

# Sustainable Development Goals Action & Awareness Week 2022 Impact Report

## Overview of SDG Action & Awareness Week

The [University Global Coalition](#) (UGC), in partnership with the State University of New York (SUNY) and a working group representing nine institutions, hosted the second annual **UN Sustainable Development Goals (SDG) Action and Awareness Week from February 28 - March 4, 2022**. The purpose of this program is to promote awareness of the SDGs among students, faculty, and staff in higher education and inspire them to take action in furtherance of the goals on their campuses and in their local community.

Partners from around the world were asked to plan and submit SDG-related events to the UGC Calendar of Events through an intake form. Events had to be free of charge, SDG-related, and open to a global audience. Many institutions also planned events curated for their campus, which were not included on the global calendar. UGC also shared a variety of SDG-related resources on its website for learning about the SDGs.

As a precursor to the Week's events and to help those interested in hosting their own SDG-related events, UGC and SUNY curated an introductory panel prior to SDG Week on how to integrate the SDGs into one's campus community that attracted an audience of over 100 participants. Titled, "[UGC Conversations: Engaging Your Campus Around the SDGs](#)," the panel included representatives from four institutions who had planned and executed an SDG Week, month, or series of events on their campus. They discussed lessons learned, ideas for planning, and options for different levels of effort.

THU  
3

March 3 @ 11:00 am - 12:00 pm

**ESDG Challenges: How to Integrate  
Multi-disciplinary and Learning  
Innovations in the Education for the  
Sustainable Development Goals  
(17:00-18:00 CET)**

Virtual Eastern Standard Time Zone, GA

The need to adopt an inter- and multi-disciplinary approach to address the challenges of environmental and socio-economic sustainability, and the strong demand by students for transformational learning opportunities are two key issues that education for the SDGs has to deal with. The webinar will focus on how innovative and transformational initiatives can be successfully integrated into standard learning programs. register: <https://us02web.zoom.us/j/8121212121>  
/WN\_uZ18\_VpmS\_SX-bNFBstk8Q  
Organizer: Universidad Carlos III de Madrid  
17:00-18:00 CET

uc3m  
Universidad  
Carlos III  
de Madrid

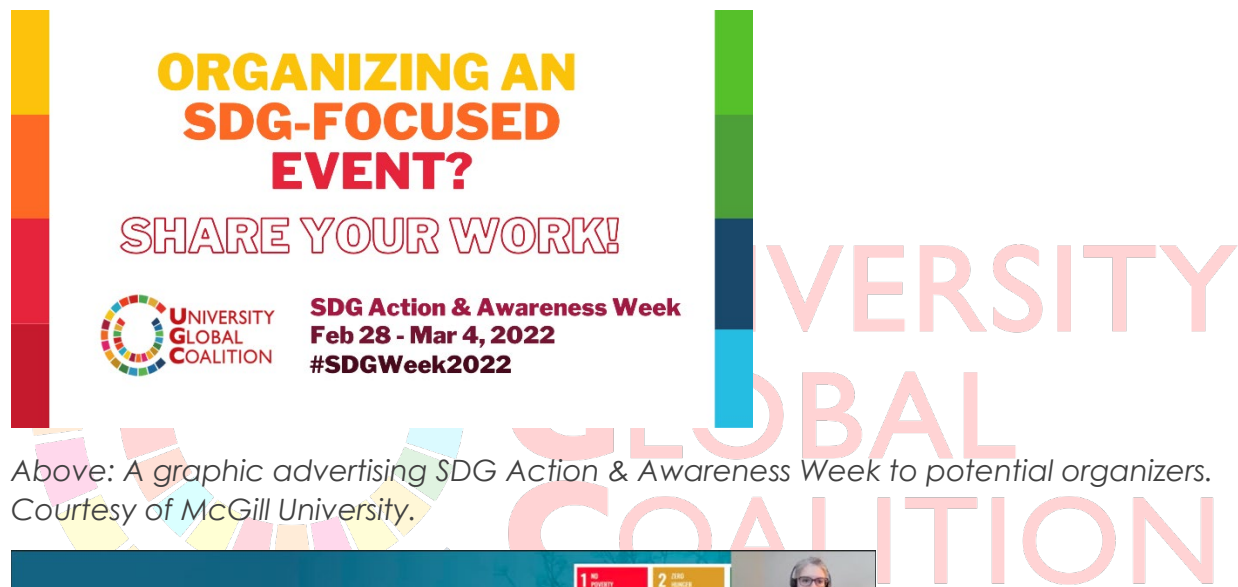


*Above: A sample event from the UGC SDG Week Calendar of Events.*

## Recordings and Communication

Recordings of several of the SDG Week 2022 sessions, as provided by the organizers, are available at <https://universityglobalcoalition.org/videos/>.

Communications about the conference were shared through Twitter (@uniglobalco), LinkedIn (University Global Coalition), and the UGC listserv (~2000 participants). Partner organizations with local, national, and global reach, such as [UNITAR](#), [Millennium Campus Network](#), [the Brookings Institution](#), and [AASHE](#), shared communications on UGC's behalf. The official hashtag #SDGWeek2022 allowed participating institutions to join in the SDG Week conversation.



Above: A graphic advertising SDG Action & Awareness Week to potential organizers. Courtesy of McGill University.



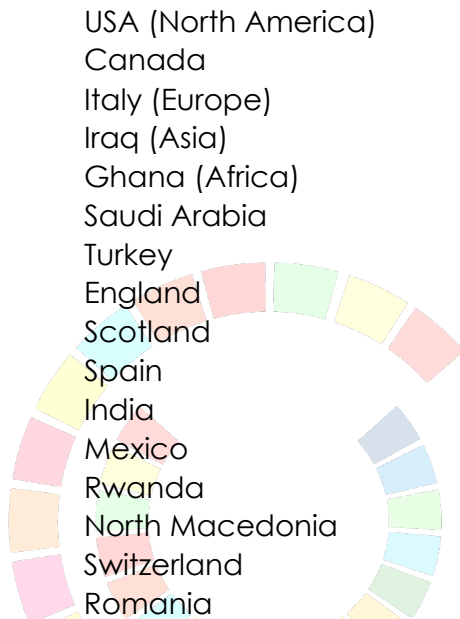
Above: An image from an SDG Week panel on SDG Reporting in Higher Education. Courtesy of McGill University.

## Impact

### By the Numbers

Building on the success of the inaugural SDG Action and Awareness Week in 2021, this year's program more than doubled in size, with 57 events planned and hosted by 35 different organizations, including higher education institutions, non-profits, government entities, and private businesses.

16 countries from 4 different continents were represented by event organizers.



UNIVERSITY  
GLOBAL  
COALITION

Organizers were asked to report the number of participants in their events, where possible. **Of those who were able to provide participation figures** (26 events in total, or 45% of the organizers), **a total of 583 participants** were reported. Combined with the pre- and post-Awareness Week webinars, the 31 online events that did not provide participant numbers, and the in-person events that took place, we are confident that we reached over 1000 individuals directly and countless others through the follow-on engagement with the SDGs that the week has inspired.

### Participant Survey

75% of survey respondents indicated that their level of familiarity with and knowledge of the SDGs or an SDG-related topic increased as a result of participation. 18.75% were unsure.

100% of survey respondents indicated that they plan to begin engaging, continue to engage, or will consider engaging with the SDGs in their local community or campus following SDG Week. Some examples of planned engagement included:

---

*"I will liaise with our sustainable food systems faculty to further leverage partnerships."*

*"I will be helping to plan SDG student-focused events on my campus."*

*"I have launched a LinkedIn group of educators for the SDGs."*

---

Some key takeaways noted by participants included:

---

*"I didn't realize that food security had so many different facets and that it impacted the successful achievement of other SDGs. I look forward to learning more."*

*"Collaboration and consistency are key."*

*"The connection between plastics, climate change, and environmental justice. Also, the basic ways in which plastics are harmful."*

---

### Building on the Momentum

To carry the momentum of Action and Awareness Week forward, a webinar featuring a panel of students took place on March 30th, 2022. Titled, "[UGC Conversations: Student Action for the SDGs](#)," the panel provided insight from students at five institutions from across the globe on their individual and collective efforts to advance the SDGs. Advice for student attendees on how they can maximize their own impact was also provided.

The UGC is currently working on a five-year strategic plan that specifies areas UGC will lead, partner to amplify others' efforts, and create a space for collaboration, as well as exploring growth of the organization. The UGC SDG Action & Awareness Week will continue to be an area where UGC leads as we tie new programming and partnerships into this effort.

*Thank you to our organizing committee for SDG Week 2022:*

Ben Auger, George Mason University  
Drew Cutright (co-lead), Georgia Institute of Technology

Dan DeZarn, SUNY Geneseo  
Silvia Gallart, Universidad Carlos III de Madrid  
Christie-Joy Hartman, James Madison University  
Mary Ellen Mallia, University at Albany  
Karen Oberer, McGill University  
Karina Ruiz, Tecnológico de Monterrey  
Jolynn Shoemaker, UC Davis  
Christian Speedling (co-lead), SUNY  
Paola Visconti Arizpe, Tecnológico de Monterrey



The State University  
of New York



Georgia  
Tech.



KOÇ ÜNİVERSİTESİ

uc3m  
Universidad  
Carlos III  
de Madrid



McGill

JMU  
JAMES MADISON  
UNIVERSITY.



Tecnológico  
de Monterrey

UC DAVIS  
UNIVERSITY OF CALIFORNIA

GEORGE  
MASON  
UNIVERSITY

UNIVERSITY  
COALITION

Appendix: SDG Action & Awareness Week 2022  
Event/Organizer List

Event	Organizer/s
<a href="#"><u>UGC Conversations: Engaging Your Campus Around the SDGs</u></a>	University Global Coalition
<a href="#"><u>McGill University SDG Week</u></a>	McGill University
<a href="#"><u>Process Innovation Development and Technology Readiness: E- Waste Management (10:30-11:30 am IST)</u></a>	Chandigarh Business School of Administration Landran
<a href="#"><u>SDGs and You: How you can contribute to a sustainable world (6-7 pm IST)</u></a>	SDSN (Sustainable Development Solutions Network) - Youth Division
<a href="#"><u>What is a caring university like? (IN SPANISH; 16:00-17:00 CET)</u></a>	Universidad Carlos III de Madrid
<a href="#"><u>Presentation of the YUFE Alliance</u></a>	YUFE (Young Universities for the Future of Europe) Alliance and Carlos II de Madrid
<a href="#"><u>RenewABLE Energy Communities</u></a>	Sapienza University of Rome
<a href="#"><u>Finding a Meaningful International Internship</u></a>	Kaya Responsible Travel
<a href="#"><u>Why on Earth Should I Know about the SDGs?</u></a>	Koç University
<a href="#"><u>Integrating Environmental Stewardship and Sustainability into Existing Learning</u></a>	James Madison University

<a href="#"><u>Experiences to Maximize Resources and Reach a Broader Audience</u></a>	
<a href="#"><u>Building an SDG Youth Corps</u></a>	Coastal Carolina University directed UN RCE
<a href="#"><u>Media for Impact (1:00-1:45 p.m. MST)</u></a>	Global Lighthouse Studios
<a href="#"><u>Engaging with the SDGs Across Campus at Georgia Tech</u></a>	Georgia Institute of Technology
<a href="#"><u>Queen's University SDG Week Speaker Series: Day 1, SDG11: Sustainable Cities and Communities</u></a>	Queen's University
<a href="#"><u>The SDGs and Asset Based Community Organizing with Civic Georgia (in-person event)</u></a>	Georgia Institute of Technology
<a href="#"><u>International Workshop on Sustainable Development: SDG Action &amp; Awareness Week 2022</u></a>	University of Raparin and University St. Kliment Ohridski
<a href="#"><u>Los ODS en las Ecoescuelas/Working with SDGs from EcoSchools (IN SPANISH; 13:30-14:30 CET)</u></a>	Leganés City Town Hall and UC3M
<a href="#"><u>How Do I get to Know about Sustainability? Learning Practices in Koç University</u></a>	Koç University
<a href="#"><u>Mapping the Gap: Visualizing Food Resource Needs to Address Community Food Insecurity</u></a>	Coastal Carolina University



<p><a href="#"><u>New ways of thinking about reducing consumption: Innovations from the Shenandoah Valley</u></a></p>	<p>James Madison University</p>
<p><a href="#"><u>Queen's University SDG Week Speaker Series: Day 2, SDG1: No Poverty</u></a></p>	<p>Queen's University</p>
<p><a href="#"><u>Envisioning a World Beyond Plastics</u></a></p>	<p>University at Albany</p>
<p><a href="#"><u>Building a Legacy : The Sustainable Way (11:00 am-12:30 pm IST)</u></a></p>	<p>Panipat Institute of Engineering and Technology</p>
<p><a href="#"><u>1Planet4All- taller de sensibilización sobre el cambio climático para jóvenes/ Workshop 1Planet4All: Raising awareness in young activists (IN SPANISH; 11 am-12:30 pm CET)</u></a></p>	<p>Campaña Mundial por la Educación and Universidad Carlos III de Madrid</p>
<p><a href="#"><u>How UN Country Teams are developing good practice in maximising the use of human rights to support governments' efforts to achieve the SDGs (12:30-13:30 UTC)</u></a></p>	<p>University of Strathclyde</p>
<p><a href="#"><u>Addressing the Sustainable Development Goal of quality education through Collaborative Online International Learning (COIL) between Mexico and the U.S.</u></a></p>	<p>State University of New York Brockport and Universidad del Caribe</p>
<p><a href="#"><u>Don't leave anyone behind: Results of the general research on xenophobia in university context and possible responses to reverse it (IN SPANISH; 15:00-16:00 CET)</u></a></p>	<p>UNHCR Spanish Committee on global citizenship education and Universidad Carlos III de Madrid</p>

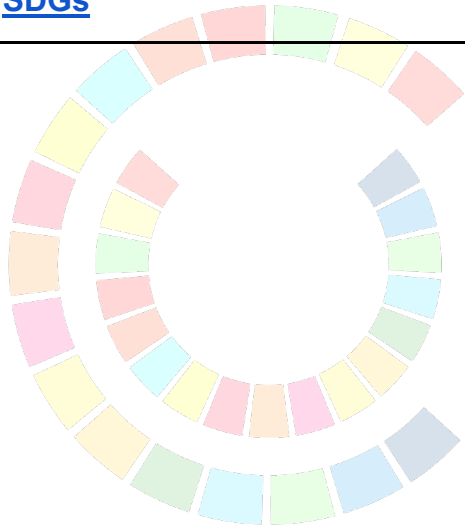


<a href="#"><u>Introducing the UGC SDG Dashboard: Sharing Best SDG Impact Practices Across the University Global Coalition</u></a>	Saint Joseph's University
<a href="#"><u>17 Books: Higher Education and the SDGs</u></a>	Harvard University
<a href="#"><u>YUFE Diversity and Inclusivity</u></a>	YUFE (Young Universities for the Future of Europe) and Universidad Carlos III de Madrid
<a href="#"><u>Together Ensemble</u></a>	SDSN Canada
<a href="#"><u>SDG7: Clean and Affordable Energy: The Future of Renewable Energy and Trends from the Field</u></a>	Coastal Carolina University
<a href="#"><u>Student Roundtable: Economic and Socio-Cultural Effects of Wildfires</u></a>	Koç University
<a href="#"><u>Student Roundtable: The Effect of Climate Change on Tangible Cultural Sustainability</u></a>	Koç University
<a href="#"><u>IEEEED Speaker Series: Disasters, Environment &amp; the Economy</u></a>	York University
<a href="#"><u>How to Avoid Greenwashing: Towards a Rigorous Life Cycle Assessment (7-8 pm AST)</u></a>	King Abdullah University of Science and Technology (KAUST)
<a href="#"><u>Students Leading for Climate Action and Justice (4-5 pm PT)</u></a>	UC Davis
<a href="#"><u>17 Rooms: A new way to take practical next steps for the Sustainable Development Goals</u></a>	the Brookings Institution

<a href="#"><u>Connecting the Dots Towards Sustainable Food Systems</u></a>	McGill University
<a href="#"><u>YUFE in our Cities (16:00-17:00 CET)</u></a>	YUFE (Young Universities for the Future of Europe) and Universidad Carlos III de Madrid
<a href="#"><u>ESDG Challenges: How to Integrate Multi-disciplinarity and Learning Innovations in the Education for the Sustainable Development Goals (17:00-18:00 CET)</u></a>	Universidad Carlos III de Madrid
<a href="#"><u>International Considerations in Responsible Waste Management</u></a>	Georgia Institute of Technology
<a href="#"><u>A Healthy Georgia: Exploring the Impact of the Energy Transition on Public Health</u></a>	Georgia Institute of Technology
<a href="#"><u>Interdisciplinary Perspectives on the Intersection of Climate and Migration (11:00-12:00 am CST)</u></a>	University of Nebraska-Lincoln
<a href="#"><u>Student Roundtable: Breathing and Drinking Microplastics</u></a>	Koç University
<a href="#"><u>Student Roundtable: How Socio-Cultural Norms Shape Gender Inequality around the World</u></a>	Koç University
<a href="#"><u>Accelerating Climate Action: Tec's commitments within the Race to Zero initiative (12:00-13:00 CST, CDMX)</u></a>	Tecnológico de Monterrey
<a href="#"><u>Queen's University SDG Week Speaker Series: Day 3, SDG13: Climate Action</u></a>	Queen's University

<a href="#"><u>Empowering Students for Sustainability</u></a>	Central University in Ghana
<a href="#"><u>Campaña Mundial por la Educación: llamada a la acción por el ODS 4 / Global Campaign on Education: Call for action for de SDG4 (IN SPANISH; 11:00 AM -12:15 PM CET)</u></a>	Campaña Mundial por la Educación and Universidad Carlos III de Madrid
<a href="#"><u>The power of partnership: SDG 17 and university partnerships to achieve the goals (11am-12pm GMT)</u></a>	The University of Manchester
<a href="#"><u>Global Perspectives on Strong Institutions Roundtable</u></a>	Geneva Business School
<a href="#"><u>SDGs and PEOPLES in a Region: Strategic OUTSTEPS for Students into a Career of Matching Interests and Expertise</u></a>	University at Buffalo
<a href="#"><u>Gender Equality and Leadership in the Maritime (18.00-21.00 Romania)</u></a>	Constanta Maritime University
<a href="#"><u>Together Ensemble Panel Discussion: Reflecting on SDG Reporting in Higher Education Institutions</u></a>	Organized as part of the #TogetherEnsemble2022 conference.
<a href="#"><u>Engaging with the SDGs to Advance Sustainability in Atlanta</u></a>	Georgia Institute of Technology
<a href="#"><u>Break the Bias: An All Inclusive Womens' Conference</u></a>	University at Albany
<a href="#"><u>CMU-Africa Guest Lecture by Dr. Fode Ndiaye, UN Resident Coordinator (12:30-1:30 pm CAT)</u></a>	Carnegie Mellon University Africa

<p><a href="#"><u>IEEEED Speaker Series: 'It's the Economy, Stupid' or 'It's the Stupid Economy:' can we grow our way out of the climate crisis?</u></a></p>	<p>York University</p>
<p><a href="#"><u>Strengthening Resilience and Collaboration for Wetlands (4-5 pm Indian Standard Time)</u></a></p>	<p>University of Madras</p>
<p><a href="#"><u>SDGs Student Awareness Wake-Day @ University of Ghana (in person event)</u></a></p>	<p>University of Ghana</p>
<p><a href="#"><u>UGC Conversations: Student Action for the SDGs</u></a></p>	<p>University Global Coalition</p>



UNIVERSITY  
GLOBAL  
COALITION