What is the Social Good Summit?
The Social Good Summit, set to take place this September 22nd to 24th, is a yearly, innovative event that unites people from around the world around one common theme: the power of social media and technology to solve our world’s greatest issues. Held during UN Week when world leaders gather in New York City for the UN General Assembly, the summit serves as the one place where anyone, anywhere can join the conversation on international development. From forward-thinking technologists, to social activists, corporate trailblazers and young entrepreneurs, every voice is represented.

Brought to you by Mashable, 92Y, the United Nations Foundation, Ericsson, the Bill & Melinda Gates Foundation, and the United Nations Development Programme, the 2012 Social Good Summit will be more exciting and more global than ever before. In addition to the exciting program that will take place at the 92Y in New York City, every neighborhood around the world will be invited to join the first of its kind, Global Conversation. Set to be one of the largest online conversations driven by citizens inside their communities ever to take place, this new addition to the Social Good Summit will ensure that solutions to our world’s challenges are not only shared inside the walls of the summit but are echoed all around the world, including the hardest to reach places.

Why the Social Good Summit Matters
All around the world, more and more people are gaining access to digital tools and technologies that are allowing them to connect about today’s most critical global issues. Millions - from mothers to teachers, celebrities, farmers, political leaders, business execs and more – are using social media to debate and discuss the challenges and opportunities of our world. What if we asked them to come together as one to act on their ideas? The 2012 Social Good Summit will do just that and more:

- Since its inauguration in 2010, the Social Good Summit has become the go-to place for conversations during UN Week on using social media and technology for good.
- Social media brings the promise and responsibility of social good, it empowers people to share and act together on the issues that matter most to their communities.
- The use of technology and digital media has changed the way we interact with each other and the world – our networks are no longer constrained by borders, language, or time zones.
- Digital advancements have undoubtedly contributed to increased awareness and to more effective calls-to-action worldwide.
- Our efforts to find solutions to the issues that shape how we live are directly connected to innovations in technology and social media.
The Social Good Summit invites everyone to participate in the conversation around UN Week and other global issues and, more importantly, encourages a discussion about solutions and how people everywhere can take action.

Leveraging the power of social media, the Social Good Summit takes “crowdsourcing” to unprecedented, global levels of transparency and innovation.

What is the Global Conversation?
On Monday, September 24th, people everywhere will have a chance to be part of the first ever Global Conversation. From every corner of the world, from your neighborhood to Nairobi, Manila, Tbilisi, Buenos Aires, Los Angeles and beyond, you and others like you will have the chance to share ways that new technology can tackle problems in individual communities.

The Global Conversation will be made possible using the UN Development Programme’s 160+ satellite locations, Ericsson’s vast global infrastructure, the Bill & Melinda Gates Foundation’s worldwide network, and Mashable’s Meetups Everywhere community. Using #SGSGlobal, anyone, anywhere can contribute their own stories and suggestions. The ideas collected on this historic day will be shared globally, laying the groundwork for ongoing dialogue throughout the coming year.

How Can You get Involved?
• Attend the Social Good Summit in New York City from September 22 -24
• Organize or attend a Social Good Summit Meetup in your own hometown or anywhere around the world as part of The Global Conversation
• Watch the Summit on YouTube and interact in real-time with the Social Good Summit community via social media with the hashtag #SGSGlobal

Who is Involved?
Everyone! Onstage at the 92Y will be major international personalities including world leaders, young entrepreneurs, technology pioneers, celebrity activists, non-profit campaigners, and corporate innovators. In the audience will be bloggers, traditional press, citizen activists, and more. Each person, no matter who they are, will also be igniting their networks on social media to take action, helping to ensure that the conversations taking place inside the walls of the UN and the Social Good Summit are available to anyone who wants to join.

Preliminary speakers on this year’s roster include:
• Pete Cashmore, CEO & Founder, Mashable
• Helen Clark, Administrator, United Nations Development Programme (UNDP)
• Nicholas Kristof, NY Times columnist & Pulitzer Prize winner
• Wendy Harman, Director of Social Strategy, American Red Cross
• Deepak Chopra, NY Times bestselling Author and Founder, The Chopra Foundation
• Josh Neshit, CEO, Medic Mobile
• Todd Park, United States Chief Technology Officer
• Ramy Raoof, Egyptian blogger and activist
• Fabien Cousteau, 3rd Generation Ocean Explorer and Founder, Plant A Fish
• Hans Vestberg, CEO, Ericsson
• Kathy Calvin, CEO, UN Foundation
• TMS “Teddy” Ruge, Cofounder, Project Diaspora
• Asi Burak, Co-President, Games for Change
• Sylvia Earle, Explorer in Residence, National Geographic & Founder, Mission Blue
• David Kobia, Co-Founder & Director of Technology Development, Ushahidi

New speakers will be announced on a weekly basis leading up to the summit.

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