PART 1: OVERVIEW
THE CAMPAIGN

SPEAK! is a global campaign to help give a voice to everyone, everywhere.

It has been created in response to the current global context, where citizens are facing increasing attacks on their fundamental freedoms, and a culture of division is turning many of us against each other.

It seeks to raise awareness of these challenges, break down barriers, and build global solidarity.

SPEAK! is the evolution of the Global Day of Citizen Action, held from 2014-16.
The campaign culminated in 4 days of global action from 22-25 September, demonstrating the hope and power that comes when ordinary citizens unite across borders and speak as one.

There were 232 events held in 65 countries, with over 46,000 people participating and more than 7.5 million reached online.

Silent protests were staged from Indonesia to Macedonia, the hashtag #TogetherWeSpeak trended from the Netherlands to Uganda, and songs of freedom and resistance rang out from Tunisia to Venezuela.

The days of action came at a critical moment, as world leaders met in New York to mark the 2nd anniversary of the SDGs.
PART 2: REACH
Over **232 events** were held across the days of action.

**Success factors:** partnering with existing campaigns; supporting national partners to develop campaigns with multiple events; and resourcing grassroots organisations with capacity to develop large numbers of smaller events.

![Event Image 1](image1.png)

![Event Image 2](image2.png)

![Event Image 3](image3.png)
Events took place in over 65 countries, with a bias towards Africa.

Success factors: partnering with **global initiatives**; collaborating with **existing networks**; and **actively targeting** partners/events in countries not already participating.
At least 46,110 people participated in SPEAK! events.

Success factors: resourcing partners with potential to run large events; seizing political moments that enabled mass mobilisation; and enabling online participation where possible.
The campaign reached **over 7.5 million** people online.

**Highlights:**

- The **Thunderclap** action, which launched the campaign with a “day of silence” reached almost 1.2 million – due in large part to the involvement of organisations with large social followings like Oxfam and This Flag (Zimbabwe).
The campaign hashtag #TogetherWeSpeak trended in the Netherlands — thanks to support from a coalition of NGOs and the national government — and Uganda — where the SPEAK! event became a rallying call for opposition to the proposed increase in Presidential term limits.

Unique national hashtags were developed for some of the larger events, and themselves generated significant reach — e.g. #Gulita (Indonesia) 407,000; #rock4freedom (Malaysia) 408,000; #Entonatusderechos (Venezuela) 411,000
PART 3:
IMPACT
TARGET AUDIENCE

Key to the success of the campaign was reaching the primary target audience of young people, particularly those outside the ‘bubble’ of civil society.

Based on available data, almost two-thirds of event participants were under 30 y.o., and several of the larger events comprised between 80-100% young people.

Moreover, events in countries like Brazil, Hong Kong, and Malaysia successfully targeted youth who don’t normally participate in civil society actions.
LOCAL IMPACT

The distributable nature of the campaign enabled partner organisations to create events specifically designed to have impact on a local level.

Success stories included: increased awareness on issues like sexual consent and human rights; amplifying voices of minorities and the unique challenges they face; direct engagement/lobbying of government representatives; and widespread coverage in national media.

“The political head for the area told us that in 20+ years of her political life she has never mobilised as successfully as we did.”

“...we have received 200 requests to run another event!”

“...representatives of the State even took part in our activities, despite anything that doesn’t correspond to the ideas accepted by the government usually being prohibited in our country.”
A detailed study of those who attended events in Brazil, which focused on the critical issue of water rights, suggests that many SPEAK! participants experienced a change in both awareness and attitudes:

• Many indicated they had gained **new ideas** about how to be part of creating change, as well as **good examples** of what others are doing

• Almost **80% said they felt more connected** as a result of participating in the events
PART 4: IMPROVEMENTS
Despite the success of SPEAK! in 2017, a number of potential improvements were identified for future years:

• Concerted effort to engage **global media** in the campaign, both in coverage of events and participation in the “day of silence”

• Translation of all campaign assets into **Arabic, Portuguese and other languages** to facilitate further global engagement

• Securing **celebrities and other influencers** to take part in key online actions like the “day of silence” to help increase overall reach

• Designing a **global online call-to-action** that enables engagement beyond physical events and contributes to tangible change in policy
• Targeted outreach to **diverse communities** beyond the bubble of civil society (e.g. faith groups, unions, corporates)

• Encouraging and resourcing events with a focus on “**speaking with**” – i.e. breaking down barriers/division between people and within countries

• Employing mechanisms to **verify data** from events (e.g. number of attendees, extent of local impact) to help offset any organiser bias
TOGETHER, WE SPEAK!