



**ACTION FOR SUSTAINABLE
DEVELOPMENT**



**Global
Call to Action
Against Poverty**

People Rising to End Inequalities

TOOLKIT

Global Week of Action

19-26 September 2020

#TurnItAround

The world faces a turning point, the Covid-19 pandemic has shone a glaring light on underlying inequalities and has exacerbated the social, economic and climate crises.

As civil society organisations, we came together in May to call for clear actions for a just recovery and set out a 12 point plan to build a more just and sustainable world. Now in September as world leaders gather around the UN General Assembly Week, we call on them to turn it around for people and the planet.

Contents

1. 2020 turning point

2. Timetable of actions

3. Week of Action

4. How you can take action

5. Share your action

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HAS BEEN TURNED EDISJN DOWN
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1. 2020 turning point

In 2015 world leaders signed historic agreements - the Paris Agreement, the Sustainable Development Goals and the broader 2030 Agenda to push for a more just and sustainable world by 2030. **These inter-linked agendas promised to transform the world, to end poverty, to reduce inequality, ensure peace and combat climate change; to set us on a path towards a just transition and a holistic approach to the systems which underpin our economy, society, and environment.** So far, delivery has failed to live up to this bold ambition.

Now 5 years on, the world is in the grip of an unprecedented crisis, the COVID-19 pandemic has led to a massive recalibration of all of our societies, including immediate impacts in terms of health, social distancing and self-isolation. The pandemic is pushing humanity's resilience to the limit and has vast impacts on the wider social, economic and environmental fabric of our world.

Around the world, people are suffering from the overlapping impacts of inequalities, loss of rights, gender injustice, conflict, militarisation, environmental degradation and climate change. The economic, financial and political systems are concentrating power and wealth in the hands of a few, favouring a limited number of individuals, countries and businesses. Nature is our life support system - when it is degraded, polluted and overused then there are big impacts for our food security, water supply, air quality and for our economy. Climate change impacts food security, water to irrigate crops and disruption from extreme weather events. Without tackling climate change and loss of biodiversity by protecting and restoring our natural world, we will fail to meet the Sustainable Development Goals.

This September must be the Turning Point moment for people and planet- we call on you to #TurnItAround.



We also recognise that this **September marks the 75th anniversary of the establishment of the UN and we join with other civil society groups to reinforce the need to reimagine international cooperation** and to strengthen the engagement of civil society with the UN for the future.

This moment has the potential to foster irreversible momentum for greater accountability, enhanced ambition and clear action in the following 10 years to deliver on the promise of a just transition.

To ensure that we move towards a just, peaceful and sustainable world by 2030... we stand together with rising movements, such as those led by women and young people for our rights to **voice, equality, climate and environmental justice**.

We are resolved that civil society organisations, social movements and volunteers have a critical role to play in supporting community action and ensuring that those who are most often marginalised are not left behind through this challenging time. Already huge numbers of volunteers are stepping up in many parts of the world to ensure vital food, medical supplies and basic provisions can reach those who are affected.

We are supporting community responses in various countries and share the stories of those community champions who are at the frontline of this emergency response for cross learning and inspiration but we expect world leaders to ensure the following key measures are addressed to build a fairer future:

In summary, we call for the following 12 points:

The UN to:

- Connect immediate response and recovery funding directly with local groups which includes a 'gender marker' for women, marginalized people, community organisations and social enterprises to ensure we leave no one behind
- Safeguard freedom of expression and support innovative approaches to digital freedom of assembly to ensure all voices are heard
- Promote the global ceasefire and support governments to re-direct military spending to social protection
- Call for a ban on the illicit wild animal trade and a halt to deforestation

In the short term 'response' phase, Member state governments and donor agencies to:

- Safeguard healthcare workers and social care workers on the frontline by ensuring they have access to safe and decent working conditions and are resourced properly
- Involve civil society organisations in policy and operational responses to COVID-19
- Uphold financial and policy commitments to a human rights based approach, in particular the rights of older people, persons with disabilities and women, girls and gender diverse people
- Implement clear social and environmental conditions on any emergency financial stimulus to companies, such as treating workers fairly and cutting carbon emissions

In the medium term 'recovery' phase, Member state governments and donor agencies to:

- Drive a seismic shift towards universal healthcare, welfare payments and social protection that include essential services such as vaccine programs, sexual and reproductive health products and services for all
- Cancel national debts to ensure sufficient finance is available to governments to ensure a just recovery
- Adopt fairer taxation policies on those who hold the most resources in our society, alongside measures to tackle illicit financial flows to pay for these protections
- Put in place incentives for a feminist, green industrial revolution to enable rapid scaling up of sustainable jobs

We are working together for a joint **Week of Action on 18-26 September, join us!**

Since September 2018, we have hosted an annual week of action with key partners around the world to define a joint approach to tackling these challenges. Many different actions will take place around the world during this crucial week. You can join by organising your own action, leading advocacy efforts in your community or spreading the word on social media.

In May 2020 we launched our joint statement on the COVID-19 response and this embeds the key principles of a just recovery. These principles underpin our demands and shape the key recommendations in our joint advocacy to key governments and the UN, you can be part of raising awareness around the world.

The discussions so far have included many diverse civil society partners, such as the **Global Call to Action against Poverty (GCAP), CIVICUS, Forus, ActionAid, Oxfam, Amnesty International, Greenpeace, 350.org, CAN and a wide range of community organisations in more than 100 countries.**

You can sign up and see the latest list of organisations here: <https://covidcitizenaction.org>

The crucial aim of this initiative is to continue to bring together the many national coalitions that are at the heart of pushing for change in each country. There is a strong opportunity to further **develop national coalitions and widen their membership base to include engagement of a range of national and local partners, including community-based organisations focusing on youth, women's rights, disability, indigenous peoples and other key communities.**

These national coalitions will be best placed to define their own needs and build from people's lives and lived experiences, the joint movement must shed light on lived reality- tell the individual stories of people facing the combined challenges described in the major themes, this will ensure governments feel the pressure from their own voters.

2. Timetable of actions

Overall timetable for 2020

Timeline	National coalitions	Shared moments	Joint communications
April	Identify key countries with existing national coalitions	Develop & share joint statement	Develop joint content
May-June	Develop plan in at least 15 key countries	Launch joint statement, letter and comms material	Toolkit for national partners
July	Present recommendations at HLPF Potential joint action around G20 Finance Ministers meeting	Joint meeting at HLPF and launch of Scorecards Mobilise around specific recommendations on financing for a just recovery	Launch content at HLPF Joint actions on Just Recovery
August	Finalise actions in key countries	Refine key actions and support national partners	Promote engagement
September	Finalise actions in key countries	National events- including 'people's assemblies' and publication of key scorecard info	Share communications
	Ensure comms support to amplify stories	Draw out stories in each major theme	Promote individual actions
	Week of Action	Week of Action	Week of Action
October	Follow up with governments		Thanks & plan for 2021
November		Reflect and plan ahead	

#TurnItAround



3. Week of Action

The Week of Action in Sep 2020 provides a key moment to highlight our shared priorities for greater ambition from the UN on the inter-related themes that will lead to a more just and sustainable world.

Each day of the week can include a specific theme to highlight the interconnected elements of the movement, including key constituencies working on equality, civic space, climate, peace, effective financing etc.

See below suggested activities:

Date	UN Events	Global & National Mobilisation	New York civil society activities
Day 1: Sept. 19 (Saturday)		#Turn It Around mobilisations: People's Assemblies	
Day 2: Sept. 20 (Sunday)		#Turn It Around mobilisations: People's Assemblies	
Day 3: Sept. 21 (Monday)	UN Day of Peace	#TurnItAround for peace	
Day 4: Sept. 22 (Tuesday)		#TurnItAround for gender justice	Virtual SDG Action Zone
Day 5: Sept. 23 (Wednesday)		#TurnItAround for fairer financing	Virtual SDG Action Zone
Day 6: Sept. 24 (Thursday)		#TurnItAround for civic rights	Virtual SDG Action Zone
Day 7: Sept. 25 (Friday)	UN SDG meeting (TBC) 5 year anniversary of signing SDGs	#TurnItAround for planet Youth climate march Share key facts- Day of Factivism	
Day 8: Sept. 26 (Saturday)		#TurnItAround for a better future	Share stories

4. How you can take action

The week of 18-26 September is a key moment to hold decision-makers to account, the Global Week of Action has grown and has multiple inter-connected dimensions. There is no one single organisation leading the Week of Action but rather many complementary actions planned around the world during this crucial week.

Friday 25 September will be the first major climate strike since the pandemic hit. There is an opportunity for additional actions to build and amplify joint action in the build up to Friday 25th.

Advocate

Use the scorecards

As part of the push for greater ambition this year, we are releasing a comparative report with national civil society perspectives on the delivery of the SDGs in each country. These 'People's Scorecards' have been put together over recent months by national coalitions and we will provide a series of visuals to enable you to share the civil society perspective on delivery of the SDGs.

These visuals will highlight comparative progress in each country on each goal from a civil society perspective, so that we can jointly highlight the gaps in implementation and the key priorities for the future. You may use these visuals to strengthen your advocacy strategies as well as sharing with your community to disseminate knowledge.

Join 800+ organisations and individuals in our call to the UN and national governments

Since May 2020, we have been gathering support for Covid-19 just recovery principles that put people and planet first. Over 800 organisations and individuals have already signed the [statement](#), and you can show support in the same way.

National governments are setting out plans for recovery packages and developing their own process for stimulating the economies. We must ensure that this is a just recovery and that it truly will turn it around, so we build a better future. The 12 point demands above provide a strong basis for your advocacy, in particular the final 4 points:

- Drive a seismic shift towards universal healthcare, welfare payments and social protection that include essential services such as vaccine programs, sexual and reproductive health products and services for all
- Cancel national debts to ensure sufficient finance is available to governments to ensure a just recovery
- Adopt fairer taxation policies on those who hold the most resources in our society, alongside measures to tackle illicit financial flows to pay for these protections
- Put in place incentives for a feminist, green industrial revolution to enable rapid scaling up of sustainable jobs

Template letter for your government

We have created a template letter based on the statement above for you to send your national government and other authorities. You can adapt this letter and share it with your leaders as they consider their plans to deal with Covid-19 and its consequences! Find the template letter [here](#).

Activate

Organise an action

If you are planning on mobilising from 19 to 26 september, make sure to list it on our [civil society mobilisation portal](#)! You may add any type of civic initiative: demonstrations, rallies, strikes, online discussions, volunteering initiatives, special campaigns, trainings, artistic performances, exhibitions, etc...



We especially encourage you to support and amplify the voices of youth climate activists who will be marching on Friday 25th September.

If you need some inspiration, you may see what other fellow activists have been up to since May on our [map of actions](#).

Joint virtual mobilisation

Our main joint action this year is to wear a mask and take a selfie with campaign messages and a banner asking world leaders to #TurnItAround for a #JustRecovery.

If you are able to freely move in your city and it is safe to do so, you may identify a public building or an iconic place, to take a selfie or if possible stand together with others at a suitable distance apart with masks, highlighting the need to #TurnItAround for a #JustRecovery.

It is important that you follow guidelines on social distancing and self-isolation according to the WHO and your national health authorities. Please ensure you wear a mask and do not stand closely together, keep your distance.

You can also make banners to say: “Turn It Around”, “Just Recovery”, “Equality”, “Peace”, “Climate justice”, or a combination of these ideas.

In order to promote the notion of a whole week of integrated action, we suggest you can share your action via social media on each day focusing on a specific theme.

People’s Assemblies

In 2020, virtual National People’s Assemblies will be organized around the Global Week of Action that will feed into the Global People’s Assembly process. This year, we encourage you to consider organising a virtual people’s assembly in your country.

Key steps for a virtual People’s Assembly:

1. To bring together diverse community and constituency representatives from across the country to leave no one behind
2. Collate and articulate the issues and demands of people emerging from local assemblies and discuss the COVID-19 situation, inequalities and SDG implementation
3. Develop a declaration with a charter of demands to the government
4. Bring in Parliamentarians and government officials online with the people to hear and respond to their demands
5. Bring the declaration with the demands, voices and perspectives to the media, for example in a press conference or a press release or by inviting journalists
6. Be part of the global process of People’s Assemblies by sending representatives to present the results and the declaration with the charters of demands.

If you will be organising a People’s Assembly, make sure to list it on our [civil society mobilisation portal](#). See [the 2020 People’s Assemblies Toolkit](#) and GCAP’s [People’s Assembly](#) page for more information.

Communicate

We will support you to tell your stories of local action. Please share videos, photos and graphics related to your initiative using the hashtag #TurnItAround on Twitter.

We will share the pictures, videos and individual actions that are highlighted with the



hashtag #TurnItAround.

Join our partners

If you want to mobilise further, here are a few additional initiatives that our partners are working on:

Day of Factivism

In addition, this year our partners at Project Everyone are organising the Global Goals Day of Factivism to mark the five year anniversary of the Goals on 25th September.

The aim of the day is to raise awareness and galvanise action towards the Goals through sharing accurate and real-time data provided through [SDGs Today](#).

Project Everyone will provide social media assets as well as a platform that will bring these facts to life. The platform will also have a quiz where you can see what type of activist you are (e.g. a changemaker, an avid activist, a newbie or a mobiliser).

Wiki Loves SDGs Edit-a-thon

Project Everyone is also organising a week-long edit-a-thon on 19-26th September. During the week, volunteers from around the world will gather to create Wikipedia articles for each individual Goal and link them to the relevant and existing Wikipedia articles. Through this project we can educate many people about the Goals during these crucial times. The aim of this edit-a-thon is to:

- **Raise awareness** and **create a buzz** around the Goals
- **Democratise knowledge** using one of the world's most visited website
- **Engage the Global Goals community**

The call for volunteers is currently open and so far, over 600 volunteers have signed up. You can sign-up to volunteer at the edit-a-thon or simply share the sign-up form [here](#).

If you have any questions, please feel free to contact [Kiana Alavi](#) from Project Everyone.

Positive Stories - Opportunity to share audio contributions

On the collaborative platform [Positive Stories](#), a #TurnItAround contribution topic will be added. Specific themes for the #TurnItAround campaign (peace, gender justice, fairer finance etc.) will also be added to the chatbox.

- Civil society organisations and activists from around the globe will be able to contribute directly through the Positive Stories chatbox.
- A temporary banner for the TurnItAround contribution opportunity will be added to the Positive Stories homepage with a link to the campaign website. We can share this opportunity with our networks to encourage people to share their stories.
- Positive Stories will then produce a #TurnItAround podcast

Series of Articles on the #TurnItAround campaign - Get Interviewed.

- Forus is planning on producing a series of articles in collaboration with **Cafebabel The European Magazine** on the #TurnItAround campaign.
- Articles on the different topics (#TurnItAround for peace, planet, better future etc.) will also get published on the Forus Medium page.
- Contributions welcome from members and partners, contact Bibbi Abruzzini at Forus: <bibbi@forus-international.org>

Share your action

You can share your action and join the broad movement online in a number of ways using the hashtag #TurnItAround:

1. You can **sign up for the joint statement** calling for more ambitious action from member states here: <https://covidcitizenaction.org/covid-19-citizen-action/>

2. Once you have defined your specific action, including the timing and location of your group- make sure to **promote your plans via the website and social media**.

Share your action on our website [here](#).

You can also find more information and relevant resources here on the SDg Action Campaign website.

3. Take photos of your action:

- a) Capture the diversity of participants
- b) Include images of masks with key phrase included
- c) Consider broader shots of the whole group from a distance

4. Take video of your action:

- a) 1 minute interviews of participants-
“I am committed to turning it around for XXX (eg. social justice/ climate justice/ economic justice...);
“I call on my government to deliver a just recovery and turn it around on XXX (eg. ambitious climate action/ freedom of association/ equal rights for women...)
- b) 2 minute video of whole group standing together at iconic place

5. Share on social media using the hashtag #TurnItAround

Please share all your photos, videos and recommendations using the hashtag #TurnItAround throughout the week on twitter, Facebook and Instagram.

You can link to each theme on each day, see calendar on page 9.