WELCOME!

On September 25 2015, 193 world leaders will commit to 17 Global Goals to achieve 3 extraordinary things in the next 15 years. End extreme poverty. Fight inequality & injustice. Fix climate change.

If the goals are to be achieved, everyone needs to know about them. You can't fight for your rights if you don't know what they are.

Our ambition is to share the Global Goals with everyone on the planet. **We want to tell 7 billion people in 7 days!**

We are using every channel available to tell everyone about the goals: digital, radio, TV, mobile, schools, games, faith and music. 3bn+ people are online. Help us reach them!

And we call for people to **take a stand and join the movement of Global Citizens** to become powerful contributors to solutions to the problems we face.

Web giants like Google and Wikipedia are on board. We need you too.

Will you help?

THIS TOOLKIT PROVIDES RESOURCES TO HELP YOU PLAN. IT WILL BE UPDATED AS MORE ASSETS ARRIVE. YOU'RE WELCOME TO CREATE YOUR OWN CONTENT, TOO!

WHO WE ARE

Project Everyone is the ambition to make the Global Goals famous. Founded by British Film Director and Humanitarian Richard Curtis, its mission is to spread the goals to 7 billion people in 7 days this September

http://www.project-everyone.org/

Global Citizen is recruiting tens of millions people to learn about global issues and take action. They bring people the most interesting stories, effective actions and powerful campaigns so that they can play their part in the movement to end extreme poverty by 2030

https://www.globalcitizen.org/

OUR CAMPAIGN: FIND OUT MORE ABOUT THE BIGGEST EVER COLLABORATION OF CAMPAIGNERS, ARTISTS, SPORTS STARS AND COMPANIES ON THIS LINK.

KEY DATES & EVENTS

Dizzy Goals Launch
August 20th

Partner launch of 7bn
7days, Tell Everyone and
We the People
3rd Sept

World's Largest
lesson content
4th Sept

Global Citizen Festival
26th Sept

Global
Superheroes App
Mid-Sept

Africa
crowd-sourced song
11th Sept

Radio Everyone Content
release
26th Sept

Cinema ad
24th Sept

Prayer for Everyone
24th Sept

Share your favourite
Global Goal

Launch of Richard
Curtis films

We the People
Live – 25th Sept
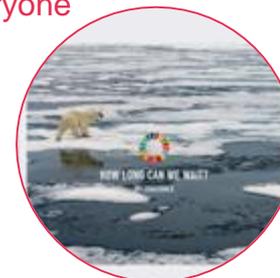
Advertising assets
Mid-Sept

TIMELINE

Before 25 September

Lets get ready to make the Global Goals famous! Share our resources, follow our social feeds, spread the message and create content to promote awareness of the goals.

25 September

The goals are gavelled at the UN with events around the world to mark the moment.

26 September - 2 October

Lets tell everyone about the Global Goals!

Global Citizen's campaign to recruit supporters will continue in October.

CAMPAIGN RESOURCES ARE BEING PUBLISED ON THE GLOBAL GOALS WEBSITE'S RESOURCES CENTRE.

BANNERS, BADGES AND FLAGS

[Goals logo and artwork](#) in English

Logos coming soon in Arabic, Chinese, English, French, Russian, Spanish, Brazilian Portuguese, German, Korean, Cantonese, Bengali, West African Pidgin English, Hinglish, Japanese, Dutch, Norwegian, Finnish, Swedish, Greek, Italian and Latam Spanish.

Global goals banners, buttons, skyscrapers, images, flags and more
Global goals assets:
[A large variety currently available](#) in English
[Mobile banners](#)
[Web banners in Arabic, Chinese, English, French, Russian, Spanish, Brazilian Portuguese](#)
More banners with different messages available soon

Email signatures in [Small](#)
and [Large](#) sizes

[Brand guidelines](#)

Light versions of the Global Goals website (translated goals and artwork) are now available in Arabic, Chinese, English, French, Russian, Spanish, Brazilian, Portuguese (You can find them by picking a language in the top right corner on www.globalgoals.org)

Also coming in German, Korean, Cantonese, Bengali, West African Pidgin English, Hinglish, Japanese, Dutch, Norwegian, Finnish, Swedish, Greek, Italian, Latam Spanish by 25 Sept..

OTHER WEB RESOURCES

Link to the **Global Goals merchandise shop** where many items are available to promote the goals

News and imagery from the Global Goals campaign events and releases is available in our Media Centre

Advertising assets arriving in mid-September based on "A Plan for Home" theme and will include web banners in standard sizes

10 inspiring digital post-its from The Book of Activism by Richard Curtis and Neil Gaiman published by Penguin available on 25 September

Employers' toolkit – great ideas and tools for organisations: http://employers.globalgoals.org/
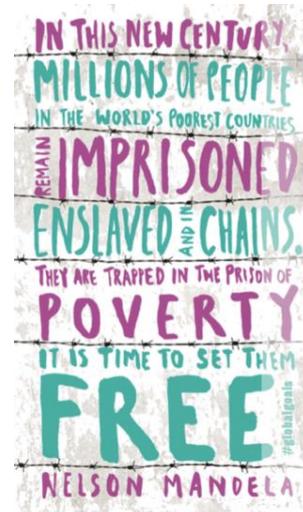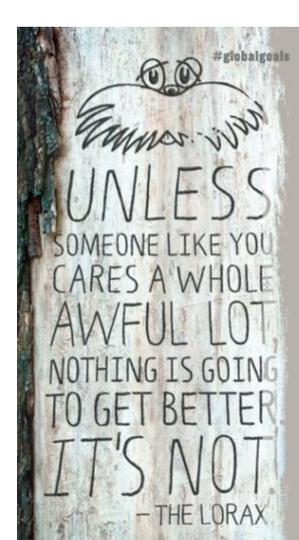
FILMS AND VIDEO

We will host great **film and video content** our [YouTube](#) channel and [Facebook page](#) for you to embed in websites, blog posts and social media channels. You can grab the embed code on YouTube.

The Global Goals sizzle Introducing the Global Goals campaign. [Available now](#).

Short Films
Beautiful short films by Richard Curtis, co-produced by Project Everyone and Global Citizen. Can be embedded from [YouTube](#).

No Point Going Half Way. [Available now](#)

The World from Space and **Heroes** available later in September.

Video Ad
A 30 second video ad in English http://wdrv.it/1ONFpJ6 (also coming in German soon, please email Kristina@project-everyone.org for it).

USAIN BOLT
WOULDN'T QUIT
AT 50 METERS...

WE THE PEOPLE FILM

We The People is a crowdsourced project with people around the world reading out the Global Goal that means the most to them, or sharing a photo that expresses that goal, combined into one beautiful film. Co-produced by Project Everyone and Global Citizen.

The video will include footage from public figures.

You can support the film by sharing our call for participation: https://wethepeople.globalgoals.org/

The final film will be available to embed on our YouTube channel from 25 September.

GLOBAL CITIZEN FESTIVAL

The 2015 Global Citizen festival will promote the Global Goals and feature Pearl Jam, Beyoncé, Ed Sheeran and Coldplay.

The festival will be streamed on YouTube on 26 September and available to re-watch after that.

DIZZY GOALS

Famous footballers are doing Dizzy Penalties for the Global Goals and encouraging everyone to do their own. We kicked off on 20 August with Gareth Bale, Gary Lineker and Liverpool FC reaching 7m people in just a few hours!

Videos can be embedded from:

Facebook
Twitter
Youtube

A guide to shooting your #dizzygoals.

HOW TO SHOOT YOUR #DIZZYGOALS VIDEO

THE GLOBAL GOALS For Sustainable Development

1. Find 2 footballs and find a goal (jumpers as goalposts will do).

2. Line up the balls at least 6m apart.

3. Put your hand on the ball and spin round it 13 times

4. Run to the other ball and try to shoot a goal.

5. Tag 3 friends to join in and try to score their own dizzy goal.

6. Share your video on Facebook / Twitter and Instagram. And make sure you tag @TheGlobalGoals.

THE GLOBAL GOALS For Sustainable Development

SOCIAL MEDIA

Spread the Global Goals on social networks!

Digital Engagement Centre: resources for social media

Social media sharing packs
Facebook
Twitter
Instagram

Background images for social media
Facebook
Twitter
YouTube

Getty images for Facebook, Twitter and Instagram.

You can embed our feeds on your website by using the Twitter and Facebook widget generators

Global Goals: Twitter @TheGlobalGoals, Facebook: www.facebook.com/globalgoals.org

Global Citizen: Twitter @GlblCtzn, Facebook: https://www.facebook.com/GLBLCTZN

IT'S TIME TO CHANGE THE WORLD

"We believe #GlobalGoals can end poverty, fight inequality and tackle climate change. Follow the @TheGlobalGoals to find out more"

CONTENT FOR CHILDREN AND EDUCATORS

Resources from our [World's Largest Lesson project](#) for children and educators include:

[Ken Robinson Aardman Animation](#)

[The World We Want guide to the goals](#)

[World's Largest Lesson Teacher's Guide](#)

The above materials will soon also be available in Russian, Chinese, Spanish, Arabic, French, Brazilian-Portuguese, Hindi, Indonesian and Bengali

[Lesson Plans](#)

Most of the 21 plans will be translated into Russian, Chinese, Spanish, Arabic, French Brazilian-Portuguese, Hindi, Indonesian, Bengali. However, some lessons will be translated into fewer languages

For more information and content please see the [World's Largest Lesson toolkit.](#)

RADIO CONTENT

Radio Everyone is a 7 day pop up, global radio station designed to reach as many of the 7 billion people in the world as possible and bring together the world's broadcasters in a way never seen before.

From 26 September you will be able to embed and share radio content about the goals from audio websites such as MixCloud.

These will include:

- Young people talking about the world that will exist in 2030 if the Global Goals are met (in 10 languages - English, Russian, Chinese, Spanish, Arabic, French, Brazilian- Portuguese, Hindi, Swahili, Indonesian)

- Lots of short clips from Radio Everyone shows hosted by a range of Global celebrities – ranging from Jamie Oliver and Bill Gates to D'Banj and Gilberto Gil

- Series of 30 minute Global Superhero documentaries. They each feature 5 amazing young people achieving extraordinary things., and are narrated by names including Antonio Banderas and Priyanka Chopra.

- Songs from Space - a one hour programme hosted by Samantha Cristoforetti featuring interviews and music relating to the world from space

THE GLOBAL GOALS AFRICA SONG

The 'Tell Everybody" song is central to Africa's contribution to the global campaign.

Verses for this song were crowd sourced from all around Africa and the track was produced by award-winning songwriters/producers!

The song can be embedded from our YouTube channel on this link.

GLOBAL CITIZEN RESOURCES

Our partners at Global Citizen are supporting the Global Goals by encouraging people all over the world to take action to fight inequality, protect our planet and end extreme poverty by 2030.

All people need to do to join the movement is sign up to be a Global Citizen at globalcitizen.org. Then they can start taking action in support of the Global Goals.

Global Citizen has developed a toolkit with resources to inspire all to not be bystanders, but to act as global citizens and ensure the health, safety and future of the planet and everyone on it.

The Global Citizen Campaign runs in September and October 2015.

WE ARE NOT A GENERATION OF BYSTANDERS WE ARE GLOBAL CITIZENS

GLOBAL CITIZEN RESOURCES

These resources are available in English and will soon be offered in German too.

Resources can be found in the Global Citizen Asset Library [click this link]

Password: globalcitizen17

Assets include:
- Facebook and Twitter creative
- Banners
- Mock-ups for the Global Citizen Global Goals landing page to be live on 14 September

Resources can also be customised on request. Please contact
hilary.gleason@globalpovertyproject.com

These resources can link to Global Citizen's website: https://www.globalcitizen.org

GLOBAL CITIZEN

THANK YOU FOR MAKING THE GOALS FAMOUS!

USEFUL LINKS
THE GLOBAL GOALS WEBSITE
GLOBAL CITIZEN WEBSITE

GLOBAL GOALS ON SOCIAL MEDIA:
YOUTUBE
TWITTER
FACEBOOK
INSTAGRAM

GLOBAL CITIZEN

THE GLOBAL GOALS
For Sustainable Development

PROJECT
EVERYONE