

PVBLIC Foundation

The PVBLIC Foundation is a non-profit organization committed to using media and new technologies to drive social change. They partner with non-profit groups and social impact campaigns with limited budgets and use their experience to create a media strategy that will increase issue awareness and effectively reach the target audience.

PVBLIC pairs with a variety of partners at the local, national and global levels, from creative agencies to government agencies or documentary filmmakers, all with the aim of raising awareness on a mass scale.

As key partners of the SDG Fund, PVBLIC believes that the media, and in particular social media, will be crucial in raising awareness and organizing concerted efforts to help achieve the SDGs by 2030.

“By seeking new partnerships and promoting active participation of national governments, corporations, NGOs, and individuals, the SDGs can be achieved. PVBLIC wants to be at the core of the global conversation and increase the number of partnerships with different international actors involved in the process.”

Case Study: YouthSpeak Survey

In 2015, PVBLIC Foundation partnered with AIESEC to launch the second YouthSpeak Survey. This survey aimed to find ways of engaging millennials by determining how aware they are of the SDGs, what they care about, how they would like to be involved in the implementation of the SDGs and how young people can be empowered to take meaningful action.

The survey eventually collected responses from 160,292 young people worldwide, finding that nearly half were already aware of the SDGs. Other insights involved what factors are most important to young people and where they turn to for information; namely online social media platforms and television, showing the importance that media will play in informing and engaging younger generations.

AIESEC is the world's largest youth-led organization and seeks to provide young people with opportunities to undertake experiences that have a positive impact on the world while developing valuable skills. By partnering with PVBLIC they were able to combine a global network of young people with media sector expertise to help raise awareness about the SDGs and find new ways of contributing to their implementation in meaningful ways.

The momentum of this YouthSpeak survey has led to other initiatives, such as AIESEC's Thunderclap project, described as “the first-ever crowd-speaking platform,” helping create visibility for an issue on social media by coordinating efforts and having large numbers of people share the same message at the same time.