



Global Goals World Cup

TOTAL MENTIONS

149

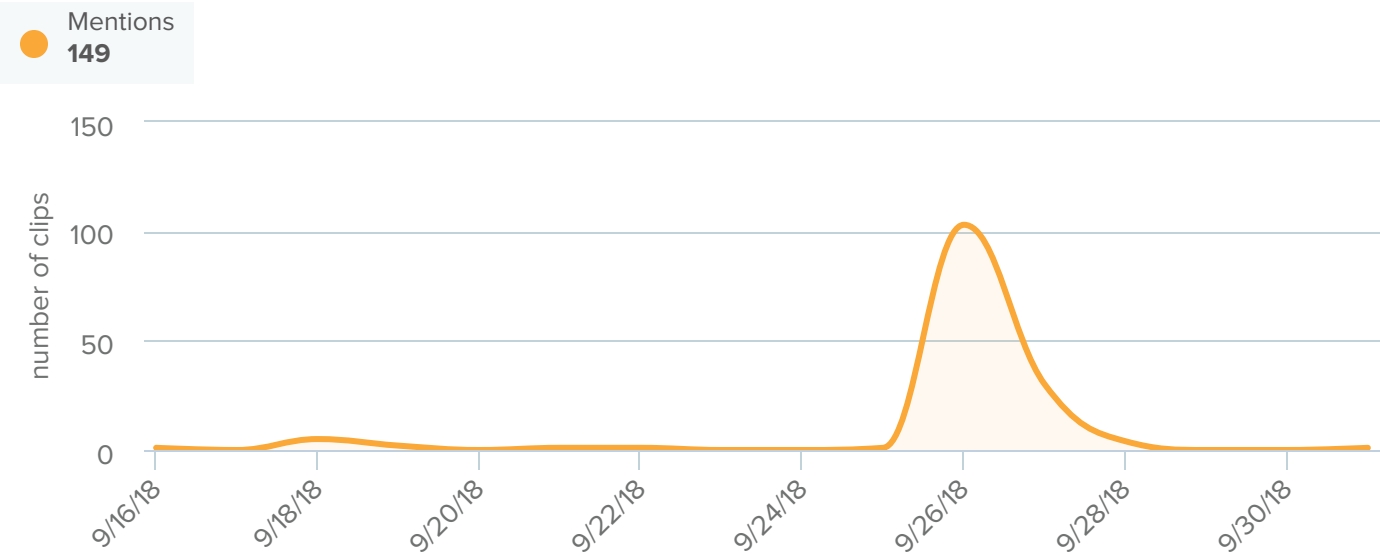
TOTAL REACH

184.7M

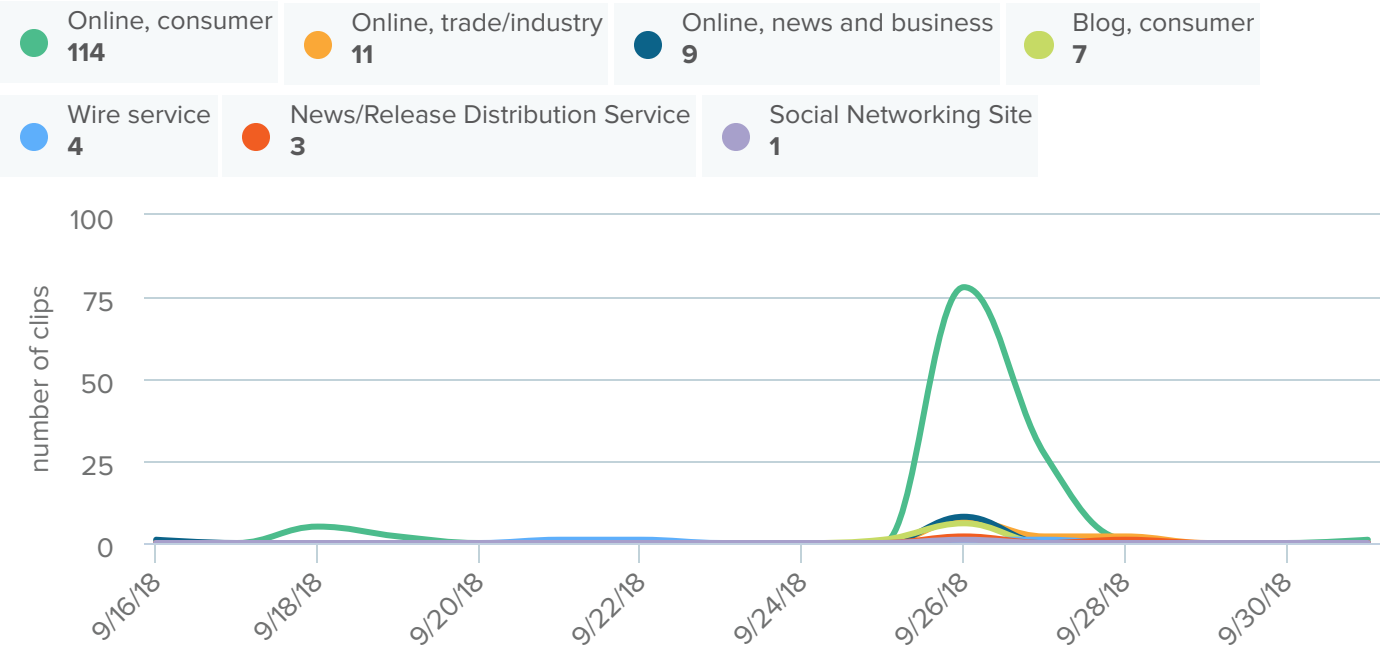
TOTAL PUBLICITY VALUE

\$121.6K

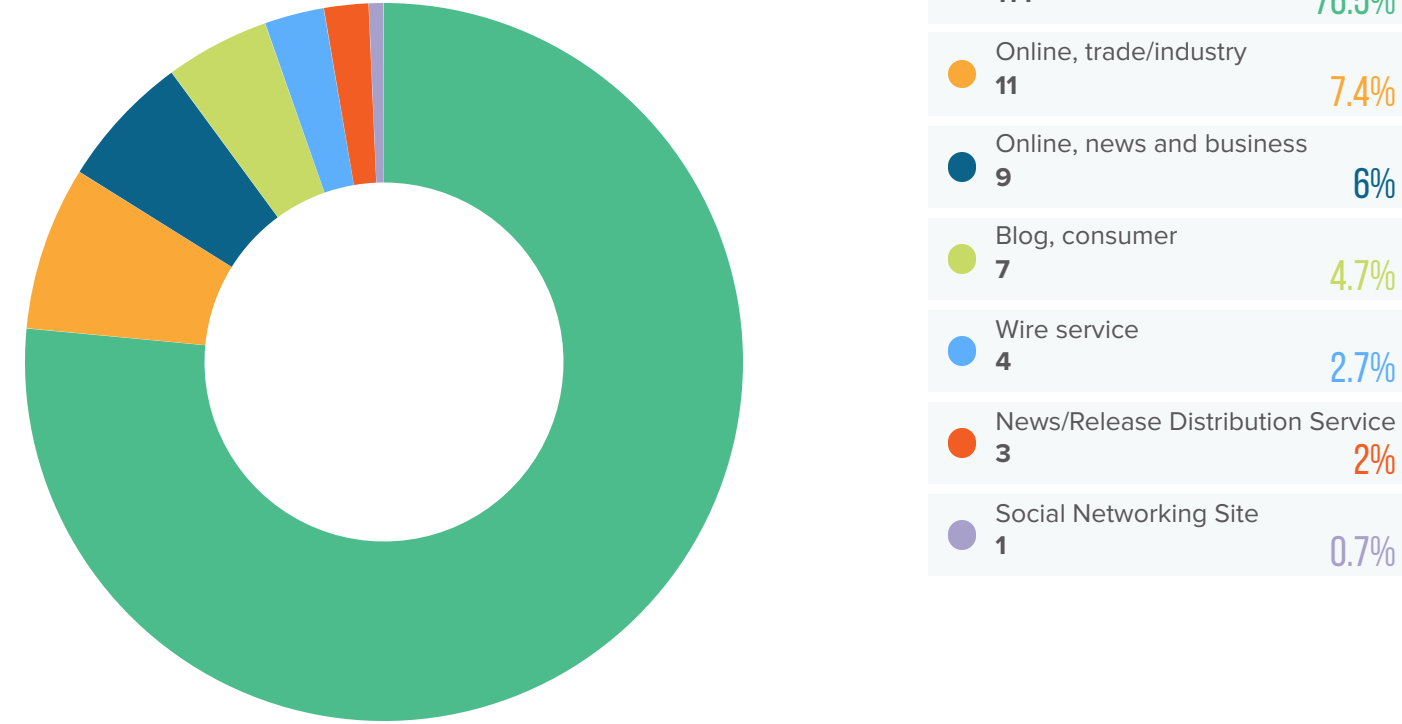
TOTAL MENTIONS



TREND OF COVERAGE BY MEDIA TYPE



SHARE OF COVERAGE BY MEDIA TYPE



The following media attended the Global Goals World Cup:

Print/Online:

360 Degrees *Please note, this is the only Norway/Danish outlet that checked in at our media desk*

Cleatsagram

HELLO Magazine

Global Citizen

PureWow

Broadcast:

EXTRA

HOLA TV

Photographers:

Getty

Globe Photos

MediaPunch

Shutterstock Images

Sipa USA

The press release was picked up by outlets including, MarketWatch, Washington Business Journal, Los Angeles Business Journal, South Florida Business Journal, and many broadcast media sites such as regional Fox Station websites, NBC Station websites.

EXTRA TV (English) and Hola! TV (Spanish) were also on hand to capture the day.

People.com ([People.com](http://people.com) has 43,500,570 estimated unique monthly viewers.)

- <https://people.com/celebrity/star-tracks-thursday-sept-27-2018/#mic-check>

Washington Business Journal

- https://www.bizjournals.com/washington/prnewswire/press_releases/Washington/2018/09/26/CL20228?ana=prnews

The Royal House of Norway

- <http://www.kongehuset.no/nyhet.html?tid=165430&sek=26939>
- <http://www.kongehuset.no/nyhet.html?tid=165345&sek=26939> (Photo with Ulrika)

Hegnar.com

- <https://www.hegnar.no/Nyheter/Kuriosa/2018/09/Erna-Solberg-spilte-fotball-i-New-York>

Hola! TV (Hola! USA has 337,867 estimated unique monthly visitors)

- <https://us.hola.com/en/royalty/gallery/2018092712762/royals-new-york-city/1/>
- <https://www.hola.tv/videos/realeza/el-principe-haakon-de-noruega-debuto-como-arbitro-de-un-partido-de-futbol-hola-tv/>

DeFY. New York

- <https://www.defynewyork.com/2018/09/26/recap-3rd-annual-global-goals-world-cup-with-special-guest-nikolaj-coster-waldau-akon/>

Zimbio

- <http://www.zimbio.com/pictures/y3RtmSJRaID/3rd+Annual+Global+Goals+World+Cup>

Social Media Posts

| OUTLET | DATE | IMPRESSIONS | LINK |
|---------------------------------------|---------|------------------|---|
| Cleatstagram Instagram Story | 9.27.18 | 513,500 | N/A |
| HOLA TV Youtube | 9.26.18 | 92,000 | https://www.youtube.com/watch?v=q1aickilEBg |
| Luke Gerr Instagram | 9.26.18 | 8,170 | https://www.instagram.com/p/BoMeSjyIDS8/?taken-by=lukegerr |
| Cleatstagram Instagram Story | 9.25.18 | 513,500 | N/A |
| Nikolaj Coster-Waldau Instagram | 9.25.18 | 1,600,000 | https://www.instagram.com/p/BoKYscoHBFc/?hl=en&taken-by=nikolajwilliamcw |
| Nikolaj Coster-Waldau Instagram Story | 9.25.18 | 1,600,000 | N/A |
| Total | | 4,327,170 | |



September 28, 2018

<https://okmagazine.com/news/celebrities-spotted-out-and-about-week-of-september-28th/>

CELEBRITIES SPOTTED OUT AND ABOUT - WEEK OF SEPTEMBER 28TH

SEPTEMBER 28, 2018 17:57PM
by Jaime Rabb



- **Clinton Kelly** shared his love for Sargento Natural String Cheese on National String Cheese Day.
- **Carole Radziwill** celebrates the 1st anniversary of Evine After Dark.
- **Nikolaj Coster-Waldau**, star of HBO's *Game of Thrones*, and UN Development Programme's Goodwill Ambassador attended and refereed the 3rd annual Global Goals World Cup.
- **Nicky Hilton Rothschild** stunned at the launch celebration of the newest **Biolage A.W.** Scalp Care collection and her partnership with the premier sustainable brand at 1 Hotel Central Park. Nicky donned an effortless and chic hair look by Celebrity Stylist **Nick Stenson** and guests enjoyed Biolage-inspired food and cocktails.
- The LA Film Festival premiered *The Oath* movie with an after-party at The Highlight Room where SVEDKA Vodka cocktails were being served. Leading stars **Tiffany Haddish**, who wore a stunning red dress, and **Ike Barinholtz** made their way to the rooftop to celebrate the movie's release alongside co-stars **Jon Cho**, **Carrie Brownstein**, and **Nora Dunn**.
- *Real Housewives of New York* star **Dorinda Medley** was spotted playing 'Guess Who, B*tch!' at **Moxy Times Square**. The Real Housewives-version of the favorite childhood 'Guess Who!' game had everyone in high spirits as Dorinda laughed with guests.
- *Chasing Glory* podcast Executive Producer and Host **Lilian Garcia** attended the Christmas in September Toy Drive at the Abbey in West Hollywood on Tuesday.
- **Anna Camp** wore a **Ted Baker London** jumpsuit to the premiere of the indie film *Summer '03* in Los Angeles Tuesday evening.
- Model **Jordyn Woods** received a birthday cake on stage after undergoing a makeup demonstration by Shiseido Global Color Artist **Patrick Ta** at Shiseido Makeup Master Class and Cocktail Party at Quixote Studios in Los Angeles.
- Rapper **Tyga** came out to Avenue Los Angeles following his performance at *Jimmy Kimmel* with Offset. The *Swish* rapper got behind the on the DJ booth and performed his top tracks *Taste* and *Rack City* to Tuesday night partygoers. Tyga hopped off stage to sip on specialty Rémy Martin cocktails with his friends including model Josie Canseco.

September 27, 2018

<https://us.hola.com/en/royalty/gallery/2018092712762/royals-new-york-city/1/>



Queen Rania posed with Anne Hathaway and a host of other leaders during the HeForShe Impact Summit. The mother-of-four gave a touching speech, where she shared the importance of empowering young women around the world. "Empowerment is contagious; I see it lighting up the faces of our youngest girls," she said. "It's what I call 'the reverse domino effect': lift up one woman, and she'll lift up others."

Photo: Instagram/@queenrania



© Getty Images

Crown Prince Haakon of Norway was all smiles as he stood next to Akon and the Prime Minister of Norway, Erna Solberg at the third annual Global Goals World Cup on September 25. The Prince, who was a referee during the All-Star match, opened up about how others can get involved in philanthropy. "There are many things you can do. The first thing is to get knowledge, to learn about the goals, the work that the UN does," he told HOLA! USA. "Maybe pick out a goal you want to champion. I also think it's important to work together with others, maybe join an organization, if there's an NGO you think is doing good work, maybe you can join them. If we join together we can do so much more."



September 27, 2018

<https://people.com/celebrity/star-tracks-thursday-sept-27-2018/#mic-check>

STAR TRACKS

Bride-to-Be Karlie Kloss Goes Glam in Paris, Plus Robert Pattinson, Kevin Hart & More



From Hollywood to New York and everywhere in between, see what your favorite stars are up to

17 of 99

MIC CHECK



Nikolaj Coster-Waldau speaks on stage at the 3rd Annual Global Goals World Cup at the SAP Leonardo Centre in New York City on Tuesday.



Mike Coppola/Getty



September 27, 2018

<https://www.royalcourt.no/nyhet.html?tid=165430&sek=27262>

| |
|----------------------|
| Current Activities |
| Official Engagements |
| Photo Albums |
| Official Speeches |
| Programme Archive |
| News Archive |

A soccer tournament to change the world

A women's soccer tournament is helping to shine a spotlight on the UN Sustainable Development Goals (SDGs) in New York City. Each team champions one of the SDGs - and their goals reach far beyond the soccer field.

26.09.2018

Each year during the United Nations' high-level week, the teams that have qualified to compete in the Global Goals World Cup convene for a tournament. These players have already carried out wide-ranging efforts to promote their selected SDG. They might have collected donations for the local school, demonstrated for measures to mitigate climate change, or a myriad other activities to help achieve their goal.



Crown Prince Haakon and actor Nikolaj Coster-Waldau with the winning team, the Goleadoras of Queens, NY. Photo: Pontus Höök / NTB scanpix.



< Previous Next > Enlarge

Actor Nikolaj Coster-Waldau, Prime Minister Erna Solberg and Crown Prince Haakon attended the Global Goals World Cup. Photo: Pontus Höök / NTB scanpix

Photo 1 of 4

LINKS

- Crown Prince in New York (News article)
- Managing the oceans (News article)
- Global Goals World Cup: ggwwcup.com

Day of finals

Yesterday evening Norwegian time the teams took the field, an indoor pitch on the 48th floor of 10 Hudson Yard.

His Royal Highness Crown Prince Haakon participated as a sports commentator and also served as a referee during the final match. The winning squad faced a team comprised of high-profile champions of the Sustainable Development Goals, such as UN Goodwill Ambassadors actor Nikolaj Coster-Waldau and singer-songwriter Akon. Prime Minister Erna Solberg was also one of the players in yesterday's matches.



Crown Prince Haakon had the pleasure of presenting the winners' trophy, designed by Icelandic artist Olafur Eliasson. Photo: Pontus Höök / NTB scanpix.

Goleadoras

In the end it was the Goleadoras from Queens, New York, who emerged victorious in the tournament. They play to promote Sustainable Development Goal 5: "Achieve gender equality and empower all women and girls," and campaign actively in support of equal opportunities for girls and boys, women and men.

campaign actively in support of equal opportunities for girls and boys, women and men.



*After the match the Crown Prince, Erna Solberg, Nikolaj Coster-Waldau and Akon participated in a panel to discuss the Sustainable Development Goals.
Photo: Pontus Höök / NTB scanpix.*

ZIMBIO

September 27, 2018

<http://www.zimbio.com/pictures/y3RtmSJRaID/3rd+Annual+Global+Goals+World+Cup>

3rd Annual Global Goals World Cup

In This Album: **Nikolaj Coster-Waldau**, **Erna Solberg**, **Crown Prince of Norway**, **Haakon**, **Akon**



3rd Annual Global Goals World Cup

In This Photo: **Nikolaj Coster-Waldau**, **Haakon**, **Erna Solberg**, **Crown Prince of Norway**

Actor Nikolaj Coster-Waldau, Haakon, Crown Prince of Norway and Prime Minister of Norway Erna Solberg attend the 3rd Annual Global Goals World Cup at the SAP Leonardo Centre on September 25, 2018 in New York City.

(Sept. 24, 2018 - Source: Mike Coppola/Getty Images North America)



September 26, 2018

<https://www.abcnyheter.no/nyheter/verden/2018/09/26/195436432/erna-solberg-i-likestillingskamp-med-ball>

Verden

Erna Solberg i likestillingskamp – med ball

NTB

26. sep. 2018 05:38 – Oppdatert 26. sep. 2018 05:40



Del



Tweet



Epost



Statsminister Erna Solberg og den danske skuespiller Nikolaj Coster Waldau i aksjon under tirsdagens fotballkamp. Foto: Pontus Høök / NTB scanpix
Foto: NTB scanpix

Statsminister Erna Solberg deltok tirsdag på Global Goals World Cup i New York, der hun både spilte og kommenterte fotball. Dommer var kronprins Haakon.

I tillegg til Norges statsminister var også den danske skuespilleren Nikolaj Coster-Waldau, den amerikanske R&B-artisten Akon og den britiske programlederen Femi Oke å finne på fotballbanen i 48. etasje i en kontorbygning i New York. Statsministeren kommenterte også en kamp sammen med Oke.

Oppdraget som dommer hadde kronprins Haakon fått.

Arrangementet The Girls lounge tar særlig for seg på likestillingsspørsmål og det å bane vei for kvinner i sport – spesielt fotball.

På arrangementet var det også et panel, bestående av de nevnte kjendelsene, som snakket om på bærekraftmålene.

Bærekraftsballen, altså en fotball med alle bærekraftmålene, brukes til å skape oppmerksomhet rundt temaet.

(©NTB)

f Del

Twitter Tweet

Epost



September 26, 2018

<https://www.defynewyork.com/2018/09/26/recap-3rd-annual-global-goals-world-cup-with-special-guest-nikolaj-coster-waldau-akon/>

**RECAP: 3RD ANNUAL
GLOBAL GOALS
WORLD CUP HOSTED
BY THE UNITED
NATIONS
DEVELOPMENT
PROGRAM WITH
SPECIAL GUEST
NIKOLAJ COSTER-
WALDAU & AKON**



Hosted by UNDP and Danish sports organization, Eir Soccer, in partnership with SDG Advocates and the UN Office of Partnership, the 3rd Annual Global Goals World Cup kicked off yesterday with special guests that included: Nikolaj Coster-Waldau, star of HBO's Game of Thrones, and UN Development Programme's Goodwill Ambassador; Norway's Crown Prince Haakon, Norwegian Prime Minister Erna Solberg, Akon, Lilibeth Cuenca Rasmussen, indie pop artist Athina, Danish winger/songwriter Pii Press, and creative activist, co-founder of ofto.org and first time GGWCup referee Nachson Mimran at the Global Goals World Cup in New York City.



NEW YORK, NY – SEPTEMBER 25: Co-founder of Global Goals World Cup Majken Gilmartin, Actor Nikolaj Coster-Waldau, Female Quotient CEO Shelley Zalis, Recording artist Akon, Haakon, Crown Prince of Norway, Prime Minister of Norway Erna Solberg, Author Ann Rosenberg, Peace advocate Victor Ochen and Danish athlete Rikke Ronholt attend the 3rd Annual Global Goals World Cup at the SAP Leonardo Centre on September 25, 2018 in New York City. (Photo by Mike Coppola/Getty Images for UNDP)

The 48th floor of the SAP building at 10 Hudson Yards was transformed into a football pitch where 24 amateur women's teams vied for the trophy designed by artist, Olafur Eliasson. The project transcends borders and social backgrounds for a common cause: creating awareness about alternative modes of consumption for a more sustainable future.



NEW YORK, NY – SEPTEMBER 25: Participants at the 3rd Annual Global Goals World Cup at the SAP Leonardo Centre on September 25, 2018 in New York City. (Photo by Mike Coppola/Getty Images for UNDP)

Games were refereed by Crown Prince Haakon and Nikolaj Coster-Waldau, with Al Jazeera's Femi Oke in the announcers' booth.



NEW YORK, NY – SEPTEMBER 25: Prime Minister of Norway Erna Solberg and Actor participate in activities during the 3rd Annual Global Goals World Cup at the SAP Leonardo Centre on September 25, 2018 in New York City. (Photo by Mike Coppola/Getty Images for UNDP)

Akon was in attendance while Indie pop artist Athina and Danish winger/songwriter Pii Press performed between the games and panels.



NEW YORK, NY – SEPTEMBER 25: Actor Nikolaj Coster-Waldau and Recording artist Akon participate in the game during the 3rd Annual Global Goals World Cup at the SAP Leonardo Centre on September 25, 2018 in New York City. (Photo by Mike Coppola/Getty Images for UNDP)

To qualify, each team has led a campaign of advocacy and action for one of the 17 Global Goals. They competed by a unique set of rules that decided the games based on action, mobilization, style and soccer skills -panels showcasing ground-breaking women ran concurrently in the space all afternoon-.



NEW YORK, NY – SEPTEMBER 25: Recording artist Athina performs at the 3rd Annual Global Goals World Cup at the SAP Leonardo Centre on September 25, 2018 in New York City. (Photo by Mike Coppola/Getty Images for UNDP)

For more info visit GGWCUP.com.

September 26, 2018

<https://www.hegnar.no/Nyheter/Kuriosa/2018/09/Erna-Solberg-spilte-fotball-i-New-York>

Erna Solberg spilte fotball i New York

Statsminister Erna Solberg deltok tirsdag på Global Goals World Cup i New York, der hun både spilte og kommenterte fotball. Dommer var kronprins Haakon.



Artisten Akon, kronprins Haakon og statsminister Erna Solberg. Foto: Pontus Høök / NTB scanpix

Artikkel av: NTB

26. september 2018 - 06.14

Lest av
372



I tillegg til Norges statsminister var også den danske skuespilleren Nikolaj Coster-Waldau, den amerikanske R&B-artisten Akon og den britiske programlederen Femi Oke å finne på fotballbanen i 48. etasje i en kontorbygning i New York. Statsministeren kommenterte også en kamp sammen med Oke.

Oppdraget som dommer hadde kronprins Haakon fått.

Arrangementet The Girls lounge tar særlig for seg på likestillings spørsmål og det å bane vei for kvinner i sport – spesielt fotball.

På arrangementet var det også et panel, bestående av de nevnte kjendisene, som snakket om på bærekraftmålene.

Bærekraftsballen, altså en fotball med alle bærekraftmålene, brukes til å skape oppmerksomhet rundt temaet. (©NTB)



[kuriosa](#) [sport](#) [Samfunn](#) [kronprins haakon](#) [erna solberg](#) [fotball](#)



September 26, 2018

<https://www.hola.tv/videos/realeza/el-principe-haakon-de-noruega-debuto-como-arbitro-de-un-partido-de-futbol-hola-tv/>



EXCLUSIVA

iHOLA! TV

0:00 / 2:24

YouTube

Facebook Twitter Google+ Pinterest Email

Videos Realeza

El Príncipe Haakon de Noruega debutó como árbitro de un partido de fútbol | ¡HOLA! TV

Chaco FREE SHIPPING + RETURNS SHOP NOW



September 26, 2018

<http://www.justjared.com/2018/09/26/nikolaj-coster-waldau-steps-out-for-global-goals-world-cup-2018/>

Nikolaj Coster-Waldau Steps Out for Global Goals World Cup 2018!



Nikolaj Coster-Waldau is all smiles as he steps out for the **2018 Global Goals World Cup** on Tuesday afternoon (September 25) at the SAP Leonardo Center in New York City.

The 48-year-old *Game of Thrones* star and Goodwill Ambassador attended the event that helps raise awareness and funds for the UN Sustainable Development Goal – which range from gender equality to climate change.

PHOTOS: Check out the latest pics of **Nikolaj Coster-Waldau**

"Women make up half of the world's population but have only 30% of governance representation. Their participation is critical to the success of the #GlobalGoals. I again brought my

daughters to the #GGWCup this year, so they can see all these remarkable women – scientists, activists, CEOs, policymakers – playing #Sport4SDGs. Sport unites people around the world, and I hope that so will the #SDGs," **Nikolaj** wrote on **Instagram** along with a photo of his two daughters **Philippa**, 17, and **Safina**, 14.

Just Jared on Facebook Like 403K

Follow @justjared 751K followers





DET NORSKE KONGEHUS

September 26, 2018

<http://www.kongehuset.no/nyhet.html?tid=165430&sek=26939>

En annerledes fotballturnering

En fotballturnering for kvinner er med og setter søkelys på FNs bærekraftsmål i New York. Lagene spiller for hvert sitt mål - og det er ikke bare fotballmål som teller med i resultatet.

26.09.2018

Hvert år møtes lagene som har kvalifisert seg for å konkurrere i Global Goals World Cup under FNs høynivåuke. De har allerede gjort en stor innsats gjennom å aksjonere for sitt valgte bærekraftsmål. De kan ha samlet inn penger til den lokale skolen, demonstrert for tiltak mot klimaendringene, eller gjort andre ting for å fremme sitt mål.



◀ Forrige Neste ▶ Større bilde

Skuespilleren Nikolaj Coster-Waldau, statsminister Erna Solberg og Kronprins Haakon tok del i Global Goals World Cup. Foto: Pontus Höök / NTB scanpix

Bilde 1 av 4

Kronprins Haakon og Nikolaj Coster-Waldau med vinnerlaget, Goleadoras fra Queens, NY. Foto: Pontus Höök / NTB scanpix

Finaledag

I går kveld norsk tid gikk lagene på innendørsbanen i 48. etasje i Hudson Yards.

Hans Kongelige Høyhet Kronprins Haakon deltok både som tidvis kommentator og som dommer under finalekampen. Vinnerlaget motte også et lag bestående av profilerte forkjempere for bærekraftsmålene, slik som goodwillambassadorene skuespiller Nikolaj Coster-Waldau og artisten Akon. Statsminister Erna Solberg var også blant spillerne på banen i går.



Kronprins Haakon hadde gleden av å overrekke seierstrofeet laget av den islandske kunstneren Olafur Eliasson. Foto: Pontus Höök / NTB scanpix

Goleadoras

Til slutt var det laget Goleadoras fra Queens i New York som gikk seirende ut av turneringen. De spiller for bærekraftsmål nummer 5: Likestilling, og aksjonerer for at jenter og gutter, kvinner og menn skal ha de samme mulighetene.



Etter kampen deltok Kronprinsen, Erna Solberg, Nikolaj Coster-Waldau og Akon i et panel som diskuterte bærekraftsmålene. Foto: Pontus Höök / NTB scanpix



DET NORSKE KONGEHUS

September 25, 2018

<http://www.kongehuset.no/nyhet.html?tid=165430&sek=26939>

God forvaltning av havet

Havet er viktig for å oppnå nesten alle FNs bærekraftsmål. Forutsetningen er en god balanse mellom vern og bærekraftig bruk av ressursene havet rommer, understrekte H.K.H. Kronprinsen i dag.

25.09.2018

Norge har tatt en ledende rolle internasjonalt i arbeidet for en god, forskningsbasert forvaltning av havet. Målet er å skape forståelse for hvordan havet kan gi store bidrag i kampen for FNs bærekraftsmål for å utrydde sult og fattigdom - dersom vi sørger for en god balanse mellom vern og bærekraftig bruk.



Samling om en bærekraftig forvaltning av havet. Foto: Erik Abild, Det kongelige hoff.

Kronprins Haakon understrekte nettopp dette da han talte under FN Global Compacts arrangement "Ocean Retreat" i dag.

- Beregninger viser at vi vil være omlag 10 milliarder mennesker på planeten innen år 2050. Ti milliarder som trenger mat, energi og transportmidler. Mange av framtidens løsninger på utfordringene dette innebærer er å finne i havet. Men det avhenger av vår evne til å forvalte havet bærekraftig i dag, sa Kronprinsen.

Å frigjøre det enorme, uutnyttede potensialet som ligger i havet er avgjørende for å nå FNs bærekraftsmål.

- I følge OECD kan havøkonomien alene skape 40 millioner arbeidsplasser globalt innen 2030. Å frigjøre det enorme, uutnyttede potensialet som ligger i havene våre er avgjørende for å nå FNs bærekraftsmål.

Men om vi ikke tar skritt for å verne om havmiljøet, vil vi heller ikke kunne høste av havets rikdom, påpekte Kronprins Haakon.

Men om vi ikke tar skritt for å verne om havmiljøet, vil vi heller ikke kunne høste av havets rikdom.

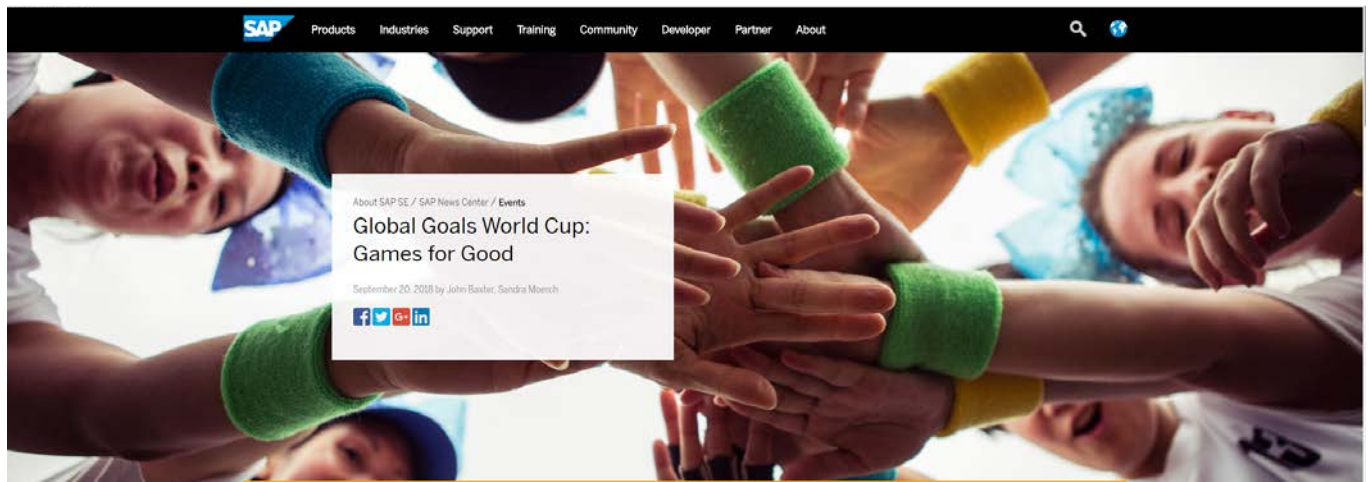
Ocean Retreat er den første samlingen for FN Global Compacts plattform for bærekraftig havøkonomi etter lanseringen i juni. Havplattformen har som mål å skaffe innsikt i hvordan havet og havnæringene kan bidra i arbeidet med bærekraftsmålene og arbeide for internasjonale standarder for bærekraftig bruk av havet.

Initiativet samler representanter for forskning, organisasjonliv og næringsliv, og noen av verdens største havbedrifter innen områder som energi, shipping og oppdrett deltar. Norge har tatt en ledende rolle i arbeidet, og bidrar også økonomisk.



September 20, 2018

<https://news.sap.com/2018/09/global-goals-world-cup-games-for-good/>



SAP Next-Gen, the Global Goals World Cup, Startup Guide, The Female Quotient, and the United Nations are working together to enable women to advance awareness and commitment to the Sustainable Development Goals.

It has been three years since world leaders at the United Nations adopted the Sustainable Development Goals (SDGs), which aim to improve billions of lives around the world, but solving the problems facing our planet is complicated. The responsibility to embrace collaboration and innovate with purpose to create a world without poverty, a healthier planet, and a just, peaceful society must be shared globally.

During the upcoming United Nations General Assembly week in New York, SAP Next-Gen is driving innovation with purpose, bringing together new partners to engage and inspire a global audience of purpose-driven innovators to join with SAP to accelerate solutions to the SDGs.

During the 73rd session of the UN General Assembly, SAP Next-Gen is bringing its global network together in New York to support of the company's vision to help the world run better and improve people's lives and to engage new audiences in new experiences while showcasing how SAP is a leader on the forefront of supporting global action to address and accelerate solutions to the SDGs.

With [EIR Soccer](#), SAP Next-Gen is hosting the **Global Goals World Cup**, the first-ever activist world cup for women's amateur football, at the SAP offices in Hudson Yards in New York City on September 25.

Imagine if sports were not just about being the strongest and fittest, but also about being purpose-driven. During the Global Goals World Cup, scoring goals *and* taking actions for the SDGs through exemplifying "Innovation with Purpose" and mobilizing others are equally important.

"We are thrilled to be partnering with EIR Soccer and its Global Goals World Cup program, and are so inspired by the teams of women who are dedicating themselves to working on solutions to specific SDGs," said Ann Rosenberg, senior vice president and global head of SAP Next-Gen.

SAP Next-Gen is transforming the 48th floor at the Hudson Yards office into an indoor soccer arena in order to enable the teams of social change agents to play five-a-side soccer for the world we want.

Meet the teams and hear their inspiring commitments in this [video](#):



From Denmark to Everywhere

The [Global Goals World Cup](#) was created by EIR Soccer, a small Danish organization with a big idea: to create sports events that inspire women to become champions of the 17 SDGs and drive progress and change in their communities.

"We want to bring the power of sport to the table in the push to realize the Global Goals," says Majken Gilmartin, CEO of EIR Soccer and the Global Goals World Cup. "We do this by creating a unifying event centered around inspiring and activating women to accelerate awareness and progress in the world."



cleatstagram

Follow



5,499 posts

513k followers

287 following

Cleatstagram

More than just footwear.

Cleatstagram@gmail.com

www.youtube.com/watch?v=GGNGfLwHmKE

September 27, 2018





September 26, 2018

<https://www.youtube.com/watch?v=q1aickilEBg&t=16s>





September 26, 2018

<https://www.instagram.com/p/BoMeSjyIDS8/?taken-by=lukegerr>





September 25, 2018



give.undp.org/nikolaj

Add a comment...

