INFLUENCERS ENGAGEMENT

HOW YOU CAN SUPPORT THE GLOBAL WEEK TO #ACT4SDGS

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.

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.

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.

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.
KEY MESSAGES

➔ 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.
#TURNITAROUND AR FILTER

FLIP THE SCRIPT – #TurnItAround augmented reality filter

How are you flipping the script and changing the status quo? Is it finding a way to eliminate plastic from your life? Eating more vegetables? Bicycling to run errands rather than driving? Let’s all take our phones and capture a picture or video of ourselves flipping the script and using this filter to broadcast it to the world.

Make sure to choose a message and a sticker that best matches your world-changing action. Then post it on social media with #Turnitaround. You’ll inspire others to do the same—sparking a movement of people power around the globe.

Find a full brief on our Trello board

Sample script on page 7

Direct filter links: Facebook: | Instagram

SAMPLE TWEET: Changing everything will take everyone. Use the filter to show the world what you do to #TurnItAround. Together we’ll spark a movement of people power. Join us → act4sdgs.org
TELL YOUR FOLLOWERS TO JOIN THE GLOBAL WEEK

Record a message in an informal location - or go LIVE - on your channel and tell your followers to join the Week and register their actions on act4sdgs.org! Use our social media stickers to illustrate your posts.

Sample script: 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. 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 counting down to 2030.

This year we are encouraging everyone to put yourselves in the picture, driving home the message that we can all be part of the solution and play your part in turning it around.

How can you take action? You can raise awareness for the SDGs - Raise your voice and hold leaders to account - and lastly, host an event to mobilize your community to take action for the goals

You can also: 1. mention what actions you are taking in your life to make a difference; 2. Encourage your followers to register on our website. 3. Wish the SDGs a happy birthday on 25th of September.
**VIDEO GUIDANCE**

1. **Chose what platform** you will use and film *horizontal* or *vertical* depending on the output.
   
   *If you use our filter or stickers they are only in vertical mode*

2. **Plan for a 1 minute video** based on the script on p.8. You can of course do your own, personal script.
   
   *You can also go live on your channel if you prefer!*

3. **Introduce yourself** and explain why you are joining the Global Week to #Act4SDGs.

4. **Invite your followers** to record their own video on the Global Week to #Act4SDGs and their SDG actions.

5. **Post on social media**, as reels and/or stories on Instagram.

→ **Publish your videos** during 1-28 September.

→ **On 25 September**, the anniversary of the SDGs, we may publish a compilation of selected videos on our @SDGAction platforms.

→ **Tag us @SDGAction** and use our hashtags #Act4SDGs and #TurnItAround.

→ **Guide to find our stickers** can be found [here](#).

→ **Direct links to our #TurnItAround filter**: Facebook: [link]  |  Instagram: [link]

→ **We will be producing a Highlights Video** to feature a selection videos. If you would like us to include your message/activation, please upload your video as an MP4 file to this folder: [https://bit.ly/Video_Global_Week_2021](https://bit.ly/Video_Global_Week_2021) by 28 September.
SAMPLE VIDEO SCRIPT

Below is a baseline script on the Global Week to #Act4SDGs, and you are free to personalize it!

My name is [insert name]

I am joining the Global Week to Act4SDGs mobilization movement to play my part in turning things around and accelerate action on the Sustainable Development Goals.

Organizations and millions of people around the world are coming together during this critical time, and **together we can make a big difference.** Let’s show the world what change looks like - and that we can work together to transform the way we live our lives - putting the needs of people and the planet first.

Every day we read news about Covid, the climate emergency, and rising inequalities around the world.

This can all be too much to bear sometimes - but **there is hope beyond the pandemic.**

We have seen that individual actions can make a difference if we all take individual responsibility and in solidarity with each other.

This is our moment to turn it around. Join me and millions of others around the world and log your actions on the website act4sdgs.org.
### SOCIAL MEDIA MESSAGES full list of messages here

<table>
<thead>
<tr>
<th>POST</th>
<th>VISUAL</th>
<th>LINK</th>
</tr>
</thead>
<tbody>
<tr>
<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 🌍 act4sdgs.org</td>
<td><img src="https://trello.com/c/OcR0JBr0/502-every-action-counts" alt="Visual 1" /></td>
<td><a href="https://trello.com/c/OcR0JBr0/502-every-action-counts">https://trello.com/c/OcR0JBr0/502-every-action-counts</a></td>
</tr>
<tr>
<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/QPM00L3J/503-make-every-action-count" alt="Visual 2" /></td>
<td><a href="https://trello.com/c/QPM00L3J/503-make-every-action-count">https://trello.com/c/QPM00L3J/503-make-every-action-count</a></td>
</tr>
<tr>
<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 act4sdgs.org Join me to #TurnItAround for people and planet!</td>
<td><img src="https://trello.com/c/MrkJFRA4/495-millions-of-actions" alt="Visual 3" /></td>
<td><a href="https://trello.com/c/MrkJFRA4/495-millions-of-actions">https://trello.com/c/MrkJFRA4/495-millions-of-actions</a></td>
</tr>
<tr>
<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. <a href="https://trello.com/c/Uu2EMKfi">https://trello.com/c/Uu2EMKfi</a></td>
<td><img src="https://trello.com/c/Uu2EMKfi/498-toolkit-of-sdg-actions" alt="Visual 4" /></td>
<td><a href="https://trello.com/c/Uu2EMKfi/498-toolkit-of-sdg-actions">https://trello.com/c/Uu2EMKfi/498-toolkit-of-sdg-actions</a></td>
</tr>
</tbody>
</table>
THANK YOU FOR YOUR SUPPORT

For further information, please contact:

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