COP27, **HSBC** and the **Financial Times** hosted a panel and reception *Rewiring the Financial System to Deliver a Net Zero Economy.* Noel Quinn, CEO, **HSBC** opened the discussion between Celine Herweijer, Group Chief Sustainability Officer, Nigel Topping, UN's High-Level Climate Action Champion and Pilita Clark, Associate Editor and Business Columnist, **Financial Times.**

The panel reflected on key moments from Finance Day and on learnings from throughout the year, following from the Glasgow Financial Alliance on Net Zero (GFANZ) at COP26 which committed to rewire the financial system to net zero by 2050. Critical to the discussion were the roadblocks that are still preventing capital from flowing at significant scale to the places that need it most – and how these can be undone – so that a resilient, affordable, and orderly energy and wider net zero transition can be achieved.

In the run up to COP26, The **Bezos Earth Fund** pledged $1 billion to create, expand, manage, and monitor protected and conserved areas as part of Jeff Bezos's $10 billion commitment to fight climate change and protect and restore nature, while also advancing environmental justice and economic opportunity. The $10 billion commitment will be dispersed by 2030, aligned with the United Nations Sustainable Development Goals. At COP27, **The Climate Pledge** and **Bezos Earth Fund** brought together government and business leaders to discuss restoration projects and the needs of the continent. Since COP27, the **Bezos Earth Fund** announced $110 million to support restoration in Africa and the United States and advance science, monitoring and governance globally.

The Power of People: Representation and Negotiation

Nia Tero and **Flourishing Diversity** hosted events at Goals House that sought to amplify the voices of Indigenous People. Lands inhabited by Indigenous People contain 80% of the world's remaining biodiversity, with their traditional knowledge systems key to designing a sustainable future for all. Indigenous communities are among the first to face the direct consequences of climate change, which exacerbates the difficulties they already face, including political and economic marginalisation, loss of land and resources, human rights violations, discrimination, and unemployment. At COP27, Goals House hosted a roundtable that explored the vital role that carbon credits can play to provide indigenous communities with the opportunity to create an autonomous economic sector that enables longevity of the ecosystem in which they inhabit at a time when only 7% of global climate funding goes towards their communities.

Centre for Multilateral Negotiations

Intergovernmental sessions, such as COP27, shine a light on the complexities of negotiation. The range of stakeholders at the table of already complex climate negotiations is broadening to include youth delegates, civil society and Indigenous communities. At Goals House, the **Centre for Multilateral Negotiations** convened a multisector capacity-building roundtable to address how negotiations can be more inclusive and effective, as well as how we can empower participants to better prepare for climate negotiations.

COP27 presented an opportunity for the private sector to come together to work collaboratively to address one of the biggest environmental challenges: reducing emissions across the entire value chain. A roundtable discussion, hosted by **The Estée Lauder Companies,** discussed how large corporations can significantly contribute to the urgent need for climate action by rapidly decarbonising across their broader value chains, bringing their peers and partners along on the greenhouse gas emissions reduction journey. S30 co-chairs Arlo Brady, CEO of **Freuds Group,** and Steve Varley, **EY** Global Vice Chair - Sustainability, hosted S30 members and other senior leaders at Goals House lunch to explore how sustainability is driving progress towards the Global Goals, the need for greater collaboration in the face of pressing global challenges, and the need to include the next generation in finding the solution.

"From every crisis comes a revolution", as the UN Youth Activists reminded attendees at COP, "all of us are putting ourselves out there and stepping up for future generations"

MAXIMO MAZZOCCO, FOUNDER OF ECO HOUSE

GOALS NIGHT OUT

In 2022 we gathered people together for the first in a series of Goals Nights Out. Moments where we could bring our community together around a specific Goal. Leading into UNGA and New York Climate Week, we held our first Goals Night Out event, *People + Planet: Designing ESG Strategies to Drive Prosperity for All*, in partnership with **Mastercard** and **Protocol**. This intimate gathering brought together a diverse and global mix of business leaders, culture shapers, sustainability experts and social innovators in a discussion on how to design an approach to ESG that works for people and the planet, ultimately putting prosperity within reach for all.

"As a company, we thrive when economies thrive, and economies thrive when they are sustainable and inclusive."

Mike Froman, Vice Chairman and President, Strategic Growth, Mastercard

As we move closer to the halfway point it is essential that environmental and social imperatives are intertwined with business strategy. Mike Froman, Vice Chairman and President, Strategic Growth, Mastercard and Ellen Jackowski, Chief Sustainability Officer, Mastercard led the energetic conversation around ESG strategies that truly benefit the symbiosis of people and planet.

For our second Goals Night Out, in Montreal, scientists, industry experts, NGOs, businesses, activists, and political leaders gathered on the side-lines of COP15 to launch a campaign and platform, **Creatures United**, attempting to tackle one of the biggest issues facing our world: the immediate and irreversible threat to biodiversity. Over one million species face an imminent threat of extinction and nature is declining globally at rates unprecedented in human history. Yet, biodiversity has a communications problem – relegated in the media despite being a critical part of the solution to climate change.

The scientist behind the platform, Dr Gerardo Ceballos, Ecologist and Conservationist, **Institute of Ecology**, urged the crowd; "transformative changes are needed to restore and protect nature or all life will disappear". His research shows that we are already experiencing an irreversible sixth mass extinction event and that nearly 50% of the animals that once shared the planet with us have already disappeared. We are left with a very short window of opportunity to take action.

"We have ceased to acknowledge our connections, not just with each other, but to the things unseen, those who have gone ahead and those who will come after. If we take time to reflect and reclaim our relationship with nature, we will be a step nearer to healing our problems with biodiversity loss and climate change"

Minnie Degawan, Director of Indigenous and Traditional Peoples Program at Conservation International

Throughout 2023, we will continue to engage and grow our community through other Goals Night Out moments.

LOOKING AHEAD

As we reach the halfway point to 2030, there are reasons to feel negative. From war to food shortages, to flooding and extreme weather, the past years have been traumatic in different ways for communities across the world. But despite this polycrisis, there are reasons to feel optimistic – there are bright spots in the gloom.

The global energy crisis triggered by Russia's invasion of Ukraine has caused profound changes to the way we think about energy. A transformation of the energy sector is possible – and ground-breaking change is on the horizon. In the past decade, the cost of wind and solar power has dropped 70-90%, making renewables more financially sustainable. The recent breakthrough in nuclear fusion is the result of decades of hard work. Whilst the technology is still in its relative infancy, this is our best shot at decarbonising the grid fast enough to matter in our race against time.

Climate tech will emerge as a glowing bright spot for 2023, continuing to innovate in decarbonisation technology.

At the same time, what is 'future compatible' will be a core question – accelerating the development and uptake of electric vehicles, reducing energy intensive processes, and making supply chains more transparent. Globally, almost half of the buses sold in 2021 were powered by batteries, electricity or fuel cell electric engines. From sustainable, regenerative agricultural practises to recent discoveries of fungi that has the power to turn waste into food. Other innovators will transform our global food systems for the better, which make up a third of emissions.

Between 2000-2020, there was nearly a 60% decline in deaths caused by HIV/AIDS. Following the success of the global vaccine rollout, a host of new mRNA vaccines against malaria and tuberculosis in development and are about to go into their next stage of testing. The year may also see the first approval of CRISPR gene-editing therapy that treats beta thalassaemia and sickle cell disease, two genetic blood disorders. This would be an extraordinary development in immunotherapy and the future of medicine.

The agreement on a historic Loss and Damage Fund at COP27 in Sharm El Sheikh to provide assistance to nations suffering from climate disaster "restored global faith in this critical process", according to Sir Molwyn Joseph, Minister of Health, Wellbeing and the Environment of Antigua and Barbuda, and Chair of the Alliance of Small Island States.

Despite the hardship that may come, we must all work harder to collaborate, to remain receptive to new points of view, new ideas and new innovations. Many of the world's greatest success stories are tales of partnerships.

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