PARTNER DECK

MOBILIZING MILLIONS OF PEOPLE AROUND THE WORLD TO TAKE ACTIONS ON THE SUSTAINABLE DEVELOPMENT GOALS

17-28 SEPTEMBER 2021
Now in its fifth year, the Global Week to #Act4SDGs has grown from strength to strength. Our mobilization ambition for 2021 is to inspire at least 100 million people to take individual and collective SDG action - from 56 million in 2020 - with an overall target of mobilizing 1 billion actions by 2030.

The Global Week to #Act4SDGs is a coalition of a number of long-standing strategic and multi-sectoral partners from civil society, private sector, youth networks and international bodies. Click here to view our current partners.

Held during the high-level week of the United Nations General Assembly, this year’s mobilization will also drive action around the Food Systems Summit, pre-COP in Milan, and keep up momentum in the lead up to COP26 in Glasgow.

WHAT

Now in its fifth year, the Global Week to #Act4SDGs has grown from strength to strength. Our mobilization ambition for 2021 is to inspire at least 100 million people to take individual and collective SDG action - from 56 million in 2020 - with an overall target of mobilizing 1 billion actions by 2030.

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WHEN

The Global Week to #Act4SDGs (17-28 September) aims to drive collective action, mobilizing key stakeholders from all sectors to drive change while reminding world leaders that people around the world are doing their part to accelerate progress on the SDGs.

HOW

By offering creative and open source individual action campaigns and amplifying partner initiatives to collect millions of actions around the world in our global heat map of SDG actions. These open source campaigns are collected in our Toolkit on Trello and we urge partners to use them, share them and amplify them.

WHY

People around the world are joining in solidarity to show there is hope beyond the pandemic, and that we can turn it around for a healthy, just and green recovery, keeping the promise of the SDGs in this decisive decade counting down to 2030.

All actions will be captured and visualised in a global heat map which can be filtered down by country, region, SDG and sector, allowing us to report back at key UN milestone moments to show how collective action can lead to great change around the world.

act4sdgs.org | Twitter | Instagram | Facebook | LinkedIn | Trello board
BECOMING AN OFFICIAL PARTNER

- **Visibility** on the Global Week to #Act4SDGs communications elements, including website, social media sharing and impact reporting
- **Reaching millions** of engaged people, organizations and key stakeholders through UN communications
- **Access to toolkit** and comms campaigns including permission to use official Global Week to #Act4SDGs logo on all communication materials
- **Actions** featured on the SDG global heat map.

**CONVENING PARTNER**

- Sharing a minimum of 1 Million Actions until 28th September 2021
- Regular data integration through the backend (through CSV files)
- Listed as a convening partner on Act4SDGs.org website
- Named in after action video, toolkit and at international feedback moments such as the UN General Assembly

**MOBILISATION PARTNER**

- Adaptation and promotion of the provided toolkit including communication materials and sample actions
- Encouraging networks to join the Global Week to #Act4SDGs mobilisation

**SUPPORTING PARTNER**

- Dissemination of campaign material, toolkits, reports, action libraries, case studies. Providing institutional support, outreach and promotion and feedback opportunities
Targeted to specific audiences and formulated to generate action to achieve the overall goals. Find our full key message document here.

➔ We can #TurnItAround for a healthy, just and green recovery, for people and planet
➔ Drive collective action to #Act4SDGs
➔ There is hope beyond the pandemic
➔ We must mobilize all stakeholders
➔ Individual actions matter
➔ We can flip the script on the current narrative and keep the promise of the SDGs

People everywhere taking positive action in their lives and their communities, sharing what they have done to create a butterfly effect of actions that reverberate across the world.

KEY LINKS

Find SDG actions to take in our Toolkit.

Download our social media assets: Trello Board

AR filter for photo & video is on Instagram and Facebook.

Influencers brief with sample messages
**KEY ASKS**

**Objective:** Tell your followers to join the Global Week to #Act4SDGs and take SDG action.

1. Create a **social media optimized video using our #TurnItAround filter** talking about the Week and what you are doing to achieve the SDGs. [We have a guidance note for you to share with your leadership and influencers!](#)

2. Help us inspire millions of people to take action via our [Toolkit of SDG actions](#) by sharing our social media messages and assets on our [Trello board](#) - available in multiple language.

3. Tell your followers to **log their actions on our global map** [bit.ly/SDGActionMap](#)

4. Create your own **Turning Point Dialogue** - involve SDG changemakers and thought leaders in telling the world what they are doing in a special discussion format.

5. Share what you - or your organization - are doing to #TurnItAround towards a better future with everyone via photos and/or videos.

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Option A - use our #TurnItAround filter.

Option B - record yourself in an atypical setting

[Find sample scripts in our guidance note!](#)
Our Toolkit of SDG actions is meant to inspire organizations and individuals to take collective action, and we ask all our partners to help scale up engagement.

1. Download our Toolkit and be inspired by all the activations our partners are doing.

2. Take action - and inspire your friends, family, employees to join. Spread the word on social media.

3. Register and create a user profile on our website act4sdgs.org

4. Once you have completed your action/s, log back into your profile and record the number of actions taken!

YOUR ACTIONS WILL BE ADDED TO OUR SDG GLOBAL HEAT MAP AND REPORTED BACK AT KEY MOMENTS.
CREATIVE ASSETS

Show your support for CLIMATE ACTION with the #TurnItAround AR filter on Facebook and Instagram

Trello board with assets in multiple languages:
bit.ly/GWAct4SDGs202
Our creative assets are available in multiple languages, including French, Spanish, Russian, German, Portuguese, Italian, Korean and Japanese! Find them all on our Trello board.
### SOCIAL MEDIA MESSAGES **full list of messages [here](#)**

<table>
<thead>
<tr>
<th>POST</th>
<th>VISUAL</th>
<th>LINK</th>
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</thead>
<tbody>
<tr>
<td>Stay tuned!! Inspiring Turning Point Dialogues discussing key issues like climate action &amp; poverty alleviation, human rights &amp; global inequalities, will premiere across the Global Week to #Act4SDGs! Full program: <a href="https://trello.com/c/TQT79Y7j">Turningpointdialogues.org #TurnItAround</a></td>
<td><img src="https://trello.com/c/TQ779Y7j" alt="Turning Point Dialogues" /></td>
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<td>We are joining <a href="https://trello.com/c/TQT79Y7j">@SDGAction</a> during the Global Week to #Act4SDGs! Watch our Turning Point Dialogue (Name of the session) with @xxx, @xxx ⏰ time 📅 date 🌍 Platform #TurnItAround</td>
<td><img src="https://trello.com/c/TQT79Y7j" alt="Customized cards" /></td>
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<td>Check out the global #Act4SDGs map to see #SDGs actions from around the world</td>
<td><img src="https://trello.com/c/454gDgEn" alt="Global SDG map" /></td>
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<td>🍌 Millions of people are playing their part to face the climate emergency, tackle inequalities and live more sustainable lives. What's your action? Log it on <a href="https://trello.com/c/454gDgEn">act4sdgs.org/global-map/ #TurnItAround</a></td>
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<td>The Global Week to #Act4SDG is a global mobilization moment for the #SDGs. Organizations &amp; individuals everywhere 🌍 take action to make positive impact and #TurnItAround for climate &amp; inequalities. Join me and log your actions on the global heat map at <a href="https://act4sdgs.org">act4sdgs.org</a></td>
<td><img src="https://trello.com/c/OcR0Jbr0/502-every-action-counts" alt="Visual" /></td>
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<td>This is our moment! Let's make every action count! To #TurnItAround for people and planet we must all work together. The Global Week to #Act4SDGs takes place from 17-28 September. What's your #SDGs action? Log it on the global heat map <a href="https://act4sdgs.org/global-map/">https://act4sdgs.org/global-map/</a></td>
<td><img src="https://trello.com/c/QP00LL3J/503-make-every-action-count" alt="Visual" /></td>
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<td>Every day, millions of people are playing their part to tackle the climate emergency, inequalities and live more sustainable lives. I am joining the Global Week to #Act4SDGs and logging my actions on <a href="https://act4sdgs.org">act4sdgs.org</a>. Join me to #TurnItAround for people and planet!</td>
<td><img src="https://trello.com/c/MrkJFRA4/495-millions-of-actions" alt="Visual" /></td>
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<td>Get inspired by actions you can take to #TurnItAround for people+ planet! In this toolkit, you will find all the different ways you can join the Global Week to #Act4SDGs, 17-28 Sep. What actions do you take for the #SDGs? Share in the comments below &amp; log it on our global map - join the movement! <a href="https://bit.ly/ToolkitAct4SDGs">bit.ly/ToolkitAct4SDGs</a> #TurnItAround</td>
<td><img src="https://trello.com/c/Uu2EMKFl/498-toolkit-of-sdg-actions" alt="Visual" /></td>
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For further information on the Global Week to #Act4SDGs:

Anand anand.kantaria@undp.org | Lisa lisa.heinrichs@undp.org

If you would like your story to be highlighted on our comms/website:

Martin - martin.samaan@undp.org | Zuha - zuha.al-hammadi@undp.org

Supporting partners