



Fighting Inequalities Campaign TOOLKIT



The future of Europe and the achievement of the SDGs will be possible only if we end extreme inequalities and leave no one behind.

This is a public mobilization, communication, and advocacy campaign. In line with the universal and inclusive approach reflected in the 2030 Agenda for Sustainable Development, the campaign will connect the inequalities experienced by people locally, in all sorts of communities, with the national, European, and, ultimately, the global inequalities faced by billions.

We want societal change for everyone, everywhere by 2030!

See the campaign [video](#).

See the '17 steps to equality' [game](#).



Our Goals?

1. Public awareness and public pressure to reduce inequalities
2. Raising citizens' and decision makers' awareness
3. Campaigning for collective action on implementing and monitoring of SDG 10
4. Advocating that the EU and its Members take concrete measures
5. Strengthening civil society

#FightInequalities

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What do we want to achieve?

The *Fighting Inequalities Campaign* seeks to create awareness and promote the SDGs among citizens **AND to help you to hold our governments accountable.**

In the last years, countries around the world - including EU Member States - have shown significant gaps between policy commitments and implementation, especially in the fields of economic justice, human rights, social protection, gender equality and environmental protection. This has contributed to growing inequalities among and within countries, affecting everyone and, especially, the most vulnerable.

SDG 10 (Reduced Inequalities) aims to tackle different forms of inequalities: from unequal income and to gender inequalities, from barriers to political participation to climate change generated inequalities, etc. within and between countries.

With our *Fighting Inequalities campaign*, we want (1) to contribute to achieve SDG 10 and its targets, (2) and, consequently, contribute to the achievement of the other SDGs as they're closely linked.

This will require greater transparency and accountability in the decision making, greater public participation and scrutiny by people to ensure we implement the SDGs and hold to our commitments at all levels – local, national, regional and global.

The future of Europe and the achievement of the SDGs will be possible only if we work together to promote equality in our societies and combat all forms of inequalities!

How will we achieve this?



Timeline of Campaign – Key moments

We want to have the most impact by doing actions together at these moments.

2018

June
Official Launch of the Campaign at European Development Days (EDDs) 6-7 June
Take part in the social media campaign!

Take photos & make videos of stories of inequality

July
UN High Level Political Forum (HLPF) 9-18 July
Social media actions on SDG 10 linkages with other SDGs & VNRs.

September
25 Sept Global Day of Action & SDG Action Week Globally
The high point of the campaign! Joint Europe-wide stunt Organize events & actions Share pictures and videos highlighting inequalities Use social media to highlight the campaign

Sept-Oct
17 days of SDGs Global Day of Action → Int'l Day for the Eradication of Poverty 25 Sept - 17 Oct
Highlight each SDG over 17 days. See social media kit.

2019

July
End of campaign – SDG 10 @ HLPF 8-19 July 2019
Highlight inequalities locally, regionally & globally. Encourage decision makers to act on SDG 10!

See more detailed [campaign timeline](#).

SDG Action Week & Global Day of Action - 25 September 2018

Why 25 September?

On 25 September 2015, 193 governments agreed to a definitive plan for the planet and the people on it by adopting the Agenda 2030 with its 17 Sustainable Development Goals.

The Sustainable Development Goals (SDGs) are a universal call to action to end poverty and inequality, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

Every year on 25 September we mark the anniversary of the SDGs and the Agenda 2030. Once a year, this is our common moment to raise our voices together.

The 1st [Global Day of Action in 2017](#) was a huge success:

1000 actions

116 countries • 380 cities

670 organisations

11,000 Tweets • 84 million people reached

In 2018, across the world we will all mobilize together to jointly broadcast our messages on inequalities and push for action on and around 25 September 2018!

This will be the key moment of the year!

We will organize Europe-wide stunts, a massive push on social media and be part of a global effort to highlight the work we are doing and the importance of the SDGs and fighting inequalities.

The call to action will continue to utilise the hashtag #Act4SDGs and will focus on the image of the SDG/Global Goals circle. Please also use our project and campaign hashtags #sdgs4all and #FightInequalities

There will be a central visual image of hands in the shape of the circle, which can be used by local organisations as part of their communications.

Local organisations and individual citizens will be encouraged to 'unite' for the SDGs:

1. Create circles of the 17 SDG colours and circles of people – in front of major iconic places and buildings.
2. Stand together and place their hands in a circle
3. Read a short pre-prepared statement
4. Identify and discuss their own key commitments for the SDGs
5. Prepare a short video of their commitment



The key point is standing and placing hands in a circle as a unifying moment around the world which can be easily shared on social media.

This can also take the form of a flashmob in a public place, such as surrounding public buildings, eg. Congress/parliament buildings; town hall; the Eiffel Tower

JOIN US AND TAKE PART IN THE EUROPE-WIDE STUNT!

Actions – What can you do?

Together we will mobilise thousands of citizens, institutions and organisations across Europe and the world.

We want to raise our voices, hold governments accountable to SDG commitments and act to end inequalities.

People & inequalities – What are the challenges?

Draw attention on how individuals face inequalities in their daily lives!

● Individuals

Photos & videos of stories of inequality

Ask people to tell their stories – with videos and pictures - of achieving equality and/or the inequalities that most affect them.

We want to collect and highlight the stories and voices of people from all over Europe.

Share them online with the hashtag **#FightInequalities**

Share them on the [campaign website](#)

Other ideas:



Interviews on inequalities

Interview individuals on the challenges they face so that people will be able to directly speak and advocate for themselves. These testimonies will highlight these issues and allow on the public and policy makers to better understand them.

Also, interview national experts to highlight persistent inequalities in your country and/or beyond. See here for example an interview with [Lucas Chancel, co-director of the World Inequality Lab](#) done by Association 4D.

Database on inequalities – raw data & interviews

Use the stories and interviews from above to create a database of the responses to create a more realistic picture of inequalities in Europe and globally.

● Groups

Organize citizens' workshops

Organise citizens workshops, events or discussion circles for communities to discuss inequalities and challenges they face and possible solutions to overcome them. Breakdown walls and silos by bring people and groups together. Communities best know the inequalities they face and the solutions needed. The results can be summarized into reports and used to use push for policy change with local, regional and global leaders.



SDG Ambassadors

Get individuals to become SDG ambassadors going to schools, local groups, churches, etc. See [LAPAS' project in Latvia](#).

Raising awareness and influencing decision-makers

By working together at all levels with common messages, we can influence not only our local communities with the *Fighting Inequalities* campaign but have an impact at the global level to best implement and achieve Agenda 2030.

The goal of the project is to make the SDGs a talking point in any social conversation and to inform community and national leaders about how and why the SDGs are relevant to them.

How? Via public discussions, stunts, rallies, conferences, meeting with decision makers, etc...

Stunts

- **Take part in public stunts and events to make a statement, engage leaders, collect voices and celebrate action**

Stunts and events will be organized all over the world.

Fight Inequalities Stunt –

On 25 September (or in the days before), we will organize Europe-wide stunts in European capitals and beyond to rally people around inequalities. *Currently being developed! Check the [website](#) for more info.*

Please ensure to **Leave No One Behind:**

support & mobilize specific communities including; youth, indigenous groups, disabled, women's groups, faith communities, and academia.

Share these on social media! Use the hashtag **#FightInequalities**

Photos and stories from all parts of the world will be aggregated and showcased on the [Fight Inequalities Campaign Website](#) for all to see how people take actions for SDGs!



Public events

- **Organize a public discussion**

...with young people, or in communities of marginalized people; interview or debate with the President, Prime Minister, MPs, MEPs, mayors or other public figures to share a public statement and request a response from the authorities

- **Organise a rally or stage a demonstration**

...demanding better implementation of the SDGs, especially around inequalities.

- **Press statements and conferences**

Organize a press conference to raise the voices of marginalized groups or highlight inequalities in your area or the campaign in general and what we are working to accomplish.

[Sample press statement](#)

- **MOVIE: The Limits of Work**

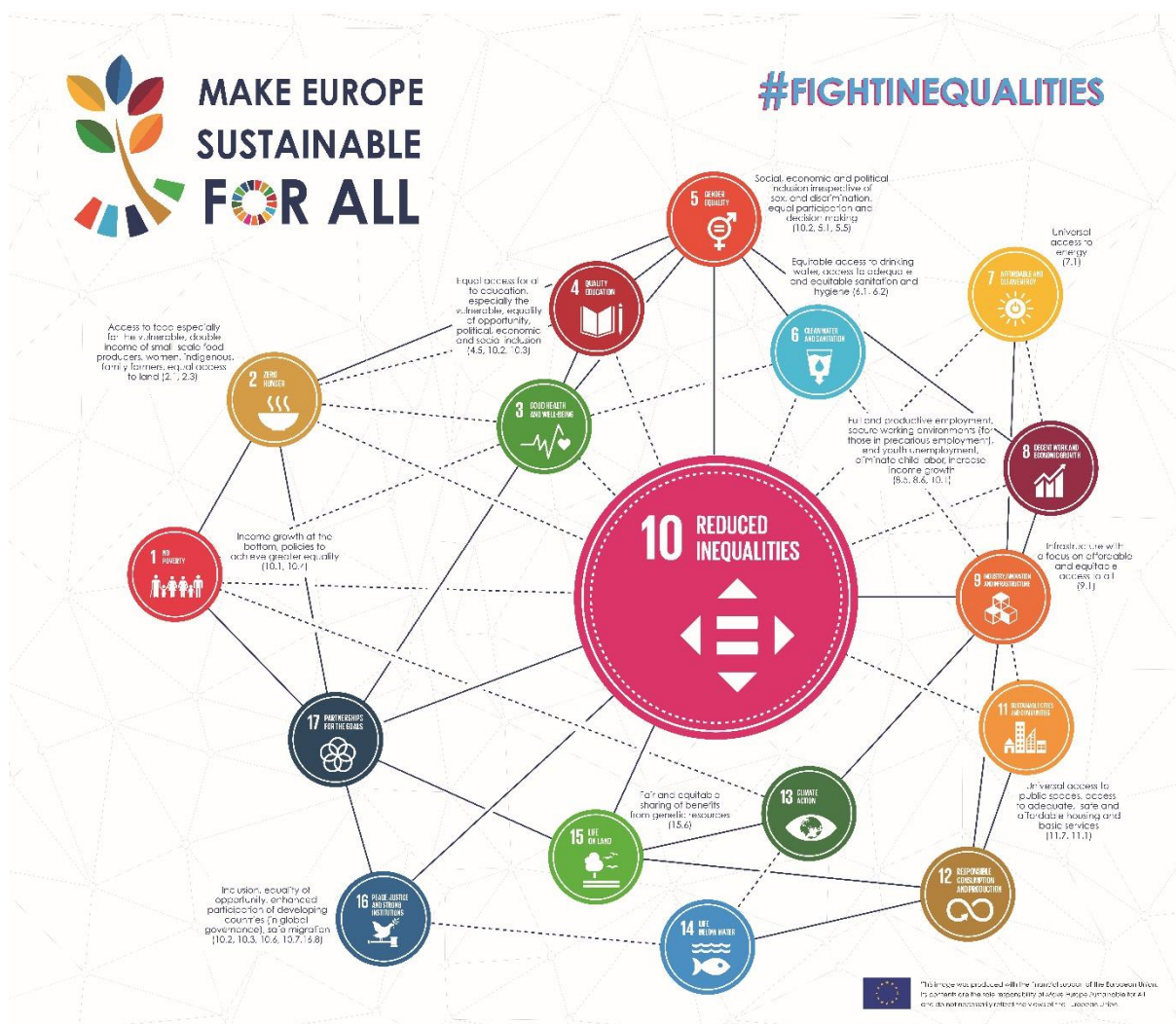
Hold a showing of the movie the **Limits of Work** created by our partners, that highlights inequalities and working conditions faced by minimum wage workers in the Czech Republic.

Journalist Saša Uhlová spent six months exploring working conditions at the worst-paid jobs in the Czech Republic. She spent several weeks in a hospital washroom, at a poultry plant, behind a cash register and at a waste sorting facility. Her experience formed the basis for a very personal series of reports about people working invisible jobs under shocking conditions, published on the A2larm.cz website. Apolena Rychlíková has turned these articles into a documentary film consisting of scenes shot at Uhlová's home and of video footage taken at her places of work, accompanied by Uhlová's read commentary.



Engage with decision-makers

- **Use videos & photos of people** speaking about inequalities and the challenges they face (see above) to influence decision makers.
Make short videos of politicians pledging their support to the SDGs, especially SDG 10.
- **Analyse and write reports on key issues regarding inequalities:** i.e. in the VNR Reports, on policy incoherencies, on poverty and extreme wealth, compare money transfers (ODA) between EU MS and poorest countries (Czech Republic)
- **Send a delegation of people from marginalized communities** to meet the relevant Minister, Governor, MPs, mayor, local political representatives etc. and hand over a public statement.
- **Write a public statement or memorandum** and submit it to your government in a public event or send to local media together with photos
- **Organize workshops on key issues:** i.e. on finance/budget and impact
- **Showcase local authorities' best practices** for [gender-sensitive budgeting & models of intervention for gender equality](#)



Media and Social media campaigns

Use social media to show what inequality and equality does and can look like.

Join the social media campaign by sharing videos, photos and documents on your current and recent actions on Inequalities.

Take a picture of yourself or others telling the story of the challenges you face. BE CREATIVE!

Take & share a short video or a photo about inequality, poverty and injustice, why people are left behind and why SDGs matters to you.

Use the Factsheets and Info Graphics (see below).

Media & Social media actions:

- ✓ **Press statements and conferences**
- ✓ **Share the *Fighting Inequalities* video to spread awareness and mobilize around the campaign**
- ✓ **Publicise and share your events and actions on social media with **#FightInequalities****
- ✓ **Publish video + photo stories tagged with **#FightInequalities****
- ✓ **Use **#FightInequalities** in all your created content you publish and share it with us here**
- ✓ **Record a Message or go live sharing your story or news from past SDG actions and share them on your Social Media.**
- ✓ **Take a Photo** holding the sign **#FightInequalities** and post it sharing your story of action for SDGs.
- ✓ **Share Messages for **#FightInequalities**.** Pass on key messages and share why the SDGs matters to world. Why not tell us your main issue through an image or a simple sign and tweet it in a photo!

Tools

Factsheets and Infographics

We will prepare factsheets on these topics and how they relate to inequalities:

SDG 10	SDG 10 interlinkages	Gender	Poverty	Migration
Climate Justice	Environment	Growth	(Social) Protection / Violence	Universal Social protection

The fact sheets show European and global dimensions of inequalities. They can be adopted for national dimensions.

They can be used in social media and in the work with political decision makers.

Other resources and extra information

SDGs

- Flyers on the SDGs (Ireland)
- Videos explaining the SDGs
- SDG stickers & magnets (Denmark - <http://nyteuropa.dk/>)

Information on Inequalities

- 198 Methods of Non-Violent Action: aeinstein.org/organizations/103a.html
- New media examples from Fair Say: fairsay.com/events/ecampaigningforum/2010/wiki/ChecklistNewMediaCampaignActionsAndExample
- [Gender in Sustainable Development - Collection of Exercises for Training of Trainers \(ToT\)](#) – WECF

Other

- CVA - Citizenship Accountability Methodology (World Vision)



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