

action/2015 DIGITAL LAUNCH DAY



DIGITAL TOOLKIT

JANUARY 15, 2015

#action2015

action2015.org

The toolkit has five key sections focused around:

- What is action/2015?
- Promoting launch day events
- Poverty
- Inequalities
- Climate Change

WHAT IS IT?

action/2015 WHAT IS IT?

In 2015 world leaders will meet at two crucial UN summits, where the decisions they make have the potential to end poverty, avoid dangerous climate change and reduce widening inequality. These are decisions world leaders will make on our behalf and will affect every one of us. We want to ensure world leaders deliver the truly ambitious outcomes needed to tackle poverty, climate change and inequality in 2015.

action/2015 has formed to ensure world leaders don't waste the opportunities in 2015.

Together we will INFORM the public about the threats facing both people and planet, INSPIRE them with the possibility of positive change, and help to ORGANISE and SUPPORT them to put pressure on world leaders and achieve the change we need.

On **15 January 2015**, organisations and individuals around the world will come together for the launch of **action/2015** in a global digital rally.

It's when action/2015 starts to make some noise. Regional and national coalitions will help to launch the campaign in their respective regions and sustain momentum throughout 2015. It is envisioned that a range of activities, events, public marches and more will occur across the world during 2015. Many digital events will take place on various action/2015 partner channels – including Facebook, Twitter and Google+. We'll be listing events at action2015.org/events. Expect to see interviews, panel discussions and Twitter chats on these digital platforms about a number of key facts related to 2015 and global development progress. The goal is simple – to raise awareness about action/2015 and the important global agreements that will be decided in 2015.

HOW THIS DIGITAL TOOLKIT CAN HELP?

If you're holding an event in your organisation that can contribute to the digital rally – on Facebook, Twitter or Google+ – the toolkit will provide you with assets and messages to use to spread the word about your activities and get more people to take part.

Or you can use these assets to support awareness of the digital rally and the many exciting global events that are happening on 15 January.

action/2015 digital channels

Follow #action2015 to join the conversation

Website: action2015.org

Launch day events: action2015.org/events

Twitter: @action2015

Facebook: facebook.com/action2015Global

Each section provides you with ideas on things to tweet and assets to share, to get people talking about the issues and joining events on the launch day on 15 January 2015.

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action/2015 PROMOTING LAUNCH DAY EVENTS

You will find a list of some of the launch day digital events at action2015.org/events. You can help the digital rally really make an impact by helping to promote these events.

And if you're organising your own event here are some suggestions on how to spread the word and get more people involved.

TWEET THIS:

If you are organising an event of your own

> **IMAGE:** [Select one of the images from below]

TEXT: Join our [EVENT DETAILS] at [TIME] today. Let's raise our voices and make a noise that world leaders can't ignore. [ADD YOUR EVENT LINK HERE] #action2015

If you aren't organising your own event

> **IMAGE:** [Select one of the images from below]

TEXT: 2015 is a crucial year for people and planet. Find an #action2015 event and help us make some noise [LINK TO action2015.org/events/].



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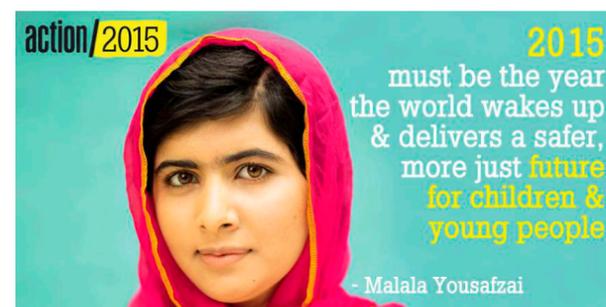
action/2015

WHAT IS IT?

SHARE THIS:

- If you are organising an event of your own**
 - > Today we're supporting the launch of action/2015. We want to ensure world leaders deliver the truly ambitious outcomes needed to tackle poverty, climate change and inequality in 2015.
 - > Join us for our *[EVENT DETAILS]* at *[TIME]* today. *[ADD YOUR EVENT LINK HERE]*
 - > Together, we've already halved extreme poverty rates, nearly halved preventable child deaths and made real progress in protecting the ozone layer. So we know we can succeed. But we can and must do more to ensure no one suffers from the damaging effects of poverty, inequality and climate change.
Join us – the time to act is now. #action2015
- If you aren't organising your own event**
 - > Today we're supporting the launch of action/2015. We want to ensure world leaders deliver the truly ambitious outcomes needed to tackle poverty, climate change and inequality in 2015.
 - > Find an action/2015 event and help us make some noise [*LINK TO action2015.org/events*]
 - > Together, we've already halved extreme poverty rates, nearly halved preventable child deaths and made real progress in protecting the ozone layer. So we know we can succeed. But we can and must do more to ensure no one suffers from the damaging effects of poverty, inequality and climate change.
Join us – the time to act is now. #action2015
- Use this image with your update on Facebook, Twitter, Instagram, Google+ and other social media**

IMAGE: *[For a larger version of this image use the existing image from action/2015: <https://twitter.com/action2015uk/status/550336087562801152/photo/1> "2015 must be the year the world wakes up and delivers a safer, more just future for children and young people." - Malala Yousafzai]*



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action/2015 POVERTY

Poverty is one of our three key themes for action/2015 – use the messages and assets here to help raise awareness of these key issues during the launch day on 15 January.

TWEET THIS:

- > **TEXT:** Let's raise our voices to end poverty. [[LINK TO action2015.org/events](http://action2015.org/events)] #action2015
- > **TEXT:** Let's raise our voices and make a noise that world leaders can't ignore to achieve the change we need. [[LINK TO action2015.org/events](http://action2015.org/events)] #action2015
- > **TEXT:** We cannot rest: we need to do more, faster, if we want to be the generation to end poverty. Join us [[LINK TO action2015.org/events](http://action2015.org/events)] #action2015
- > **TEXT:** Together we've already halved extreme poverty. Let's ask world leaders to finish the job. [[LINK TO action2015.org/events](http://action2015.org/events)] #action2015

SHARE THIS:

- > Today we're asking you to support the launch of action/2015. Together we've already halved extreme poverty. But we cannot rest: we need to do more, faster, if we want to be the generation to end poverty.
- > Find an action/2015 event and help us make some noise [[LINK TO action2015.org/events](http://action2015.org/events)]
- > Join us – the time to act is now. #action2015

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QUOTATIONS ABOUT POVERTY:

- Use these quotations about poverty for updates on social media throughout the launch day on 15 January 2015
- > *"The test of our progress is not whether we add more to the abundance of those who have much; it is whether we provide enough for those who have too little."* - Franklin D. Roosevelt #action2015
- > *"Poverty is the worst form of violence."* - Mahatma Gandhi #action2015
- > *"If the misery of the poor be caused not by the laws of nature, but by our institutions, great is our sin."* - Charles Darwin #action2015
- > *"If you want something, you had better make some noise."* - Malcolm X #action2015
- > *"Poverty is one of the most urgent items on the agenda of modern life."* - Dr Martin Luther King Jnr #action2015
- > *"There is nothing new about poverty. What is new, however, is that we have the resources to get rid of it."* - Dr Martin Luther King Jnr #action2015
- > *"The curse of poverty has no justification in our age."* - Dr Martin Luther King Jnr #action2015
- > *"2015 can be a pivotal point for the world. It can be the year in which the world commits to a better future for boys and girls, men and women."* - Malala Yousafzai #action2015

POVERTY IMAGE:

- Use this image with Tweets, Facebook, Instagram and Google+ updates to support your messages about events and poverty.



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action/2015 INEQUALITIES

Inequalities are one of our three key themes for action/2015 – use the messages and assets here to help raise awareness of these key issues during the launch day on 15 January.

TWEET THIS:

- > **TEXT:** : Let's raise our voices to end inequalities of all kinds in our world [[LINK TO action2015.org/events](http://action2015.org/events)] #action2015
- > **TEXT:** Half the world's wealth belongs to just 1% of the people. In 2015 we can make a more equal world. [[LINK TO action2015.org/events](http://action2015.org/events)] #action2015
- > **TEXT:** We've already made progress tackling inequalities. Ask world leaders to finish the job in 2015 [[LINK TO action2015.org/events](http://action2015.org/events)] #action2015

SHARE THIS:

- > Today we're asking you to support the launch of action/2015. Together we've already made real progress in tackling inequalities of opportunity for women, girls and the poorest people in the world. But half the world's wealth still belongs to just 1% of the people.
- > Find an action/2015 event and help us make some noise [[LINK TO action2015.org/events](http://action2015.org/events)]
- > Join us – the time to act is now. #action2015

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QUOTATIONS ABOUT INEQUALITIES:

- Use these quotations about climate change for updates on social media throughout the launch day on 15 January 2015
- > *"I invite you to step forward, to be seen and to ask yourself, 'If not me, who? If not now, when?'"* - Emma Watson #action2015
- > *"No country in the world can yet say that they achieved gender equality. These rights, I consider to be human rights ..."* - Emma Watson #action2015
- > *"An economic system centred on the god of money needs to plunder nature to sustain the frenetic rhythm of consumption that is inherent to it. It is no longer man who commands, but money. Cash commands."* - Pope Francis #action2015
- > *"We can change the world and make it a better place. It is in your hands to make a difference."* - Nelson Mandela #action2015
- > *"The more our societies empower women, the more we receive in return."* - Queen Rania of Jordan #action2015
- > *"If we want all girls everywhere to rise up then we must find them, befriend them and support them."* - Queen Rania of Jordan #action2015
- > *"When will our consciences grow so tender that we will act to prevent human misery rather than avenge it?"* - Eleanor Roosevelt #action2015
- > *"Justice cannot be for one side alone but must be for both."* - Eleanor Roosevelt #action2015

INEQUALITY IMAGE:

- Use this image with Tweets, Facebook, Instagram and Google+ updates to support your messages about events and inequalities.



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action/2015 CLIMATE CHANGE

Climate changes is one of our three key themes for action/2015 – use the messages and assets here to help raise awareness of these key issues during the launch day on 15 January.

TWEET THIS:

- > **TEXT:** Let's raise our voices to tackle climate change. [\[LINK TO action2015.org/events\]](http://action2015.org/events) #action2015
- > **TEXT:** Before more vulnerable communities are put at risk of environmental catastrophe – join us [\[LINK TO action2015.org/events\]](http://action2015.org/events) #action2015
- > **TEXT:** The time to act is now. Let's ask world leaders to commit to tackling climate change in 2015 [\[LINK TO action2015.org/events\]](http://action2015.org/events) #action2015

SHARE THIS:

- > Today we're asking you to support the launch of action/2015. Together we've already made real progress with protecting the ozone layer but world leaders need to do more on climate change before more vulnerable communities are put at risk of hunger, disease and environmental catastrophe.
- > Find an action/2015 event and help us make some noise. [\[LINK TO action2015.org/events\]](http://action2015.org/events)
- > Join us – the time to act is now. #action2015

#action2015

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QUOTATIONS ABOUT CLIMATE CHANGE:

- Use these quotations about climate change for updates on social media throughout the launch day on 15 January 2015.
- > *"That bright blue ball rising over the moon's surface, containing everything we hold dear – the laughter of children, a quiet sunset, all the hopes and dreams of posterity – that's what's at stake. That's what we're fighting for. And if we remember that, I'm absolutely sure we'll succeed."* - Barack Obama #action2015
- > *"The monopolising of lands, deforestation, the appropriation of water, inadequate agro-toxics are some of the evils that tear man from the land of his birth. Climate change, the loss of biodiversity and deforestation are already showing their devastating effects in the great cataclysms we witness."* - Pope Francis #action2015
- > *"In 2015 we have the opportunity to move humankind towards the future we want. We must meet this test and usher in a new era of sustainability for all."* - Ban Ki-moon #action2015
- > *"We have to all shoulder the responsibility for keeping the planet habitable, or we're going to suffer the consequences – together."* - Barack Obama #action2015
- > *"Some day our children, and our children's children, will look at us in the eye and they'll ask us did we do all that we could when we had the chance to deal with this problem and leave them a cleaner, safer, more stable world?"* - Barack Obama #action2015
- > *"The future depends on what you do today."* - Mahatma Gandhi #action2015

CLIMATE CHANGE IMAGE:

- Use this image with Tweets, Facebook, Instagram and Google+ updates to support your messages about events and climate change.



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action/2015 THANK YOU

We're so happy you're with us on this journey as we launch action/2015 on 15 January. Everything you do to help spread the word about action/2015, the importance of 2015 for people and planet, and how people can get involved, helps us get closer to our shared goals of ending poverty, reducing inequalities of all kinds and defending the planet against climate change.

The starting point is our launch day on 15 January – when we want to get as many people as possible joining online events [\[LINK TO action2015.org/events\]](http://action2015.org/events), sharing the message of action/2015 and making some noise.

We hope you'll be involved in our digital rally day. Don't forget to use the #action2015 tag on everything you share with your followers on social media and your website.

Good luck!

action/2015