#GLOBALGOALSWEEK
Sept 18-24
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IMPORTANT LINKS

OTHER USEFUL LNKS

23
WELCOME
WELCOME
TO GLOBAL GOALS WEEK 2016

We have a Plan to end poverty, fix climate change and fight inequalities by 2030 – the UN’s Sustainable Development Goals. These Global Goals were agreed by 193 countries last September and we now need everyone to make them happen – everyone needs to know about the Goals and every September when world leaders gather at the UN we must ensure they take action and deliver on their promises.

That is why we are launching #GlobalGoals week - an annual week of action, awareness and accountability for Sustainable Development.

From 18 – 24 September 2016 we will start the countdown for the next 14 years with different ways in which we can all play our part and ensure no one is left behind. This year with a particular focus on girls and women. Whether it’s joining an event like the Social Good Summit, sharing a film with your friends, holding a Global Goals gathering at work, branding your website, sharing actions with your communities and stakeholders, wearing a Global Goals badge or having your say on MyWorld2030.org.

This is the Global Goals week toolkit setting out how you can take part!

Supported by the Executive Office of the Secretary General.
TOOLKIT AT A GLANCE

ALL GLOBAL GOALS Logos and Icons in various formats

Available here

ALL GLOBAL GOALS WEEK Logos in various formats

Available here

ALL ICONS TO OUTCOME GIFS AND IMAGERY

Available here

Live from 16th Sept

FILMS

Plan: September 16th

Numbers in Action: September 18th

Leave No One Behind: September 20th

2016 Women & Girls Campaign Film:

Available here

2016 Women & Girls Campaign Feedback Film: September 21st

Available here

WHAT I REALLY REALLY WANT

Available here

Home

Available here

No Point Going Halfway

Available here

IMAGERY & SOCIAL

Seven days of Social

Available here

Getty Images Imagery

Available here

WORLD'S LARGEST LESSON

Film: http://worldslargestlesson.globalgoals.org/

Social Media Toolkit: http://worldslargestlesson.globalgoals.org/social-media/

GLOBAL GOALS APP

Live September 18th in your Android or Apple app store.

#GLOBALGOALSWEEK

Sept 18-24
THE GLOBAL GOALS
THE GLOBAL GOALS

THE ICONS

A SUMMARY OF THE AMBITION

The icons were designed to represent each goal in an easy to understand format. The short description alongside each icon sums up the ambition of that goal. Click here to download the full logo and icons artwork in various formats.
We are transforming the Goals icons into outcomes, using data from The Global Partnership for Sustainable Development Data, SDSN, Open Data Watch, and the official UN SDG report. By showing what each goal could look like by 2030, we hope to demonstrate the impact these goals can have.

We have produced a range of outcomes for different SDG targets, depending on where reliable global data was available. We aim to continue to develop this work for many more of the 169 targets over the coming years.

These infographics will be available to download as posters, PDFs and short animations.

Please print them for use at events and share the animations on social media.

Posters available to download - live 16th Sept
GOAL 1
NO POVERTY
900 MILLION PEOPLE LIVED IN EXTREME POVERTY
BY 2030 NO ONE WILL LIVE IN EXTREME POVERTY.

GOAL 3
GOOD HEALTH AND WELL-BEING
91 PEOPLE NEWLY INFECTED PER 1,000 PEOPLE AT RISK
BY 2030 END THE EPIDEMICS OF AIDS, TUBERCULOSIS, MALARIA AND NEGLECTED TROPICAL DISEASES AND COMBAT HEPATITIS, WATER-BORNE DISEASES AND OTHER COMMUNICABLE DISEASES.

GOAL 7
AFFORDABLE AND CLEAN ENERGY
85% OF THE WORLD POPULATION HAD ACCESS TO ELECTRICITY
BY 2030 UNIVERSAL ACCESS TO AFFORDABLE, RELIABLE AND MODERN ENERGY SERVICES WILL BE ENSURED.
SEVEN STEPS TO BECOMING A GLOBAL GOALS ACTIVIST
STEP ONE
FOLLOW & LIKE

FOLLOW, SHARE & LIKE US!
First and foremost, please engage with our social channels on slide 21.

7 DAYS OF ACTION
During the seven days of Global Goals week, we'll be inviting our audience and partners to do just one simple, social thing every day.

SUNDAY: Please Share ‘Numbers in Action’ film
MONDAY: Please share ‘We Have A Plan’ film
TUESDAY: Please share ‘Leave No One Behind’ film
WEDNESDAY: Please share the ‘What I Really Really Want’ campaign results film
THURSDAY: Please download the ‘SDG Action’ App
FRIDAY: Please share the World’s Largest Lesson Animation
SATURDAY: please take part in the myworld survey

See following slides for content descriptions.
STEP ONE
FOLLOW & LIKE

Facebook
When sharing the 7 Days of Action assets, we would suggest accompanying it with a message as below:

@TheGlobalGoals have the potential to end poverty, inequality and climate change, but they’re only going to be completed if we raise our voices and remind our world leaders to stick to their promises. This #GlobalGoals week, [share this video/take this survey/download the SDG Action app/share the SDG Advocates letter] and help us tell everyone about the Global Goals and what they can do to make these dreams a reality.

Instagram
Alternatively, on Instagram, simply download your favourite picture from our image library and share it with the same message:

@TheGlobalGoals have the potential to end poverty, inequality and climate change, but they’re only going to be completed if we raise our voices and remind our world leaders to stick to their promises. This #GlobalGoals week, share this image and help us tell everyone about the Global Goals and what they can do to make these dreams a reality.

Twitter
Finally, here are some shorter suggested messages to accompany the assets on Twitter:

1. The #GlobalGoals are a plan to save our planet but they’re only going to happen if we fight to make them a reality!
2. This week is #GlobalGoals week. Join us and help make the #GlobalGoals famous > globalgoals.org.
3. For #GlobalGoals week help us tell everyone about the Goals and why they matter! globalgoals.org.
4. World leaders will only take action on the #GlobalGoals if WE make some noise & tell them that this is what we want.
PLAN – FILM (LIVE: SEP 16TH)
Using short clips from classic films across all genres, we will create a short film reiterating to the world that ‘we have a plan’.

This film will be a short, sharable piece of content to be used primarily in social channels and will relay the message that the goals are a to do list, a plan of action, and all we need to do is stick to it in order to achieve it.

NUMBERS IN ACTION – (LIVE: SEPT 18TH)
‘Numbers in Action’ is a short animated film which brings the ‘Icons to Outcomes’ work to life.

Sound-tracked by ‘Numbers in Action’ performed by the British MC, Wiley.
LEAVE NO ONE BEHIND – FILM (LIVE: SEPT 20th)
At the heart of the SDGs is a commitment to ensure that no one is left behind and that no goal is considered met unless met for all. That’s because, although we have witnessed huge progress in the fight against poverty and injustice, too many people - the most vulnerable and disadvantaged- have been left behind. This film has been created to bring the Leave No One Behind concept to life helping give voice to some of the most marginalised people from around the world and inspiring action for a better world.

It has been produced for the Leave No One Behind partnership which was created to catalyse a global movement to ensure that LNB turns from promise to reality and is made up of CIVICUS, Development Initiatives, and Project Everyone with the support of the United Kingdom’s Department for International Development.

I AM WOMAN - AVAILABLE HERE
To kick off our 2016 Women & Girls campaign we created a rallying piece of content to show the ambition, the supporters and the reason why we were focusing on Global Girls this year.
Our kick off piece of content was quickly followed by our most popular piece of content to date – a re-make of the Spice Girls song Wannabe. Directed by MJ Delaney and cast using the world’s greatest YouTube talent, the film modernises and re-invents the Girl Power anthem and asks people what they really really want for women and girls globally. Touching on subjects like gender equality, female education and violence against women – the film was watched by over 100 million people worldwide in its first week live and garnered unprecedented response.

To culminate this campaign we’ll be creating a beautiful montage of all the amazing responses from the campaign and showing it to world leaders in the General Assembly so that they hear our message loud and clear. We would encourage you to share this film as well once released.
STEP THREE
EVENTS

VISIT A SOCIAL GOOD SUMMIT NEAR YOU!
Around the world, the 2016 Social Good Summit will celebrate the Global Goals. From El Salvador to Turkey, Kingston to Geneva, UNDP and their partners will hold local events, all connecting the world’s largest conversation about the issues facing us over the next 15 years.

Find your nearest SGS using our events map here!

CREATE YOUR OWN SUMMIT!
Whether at the place you work, in your local community or at school, create a Global Goals gathering. Use this forum to:

- Assess: e.g. your organisation’s impact on the goals or the status in your country.
- Share ideas on what you and others could do to further the agenda of the Global Goals.
- Educate by showcasing the Global Goals films and presenting the icons to outcomes work. Share a photo of your event with us and we’ll showcase it to our audience across social media and through our extensive contacts and networks.
STEP FOUR
SHOW YOUR SUPPORT

During Global Goals week be part of the movement and use the Global Goals wheel in your campaigns, on your logo, branding, across your office spaces, in office newsletters, and across your online platforms.

Similarly, as the Global Goals will be one-year-old this September, why not celebrate with a cake! Show us your bake and we’ll tell everyone about it online.

More information about this letter will feature on our website globalgoals.org and across our social channels.
Another way to show your support would be to share the UN SDG Advocates open letter which has been published this September to call for all sectors to play their part in achieving the goals.

This letter has been designed beautifully, in the style of the Global Goals icons, so that it can be printed as a poster for your office, posted on social media, used in a media advertising space or even on a billboard. Please share it far and wide.

Download it here
STEP FIVE
WORLD’S LARGEST LESSON

Across the World’s Largest Lesson, in partnership with Unicef we have created lesson plans & animations – available in up to 10 languages – because educating the next generation is essential to the success of the goals.

- Watch the films created in partnership with Emma Watson, Sir Ken Robinson and Aardman: http://worldslargestlesson.globalgoals.org/
- Use our social media toolkit and spread the word throughout your networks http://worldslargestlesson.globalgoals.org/social-media/.
- If you have employees ask them to sit down with their children and watch our animated films or read a comic about the Global Goals. Even ask at their school if they are taking part! http://worldslargestlesson.globalgoals.org/introduce-the-global-goals/
- Watch our films and talk about what we can all do for the Global Goals.
STEP SIX
DOWNLOAD THE APP

Keep an eye on what’s going on now and in the future by downloading the official Sustainable Development Goals Action app created in partnership with GSMA and DPI. On there you’ll find:

- All the latest progress news
- Facts and figures about all 17 Goals
- Short, shareable content!
- The ability to create your own action for the Goals and share it with friends and colleagues.
- Great stories and case studies to inspire you and your friends.

Download the app from your Android or Apple app stores from September 18th.
MY WORLD 2030
From designing new Goals to implementation and monitoring

MY World 2030 builds off the massive success of the first phase of the project when over ten million people raised their voice about the world they want. Here’s how you can be involved:

• **Vote & Share**: at [http://myworld2030.org](http://myworld2030.org) available in six languages, share the link among your networks*

• **Leave no one behind**: Open the survey on your phone/tablet and use it offline to collect the voices of those that are digitally disconnected or marginalised

• **Become a photo journalist**: Capture the picture and a quote of those you survey for our [Humans of MY World facebook page](https://www.facebook.com/humansofmyworld) see our [toolkit](https://myworld2030.org/toolkit) on how to do this here

*If you are an organisation and would like a customised survey link to get bespoke results or for any other enquiry email us at: support@myworld2030.org

• **Watch**: [Video for MY World 2015](https://www.youtube.com/watch?v=)

• **Read**: [blog.myworld2015.org](http://blog.myworld2015.org)

[myworld2030.org](http://myworld2030.org)
OTHER USEFUL LINKS

CONTACT
Email us at team@project-everyone.org

WEBSITES & SOCIAL
WEB
www.globalgoals.org
www.project-everyone.org
www.undp.org/
SDG Action Campaign: sdgactioncampaign.org
MyWorld 2030: myworld2030.org

FACEBOOK
GLOBAL GOALS: facebook.com/globalgoals.org
UNF: facebook.com/unitednationsfoundation
UNDP: facebook.com/UNDP/
SDG Action Campaign: facebook.com/sdgaction
MyWorld 2030: Facebook.com/myworld2030

TWITTER
GLOBAL GOALS: twitter.com/theglobalgoals
UNF: twitter.com/unfoundation
UNDP: twitter.com/UNDP
SDG Action Campaign: twitter.com/sdgaction
MyWorld 2030: Twitter.com/myworld2030

YOUTUBE
GLOBAL GOALS: youtube.com/channel/UCRfuAYy7MesZmgO1iEzy0ng
UNF: youtube.com/user/unfoundation
UNDP: Youtube.com/user/undp

INSTAGRAM
Global Goals: Instagram.com/theglobalgoals/
UNDP: Instagram.com/undp/
WITH THANKS TO
PROJECT EVERYONE FOUNDING PARTNERS