



WE THE PEOPLE
#ACT4SDGS
SEPTEMBER 25TH 2017

JOIN THE
GLOBAL DAY OF
ACTION

TELL GLOBAL LEADERS
HOW WE'RE DOING
ON THE SUSTAINABLE
DEVELOPMENT
GOALS



#ACT4SDGs TOOLKIT

25 September 2017:

Two-year anniversary of the Agenda 2030

Where are we at? On track? Are governments accountable?

We the People can do this.

Join the global movement. Make every action count!



Content

The Context	3
Why Global SDG Actions?	4
Campaign: We the People – take Actions for the SDGs	5
What kind of Actions?	6
1. Tell leaders how we are doing through the MY World 2030 survey	6
2. Take action and spread the word on Social Media	7
3. Organize an action event in your community	8
When?	8
Where?	8
1. Action: Take the MY World 2030 survey and join the Thunderclap to spread the word	9
What is MY World 2030?	9
Actions	9
2. Action: Amplify #Act4SDGs - Go Live on Social Media	10
Actions	10
Resources	11
3. Action: Stunts & Events	12
Ideas for your SDG Action Events in September	12
Organize an event in your community	13
Civil Society Statement & Press Release	13
Partners and Friends	15
SDG Watch Euro: 17 Days of SDGs	15
In Short - Amplify & inspire others!	17

This toolkit will show you how to use simple campaign ideas to support and create activities around the 2nd anniversary of the SDGs - 25 September 2017.

We the People - take Action for the SDGs seeks to create awareness and promote the SDGs among citizens AND to help you to hold our governments accountable.

These ideas are flexible, can be used in full or in parts, and can be adapted to your specific plans.

The Context

Increasing **conflict and inequality**, unprecedented levels of **migration and displacement** and the devastating effects of **climate change** are some of the issues that define our age.

Extremism and **disenfranchisement** fuel reactive political movements with chaotic and dangerous outcomes.

These are **issues that go beyond country borders** and require concerted efforts at regional and global level.

On 25 September 2015, world leaders agreed to a definitive plan for the planet and the people on it by adopting **17 Sustainable Development Goals**.

The Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity.



These 17 Goals were partially built on the [Millennium Development Goals](#) (MDGs), while including new areas such as climate change, inequality, sustainable consumption and production, peace and justice, among other priorities. The SDGs apply to all countries and they are highly interconnected – often the key to success on one will involve tackling issues more commonly associated with another.

193 governments signed up - if they stick to the plan the results will be extraordinary.

It has already been two years. Are we on track? Are world leaders sticking to the pledge?

For the goals to be reached, everyone needs to do their part: governments, the private sector, civil society and **people like you and us**.

Why Global SDG Actions?

After the High Level Political Forum for Sustainable Development at the UN Headquarters in New York, in July 2017, the focus must be on the People and on taking action.

We the people hold governments accountable for their promises in order to achieve the SDGs by 2030.

We the people own the SDGs and take actions for their implementation.

We need to create space for people of all ages and from different cultural backgrounds to sit at the table with decision makers, both literally and figuratively.

We need to create new tools for public engagement and to inspire actions that people can take to make the SDGs a reality.

We also need to celebrate the actions that are already happening and inspire citizens and organisations to join the movement.

An enabling environment for civil society to function and the freedom to undertake a critical analysis of government policies are preconditions for effective CSO engagement on the SDGs.



Campaign:

We the People – take Actions for the SDGs

On the occasion of the second anniversary of the SDGs on 25 September 2017, **we are calling for actions across the world** to tell people about the goals and tell our leaders how they are performing.

The **UN SDG Action Campaign**, the **World We Want**, the **Global Call to Action Against Poverty (GCAP)** and **Action for Sustainable Development** have created a global campaign to create awareness and promote the SDGs among citizens.

We are joining forces with **civil society, volunteers, and citizens** in 100 different countries to send a strong signal to leaders about what needs to be done two years after the approval of the goals.

To do what?

- 1) **Awareness:** increase ownership of the SDGs among citizens and all stakeholders, especially in the communities that are left behind.
- 2) **Accountability:** empower citizens, especially those from the most disadvantaged communities to be able to hold their governments to account.
- 3) **Action:** take stock of the data collected/produced so far, generate citizens' actions to present public statements and calls for action from their public representatives on the SDGs.

YOU own the SDGs. Your actions - both big and small can help.

Turning the plan into action & promises into reality.

Each year we want to celebrate and recall the official day when the SDGs were adopted – September 25th - and create awareness, accountability and action among people on the progress of the SDGs.

This year, the Day of Action coincides with the closing day of 72nd Session of the UN General Assembly (UNGA 72) and provides an opportunity for local people - YOU! - to react to the statements and speeches given by your representatives and contrast them with local realities.



What kind of Actions?

Together we will mobilise thousands of citizens, institutions and organisations across the globe to raise our voices and tell world leaders how we are progressing on the achievement of the SDGs through the MY World 2030 Survey and statements from civil society.

We want to celebrate what has been done already to implement the SDGs and ask governments to strive for more action through a series of physical and virtually connected events all over the world.



1. Tell leaders how we are doing through the MY World 2030 survey

Tell your leaders how we are doing and encourage your community to make your voice heard:

MY World 2030 is a global citizen survey led by the United Nations and partners to capture public awareness and perceptions about the Sustainable Development Goals. The results are used to build dialogue between governments and citizens.

As a first and simple action please take the survey here:

<https://myworld2030.org/>



Join the Thunderclap campaign to spread the word:

Joining the Thunderclap campaign means to donate your social media reach for one specific message about the Day of Action, and to encourage your friends and networks to make their voices heard.

Sign up to share this message and join the Thunderclap here:

- [English](#)
- [Spanish](#)
- [French](#)

We the Peoples #Act4SDGs

by MY World 2030 category: **Cause**

“I just told global leaders how we're doing on #SDGs. U can too! #Act4SDGs & let's stick to the #GlobalGoals”

<http://thndr.me/dVMSMN>

SUPPORTERS
12 of 500
2% of goal supported

SOCIAL REACH
7,153
People

TIME LEFT
19 days
Ends Sep 25, 5:00 AM EDT

MY World 2030 EMBED </>

Remember you must register ***before*** 25th September to join.

2. Take action and spread the word on Social Media

Join the Social Media Campaign by sharing videos, photos and documents on your current and recent actions on SDGs.

Join the Social Media Campaign by sharing videos, photos and documents on your current and recent actions on SDGs. Create materials to raise awareness for the need to act now.

Access guidance and support material to amplify and support the campaign and share your content:

- [#Act4SDGs Campaign Media Pack](#)
- [Communications Pack](#)
- [Use #Act4SDGs and share it with us Here](#)



3. Organize an action event in your community



Photo – Ops with an #Act4SDGs message in front of a landmark building or structure or monuments / marches / protests / public statements / public discussions / photo exhibits / flashmobs / interviews or youth debates with decision-makers and government representatives / voting booths / charity runs / so much more...

Citizens – including marginalized people - meet politicians with public statements and demand implementation of the SDGs in their countries.

When?

The #Act4SDGs Actions will run during September - **with the peak period from 22nd to 25th September.**

The **main day will be September 25 - Global Day of Action on SDGs Events** will pop up across the globe. EVERYONE is invited to join.

Where?

Actions are planned in **more than 50 countries** and cities from Manila to Buenos Aires to Brussels, Mexico City and Nairobi.



1. Action: Take the MY World 2030 survey and join the Thunderclap to spread the word

What is MY World 2030?



MY World is a global citizen survey to bring people's voices into political debates about the Sustainable Development Goals (SDGs). [10 million people voted](#) in the first MY World 2015 survey that helped shape the global goals.

[MY World 2030](#) has been launched globally as a tool to hold governments and institutions accountable and make sure every person has their say on the achievements of SDGs. From now until 2030, we want as many people in as many countries possible to be involved in MY World. This is history in the making!

Actions

- Take the MY World survey [here: https://myworld2030.org/](https://myworld2030.org/). It is available in 14 languages.
- Sign up for the Thunderclap in [English](#), [Spanish](#), or [French](#).

Joining Thunderclap means to donate your social media reach for one specific message about the Day of Action. On September 25th every account signed up will share our message at the same time all around the world. Together we will make the call to vote trending on Facebook, Twitter and Tumblr globally.

You can support the Thunderclap with your Facebook, Twitter, and Tumblr accounts! See for instructions on how to support the Thunderclap below. **Remember you must register *before* 25th September to join.**

1.

2.

We the Peoples #Act4SDGs
by MY World 2030 category: Cause

"I just told global leaders how we're doing on #SDGs. U can too! #Act4SDGs & let's stick to the #GlobalGoals <http://thndr.me/dVMSMN>"

SUPPORTERS **11 of 500**
2% of goal supported

SOCIAL REACH **7,152**
People

TIME LEFT **19 days**
Ends Sep 25, 5:00 AM EDT

Support MY World 2030 in sharing this message

support with FACEBOOK | support with TWITTER | support with TUMBLR

Thunderclap Preview - Twitter

Make the message your own! Customize this tweet. 8

I just told global leaders how we're doing on #SDGs. U can too! #Act4SDGs & let's stick to the #GlobalGoals thndr.me/FCZ79j

We will post this one-time message to your account on September 25 at 5:00AM EDT

ADD MY SUPPORT

- **Set Up a MYWorld 2030 Voting Booth** in your community, school or **place** of worship around the 25 September Day of Action. Access MY World resources at: <http://about.myworld2030.org/resources>
- **Public exhibit:** include citizen feedback from [MY World](#), citizen scorecards, [Humans of MY World stories](#) and set up a MY World 2030 voting booth.
- **Invite your member** organisations to motivate people to spread the [MyWorld survey](#).

2. Action: Amplify #Act4SDGs - Go Live on Social Media

Online action is a powerful way to reach thousands of people around the world. Join us and make an impact with #Act4SDGs.

Join the Social Media Campaign by sharing videos, photos and documents on your current and recent actions on SDGs. Create materials to raise awareness for the need to act now.

Take a picture of yourself with a political representative or in front of a national landmark and monument. BE CREATIVE!

Take & share a short video or a photo about inequality, poverty and injustice, why people are left behind and why SDGs matters to you.



Answer these key questions:

- What is most important for you and your family and why? What is the injustice or inequality you are facing?
- What are your proposals or demands to change this situation?
- How is someone else impacted by the actions you take to change that?

Actions

- **Publish your Video + Photo Stories** tagged with [#Act4SDGs](#)

What actions are needed? What action ARE YOU taking to change that? Share your story and invite other to join and [#Act4SDGs](#)

- **Use [#Act4SDGs](#) in all your created content you publish and share it with us [here](#)**
- **Record a Message or go Live sharing your story** or news from past SDG actions and share them on your Social Media.

- **Take a Photo** holding the sign [#Act4SDGs](#) and post it sharing your story of action for SDGs.
- **Share the content with us** [filling in the google sheet](#). We will capture and share it through our platforms and networks to inspire many others.
- **Share Messages for #Act4SDGs**. Pass on key messages and share why the SDGs matters to world. Why not tell us your main issue through an image or a simple sign and tweet it in a photo!

For example: 'Our Rights are not for sale'; 'I believe in xxx, #Act4SDGs'

More examples of messages you can use and share are [available in our Communications Guide here](#).

Resources

Support material is available for you via

- [#Act4SDGs Campaign Media Pack](#) and
- [Communications Guide](#)

You will find the following support material:

- SDG images for printing
- Video Teaser & Endorsement
- Social Media Toolkit
- Visuals & Infographics
- Banners & online material
- Key Messages, Press Release Template & Quotes
- Offline mobilization toolkits
- Sample messages and resources to share

3. Action: Stunts & Events

Host your own SDG Action for the second anniversary

Take part in public stunts and events to make a statement, engage leaders, collect voices and celebrate action.

Stunts and events will be organized all over the world. You can organize an event too!

Photos and stories from all parts of the world will be aggregated and showcased on **www.act4sdgs.org** for all to see how people take actions for SDGs!

Please ensure to **Leave No One Behind**: support & mobilize specific communities including; youth, indigenous groups, disabled, women's groups, faith communities, and academia.



Ideas for your SDG Action Events in September



- **A photo of a stunt with a slogan** in front of a landmark building/structure of national pride/monuments with messages on different goal on SDGs
- Do a **cyclathon**, a **candle light march**, a **flashmob**
- Organize a **demonstration**
- **Be creative!**

Please send a report about your actions including photos and videos by 25.9.2017 to the following emails: act4sdgs@whiteband.org or support@sdgactioncampaign.org

You can also write for more information and support.

Share these on social media! You can find out more about events taking place around the world on the [Act4SDGs campaign page](http://www.act4sdgs.org/) here: <http://www.act4sdgs.org/>

Organize an event in your community

Here are some more examples of actions you could take:

- **Organize a public discussion** eg. with young people, or in communities of marginalized people; you could include an interview or debate with the President, Prime Minister, MPs, mayors or other public figures to share a public statement and request a response from the authorities
- **Invite a politician or leader** to speak.
- **Organise a rally or stage a peaceful demonstration** demanding better implementation of the SDGs.
- **Send a delegation of people from marginalized communities** to meet the relevant Minister, Governor, MPs, mayor, local political representatives etc. and hand over a public statement.
- **Collect voices of marginalized peoples** speaking about their situation, or collect short videos of politicians pledges on the SDGs
- **Prepare a public statement or memorandum** and submit it to your government in a public event or send to local media together with photos
- **Organise an event for the freedom of civil society** with the [SPEAK campaign](#)



Civil Society Statement & Press Release

You know best what's happening in your communities. What is the position after 2 years?

[You will find a template for a press release in the materials and inputs for the statement as part of our media and communications pack here.](#)

Ideas for Public Statements from Civil Society:

Prepare an evaluation of the government's efforts/non-efforts in your country or region.

1. [Issue a public statement with a political message](#) for the public and decision makers, including a narrative on how we are doing on Sustainable Development and the SDGs.
2. [Tell politicians what is important](#) for people in your country - include results from data.myworld2015.org
3. [Write an article/blog setting out priorities to hold the government to account](#) for what they have done or not done to achieve the SDGs and to ensure that nobody is left behind.
4. [Include key asks for better implementation](#) with short and clear messages.
5. [Organise TV debates](#)

Example of Messages for the Statement

How do the SDGs affect you? Has your life changed? What do you want to happen in your community? What do you want to say to your leaders? Are they being accountable to their promises? What should happen next?

Some key messages include:

- Given the context of obscene inequalities in today's world, we declare that **we will fight inequalities** with a focus on **gender inequalities and socially excluded people**, including women, indigenous communities, Dalits, people living in conflict areas, children, aging people, communities affected by climate change, climate and other migrants and persons with disabilities. What is the situation of inequality in your country?
- We will make sure that "**No One Left Behind**" becomes a reality. What are the left behind groups in your country? How can we include them?
- The **SDGs** go far beyond the MDGs and offer the hope of a future where people live in harmony on a safe, sustainable planet. They include goals on inequalities, peace, decent work, justice and transparency while also vowing to end violence against women and children, human trafficking and environmental destruction and dangerous climate change. What are you doing to meet these goals?
- We need to continue to challenge the **structural and root causes of inequalities and poverty**. There needs to be a critical assessment of any actors that exacerbate inequalities, including gender inequality, poverty and climate change. We will hold all actors to account - including governments, private sector and international institutions, including the UN. To achieve the SDGs, policies that promote equality such as tax justice, decent work, redistributive measures, social protection and gender equality are crucial.
- We the People will work at local, national, regional and global levels **to monitor the implementation of the SDGs** in order to ensure that countries achieve the goals and meet and exceed the targets for all groups. [Explain what you are doing].
- We will work **to transform unjust and impoverishing aspects of the global economic and financial architecture as well as the root causes of violent conflicts**.
- We will work to ensure that civil society and people's voices are not relegated to the margins. People's voices should be incorporated into SDG implementation and decision-making at all levels. Campaigners should feel safe to mobilize constituents for greater accountability, gender justice and climate action. We will stand up for **meaningful civil society participation in the SDGs**. We the People are connecting with millions of citizens around the world to ensure that their demands for justice are heard.

Please use [the #Act4SDGs Campaign Reporting Template](#) to tell us everything about your mobilization efforts in support of the #Act4SDGs campaign.

Partners and Friends

Action for Sustainable Development

Action for Sustainable Development (A4SD) is a global civil society platform which aims to bring citizens and civil society together to inspire and to commit to actions that empower all peoples, especially those who have been marginalised, and in order to collectively tackle the root causes of inequalities, injustice, human rights violations, poverty, environmental degradation and climate change.



**ACTION FOR SUSTAINABLE
DEVELOPMENT**

They share knowledge and build momentum for civil society organisations to mobilize, monitor, advocate and act collectively. This is taken forward through four main working groups: Policy & Advocacy; Public Mobilisation; Monitoring & Accountability; and Innovative Solutions.

The founding partners include GCAP, CIVICUS, the International Federation of Platforms (IFP) and Climate Action Network International. There are over 1,650 members in 155 countries, from grass-roots activists and community organisations to large networks of civil society, many of whom are leading their own national actions for accountability on the SDGs.

www.action4sd.org

SDG Watch Euro: 17 Days of SDGs

Social Media Campaign leading up towards 25 September: Starting on 8 September, please tweet about the relevant SDG following this schedule. It is crucial to tweet about **all** the goals. Sustainable development is only possible if ALL SDGs are met, we don't want cherry-picking:

Day 1 (8 September): No Poverty

Day 2 (9 September): Zero Hunger

Day 3 (10 September): Good Health and Wellbeing

Day 4 (11 September): Quality Education

Day 5 (12 September): Gender Equality

Day 6 (13 September): Clean Water and Sanitation

Day 7 (14 September): Affordable and Clean Energy

Day 8 (15 September): Decent Work and Economic Growth

Day 9 (16 September): Industry Innovation and Infrastructure

Day 10 (17 September): Reduced Inequalities

Day 11 (18 September): Sustainable Cities and Communities

Day 12 (19 September): Responsible Consumption and Production

Day 13 (20 September): Climate Action

Day 14 (21 September): Life Below Water

Day 15 (22 September): Life on Land

Day 16 (23 September): Peace, Justice, and Strong Institutions

Day 17 (24 September): Partnerships for the Goals

Use relevant hashtags: [#act4sdgs](https://twitter.com/act4sdgs). Mention key people: e.g. [@JunckerEU](https://twitter.com/JunckerEU)



SPEAK! - for the freedom of civil society to help achieve the SDGs

SPEAK! is a global campaign to help respond to increasing attacks on basic freedoms, which are essential to realising the SDGs. SDG Action Events organised from 22-25 September will also form part of SPEAK! Together, we can amplify the voices of ordinary citizens in creating a more just and sustainable world for all.

- www.togetherwespeak.org
- [#togetherwespeak](https://twitter.com/togetherwespeak)



STOP POVERTY – A global campaign

Stop Poverty is a global campaign organised by ATD Fourth World to help achieve the SDG1. Negative stories and images of poverty and injustice can lead to a sense of powerlessness. Our campaign's vision is that extreme poverty is not inevitable and that the violence it represents must be eliminated by sharing [stories of change](#) and launching a [Call to Action](#).



25 September - Leave No One Behind. Citizens, including people living in poverty, can unite to oppose poverty, changing the world for the better. For this reason ATD Fourth World, alongside partner organizations such as the International Trade Union Confederation (ITUC) and Social Watch, mobilised with people living in poverty to assess the Millennium Development Goals. Together, they created the concept of 'Leaving No One Behind', which is now a cornerstone of the Sustainable Development Goals, especially SDG1. On 25 September, ATD Fourth World will spread the story of 'Leaving No One Behind' and ask governments to measure poverty differently.

From 25 September to 17 October the story of 'Leaving No One Behind' and its link to the SDG's will be shared on social media to call out to governments. This will culminate on 17 October (World UN International Day for the Eradication of Poverty) to call out to all citizens. 17 October actions: 1. Events in more than a 100 countries on 17 October to celebrate the 25th anniversary of the World UN International Day. 2. A Thunderclap to enable people to post on social media around the day. 3. A Web Event on the Stop Poverty website with videos of 17 October.

Find out more about the campaign for September 25 and October 17 actions here: www.poverty-stop.org #StopPoverty #EndPoverty

In Short - Amplify & inspire others!

1. Go Live on Social Media [#ACT4SDGs](#)
2. [Register](#) to put your action on the Map for the Global Day of Action
3. [Join the Thunderclap](#) [#Act4SDGs Global Day of Action](#)
4. Post, tweet and share your stories, photos & videos of your event, rally, demonstration, cyclothon or march

Use [#Act4SDGs](#) Hashtag and twitter handles include: [@SDGAction](#); [@action4sd](#)



5. Live broadcast your [#Act4SDGs Event](#) through a FB Live, Twitter's Periscope, and Instagram and Snapchat Stories using [#ACT4SDGs](#).

Invite event participants to share their own stories of how we are progressing on SDGs and what needs to change.

6. Contact your Local Media and share with them Press Release and photos/videos
7. Check the campaign website <http://www.act4sdgs.org> regularly for updates and follow the buzz.

Your stories will be published and given broad visibility on our Global day of Action for SDGs website: www.act4sdgs.org

All content must be submitted before 23:59 on 25 September.

Please use [the #Act4SDGs Campaign Reporting Template](#) to tell us everything about your mobilization efforts in support of the [#Act4SDGs](#) campaign.

WE can do this! Unleash your power with [#Act4SDGs](#) for a better future for people and planet.

We the People can do this.

Join the global movement. Make every action count!

For more information contact:

act4sdgs@whiteband.org or support@sdgactioncampaign.org

Many of the photos and background information included in this toolkit are drawn from the Action/2015 campaign. Action/2015 was a campaign to mobilise citizens around the world in joint engagement to maintain pressure on governments to sign the 2030 Agenda for Sustainable Development in September 2015. Since that time many of the national partners of Action/2015 have continued to be active in their countries through the Action for Sustainable Development platform.