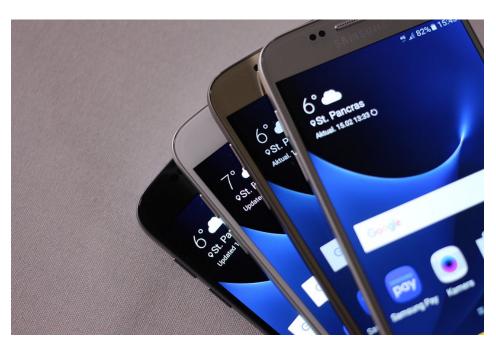# THE SAMSUNG GLOBAL GOALS APP: SUPPORTING SDGS WITH A TAP

In 2015, the United Nations General Assembly announced a pledge to change the world for the better by the year 2030. That pledge led to the Sustainable Development Goals, also known simply as the Global Goals, which aim to eradicate hunger, combat inequality and clean up the planet. To this end, Samsung has joined the efforts to see the world accomplish these goals and released the Samsung Global Goals [https://www.samsung.com/global/galaxy/apps/samsung-global-goals/] app in 2019.

The Samsung Global Goals

The Samsung Global Goals app's purpose is to "take action on the Global Goals and make the world a better place," according to the app's Google Play Store listing

Search

[https://play.google.com/store/apps/details?id=com.samsung.sree] . The app has three intentions:

1. **Know the Goals:** This allows the user to discover what all 17 goals are about and lets the user determine which one they care about the most and want to support the most.

2. **Get the Facts:** Lets the user see statistics about the Global Goals and what important areas organizations are working on to alleviate global poverty and build a sustainable world.

3. **Monitor Donations:** This function allows the user to track their donation history and see which of the Global Goals are progressing worst than others.

Donating With a Simple Tap

The app puts Samsung's advertising revenue to good use. Every ad the user views inside the app earns money that can be donated toward a goal [https://www.undp.org/content/undp/en/home/news-centre/news/2020/Millions_tap_on_the_Global_Goals_App.html] , the user can choose to keep donating to one goal or keep switching between goals. If the user is using the app on a Samsung phone or tablet in the U.S., Singapore, Canada or the U.K., they can use Samsung's own payment system, Samsung Pay, or if they are on another Android device, they can use Google Pay.

Samsung will also match the user's donation as the South Korean tech giant's attempt to brand themselves as a "global corporate citizen." If the user cannot donate, then they can raise funds by allowing the app to place ads on the user's lock screen as they charge their devices and the user can select which of the goals those funds will go toward. After an update on January 2020, the app allows users to put inspiring messages and quotes from famous humanitarians and messages about the planet's climate situation.

United Nations' Initiatives to Accomplish its SDGs

The Samsung Global Goals app is just one of the new ways the United Nations Development Programme (UNDP) is attempting to advertise the Global Goals. The UNDP is partnering with different companies to promote the idea and raise awareness of the Global Goals [https://medium.com/@UNDP/put-more-eyes-on-the-goals-d5f2a50d8a0c] . In America, the UNDP teamed up with iHeart Media to create short messages from famous pop stars about the Global Goals and how citizens can help accomplish them.

Even though the Samsung Global Goals app comes from a place of philanthropy, it would probably do more good for the Global Goals and the UNDP if the app was not limited to just Samsung and the Android platforms. Instead, it should become

available to outside platforms, such as Apple's iOS, to raise even more awareness for the Global Goals, and ultimately our planet.

As we grow closer to the deadline for the SDGs, the world should see more companies following Samsung's lead and helping the United Nations build a sustainable world by 2030.

—Pedro Vega

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