



## WORLD HUMANITARIAN DAY

Around the world, conflict is exacting a massive toll on people's lives. People are increasingly trapped in conflicts that are not of their own making but the world is not doing enough to put a stop to their suffering. This year, the World Humanitarian Day (WHD) campaign will build on the success and goodwill galvanized by last year's #NotATarget campaign. The campaign will focus on the findings of the 2018 Secretary-General's Report on Protection of Civilians – launched in May 2018 – to provide credible and impartial information to support this year's World Humanitarian Day.

## DIGITAL CAMPAIGN #NOTATARGET

OCHA and creative partners have designed a global digital campaign, which will mobilize citizens, decision makers, celebrities, and the humanitarian community to stand together under the #NotATarget message and sign the first ever "living petition" for the protection of civilians via social media platforms. The campaign will run from the end of July until mid-September, i.e. until the high-level General Assembly week.



In place of a signed document, the "living petition" will project people's faces, names, and locations onto screens and onto a socially-powered sculpture created by an artist specifically for the UN and this campaign. The projected face on the sculpture will address ordinary citizens and world leaders at the General Assembly, and speak up for civilians caught up in conflict with the use of a voice-over.



### PARTNERS How you can support

- **Live stream the #NotATarget "living petition"** on your Facebook pages on WHD & UNGA (Sep 18th) with a call to your followers to join with a selfie.

### Ask your influencers and Goodwill Ambassadors to:

- **Join the #NotATarget movement** by taking a selfie and joining the first ever "living petition" (only on mobile).
- **Tell their followers** to support the cause with a selfie using the #NotATarget Facebook Filter.
- **Share the #NotATarget campaign film** and WHD assets on social media.
- **Post a photo** of themselves holding a "\_\_\_\_ #NotATarget" sign.

### FIELD OFFICES Actions to take in-country and on social media:

- **Promote the "living petition"** assets demanding world leaders listen to global citizens unanimous support for the protection of civilians
- **Join the #NotATarget movement** by taking a selfie and joining the first ever "living petition" (only on mobile).
- **Identify media partnerships** regionally to advertise the digital campaign.
- **Identify regional influencers** to participate in the campaign with a selfie.
- **Plan your own WHD "stand together"** event with your UN, NGO, and civil society partners.
- **Translate graphic assets** into other languages and promote the #NotATarget Facebook Filter.

## KEY MESSAGES

1. Every year on 19 August, WHD brings the world together to rally support for people affected by humanitarian crises and pays tribute to aid workers who help them.
2. This WHD, we will come together to reaffirm that civilians caught in conflict are #NotATarget, and to demand global action to protect them by signing the first ever "living petition".
3. In war zones, children must hide from bombing beneath their beds, families are forced to flee their towns and at the same time, health and aid workers, who care for people affected by violence, are increasingly being targeted. Medicine and relief supplies are looted, hospitals and ambulances are bombed, and humanitarian aid workers are detained or denied access to people in desperate need. This is unacceptable.

## KEY PLANNING DATES

- End of July** Branding and social media assets available on Trello board
- End of July** Launch of the online campaign:  
The website [www.worldhumanitarianaday.org](http://www.worldhumanitarianaday.org)  
and the #NotATarget video go live.
- 17 August** Installation of the "living petition" at the United Nations.
- 19 August** Online reveal of the "living petition" via social media and PR.



## FOCAL POINTS

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