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Common Ground partners with Google to launch ‘Little by Little,’ a global campaign in support of the Sustainable Development Goals

In a first of its kind collaboration between the advertising industry and Google in support of the Sustainable Development Goals adopted at the United Nations, the campaign will leverage the power of YouTube and global influencers to mobilize Gen Z to carry out 2 billion acts of good.

Launching today, ‘Little by Little’ is rooted in the truth that exponential change can be made possible through the repetition of little acts by the largest generation on earth.

To kick-start the campaign, model and activist, Jillian Mercado, is featured in [the anthem video](#) which has already garnered more than 15 million views in just two weeks. At launch, she will be joined by a global roster of influencers – UN ambassadors and YouTube creators curated by FameBit - who will share their stories, content and actions on YouTube and other social platforms, including [Yara Shahidi](#), [Marissa Rachel](#), [Roxy Rocks](#), [Jessica Dante](#), [Adebola Williams](#), [Gemma Stafford](#) and [Khushi Maheshwari](#). The voices of these global influencers will be amplified by a host of other creators in the U.S., U.K., India and Nigeria as they inspire user-generated content from their followers to save the world with little actions.

This global campaign is under the banner of Common Ground – the initiative by the world’s six largest advertising groups to support the Sustainable Development Goals. In April 2017, the six founding members of [Common Ground](#), Dentsu, Havas, IPG, Omnicom, Publicis and WPP alongside Wieden + Kennedy – with the financial, creative and logistical support of Google – came together under the banner ‘[The Common Futures Project](#)’. The initial direction was conceived in a ‘Hackathon’ in New York drawing on resources from all agency partners and then developed further by a coalition of agencies including Sapient Razorfish, Ogilvy and Mediacom.

The Deputy Secretary General of the United Nations, Amina J. Mohammed commented on the initiative: “We have a blueprint for a better world – the Sustainable Development Goals. Little by Little is about young people around the world coming together to build a movement for success. It is based on a powerful notion. Yes, we face a lot of big problems – but we can start fixing them through a lot of small acts. Step by step, little by little, we will get to a better world.”

In a joint statement, the CEOs of the Common Ground partnership said, “Common Ground was born of the idea that, as an industry, we can set aside our differences to support the agenda of the [17 global goals](#). Little by Little is proof that this is not a theoretical ambition, but an achievable goal.”

In explaining their support for the project, Google spokesperson, Torrence Boone, VP Global Agency Development, commented: “Video can affect us like no other medium. It can

educate, build understanding and even change the way we see our world. It's exciting to see Common Ground's Little by Little campaign come to life and we're proud that YouTube's platform and influencers will play a crucial role in spreading this important initiative."

About Common Ground:

Launched by the world's six largest advertising groups (Dentsu, Havas, IPG, Omnicom, Publicis Groupe and WPP) in June 2016 at the Cannes Lions International Festival of Creativity, Common Ground represents a working partnership that transcends commercial rivalry to: accelerate the achievement of the SDGs; demonstrate to the industry and world that the goals are of universal importance and require universal contribution; and inspire other industries to follow suit. Each group has since launched a series of initiatives under the Common Ground banner, with Little by Little representing the physical manifestation of that partnership. For more information, please see: www.globalcommonground.com.

About the 2030 Agenda for Sustainable Development:

In September 2015, UN Member States unanimously adopted the 2030 Agenda for Sustainable Development, focused on the three interconnected elements of economic growth, social inclusion and environmental protection. With 17 Sustainable Development Goals (SDGs) at its core, the Agenda is universal, integrated and transformative and aims to spur actions that will end poverty, reduce inequality and tackle climate change between now and 2030. www.un.org/sustainabledevelopment

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