

BETTER
TOGETHER

**Partner Wrap Up
Report**

October 2020



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THE PROGRAM

In a nutshell

Created in response to the COVID career crisis. **5 weeks. 10 online challenges. 60+ leading speakers** including Netflix stars, NASA astronauts and serial entrepreneurs. Participants **built skills**, gained **hope** and access to **courses, scholarships, jobs and investment**.

Success in numbers:

+50,000

Participants from
150+ countries

35

International partners

+8 million

Global reach via partner
channels

40

Winners from around
the world

\$25,000

In prizes given away

+2 million

Engagements in app

+261,733

Goodwill page views

+97%

Participants feel more
positive about the future



The Global Consortium

250+ POSTS
ACROSS SOCIAL & WEB

8,700,000 REACH
PARTNER NETWORKS



It's thanks to you -
our amazing partners
that we were able to
make all this happen!



Challenge Calendar

The program consisted of two pillars, one focused on personal goals and achievements, the other on bettering society. Challenges fell under two categories:



Inspiring Entries

Michael
Ecuador



Lella
England



Preinces
Philippines



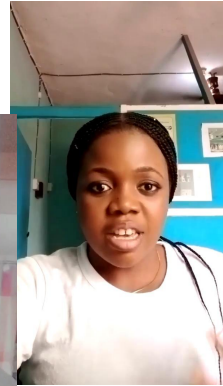
Miriana
Mexico



Jacobina
Namibia



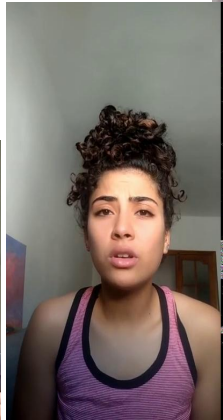
Maryann
Nigeria



Fawdosa
Kenya



Nessrine
Tunisia



Victor
Nigeria



Speaker Sessions

To provide further value and insights to program participants throughout each thematic challenge, we amassed a diverse group of 60 expert speakers to host live sessions. Watch them back on the [Goodwall IGTV](#).



Tracey Pierce

Senior Vice President of Learning & Organizational Development at DHGE



Nir Eyal

Best selling author, lecturer and investor



Daniel Dippold

Serial entrepreneur



Petrina Aron

Youth Leader at the International Basketball Foundation



Marshall Mosher

CEO of Vestigo



Rajiv Satyal

First Comedian to perform on 7 Continents



Sarah Pellegrini

CEO and Founder of delightful brains



Annabel Mendez

Founder of Workvie



Arianna Criscione

Goalkeeper at Paris Saint Germain and Environmental Activist



Andrew Tarvin

Humor Engineer



Anna Lundberg

Founder of One Step Outside



Alex Wilson

Head of Electronics at Gravity Industries



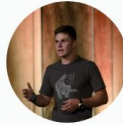
Cindy Rampersaud

SVP - BTEC and Apprenticeships at Pearson UK



Satta Sheriff

Executive Director of Youth in Action for Peace and Empowerment



Kai Fitchen

Pro Climber and Explorer



Derek Pellard

NASA Mars Program & Teacher



Bryan Wish

Founder BW Missions



Sharmishta Sivaramakrishnan

Youth Ambassador for World Summit Award



Melissa Sassi

Chief Penguin of IBM Hyper Protect Accelerator



Sanjana Dixit

Founder and Executive Director of RutuChakra



Alexandra Robinson

Global President at AIESEC



Hanan Heikal

Founder & Managing Partner, Next-Level Inclusive Leadership



Zineb El Ouazzani

Professional Tennis Player and Former Microsoft Manager



Stevi Carr

Founder and CEO of WISE Wellness Guild



Hassan Esufally

Ironman and Marathoner



Shreya Patel

Award-winning Actress & Filmmaker



Marie-Claire Graf

UN Youth Climate Champion



Daniel Gomez

CEO of Solben, the largest biofuel company in Mexico



Mthoko Madonda

Founder and Director of Reach Sports



Sharanyan Sharma

Award-Winning Entrepreneur, Digital Marketing Trainer, Ecommerce Consultant



Sana Mahmud

Former Captain of the Pakistan National Women's Football & Basketball Teams; Fulbright Alumna



Paula Singer

CEO of Walden University



Ivania Bronson

VP of Human Resources at Walden University



Salam Al-Nukta

Gender Equality Advocate



Giorgia Nigri

Practitioner and Researcher in Management Studies



Francois Grey

Director, The Geneva Tsinghua Initiative, University of Geneva

Prizes, Rewards & Funding

We promised a whole host of incredible rewards to elevate our community and delivered over **\$25,000** worth of prizes. These included...

The collage features seven distinct images representing prizes and rewards:

- THE HUS INSTITUTE** logo with the text "\$5,000 in HUS.awards" below it.
- GOODWALL** logo with the text "\$10,000 in Goodwall Awards" below it.
- Two Masterclass Pass cards for **STEPHEN CURRY** and **GORDON REMLEY** with the text "Masterclass Pass" below them.
- Illustration of gift boxes with the text "Headspace Annual" below it.
- KAIROS EUROPE SUMMIT** tickets with the text "Kairos Summit Tickets" below it.
- Pearson** award with the text "Digital Learning Experience Workplace Behavior" and "Pearson Award" below it.
- ISDC** award with the text "\$10,000 in ISDC Awards" below it.

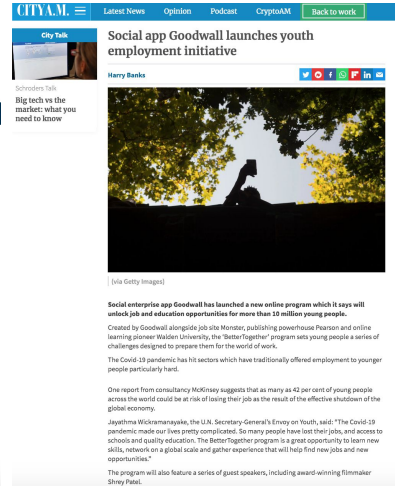
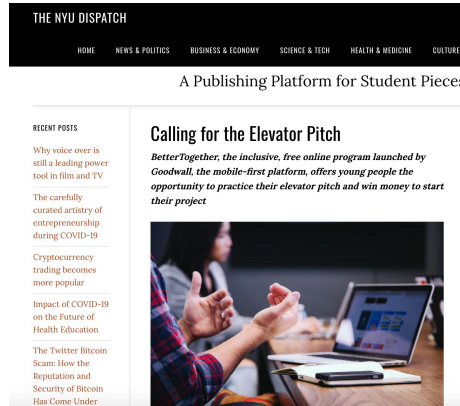
Plus participants also received an **accredited certificate** on completion of the program.



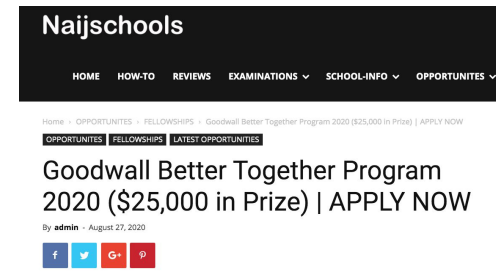
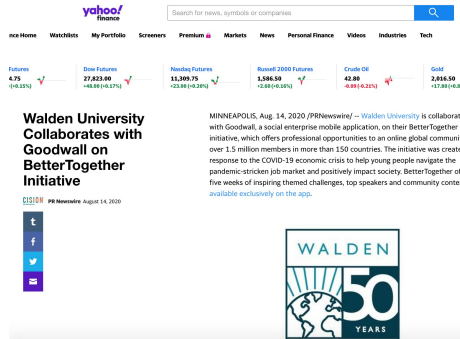
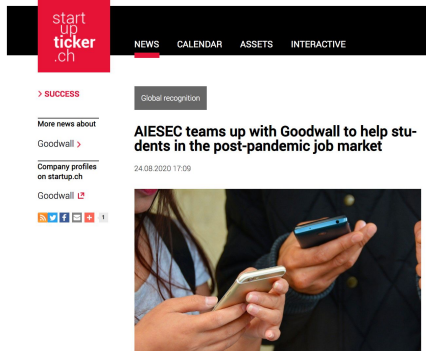
PROMOTION

Press

Widespread multi-channel coverage of the program, with a reach of over **2 million**.



Also
being
featured
in:
Forbes
Inc.



Web

Guest blog posts and announcements reaching **4 million+ Monthly Unique Users.**

The screenshot shows a web article from Walden University. The header includes navigation links like 'Programs and Degrees', 'Tuition and Financial Aid', and 'Admissions'. The main title is 'Walden University Collaborates with Goodwall on BetterTogether Initiative', dated August 13, 2020. The article text mentions that Walden University is collaborating with Goodwall, a social enterprise mobile application, on their BetterTogether initiative. It states that the initiative was created in response to the COVID-19 economic crisis to help young people navigate the pandemic-stricken job market. A quote from Paulina Singer, Walden University CEO, is partially visible: "It's exciting to be able to inspire people of all ages and backgrounds from across the globe through mentorship and leadership," says Singer. "Walden University was founded on the

The screenshot shows a web article titled 'Supporting Youths through Better Together program'. The article features a photo of three young people smiling. The text below the photo reads: 'MINES (Sweden) - The International Goodwall Foundation (IGF) has partnered with the Goodwall enterprise app Goodwall to facilitate access to mentorship on Goodwall's Better Together program. Goodwall is a global community that has the staying power for young people to connect and discover professional opportunities from individual to global. To answer to the lack of opportunities that young people are faced with, Goodwall has developed an inclusive program to help the next generation navigate the pandemic-stricken job market and provide much-needed access through the development of professional skills, experience and networking in support of the United Nations Sustainable Development Goals (SDGs).

The screenshot shows a blog post titled 'AIESEC & Goodwall Launch the BetterTogether Free Online Program'. The author is Sarah Abu-Hamad, dated August 24, 2020. The text reads: 'Geneva, Switzerland, August 24, 2020 - AIESEC has partnered with social enterprise app Goodwall to launch Better Together. This initiative, on the program aims to help young people navigate the post-pandemic job market and positively impact society through the development of professional skills, experience, and networking. The coronavirus crisis has been challenging for just about everyone everywhere, but younger generations have faced a particularly difficult one. Around the world, the International Labour Organization (ILO) estimates that "more than one in six young people (and a lot of workless 100 million) have never been employed or participated, and this uncertainty is a perfect breeding ground for high stress and anxiety."

The screenshot shows the Goodwall Better Together app interface. The header says 'Develop skills and network globally with BetterTogether'. Below that, it says 'GOODWALL BETTER TOGETHER'. The main content area shows a grid of profile cards for various users, each with a profile picture and name. The app is displayed on a smartphone screen.

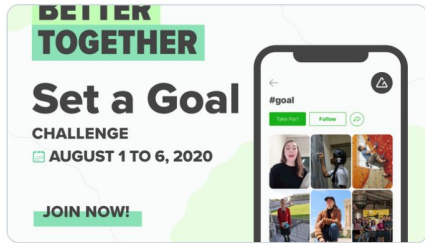


Illustrative examples

Social

250+ partner posts across Instagram, Facebook, Twitter, LinkedIn & Youtube.

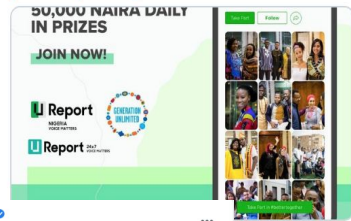
Pearson UK @Pearson_UK · Aug 4
 We are excited to announce that we have partnered with @Goodwall to create BetterTogether, a free, online program to help learners develop professional and employability skills, experience and connections. Get the app to get involved. ow.ly/26Gv50AQbix



Generation Unlimited @GenUnlimited · 11h
 August to September 2020: Join our free online program to better yourself in 5 weeks!

- Develop Skills
- Gain Experience
- Network Globally

Download the app to begin! @GoodWall @UReportNigeria @genunlimitedng #BetterTogether goodwall.io/bettertogether...



Monster @Monster
 Feeling like you could use a boost 🚀 to reach your full potential? Check out @Goodwall's #BetterTogether program just in time for our #Monster challenge below! bit.ly/2Gnh3uG

Goodwall @Goodwall · Sep 3
 Challenge number nine! 🎉

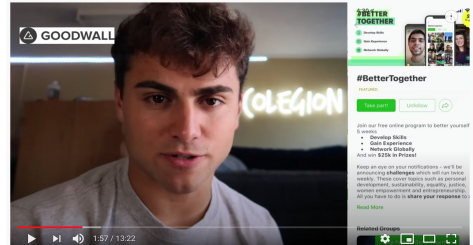
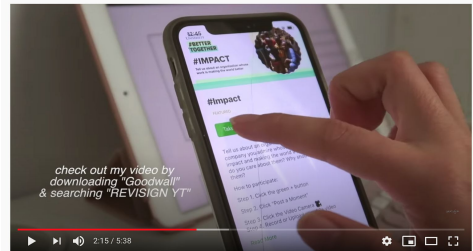
It's time for #Career challenge part two!

For the next 6 days, you can be one of the daily Monster Awardees, winning \$200 in support of finding the right career.

[Show this thread](#)

5:02 PM · Sep 4, 2020 · Twitter Web App

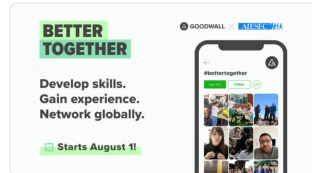
1 Retweet 2 Likes



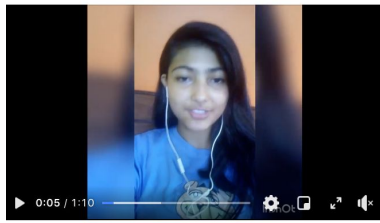
AIESEC @AIESEC
 We teamed up with @Goodwall for Better Together: A #global online program that connects #youth around the world, focused on creating a better you and a better world 🌍

It's virtual, FREE and super easy to join! 🙌
 Download the app > goodwall.app/link/AIESEC

#BetterTogether

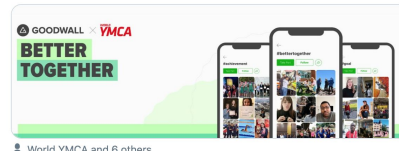


UN Youth Envoy
 With the #BetterTogether challenge, Shristi shares why her #RoleModel is Malala 🌸
 Follow Goodwall to join the challenge and find more self-development resources provided by #BetterTogether 📱 bit.ly/2XyD7se
 #31DaysOFYOUTH



YMCA Europe @ymcaeurope
 World YMCA is partnering with @Goodwall to launch the BetterTogether programme in response to #COVID19 youth #jobscrisis.

More information: ymca.int/better-together...




In app

Messages/notifications/banners

Check out the Santander Scholarships for students, graduates and postgrads. Find yours today!

[Click here!](#)

Q Search Goodwall



r Groups Discover People Opport

#Career LEARN MORE

#career #bettertogether I want to become an engineer To work with the government A scholarship

#career #bettertogether My career is business man

Illustrative examples

Tailored Landing Pages

\$25,000 in Prizes

GOODWALL x one

BETTER TOGETHER


August to September 2020

Join our free online program to better yourself in 5 weeks

- Develop Skills
- Gain Experience
- Network Globally

Download the app to begin!

GET IT ON the App Store GET IT ON Google Play



In support of SUSTAINABLE DEVELOPMENT GOALS

One Young World is a UK-based not-for-profit organization that gathers young leaders from around the world to develop solutions to the globe's most pressing issues. The annual One Young World Summit convenes the brightest young talent from every country and sector, working to accelerate social impact. Delegates from 190+ countries are counselled by influential political, business and humanitarian leaders such as Justin Trudeau, Paul Polman and Meghan Markle, amongst many other global figures. The One Young World Summit 2021 will take place in Munich, Germany from 23 to 26 April 2021.

\$25,000 in Prizes

GOODWALL x Pearson

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In support of SUSTAINABLE DEVELOPMENT GOALS

Pearson is a global learning company with more than 22,500 employees operating in 70 countries. They provide content, assessment and digital services to learners, educational institutions, employers, governments and other partners globally, and are committed to helping people learners with the skills they need to enhance their employability prospects and to succeed in the changing world of work.

Illustrative examples

Personalised Profiles


HELLO, I'M WALDEN UNIVERSITY

Amancer

Celebrating its 50th anniversary in 2020, Walden University was founded to support working professionals in achieving their academic goals and making a greater impact in their professions and communities. Students from across the U.S. and 50+ countries are pursuing a certificate, bachelor's, master's, or doctoral degree online at See More

30 Followers 0 Following 66 Views

[Follow](#) [Message](#) [Share](#)



Online Education | Not a Way Around. Your Way Forward


Since 1955, we've been perfecting online education to meet your needs—and the needs of others. Choose from 80+ degrees, designed by you for you and your world: <https://www.waldenu.edu/experience/>.

HELLO, I'M NIR EYAL

Hi, I'm Nir, living in Orchard. I am a professional working as a author at nirandfar.com. I am open to opportunities in Orchard.

10 Followers 0 Following 19 Views

[Follow](#) [Message](#) [Share](#)



Illustrative examples

Special Video Messages

Launched by the UN
Secretary-General's
Special Envoy for
Youth



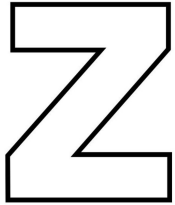
Launched by the
YMCA Secretary
General



RESULTS

What did the typical BT participant look like?

AGE



Full Age Breakdown:

- **16-18:** 22.14%
- **19-24:** 39.76%
- **25-30:** 18.27%
- **31-35:** 8.30%
- **35+:** 5.46%
- **Undefined:** 6.06%

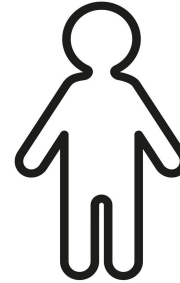
OCCUPATION



Full Occupation Breakdown:

- **High School:** 26.61%
- **University:** 39.72%
- **Professional:** 26.75%
- **Undefined:** 6.92%

GENDER



Full Gender Breakdown:

- **40%** female
 - **60%** Male
- (Based on website visitors)

LOCATION



Full Location Breakdown:

- **Africa:** 41.72%
- **Asia:** 29.86%
- **North America:** 9.31%
- **Europe:** 5.17%
- **Latin America:** 1.56%
- **Middle East:** 1.61%
- **Rest of World:** 3.74%
- **Undefined:** 7.03%



How active & engaged were participants?

50,000+


TOTAL PARTICIPANTS

2,000,000+

ENGAGEMENTS

- 1. GOAL 2020**
- 2. ACHIEVEMENT**
- 3. CAREER**

TOP PERFORMING CHALLENGES



#BETTER TOGETHER


#GOAL2020
Set a goal for 2020 to become the best version of yourself

\$1000
in Cash Prizes



#BETTER TOGETHER

#ACHIEVEMENT
Celebrate an achievement to boost your confidence!



MONSTER

#BETTER TOGETHER

#CAREER
Do what you love, and you'll never have to work another day in your life.

What value did we bring to program participants?

40

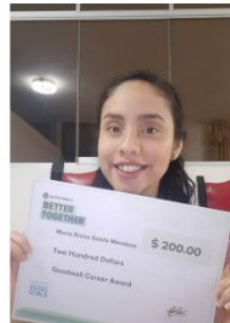
INSPIRING WINNERS

\$25,000

IN PRIZES GIVEN OUT

HUNDREDS

LEARNING COURSE SIGN UPS



What did participants say?

97%

of BetterTogether participants
say they feel more positive about
the future after the program

74%

of BetterTogether
participants feel they
have gained more
confidence

95%

of BetterTogether
participants view the
covid-19 situation as an
opportunity to re-evaluate
their future

98%

of BetterTogether participants
made new friends



Key Winner Story

Shinen Job

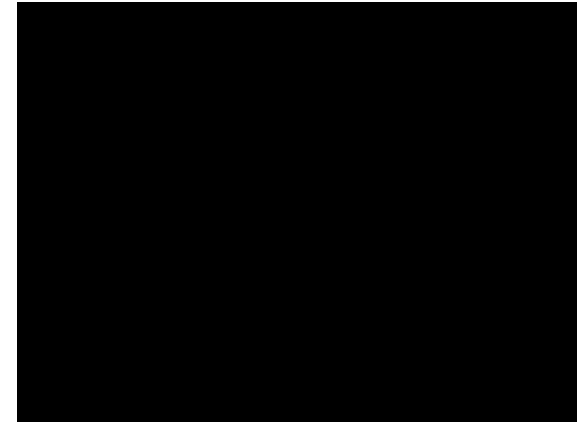
Nigeria

Pitch Grand Prize Winner - \$2,000 from HUS Awards

Plans to create **Nigeria's first indiginous Silicon Valley**

“There’s a missing piece in the Nigerian Educational System, and we look forward to filling that void! How?

- 1. Teaching regular syllabus alongside related real life problems.*
- 2. Guiding the students to use their knowledge to creatively solve these problems.*
- 3. Connecting successful students with sponsors to launch their solutions at a bigger scale thereby creating value and their own business at the same time! [#idea](#) [#bettertogether](#) [#pitch](#)”*



What did participants say?



Olatunde Abayomi Oluwaseun Israel I'm super excited to be numbered among the happiest people on [#BetterTogether](#) challenge
Its a life changing community indeed.
It has opened my eyes to a whole lot of opportunities and increased capacity to explore.
God bless all the Organisers and members of this wonderful community.
You're all amazing!



Paul Gabriel Thanks! I'm happy to be part of [#Goodwall](#) and [#BetterTogether](#).
[Reply](#)



Jefiter John Proud of you too. Keeping my fingers crossed at all I'll be learning. Thanks for the opportunity.
[Reply](#)



Ashiru Muhammad I'm grateful
[Reply](#)



Bassey Eyo I'm grateful, thank you U report for this opportunity, thank you Good wall for giving me the privilege.... I'm proud of you guys too.



g.lacehim This makes me so happy! Thank you for featuring my video, it inspires me to keep working hard! ❤️



king_vicad Feels great to be part of the Goodwall Family 🤗🤗. Grateful for this @goodwallapp ❤️❤️❤️





THANK YOU!

**We look forward to working
with you again soon**



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