

action/2015

Campaign Launch Handbook

We are kicking off the action/2015 with one massive Global Launch Day – 15th January 2015

This toolkit is aimed at campaign coordinators who are participating in the Global Launch Day on 15th January 2015 to kick off a year of action.

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HELLO

Welcome to your action/2015 launch handbook.

This handbook contains what you need to get started sharing our cause with the world – who are we, what we stand for, messaging frameworks and specific ideas, activities and tactics that you can use to design an action/2015 launch where you are.

Hopefully we've covered most things, but if you have a question or a comment please get in touch with the action/2015 launch action team (action2015launch@gmail.com) and we'll do our best to help you.



THE STORY OF action/2015

In 2015 two global processes culminate within months of each other.

In September leaders will agree a **new sustainable development agenda** and in December they will set new **binding climate targets**.

For good or for bad the decisions made will shape the future for **people** and **planet**.

action/2015 is a growing citizen's movement of hundreds of organisations around the world coming together to demand truly ambitious agreements on climate change, poverty, inequality and injustice in 2015.

We want world leaders to **raise their ambition**, but for that to happen first we must **raise our voice**.



'We come together because 2015 is a generational opportunity for transformational change'

Excerpt from the action/2015 Istanbul Communique, 2014

WHAT WE WILL ACHIEVE TOGETHER DURING THE ACTION/2015 LAUNCH

WHEN WE WILL LAUNCH

1 January Turn of the Year

New Year's Day will symbolise the start of a year of opportunity. action/2015 will use this iconic moment to begin building awareness of the campaign.

15 January Official action/2015 Launch

On global launch day activities and events will take place around the world to galvanize support for the campaign.

OUR OBJECTIVES FOR THE LAUNCH

1 January

- Start to build awareness and lay the foundations for launch
- Link the campaign to existing events marking the start of 2015 to ensure action/2015 is present from the start of the year

15 January

- Create a huge noise and increase visibility of the campaign at a global, national and local level
- Get the public excited about the opportunities in 2015 and call on them to join us
- Make sure world leaders know the global public are demanding action in 2015
- Showcase, amplify and unite the existing energy of organisations and individuals around the globe fighting poverty, climate change and injustice



HOW WE WILL COME TOGETHER TO ACHIEVE OUR OBJECTIVES

In line with the Agreements at the Campaign Assembly in Johannesburg in May 2014 the campaign launch will be in line with the loose principles of the campaign:

- **Inclusive** - anybody can deliver launch activities
- **Enabling** – action/2015 messaging, signifiers and campaign products can be used to amplify existing public engagement initiatives during the launch period in January 2015
- There is no centralised **sign off process** or heavy decision making structure for launch activities
- **In line with the campaign messaging, the launch will focus on the big picture opportunities in 2015** and not on specific policy details
- The launch will focus on **popular mobilisation & public engagement**, not specific policy asks
- The **campaign signifier and campaign launch products are open for everyone to use** (as laid out in this toolkit)



WAYS WE WILL AMPLIFY OUR COLLECTIVE VOICE

The action/2015 Johannesburg agreement includes a commitment to “developing open and open-source products which are open to all to use”.

Therefore to align your activities with those taking place around the world, we have designed the following products for you to use as a basis for your planning:

- Global messaging
- Global branding – action/2015 & *i am 15*
- Global call to action
- Actions that are linked – see tempkate
- A media and social media explosion

As laid out the Johannesburg agreement, no one is obliged to use action/2015 creative products in their campaign activity but common products are compelling and are available to be used widely across the campaign to amplify our collective voice.

AMPLIFYING OUR COLLECTIVE – MESSAGING AND CAMPAIGN SIGNIFIER

HOW TO USE THE CAMPAIGN AND LAUNCH MESSAGING

This is a the action/2015 launch messaging framework.

This framework lays out what was agreed by the action/2015 Campaign Assembly and the Communications Action Team.

It is open for you to use and adapt to suit your activities.

By using this messaging you will be linking your activities with activities around the world and amplifying our collective voice.



OUR COLLECTIVE MESSAGE

In one sentence

action/2015 - fighting poverty, inequality and climate change

In two sentences

action/2015 is a movement of people who believe that 2015 can be a pivotal year to change the future of our people and our planet.

World leaders must *raise their* ambition for humanity, but to make that happen, we must first *raise our voice*.

MESSAGING: BACKGROUND OF TWO SUMMITS

2015 is the year of two United Nations summits that can bend the course of history.

One in September that will agree new goals – a new framework for humanity - to tackle poverty, inequality and environmental destruction.

The other, in December to set new climate action targets, a crucial step towards a safer planet.



UNGA, NEW YORK
September 2015



COP 21, PARIS
December 2015

MESSAGING: THE JEOPARDY

We know three things.

Firstly, the world is off track for ending poverty, tackling inequality and avoiding dangerous climate change.

Secondly, it doesn't have to be this way: we've already shown we can halve child deaths and protect the ozone layer. We know how to fix problems - even really big ones - when we try.

Third it will take pressure from us, you and me, to get world leaders to make and keep the big commitments we need for a better world.

MESSAGING: THE OPPORTUNITY

2015 is when our leaders write their 'to do lists' for a generation and what comes out of those negotiations will reveal how ambitious they are - or aren't - for the kind of world we can build together.

The commitments in 2015 could achieve huge things, like:

1. An end to extreme poverty by 2030 that condemns millions of people, especially women and girls, to an early death, poor education and ill health.
2. A turning point in the soaring levels of inequality and discrimination driven by economic policies that deliver for the few rather than the many.
3. An accelerated transition to 100% renewable energy so that a safe climate and sustainable economy - with all its benefits for people and planet - is possible



MESSAGING: WHAT action/2015 WILL ACHIEVE

When political leaders meet and define their positions in the agreements in 2015, they will know that millions and millions of people will be

1. Demanding their Human Rights;
2. Listening to their promises;
3. Ready to hold them accountable for what they do in the years to come.



OUR LAUNCH CALL TO ACTION

I raise my voice for xxx [insert issue]

We are demanding a better future for people and planet in 2015.

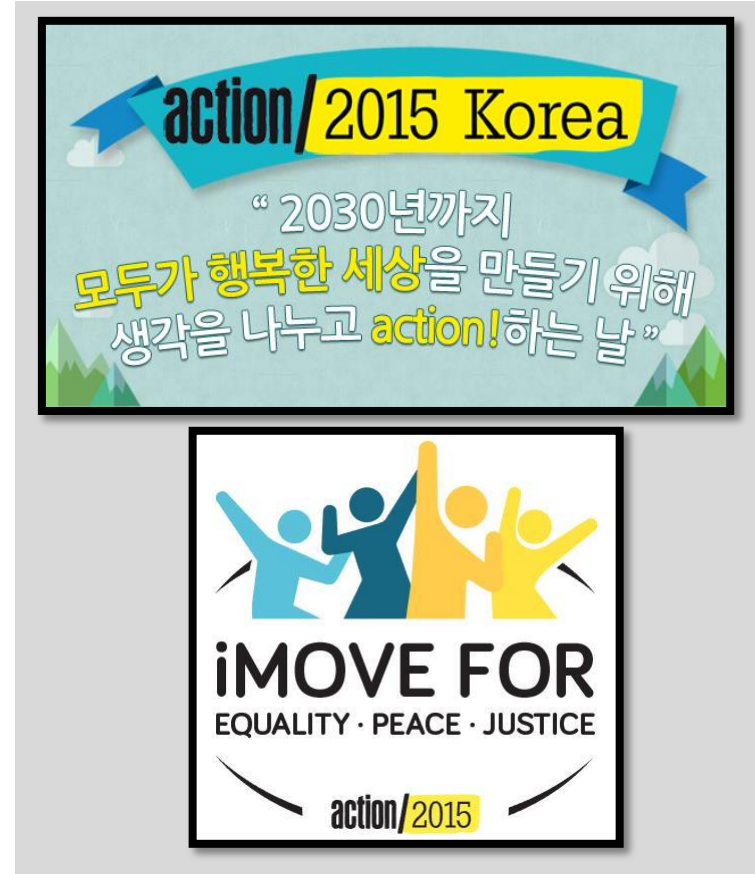
World leaders must raise their ambition for humanity now.



OUR COLLECTIVE SIGNIFIER

At the Johannesburg Assembly it was agreed there was a need for a common campaign 'signifier' that could be used by anyone participating in the campaign to amplify their own activities and connect to a global movement.

This signifier has already been used across the world in action/2015 activities to great success in many languages, contexts and regions.



HOW TO USE THE GLOBAL CAMPAIGN SIGNIFIER

action/2015 is the primary signifier and is the essence and personality of the movement and how it represents itself globally.

It has a consistent wordmark and a highlight bar which has been designated to accommodate movement cause names.

It is important to maintain the strength and values of movement at all times and this guide provides the pertinent specifications needed to reinforce its integrity.

The guidelines set in this document are not meant to inhibit, but to improve the creative process.



action/2015

action/ wordmark

cause & highlight bar

The **action/** wordmark is based on a condensed sans serif typeface and includes a forward slash. As well as providing an introduction point for a cause name, visually, the forward slash gives a feeling of motion and action.

The wordmark is intentionally stark to improve its legibility and has a roughness to enhance its unique personality.

The yellow highlight bar serves as a point of visual focus and brings the cause to the fore. It takes the form of a spontaneous stroke adding a human touch and a sense of urgency.

action/2015

HOW TO USE THE GLOBAL CAMPAIGN SIGNIFIER

The exclusion zone

The boundary marked in blue should always be given as an area free from distraction.

Other visual elements should not encroach upon the indicated space.



HOW TO USE THE GLOBAL CAMPAIGN SIGNIFIER

action/2015

action/2015

action/2015

action/2015

CREATIVE CAMPAIGN PRODUCT: *i am 15*

- ✓ *Awaiting final product from external agency*
- ✓ *A public engagement campaign product that is available for use by any member of the campaign to align their activity with global launch activities*
- ✓ *Build a strong narrative around the number 15, highlighting the opportunity of 2015 as an important milestone to achieving change for people and planet*

CREATIVE CAMPAIGN PRODUCT: *a stunt*

- ✓ *Awaiting final product from stunt developers*
- ✓ *A public engagement campaign stunt concept is available for use by any member of the campaign to align their activity with global launch activities*

DESIGN AND DELIVER YOUR ACTION/2015 LAUNCH ACTIVITIES

DESIGN AND DELIVER YOUR ACTION/2015 LAUNCH ACTIVITIES

In line with the Johannesburg communique the action/2015 launch action team has also designed engaging impactful campaign activities which can be used to form the foundation of your activity planning.

The following pages outline 3 key activity ideas that you can use to start your planning for launch activities.

By using and adapting the concepts and ideas laid out in the coming pages you will connect to the global movement and your own efforts will be amplified further.

DESIGN AND DELIVER YOUR ACTION/2015 LAUNCH ACTIVITIES

➤ **January 1st 2015:**

- ❑ New Years' Messages

➤ **January 15th 2015:**

- ❑ Mobilise action/2015 champions and ambassadors – getting people to speak with you
- ❑ Amplify the voices of young people – activities to mobilise young people
- ❑ Or, design your own using our ideas as a template

Activity Guide

Thursday

1

January

Activity 1: Secure New Year's Messages



Activity 1: Secure New Year's Messages

When?

1 January – New Year's Day

What?

Every year, public figures welcome in the new year with messages of hope, while others make their own resolutions for change. This year we want their message to be that 2015 is a crucial milestone for the future of people and planet. It is an opportunity for public figures to declare their support for action in 2015.

Why?

By utilising the hook of the New Year, linking to existing events and leveraging the power of public figures we can ensure our message is heard from the very start of the year.



Activity 1: Secure New Year's Messages

How?

Local Level

- 1) Identify inspiring figures** in your local community. They could be known for making a New Year's speech or simply respected members of the community who could reach a wide, new or marginalised community with their message. It could be a faith leader, a community leader or a head teacher. This is also an opportunity ensure the voices of the most excluded are heard. For example recording a message from an older person, a member of a women's group or an indigenous community.
- 2) Approach candidates** with the ask to include action/2015 in their New Year's speech. If they don't normally send a New Year message, ask if they will set aside time on the 1 January to do so.



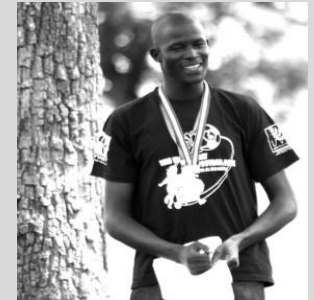
cultural figures



religious leaders



bloggers



**youth
community
leaders**

Activity 1: Secure New Year's Messages

3) Record/deliver the message- the next action/2015 toolkit will include speaking points to use as a guide. Encourage people to personalise their message with why 2015 is important for them and the issues they are passionate about. Do what works for you- instead of a speech they could deliver their message by poem, rap, or song. You could organise a local event where the message is delivered in person to the community or record their message on a phone, webcam or camera. Plan how you will share their message (e.g. text message, radio, social media).

National Level

As a national action team approach nationally recognised figures to record their message. Organise a national event, to mobilise the public and the media, where the message is delivered in person



Global Level

At a global level we will be targeting key global figures to help communicate the message of action/2015 to a wide audience. If you have any ideas or would like to help at a global level please contact the launch action team.

Activity Guide

Thursday

15

January

Activity 2: Recruit action/2015 Champions



Activity 2: Recruit action/2015 Champions

When?

15 January

What?

Recruit groups of, or individual public figures, to stand as action/2015 champions and lead activity on 15 January.

Why?

By announcing their support for action/2015 and leading activities, these champions will showcase the power and diversity of the campaign and mobilise others to act. This is also an opportunity for individuals or groups to use the profile of action/2015 to highlight issues that are most important to them.



Activity 2: Recruit action/2015 Champions

How?

Local Level

- 1) Find your action/2015 champions:** They could be the most recognised individuals in your community or a team of people who are fighting for change. You could choose individuals who each represent a different issue - for example, a community leader who champions water and sanitation or a moral leader advocating for women's rights. You could aim for 15 champions as a strong symbol for the campaign. The champions will support the campaign throughout 2015.
- 2) Sign up your champions:** Ask champions to commit their support for action/2015 both at the launch and throughout the year.
- 3) Unveiling of champions:** on the 15th January bring the champions together to deliver their message and show their support. This could be as simple as coming together in one place at the same time in action/2015 t-shirts or colours. Or on a bigger scale a rally or a street play. Your champions may have their own ideas about how to make an entrance!



Activity 2: Recruit action/2015 Champions

4) Media: get you champions' message out far and wide. As well as sharing their message with their own networks, support them to get their message on the radio and in the newspaper.

National

As a national action team identify the national figures who could come together as a powerful group of action/2015 champions.

Global

There will be an official unveiling of champions and ambassadors for the campaign. This will include globally recognised celebrities and moral leaders. This is being lead by the launch action team. If you have ideas for strong global champions, please contact the launch action team.



Activity 3: Amplify the Voices of the Next Generation



Activity 3: Amplify the Voices of the Next Generation

When?

15 January

What?

Bring together 15 x 15 year olds to share their message about why 2015 is critical for their future and the action they want to see.

Why?

Young people will be amongst those most affected by the decisions made in 2015 - it's their futures at stake. They will also play an important role in holding world leaders to account on agreements reached in 2015.



Activity 3: Amplify the Voices of the Next Generation

How?

Local Level

1) On the 15th January bring together 15 young people who are passionate about tackling issues that impact people and planet to share their message. You may want to plan activities around this to capture greater attention.

Here's some ideas :

- A delegation of young people take the message of action/2015 to a local leader
- Young people swap places with head teachers, heads of businesses, community leaders or politicians.
- Young people takeover the news- article written by a 15 year old or a radio show presented by a 15 year old



Activity 3: Amplify the Voices of the Next Generation

National/Global

Bring together 15, 15 year olds to meet with a national leader on 15 January 2015 at 15:15hrs. For example in France 15 inspirational 15 year olds meeting with Francois Hollande to hand over their message, in India 15 incredible 15 year olds meeting with Narendra Modi to demand action and in South Africa 15 passionate 15 year olds meeting to debate with Jacob Zuma.

Organisations can nominate a youth activist who is passionate about tackling poverty, climate change or injustice to be part of a national youth team. Get in contact with your national action team to get involved.

This is just one activity to use at launch, organisations are encouraged to engage other demographics in the campaign through a combination of activities.

A SAMPLE NATIONAL LAUNCH ON 15th JANUARY

Over the morning the public (schools and civil society) gather outside of parliament with messages and wearing 'i am 15' t-shirts.

At midday officials are invited to receive the message of the campaign from a delegation of 15 year old young people who make a statement about what they will do in 2015 and challenge the official(s) to meet on a set date in the future to let the public know what they will do in 2015 to show their ambition.

Media covers the event, and photos are sent to national and global media.

A SAMPLE LOCAL LAUNCH ON 15th JANUARY

Over the morning the public (schools and civil society) gather outside of a local political landmark with messages and wearing 'i am 15' t-shirts.

At a young person reads out the action/2015 script to the crowd. After this people from the crowd record a message through the capturing of a photo or video of what the hopes are for the future.

Media covers the event, and photos are sent to media outlets.

USE THESE IDEAS TO DESIGN YOUR OWN ACTIVITIES

Examples of launch activities being designed by coalitions and organisations already to highlight flexibility of the launch

eg.

eg.

eg.

ENGAGE THE MEDIA

Whatever activities you deliver for the action/2015 launch, using them as an opportunity to generate media coverage will amplify your activity and message and deliver them to even larger audiences.

A broad spectrum of media will be crucial at launch to set the scene for the rest of the year, let people know how they can get involved and raise the global profile of action/2015.

What to do:

Make sure you've informed the media and put a diary date in the diary for the 1st and 15th January depending on when you will be delivering activities.

Make sure you give them the details of the activities you are delivering, the correct location and time (if relevant) as well as the coordinator's contact details.



DEVISE A SOCIAL MEDIA PLAN

- In order to maximise the action/2015 campaign launch efforts it's important that we unite around the slogan and hash tag as much as possible for online and digital activity.
- You should devise a social media plan now. Use this checklist to start your thinking:
 - ❑ How can you best use social media to send news about your activities and the campaign message far and wide?
 - ❑ In the lead-up to the launch you could send out emails to your partners and members to make them aware of the event and the issue.
 - ❑ Make sure you use the hashtag #action2015 and join the thousands of people who will be tweeting about the campaign in January 2015.
 - ❑ If we get enough tweets using #action/2015 we could create a social media thunderclap by making it trend on Twitter and get more media pick-up.
 - ❑ Post your event and pictures on Facebook and other social networking sites so everyone is aware of the event and this important issue.
- We will follow up with a tweet sheet, instructions of how this can coordinate globally and a *url* that will capture all the global activity.

USING IMAGES IN YOUR COMMUNICATIONS

Photos and videos are powerful ways to bring the issues we care about to life.

It's important to use the power of photos wisely, use these top tips to you communicate with honesty and distinctiveness.

****INSERT GREAT PHOTOS****

Top tips:

- Use images that capture people's personalities and relationships. This way you will help viewers connect and empathise with them and the issues you are highlighting.
- Convey people's stories with honesty. Use subject's names and their own worlds where possible to accompany their images.
- Our campaign is for everyone, so demonstrate this through diversity in your photos and video – show different genres, ages and ethnic groups.
- Look for images that grab attention to bring to life the issues you are communicating.

DOCUMENT YOUR ACTIVITIES AND JOIN UP INTERNATIONALLY

- **M&E**
- *Lays out simple process for capturing activity and reporting it to the global action/2015 campaign*
- *Iona to develop*

CHECKLIST FOR LAUNCH

Who's in charge?:

- Who's the overall coordinator and responsible for the event? This could be the lead from a action/2015 national action team, or a person within an organisation delivering launch activities.
- Who's responsible for the various elements, media, mobilisation, photo coordination?

Who's going to be present at your activities?

- Have you contacted any key people, government officials, celebrities, and influential people you want to include?

Have you sorted the logistics?

- Have you got the permission for the location?
- Have you checked your messaging and made banners for the event?

Have you sorted media & communications?

- Have you got a list of journalists attending and their contact details?
- Have you booked a photographer?
- Make sure the photographer sends this to the local media picture desks and shares online on the same day.
- Have you got staff, or campaigners that can spread the word online? By tweeting, sharing on facebook and writing blogs?

Have you got everything you need?

- Banners & Posters
- Flyers to give to bystanders
- Press Releases
- Microphone & speakers

NEEDS TO BE DEVELOPED

GET IN TOUCH

Stay in touch to let us know what you're plans are and for the latest information.

If you have a question or a comment please get in touch with the action/2015 launch action team (action2015launch@gmail.com) and we'll do our best to help you.

OTHER RESOURCES FOR LAUNCH

- Everything after this slide will ideally come separately as part of the 'library' of resources we've discussed.

HOW TO ENGAGE/MOBILISE OLDER PEOPLE

Why are older people important?

The world's population is growing and so is the ageing population. Life expectancy at 60 is increasing in all countries. Today older people are about 12% of the global population. By 2030, **one billion** of the projected population of eight billion will be over 60. Already there are more older people over 60 years than children under 5. The fastest increase in ageing populations is in the developing world.

Older people are a valuable resource and want to be included and visible in the SDG debate. The opportunities and challenges of increased longevity will have particular consequences for the present youth who will eventually be the largest 'age bulge' - group of older people in history - by the end of 2030.

The principle of '**leaving no one behind**' means that no goals or target can be met unless it is shown to be met by all groups, across the life-course.

HOW TO ENGAGE/MOBILISE OLDER PEOPLE

How to mobilise with older people

Older people are ready to mobilise and have a lot to say and to contribute! Older people are leaders and are in a range of places - older people's associations, work places, political parties, religious institutions, care homes, your own communities and families. If you're a younger person, are you asking your grandparents, parents or other leaders in your community to join your campaign?

Here are some tips how to get older activists involved:

- ❑ Invite older activists into campaign discussions and identify their contributions and listen to what they want to see via the SDGs
- ❑ Form a cross generational delegation – nominate a small group of older activists who can share the leadership and voice of the campaign through media, government meetings and public events
- ❑ Be inclusive in your campaigning, include older people to plan a range of activities, tactics and messages
- ❑ Bring older activists into coalitions and invite them to be part of coalition campaigns
- ❑ Be inclusive in your call for change – invite older people into platforms to meet governments, local authorities, and develop and present shared vision and messaging for SDGs
- ❑ Raise awareness across generations - give older people the opportunity to take part in public march, street play, public debates

HOW TO ENGAGE/MOBILISE OLDER PEOPLE

Linking older people with other groups

Campaigning together is more powerful than campaigning alone. Older people often have similar barriers and challenges faced by other groups. Action/2015 provides an opportunity for older people's groups to campaign along side youth and other groups.

Campaign development: include older activists in your toolkits, social media plans, infographics, media mobilisation strategies

Recruit older champions: hold intergenerational dialogues to understand common concerns such as income security, health, education, employment, participation, age discrimination

Bring messages from older people: inspiring older activists can add value to your campaign launch by talking about why 2015 is important to them and the issues they are passionate about.

Campaign launch: involve older activists in national launch activities whether it is holding a march or having them speak to the government or media.

For more tips on how to engage older campaigners check out HelpAge's campaigns training manual or simply get hold of us: campaigns@helpage.org

<http://www.helpage.org/get-involved/campaigns/age-demands-action-campaign-resources/>

HOW TO ENGAGE FAITH COMMUNITIES

- *Include versions of activities that are particularly suited to various faith communities*
- *Iona developing this using BOND's useful resources for faith communities during the IF campaign*

FUNDRAISING TIPS

- *Existing resource? Anyone have a simple fundraising resource?*

CREATIVE CONTENT TEMPLATES

- *Awaiting final versions from external agency*

i am 15: T-SHIRT TEMPLATE

- *Awaiting final versions from creative agency*

i am 15: POSTER TEMPLATE

- *Awaiting final versions from creative agency*