

SAMSUNG

Taking Collective Action: Samsung's Commitment to the Global Goals

5-Year Global Goals Progress Report
2024



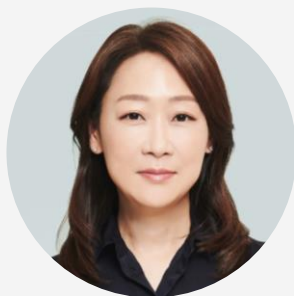


Introduction

➤ 5 Years of Partnership

In today's rapidly changing world, the importance of collaboration to achieve the Global Goals has never been more critical. The partnership between Samsung and UNDP represents a powerful example of how the intersection of technology and global collaboration can create real, lasting change. With less than six years until the 2030 deadline for the Sustainable Development Goals (SDGs), or Global Goals, the urgency to accelerate progress is clear. **Achieving these goals requires collective action—no single organization can do it alone.**

As a leading tech company, Samsung is uniquely positioned to leverage its resources and innovations to address some of the most pressing challenges of our time, and we believe **small actions can drive meaningful change**. In this progress report, we reflect on the initiatives and impacts our collaboration has achieved so far. This partnership demonstrates that by aligning our goals and capabilities, we can drive forward solutions that not only meet the needs of today but also shape a sustainable, inclusive future for all.



Stephanie Choi

EVP & Head of Marketing,
Mobile eXperience Business
at Samsung Electronics



We believe in the power of collective effort to create a better future for upcoming generations and using technology for the greater good. Our partnership with UNDP over the past five years has been a meaningful step in this journey, as we've worked together to support young changemakers and raise awareness of the Global Goals. We're grateful for the opportunity to contribute to a better future for all, and we look forward to continuing our journey to 2030 with the Galaxy community.



The only way we are going to confront the world's biggest challenges is through cooperation. Our partnership with Samsung shows the power of true collaboration between the public and private sectors. We are proud of the progress that we've seen in both the Samsung Global Goals app and the Generation17 initiative to empower youth to advance the SDGs. We look forward to continuing and exploring new frontiers in our partnership to drive sustainable development in the years ahead.



Achim Steiner

UNDP Administrator



Youth Attitudes towards the Global Goals



Most Gen Z think that the **Global Goals are important...**



92%

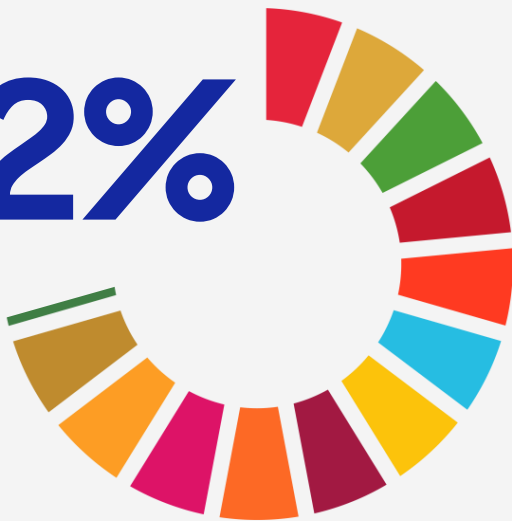
believe that frameworks like the Global Goals are important in addressing global challenges, such as climate action, poverty, inequality, geopolitical peace and security



And they believe that the Global Goals **can effectively guide businesses towards a sustainable future**

82%

believe that the Global Goals are effective in guiding countries and business towards a sustainable future

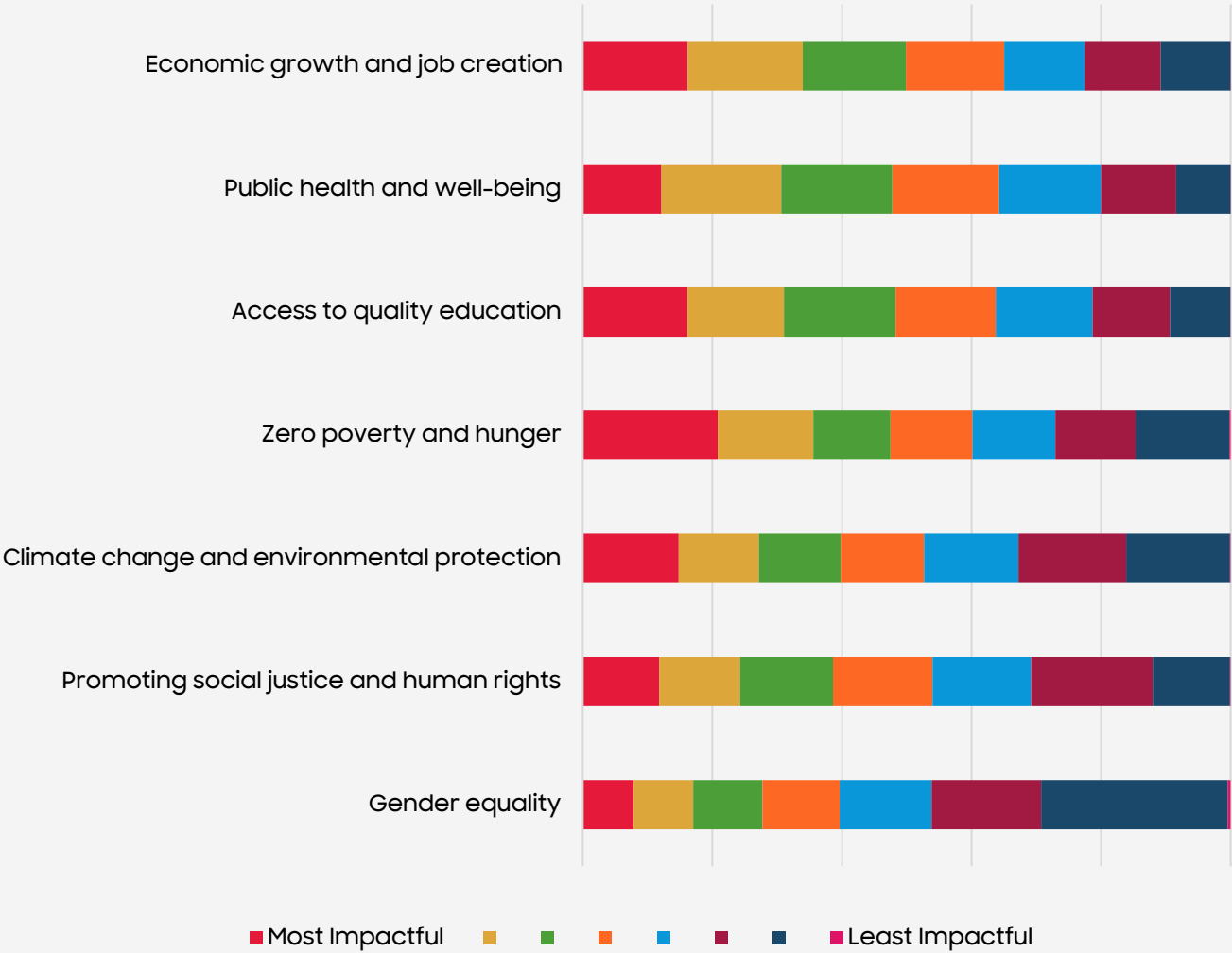




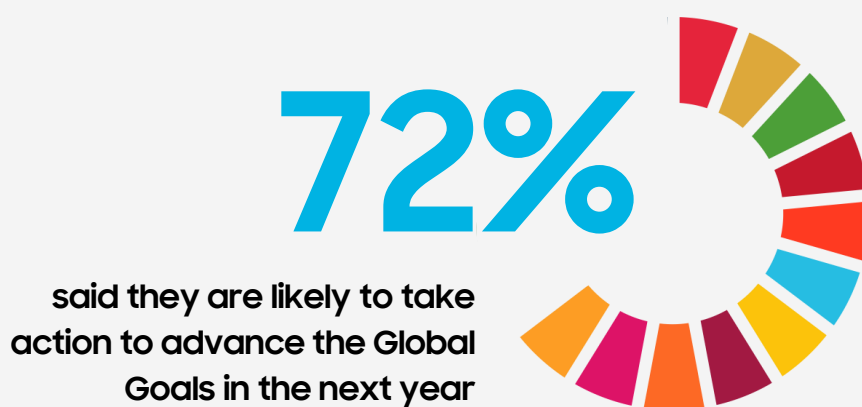
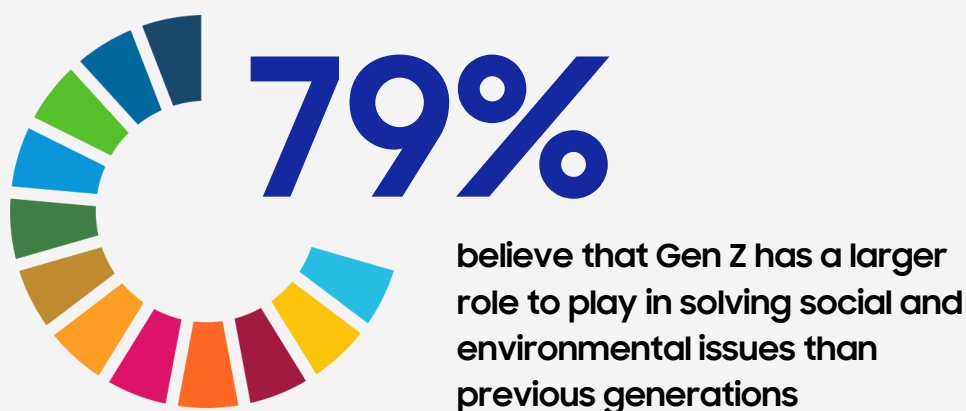
Gen Z cares about many global issues, particularly quality education and climate change



Key Global Challenges Where Technology Can Drive the Greatest Impact



> Gen Z wants to take action to advance the Global Goals, **but doesn't always know where to begin**



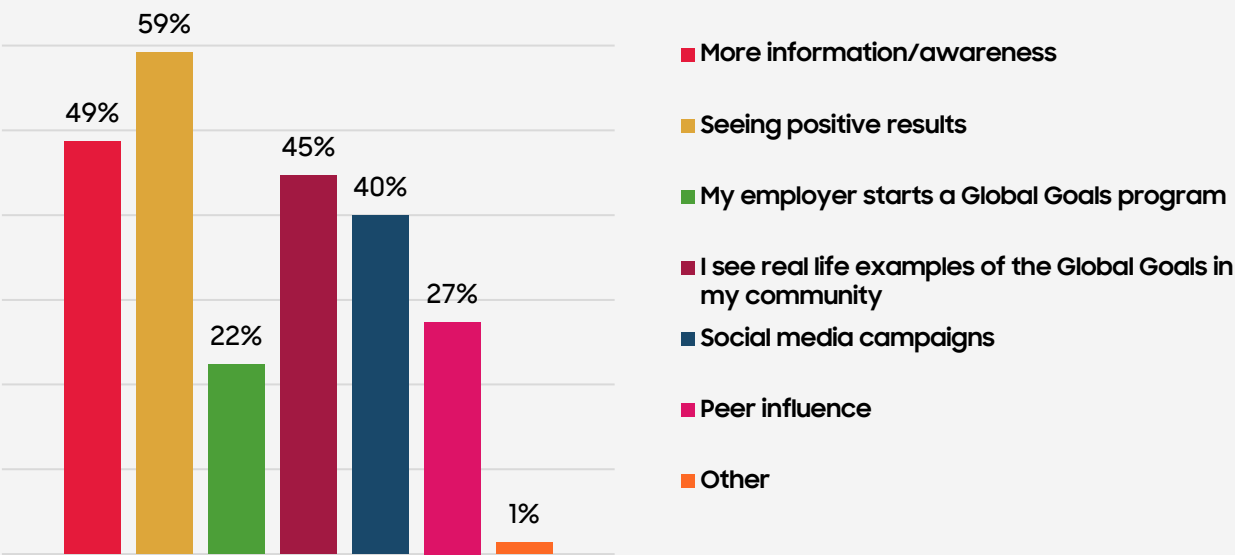
“ I want to contribute, but I feel powerless to create actual impact. ”

“ I would love to get involved in initiatives to help achieve the Global Goals, but I need more information ”

“ The only reason I am not very likely to take action is due to financial constraints. ”

> There are many **points of entry** for Gen Z to get **more involved** in advancing the Global Goals

What could motivate youth to **get more involved** in **advancing the Global Goals**?



> Methodology

Samsung conducted an online survey between October 12th and October 17th, 2024. The survey targeted Generation Z residents aged 16-27 across nine markets: the United States, Canada, Australia, New Zealand, India, the UK, Hong Kong, Singapore, and South Africa. A total of 3,177 respondents participated, with the survey administered in English. The number of respondents from each market was as follows: United States (500), Canada (500), Australia (200), New Zealand (100), India (500), UK (500), Hong Kong (277), Singapore (300), and South Africa (300).

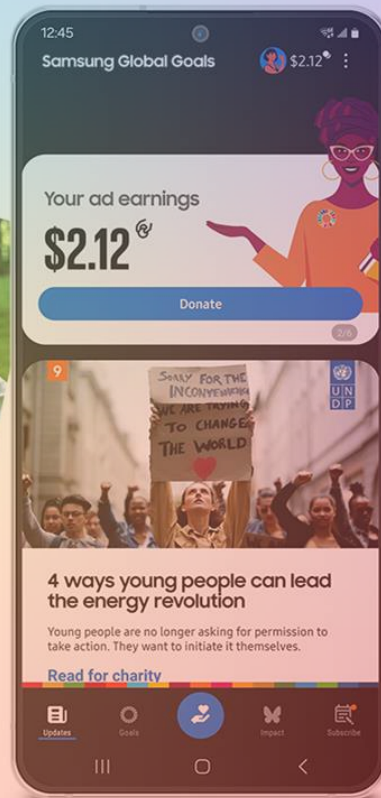


➤ And Samsung is **empowering Gen Z to take action** through the Samsung Global Goals app

Samsung recognizes **that technology can drive positive change by enabling collective action and fostering open dialogue**. In 2019, Samsung partnered with the United Nations Development Programme (UNDP) to launch the Samsung Global Goals app, aimed at raising awareness of the Global Goals. The app not only generates funds to support the UNDP but amplifies the efforts of changemakers worldwide.

Knowing more needed to be done, particularly to empower the next generation of leaders, **Samsung and UNDP launched Generation17 in 2020**. This initiative, **built on the belief that youth can change the world**, provides a platform for young leaders from around the globe, **supporting them through mentorship, technology, and global networking opportunities**.





Samsung Global Goals App

➤ Empowering Galaxy users to turn small actions into big impact



Launched in partnership with UNDP in 2019, the **Samsung Global Goals app** raises awareness of the Global Goals and empowers the Galaxy community to contribute to global sustainability efforts in a simple, impactful way.

By collaborating with UNDP, **the app enables collective action towards achieving the Goals**. Through the app, users can explore stories from Samsung and UNDP about changemakers advancing the Global Goals and learn the significance of each of the 17 Goals.

Users can donate directly to Global Goals via their digital wallet or through in-app ad revenue **with Samsung matching all ad donations, doubling the Galaxy community's impact**.

➤ The Global Goals are more accessible than ever to millions of Galaxy users

★★★★★ June 13, 2024

I absolutely love the Samsung Global Goals app! It makes me so happy to see how easy it is to contribute to important causes. The app's user-friendly design allows me to effortlessly donate and support initiatives that promote education, reduce inequalities, and combat climate change. It's a wonderful way to make a positive impact on the world, all while seamlessly integrating into my daily routine.

★★★★★ September 12, 2024

I'm not financially able to donate very much to causes that matter to me lately. However, this app has given me the ability to help in effortless ways, scrolling past ads to collect revenue, and also learning from educational videos that benefit ME as an individual. Thank you for giving me the opportunities to help people and help the planet 🌍❤️

★★★★★ September 6, 2024

I think Samsung Global Goals is one of the greatest ideas of all time, I love what they are doing and I appreciate what they are doing! Thank you Samsung!



Samsung Global Goals Lock Screen

➤ Samsung Global Goals app has **changed the way Galaxy users engage with the Global Goals** and support UNDP's work around the world

Nearly **300 million** users

Over **\$20 million** to support UNDP initiatives by 2024

In-app advertisements, Samsung matching, direct donations

Samsung Global Goals lock screen displayed over **10 billion** times in September by nearly 7.4 million users



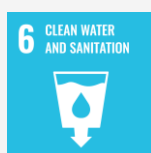
➤ Top Global Goals users care about



22.8%



19.6%



12.2%



8%



4.8%



4.7%

➤ Top Countries by App Installation



USA

11.2%



Brazil

8.3%



South Korea

7.3%



India

6.2%



Germany

4.0%

Metrics as of September 2024



Generation17



➤ Platforming **young changemakers** for the **Global Goals** with UNDP

Generation17 empowers young people to inspire change and build a better future by providing a platform for open dialogue among diverse Young Leaders. Leveraging the collective strength of Samsung and UNDP, **Generation17 amplifies the voices of 16 global changemakers, supporting them through mentorship, technology, and networking opportunities** to mobilize their generation toward achieving the Global Goals.

Generation17 also **removes the barriers for Young Leaders to be involved in public affairs** by providing access to global events such as the ECOSOC Youth Forum, the UN General Assembly, COP and Climate Week.

Through Generation17, **Samsung and UNDP aim to foster a Global Goals community** that empowers the next generation of leaders through technology.

> Generation17 supports 16 Young Leaders across 6 regions working to advance the Global Goals



+ AY YOUNG | United States

AY is the founder of Battery Tour, a **nonprofit that has hosted over 800 concerts powered by renewable energy**. Battery Tour is used to fund, build and deploy solar boxes to those in need.



+ EFE JOHNSON | Nigeria

Efe is dismantling social and healthcare barriers in Nigeria through Xari Africa, an organization providing adolescent girls with access to sexual and reproductive health rights and resources. By connecting online with other activists in the region, Efe was able to scale Xari Africa by forming a larger network of like-minded leaders and educators.

Xari Africa has **reached over 4,500 girls across Africa through school workshops, online courses via Xari Africa Academy and her practical health guide, *Just Period It***. Now, she plans to expand her online platform, aiming to reach one million girls across the continent.



Being a Generation17 Young Leader has profoundly impacted my professional life since joining the program. Now, as the UNDP Youth Engagement Coordinator, I witness how the team works to elevate the efforts of young leaders around the Global Goals, and how Samsung and UNDP collaborate seamlessly to amplify their voices and maximize their impact.



Nadine Khaouli

Generation17 Cohort 2 Young
Leader, UNDP Youth Engagement
Coordinator



+ KRISTIAN KAMPMANN | Denmark

Kristian is a co-owner and partner with Dalberg Media, a mission-driven communications and experiences consultancy that mobilizes people, organizations and systems to solve global development challenges. **Kristian is committed to working with young entrepreneurs who are enabling social and environmental change.**



+ MÁXIMO MAZZOCCO | Argentina

In 2016, Máximo created the nonprofit Eco House which has since advocated for the approval of more than **40 socio-environmental laws in Argentina**, actively intervened to generate more than **20 Youth Councils** and organized digital communication campaigns that reached more than 150 million users.

Gen17 is an incredible family of individuals walking towards the same horizon. The program empowered me. It gave me support and opportunities in a genuine and honest way.



+ MOCK YI JUN | Singapore

Yi Jun co-founded Advisory Singapore in 2016, a youth-led charity that runs Singapore's largest pro bono careers-based mentorship program, delivering over **12,000 hours of one-to-one mentorship**. Yi Jun and Advisory Singapore's cofounders were named to Forbes Asia's 30 Under 30 list in 2024. **Through its outreach efforts, the organization has reached more than 828,000 students—a growth of over 300,000 students since 2023.**



+ NORA ALTWAIJRI | Saudi Arabia

Nora is the founder of Muatalaf, a social development program that empowers ambitious young leaders **through the creation and management of purpose-driven communities**, fostering positive, lasting and sustainable impact.



+ OĞUZ ERGEN | Türkiye

In 2014, Oğuz founded the Social Climate Association, a non-governmental organization that spurs dialogue between young people on the Global Goals and mobilizes their active participation in civil society. **Oguz has reached over 17,000 people and works with 11 team members through the Social Climate Association.**



+ SADYA TOURÉ | Mali

Sadya is a women's rights activist in Mali and the founder of Mali Women and Youth Empowerment, an organization that provides **full university scholarships, housing assistance and career training to girls from rural Mali.**



+ SHOMY CHOWDHURY | Bangladesh

Shomy co-founded Awareness 360 in 2014, **an organization that trains over 20,000 young activists across 40+ countries to lead community service projects aligned with the Global Goals.** By building local partnerships, collaborating with organizations and activists, and offering targeted outreach through social media, fellowships and internships, **Awareness 360 has built a thriving community of changemakers, expanding its reach by 51 countries and 2.1 million people.** Before joining Generation17, Shomy was named to Forbes Asia's 30 Under 30 list, a recipient of The Diana Legacy Award and as a McCain Global Leader in recognition of her work.

By leveraging social media, forging partnerships with local organizations, and building a strong global community, Awareness 360 has established a vibrant network of youth changemakers. Recognition from global advocacy organizations and participation in intergovernmental events have highlighted their work and strengthened their mission to foster youth leadership and advocacy for the Global Goals.



+ TAFARA MAKAZA | Zimbabwe

Tafara is a social entrepreneur and technologist from Zimbabwe dedicated to improving economic mobility in Africa. He co-founded Fixa, a digital staffing platform designed to connect informal workers with safe and reliable employment opportunities. **Tafara has successfully connected over 10,000 workers to more than 300,000 job opportunities through Fixa, disbursing more than \$2 million in salaries.** His innovative approach is transforming the landscape of employment in Africa, empowering individuals to achieve economic independence.



Thanks to Generation17, I've been empowered to align doing good with doing well, making impact the cornerstone of my organization. The relentless pursuit of innovation and scale by my fellow young leaders motivates me to push boundaries and improve every single day.



+ TAMARA DEWI GONDO SOERIJ0 | Indonesia

Tamara is the CEO of Liberty Society, a social enterprise founded in 2019 that manufactures and sells eco-friendly B2B merchandise to fund the upskilling marginalized women in Indonesia. She was named to Forbes Asia's 30 Under 30 list in 2024.

Under her leadership, Liberty Society **has reached over 2.1 million people through its initiatives and products.** The organization has also released its first sustainability report, highlighting its commitment to social and environmental responsibility.

75%

of surveyed Young Leaders said that Generation17 has contributed to their professional growth

100%

of surveyed Young Leaders said **they would recommend Generation17** to a friend or colleague.



+ THÙY ANH NGÔ | Vietnam

Thùy Anh is the founder of HASU, a mobile app that equips the elderly with physical, emotional and social health resources. Thùy Anh credits HASU's success to optimizing internal operations and offering in-demand services to seniors.

Over the past year, she has concentrated on stabilizing internal operations and enhancing customer care, contributing to HASU's success in **optimizing services for seniors and reaching over 50,000 individuals**. Thùy Anh's newest program, a memoir-writing service, has been particularly well-received, assisting clients from various backgrounds—including key opinion leaders, politicians and retired professionals—in capturing their treasured memories for the future.



+ YEJIN CHOI | South Korea

Yejin is the founder of Dubu, an AI-based learning program for children with developmental disabilities, alongside home-based remote therapy. **Dubu has reached 700,000 children through its app and 500 families through home-based therapy.**

Being a part of Generation17 has profoundly impacted my personal and professional development. The most valuable asset has been the inspiration I've drawn from peers who are creating remarkable social impact.



+ YURII ROMASHKO | Ukraine

Yurii applies his passion for data analytics to address public corruption and advance policy transparency for health care and social issues in Ukraine. In 2013, **he co-founded the Institute of Analysis and Advocacy (IAA), now ranked as one of the top 100 think tanks** in Central and Eastern Europe. IAA expanded with a second office in Kyiv and **has published over 20 policy and analytical reports, offering communities guidance on implementing digital solutions and reaching over 1.5 million people through social media.**



+ ZUBAIR JUNJUNIA | United Kingdom

Zubair founded ZNotes at the age of 16, creating an online learning platform that ensures all students have a level playing field in preparing for high-stakes school exams. ZNotes has expanded its reach by implementing training and ambassadorship programs while collaborating directly with educators to integrate the curriculum into classrooms. Before joining Generation17, Zubair received the Diana Legacy Award for his global work in education.

ZNotes has now reached over **5.5 million students and garnered more than 36 million hits from over 190 countries—an increase of 800,000 students and 3 million hits** since 2023.





Generation17 helped Young Leaders share their stories on the global stage, amplifying their impact and inspiring more youth to actively engage with the Global Goals.

By connecting these changemakers with key platforms and networks, the initiative fosters collaboration and cross-sector partnerships, mobilizing youth around the world to align with the Global Goals. With each opportunity, the Young Leaders spark meaningful dialogue and action, driving innovative solutions for a more inclusive and sustainable future.



Mobile World Congress 2024

Thùy Anh and **Tamara** spoke on a panel with high-ranking executives from Samsung and UNDP and presented their business concepts to an investor audience at one of the world’s premier tech conferences.



ECOSOC Youth Forum 2024

Yi Jun and **Zubair** joined UNDP for a high-level luncheon with global leaders and addressed the assembly at the Forum, demonstrating the power of youth to make an impact at agenda-setting events.



UN Water Conference

Shomy, a water, sanitation and hygiene (WASH) activist, attended the 2023 and 2024 UN Water Conferences, where she spoke about the critical role of young people in addressing the WASH crisis and sought solutions to ongoing water challenges.



Cannes Lions 2022

Nadine, Kristian and **Tafara** joined Samsung at the 2022 Cannes Lions International Festival of Creativity, where they spoke to business leaders about the role of the creative industry in creating a more sustainable world.



Summit of the Future in 2024

Efe, Yurii and **Zubair** spoke about the power of technology in sustainable development during the Summit of the Future Action Days during the UN General Assembly, where they were able to meet UNDP officials, introduce their work and address attendees during the Summit.

SDG Summit ahead of 2023 UN General Assembly

Máximo and **Tafara** addressed young changemakers and UN representatives to discuss their missions and advocate for the role of youth in technological decision-making.





We are one
determined
generation
taking on 17
Global
Goals!



COP28

Nora, Yi Jun and **Zubair** attended COP28 in Dubai. Nora discussed climate justice with world leaders during a panel and training sessions, while Yi Jun acted as a negotiator for Singapore and Zubair attended sessions on the role of youth in climate advocacy.

Virtual Events

During the COVID-19 pandemic, Young Leaders were able to spread awareness of their work through virtual programming, including a session with the White House, UN events and more.



SAMSUNG

Thank you!

