


PROGRAM

HRH CROWN PRINCESS METTE-MARIT

NEW YORK CITY September 22 – 26, 2013

Sunday 22 September 2013



Social Good Summit

The Social Good Summit is a three-day conference where big ideas meet new media to create innovative solutions. Held during UN Week from September 22-24, the Social Good Summit unites a dynamic community of global leaders to discuss a big idea: the power of innovative thinking and technology to solve our greatest challenges. The most innovative technologists, influential minds and passionate activists will come together with one shared goal: to unlock the potential of new media and technology to make the world a better place, and then to translate that potential into action.

HRH The Crown Princess of Norway will take part in the Mashable Social Good summit on September 22. Her participation would have the following objectives:

1. Lead an innovation for AIDS dialogue: facilitate a conversation between the youth HIV/SRH movement, emerging leaders in the social good space on the opportunities of social media and technology to solve some of the most urgent problems young people face in the AIDS response today.
2. Introduce UNAIDS flagship Post 2015 youth social action campaign, and showcase it’s innovate strategy to rethink how the UN does ‘consultations’ to ensure the voices of the marginalized are heard in Post 2015 agenda.


[Speakers](#)
[Agenda](#)
[Press Registration](#)

Social Good Summit will be hosted at the 92nd Street Y, a cultural and community center located at 1395 Lexington Avenue (between 91st and 92nd) in New York City.

Time	What and Where	Who	Note
10:45 AM – 11:15 AM	SocialGood Mastersclass Location: Hotel Wales, 1295 Madison Avenue (between 92nd & 93rd), New York, NY 10128.	HRH The Crown Princess and Pablo Aguilera, Director of HIV Young Leaders Fund take part in an	Topic: <i>What role can new media play to engender the social transformation needed to end the</i>

		interactive dialogue with key emerging leaders in the social good space moderated by blogger Morra Aarons-Mele.	<i>AIDS epidemic?</i> <i>Photo Opportunity</i>
11:40 AM	Arrival at 92Y	HRH The Crown Princess	<i>Photo Opportunity</i>
12:10 PM – 13:10 PM	<p>Session: The Next 15 Years: How will technology, data and digital media shape our world?</p> <p>Keynote speech by HRH Crown Princess Mette-Marit on UNAIDS post 2015 strategy</p> <p>Location: 92Y, 1395 Lexington Avenue (between 91st and 92nd), New York, NY 10128.</p>	<p>The panel is made up of: HRH Crown Princess Mette-Marit of Norway, UNAIDS Special Representative; Paul Polman, CEO Unilever; Phumzile Mlambo-Ngcuka, Under-Secretary-General and Executive Director of UN Women, United Nations; Stacy Martinet, Chief Marketing Officer, Mashable</p>	<p>The focus of the panel will be on innovation, digital, data and ICT as core strategies for the world after the MDGs.</p> <p><i>Photo Opportunity</i></p>

Monday 23 – Thursday 26 September 2013

 CLINTON GLOBAL INITIATIVE			
<p>The Crown Prince attends the CGI Annual Meeting in New York, September 23 – 26, 2013, continuing her work on global health issues.</p> <p>Hosted by President Bill Clinton, the 2013 Annual Meeting will bring CGI members together under this year's theme of “Mobilizing for Impact,” which focuses on involving the right people and resources needed to drive effective action on global challenges.</p> <p>Clinton Global Initiative Full Agenda</p> <p>Location: Sheraton New York Times Square Hotel, 811 7th Ave at 52nd Street · New York, NY 10019</p>			
Time	What	Who	Note
Monday 23 – Thursday 26	Attending meetings and sessions		
Tuesday September 24	Meeting with Yara International, Norwegian-based firm specializing in agricultural	Yara CEO and President, Jørgen Ole Haslestad	<i>Photo Opportunity</i>

3:30 PM – 4:00 PM	products and environmental protection agents, selected as a “featured commitment” at the Clinton Global Initiative annual meeting.		
Thursday September 26 3:30 PM – 5.00 PM	Closing Plenary Session	<p>Remarks: Hillary Rodham Clinton, Former Secretary of State of the United States; Chelsea Clinton , Board Member, The Clinton Foundation; President Bill Clinton, Founding Chairman, Clinton Global Initiative; 42nd President of the United States</p> <p>Musical Entertainer: Esperanza Azteca National Youth Orchestra</p>	<i>TBD</i>