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.
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 PUBLISHED ON THE GLOBAL GOALS WEBSITE’S RESOURCES CENTRE.
**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](http://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..
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/](http://employers.globalgoals.org/)
Films and Video

We will host great **film and video content** on 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](http://wdrv.it/1ONFpJ6) (also coming in German soon, please email Kristina@project-everyone.org for it).
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/](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.
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.
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

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