WELCOME!

On September 25th 2015, 193 world leaders will commit to 17 Global Goals to achieve 3 extraordinary things in the next 15 years.

End extreme poverty. Fight inequality & injustice. Fix climate change.

If the goals are famous, they won’t be forgotten

We can be the first generation to end extreme poverty, the most determined generation in history to end injustice and inequality, and the last generation to be threatened by climate change.

This document lays out the first stage in our engagement programme which will help to give you the tools to spread the word about the Global Goals as far and as wide as possible. We are providing all of the simplest assets for you to talk about the Global Goals with your partners, members, communities and the media.

Everyone needs to know about them and together we can reach 7 billion people in 7 days.

It’s time to change the world.

Tell Everyone about the #GlobalGoals
End poverty in all its forms everywhere.

End hunger, achieve food security and improved nutrition and promote sustainable agriculture.

Ensure healthy lives and promote well-being for all at all ages.

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Achieve gender equality and empower all women and girls.

Ensure availability and sustainable management of water and sanitation for all.

Ensure access to affordable, reliable, sustainable and modern energy for all.

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

Reduce inequality within and among countries.

Make cities and human settlements inclusive, safe, resilient and sustainable.

Ensure sustainable consumption and production patterns.

Take urgent action to combat climate change and its impacts.

Conserv and sustainably use the oceans, seas and marine resources for sustainable development.

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land.

Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

Strengthen the means of implementation and revitalize the global partnership for sustainable development.
OUR PARTNERS:
We are working with a number of Partners who are all committed to effecting change and ensuring the Global Goals are turned from paper to practice.
HOW WILL WE TELL EVERYONE?

- 6.9bn have access to RADIO
- 7bn MOBILES worldwide
- 6bn people have a FAITH
- 5.66bn have access to BROADCAST
- 5bn see BRAND & MEDIA advertising
- 3bn+ people are ONLINE
- 2.5bn have access to PRINT
- 1.4bn visits to the CINEMA each year
- 1.2bn attend SCHOOL
- 1bn strong UN & CIVIL SOCIETY network

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PROJECT EVERYONE: KEY DATES & EVENTS Join ours and create your own

- Dizzy Goals Launch: August 19th
- Partner launch of 7bn 7days, Tell Everyone and We the People: 1st Sept
- Africa crowd-sourced song: 4th Sept
- Radio Everyone Content release: 14th Sept
- Launch of Richard Curtis films
- World’s Largest lesson content: 1st Sept
- Global Citizen Concert: 26th Sept
- Cinema ad: 24th Sept
- Global Superheroes App: 1st Sept
- I SUPPORT GOAL 1 - NO POVERTY
- We the People Live – 25th Sept
- action/2015 day of action: 24th Sept
- Share your favourite Global Goal
- Advertising assets: 1st Sept
- Prayer for Everyone: 24th Sept - 2nd Oct
- We the People
- Advertising assets
INTEGRATE AND ENGAGE
Where can you integrate the campaign?
The ‘Resource Center’ of the Global Goals website: www.globalgoals.org plays a central role in the awareness campaign: toolkits, resources, and information about the goals. The icons and other assets can be downloaded on the site and used by everyone on their websites, social media, at work, printed as posters etc.
We’ve made things for your organisation to show support for the Goals. Icons, web banners, email signatures. Find your goals and share with pride.
3. DOWNLOAD PRINTABLE POSTERS

We’ve made posters to inform, inspire and engage. Print them out and display them wherever you can.

A3 Posters

A4 Posters
4. WATCH AND SHARE VIDEOS

Films to watch and share to help you get deeper into the Global Goals.

- http://www.youtube.com/watch?v=C8gt50hiPfo

More coming soon…
The Global Goals get people talking. So we’ve made a simple guide to help those who want to engage their organisation in short talks about the Global Goals. Host a session at lunch times, tea times or during launch week.
6. BUY SOME GOODIES AT THE STORE

We’ve made some stuff to help communicate the Global Goals inside your workplace. Smart mugs and mouse-mats which show your support and help the Global Goals movement.

• http://globalgoalsmerch.com/
7. TELL YOUR MEMBERS, TELL YOUR STAFF, TELL EVERYONE!

TWEET/SHARE:

The twitter handle is @TheGlobalGoals.

Hashtags can include #GlobalGoals #TellEveryone #WeHaveAPlan

Examples:
We believe #GlobalGoals can end poverty, fight inequality and tackle climate change. Follow the @TheGlobalGoals to find out more

Which of the #GlobalGoals do you feel most passionately about? Visit globalgoals.org and #TellEveryone (this could have the image of the Goals attached)

Follow @TheGlobalGoals, make the Sustainable Development Goals famous, fight poverty, inequality and climate change #WeHaveAPlan
8. DIZZY GOALS

**When:**
August 19th – October 2nd

**Where:**
Global Goals Social Media

**What:**
We are going to be asking everyone and their dog to film themselves doing our ‘Dizzy Penalties for the Global Goals’ challenge. It involves a ball, spinning 17 times, and trying to score a goal – have a look at this to understand the concept better!

http://on.fb.me/1FudyVT

Footballers Gary Lineker, Alan Shearer and Gareth Bale have already filmed theirs so we look forward to seeing you, your colleagues and your family giving it a go!

A ‘How To’ Guide will be available in the Employee Engagement Site from August 14th.
9. SHARE THE WORLD’S LARGEST LESSON MATERIALS

Share the animation, comic and lesson materials with Parent Clubs and Youth Organisations and encourage them to share it with their local schools. Distribute the materials internally and set up parents events, maybe even teach a lesson at the office!
10. SHARE THE RADIO EVERYONE CONTENT

Contact any radio partners you may have to promote the content, play it in the office during UNGA week, post links on your website, direct consumers to listen on social media, use the station song as your call waiting music!
11. GLOBAL GOALS APPLICATION

When:
September 2015

Where:
Available to download from the www.globalgoals.org website.

What:
A superhero generator that lets people create their very own Global Goals Alliance alter-ego. Complete with cape and all.

More information coming soon!
12. JOIN THE GLOBAL DAY OF ACTION: 24 SEPTEMBER

Help us #lighttheway to a future free from poverty inequality and climate change

When:
24 September 2015

Where:
As night falls, in over 100 countries around the world – from Sydney, to New Delhi, London to Johannesburg – events and rallies will take place including a big finale in New York.

What:
The night before the goals are announced, citizens around the world will come together to call on world leaders to turn the Global Goals into a reality. We want to show leaders just how many people want action to tackle poverty, inequality and climate change. Across the globe millions of people will be taking to the streets and taking action online to urge leaders to help #Lighttheway.

How to get involved:
Find an event happening near you at action2015.org/lighttheway
Take part online and urge leaders to help #Lighttheway.
Our Founding Team