



GLOBAL WEEK
TO
#ACT4SDGs

TOOLKIT OF #SDG ACTIONS

MOBILIZING MILLIONS OF ACTIONS
FROM PEOPLE AROUND THE WORLD



17-28 September

act4sdgs.org

Join the Global Week to #Act4SDGs

**#ACTION TO
IMPACT**



The Global Week to #Act4SDGs
17th – 28th September 2021
Partner Activity Toolkit

What is “The Global Week to #Act4SDGs?”

The Global Week to #Act4SDGs (17-28 September) aims to drive collective action, mobilizing key stakeholders from all sectors to drive change while reminding world leaders that people around the world are doing their part to accelerate progress on the SDGs. Held during the high-level week of the United Nations General Assembly, this year’s mobilization will also drive action around the Food Systems Summit, pre-COP in Milan, and keep up momentum in the lead up to COP26 in Glasgow.

People around the world are joining in solidarity to show there is hope beyond the pandemic, and that we can turn it around for a healthy, just and green recovery, keeping the promise of the SDGs in this decisive decade counting down to 2030. Now in its fifth year, the Week has grown from strength to strength. Our mobilization ambition for 2021 is to inspire millions of people to take individual and collective SDG action - from 56 million in 2020 - with an overall target of mobilizing 1 billion actions by 2030.

[The Road to Rights](#) youth organization plays an important role globally as the Convening partner collecting individual actions this year. Therefore as Sri Lankans our individual actions matters to create a healthy planet.



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#TurnItAround
FOR
PEOPLE + PLANET

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WHY should **YOU** join?



People around the world are joining in solidarity to show there is hope beyond the pandemic, and that we can turn it around for a healthy, just and green recovery, keeping the promise of the SDGs in this decisive decade counting down to 2030.

All actions will be captured and visualised in a global heat map which can be filtered down by country, region, SDG and sector, allowing us to report back at key UN milestone moments to show how collective action can lead to great change around the world.

So we want your support to collect Actions! Tell your members supporters to gather for this great cause in a time where the global citizens have come together! **Every Action Matters!**



HOW



USE OUR TOOL KIT?



1. Get **inspired** to make a positive change!
2. Ask your Members to Register for ACTIONS! Our Target is **ONE Million** Actions! Visit our website www.srilanka2030.org to register actions.
3. Spread the **WORD!** Share as much as and spread the word collect ACTIONS!



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OUR ACTIVITIES for the Week.

Tree for Life: 13th – 28th September 2021

MANDATORY ACTION – Please note that this action is mandatory for every Individual!

This aims to create a campaign where we invite every individual to plant a tree. This could either be planting vegetable and fruit plants which can benefit them in the long term.

This is what you simply have to do,

Go to the www.srilanka2030.lk Website - > **Click the Global Week tab** -> **Click Tree for Life** -> **Click the Pledge Button** -> **Fill your Action** -> **Upload the Action!**

A TREE for Life!



ONE MILLION

TREES!



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OUR ACTIVITIES for the Week.

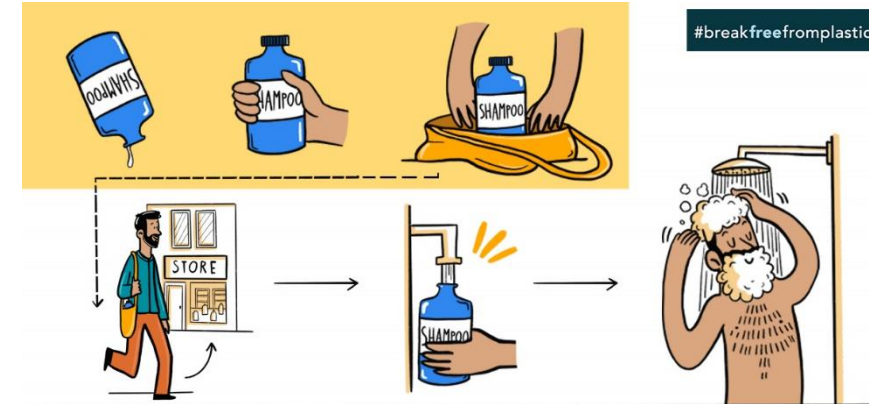
UNPLASTIC WEEK: 17th – 24th September 2021

Through this program we look forward to creating awareness on the plastic pollution and encourage individuals to engage in **UNPLASTIC WEEK** by being responsible about their daily plastic consumption. We encourage them to slowly shift into sustainable methods and be responsible about household waste management.

This is what you simply have to do,

Go to the www.srilanka2030.lk Website - > **Click the Global Week tab** -> **Click UNPlastic Week** -> **Click the Pledge Button** -> **Fill your Action** -> **Upload the Action!**

UN-PLASTIC WEEK



IN STORE REFILL



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OUR ACTIVITIES for the Week.

#ChangeALife: 22nd – 28th September 2021



This program aims to promote kindness for people and the planet. Individuals can engage in various kinds of acts which could be acts of kindness. For instance:

- Feeding a low-income family during the pandemic
- Feed Stray Dogs
- Voice / Speak up for animals, environment, marginalized communities
- Give away used Books/Cloths

This is what you simply have to do,

Go to the www.srilanka2030.lk Website - > **Click the Global Week tab** -> **Click #ChangeALife-**
> **Click the Pledge Button** -> **Fill your Action** -> **Upload the Action!**



Change A Life



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OUR ACTIVITIES for the Week.

Frontline Heroes: 23rd – 30th September 2021



A series of video messages, where the frontliners will unfold and share their real and raw stories during this challenging pandemic situation. We hope to leave the audience with an encouraging message to stay safe and abide by the health guidelines for the sake of our loved ones.

Outstanding narratives could be showcased globally.

This is what you simply have to do,

Go to the www.srilanka2030.lk Website - > **Click the Global Week tab** -> **Click Frontline Heroes-**
> **Click the Nominate Button** -> **Submit info of a frontline Hero!**



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Tags.



Don't forget to use the following Hashtags when posting on social media!

Share your Actions and inspire others to take Actions!!

**Go to Facebook/ Instagram/ Twitter/ TikTok/ LinkedIn
Upload your Action using the following hashtags,**

#Act4SDGs #TurnItAround #ActionToImpact #Road2Rights #Powerof10



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Spread the Word! Social Media Actions

TurnItAround filter – and augmented reality activation representing the idea of turning it around / flipping the script

Link: Download the Filter

<https://www.instagram.com/ar/524569652088076/>

#TURNITAROUND AR FILTER

FLIP THE SCRIPT – #TurnItAround augmented reality filter



How are you flipping the script and changing the status quo? Is it finding a way to eliminate plastic from your life? Eating more vegetables? Bicycling to run errands rather than driving? **Let's all take our phones and capture a picture or video of ourselves flipping the script** and using this filter to broadcast it to the world.

Make sure to choose a message and a sticker that best matches your world-changing action. Then post it on social media with #Turnitaround. You'll inspire others to do the same—sparking a movement of people power around the globe.

Find a full brief on our [Trello board](#)

Sample script on page 7

Direct filter links: [Facebook](#): | [Instagram](#)



SAMPLE TWEET: Changing everything will take everyone. Use the filter to show the world what you do to #TurnItAround. Together we'll spark a movement of people power. Join us → act4sdgs.org



Spread the Word! Social Media Actions

UN SDG ACTION CAMPAIGN TOOLS

CREATE A RIPPLE EFFECT OF POSITIVE CHANGE

SDG Butterfly Effect – Augmented reality filter for social media

Link: Download the Filter

<https://www.instagram.com/ar/524569652088076/>



Use the [SDG Butterfly Wings Augmented Reality Filter](#) to show your commitment to the Global Goals. Every action leads to others – a ripple effect of transformative change.

Put on your SDG Wings to share with your networks and create your own butterfly effect! Tag @SDGAction, use #TurnItAround and #Act4SDGs.

Find them all here:
bit.ly/3gmKWL2



SAMPLE TWEET: Every action leads to others – a ripple effect of transformative change. Put on your SDG Wings to show your commitment to the #SDGs. Share with your networks and create your own butterfly effect & join the Global Week to #Act4SDGs: ♀#TurnItAround



Spread the Word! Social Media Actions

Before and After Challenge – showcasing what actions we can take to do things better

Share Your Actions! Post on social Media using the hashtags.

#Act4SDGs #TurnItAround
#ActionToImpact #Road2Rights
#Powerof10

UN SDG ACTION CAMPAIGN TOOLS

SHOW YOUR SUSTAINABLE JOURNEY - #TurnItAround challenge

Many of us are becoming more aware that individual actions can make a big difference! Our choices matter - what is your #SDGs Action? Post 2 photos or a video showing your sustainable action: How you did something before and how you turned it into a sustainable action. Tag @SDGAction. These cards are available in multiple languages on [Trello](#).



SAMPLE TWEET: Our choices matter. What is your #SDGs action?

Show your sustainable journey & post 2 photos or a video showing how you did something before - & how you do it better now!

Log your action to join the Global Week to [#Act4SDGs](#) [act4sdgs.org](#) & tag [@SDGAction](#) [#TurnItAround](#)



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#TurnItAround
FOR
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**WE are creating ONE MILLION
ACTIONS! JOIN TODAY!**



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For more Information!



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