

話そう! KHULUMA! **SPEAK!** EXPRIMEZ-VOUS!
¡EXPRESATE! FALA ÂE! تنكلم

2017 CAMPAIGN REPORT

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.



SPEAK! 2017

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**



EVENTS

Over **232 events** were held across the days of action.

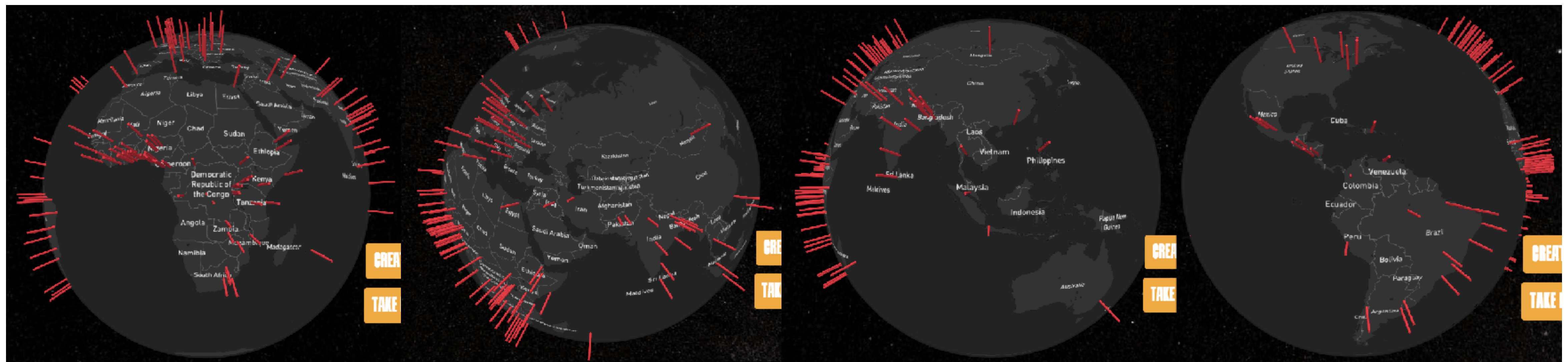
Success factors: partnering with **existing campaigns**; supporting **national partners** to develop campaigns with multiple events; and resourcing **grassroots organisations** with capacity to develop large numbers of smaller events



COUNTRIES

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



PARTICIPANTS

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



ONLINE

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)*

SPEAK! 2017 -- Day of Silence

by SPEAK! // ¡EXPRESATE! // EXPRIMEZ-VOUS! category: **Cause**

“Today we silence our voices, so the voices of others are not! Join us. #TogetherWeSpeak
<http://thndr.me/RUVYur>”



SPEAK! // ¡EXPRESATE! // EXPR...

FOLLOWING ORGANIZER

EMBED </>

SUPPORTERS
132 of **100**
132% of goal supported

SOCIAL REACH
1,191,254
People

TIME LEFT
00:00:45
Ends Sep 22, 8:00 AM BST

Oxfam International @Oxfam

Today we join a period of silence, in solidarity with those silenced against their will! Join us. #TogetherWeSpeak thndr.me/W51QDZ

9:00 AM - Sep 22, 2017



SPEAK! 2017 -- Day of Silence
Today we silence our voices, so the voices of others are not! Join us. #TogetherWeSpeak thunderclap.it

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شبكة نجاح @SNetwork21

Today we silence our voices, so the voices of others are not! Join us. #TogetherWeSpeak

1:11 PM - Sep 22, 2017

1

LaLau @lauramaga

Hoy silenciaremos nuestras voces para que no lo estén las de los demás #TogetherWeSpeak thndr.me/W51QDZ

9:00 AM - Sep 22, 2017



SPEAK! 2017 -- Day of Silence
Today we silence our voices, so the voices of others are not! Join us. #TogetherWeSpeak thunderclap.it

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Fair Wear Foundation @fairwear_org

We support workers who dare to speak out bit.ly/2waPmLB. Now we silence our voices so the voices of others are not #TogetherWeSpeak

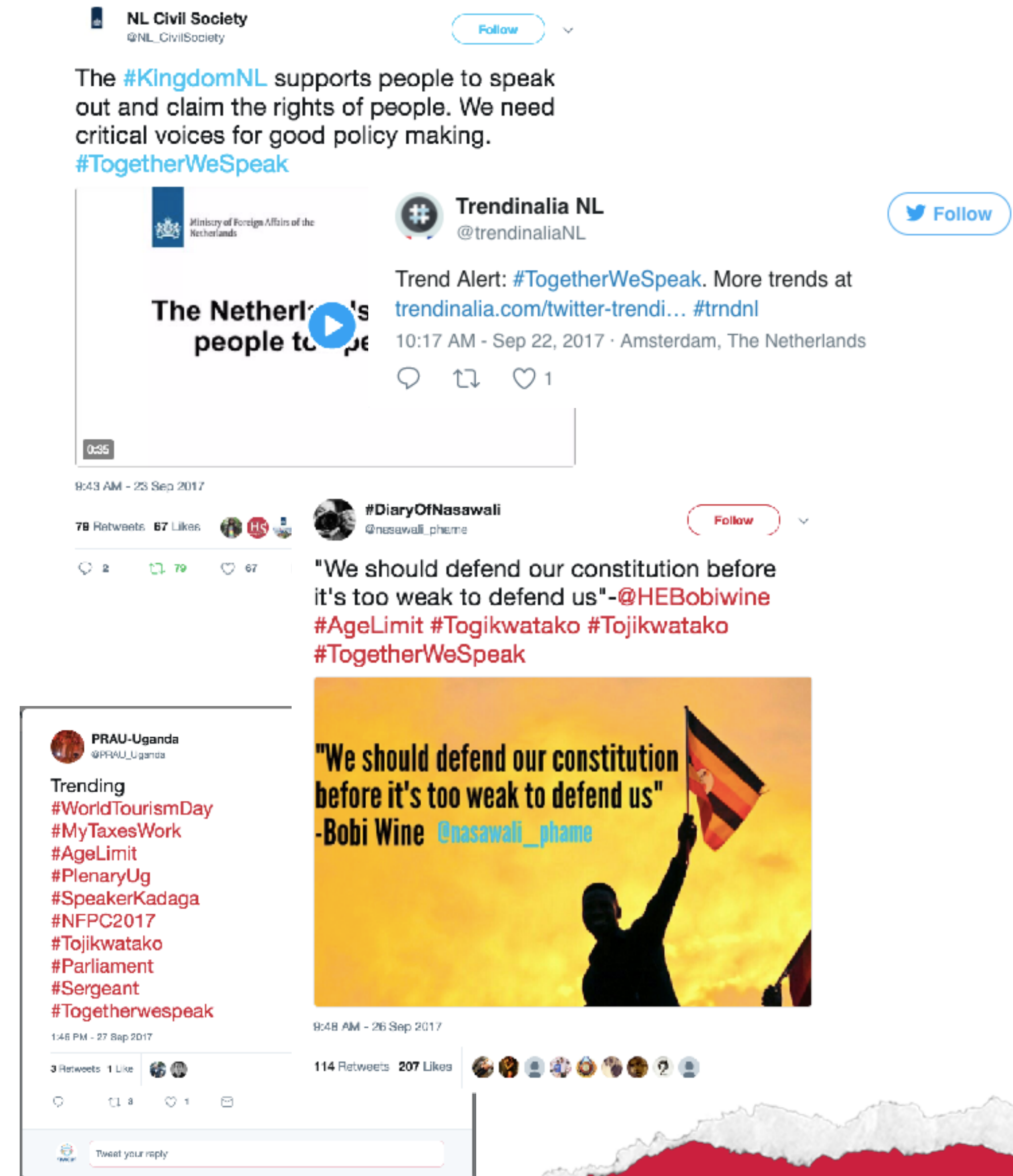
9:07 AM - Sep 22, 2017

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ONLINE (cont.)

- 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

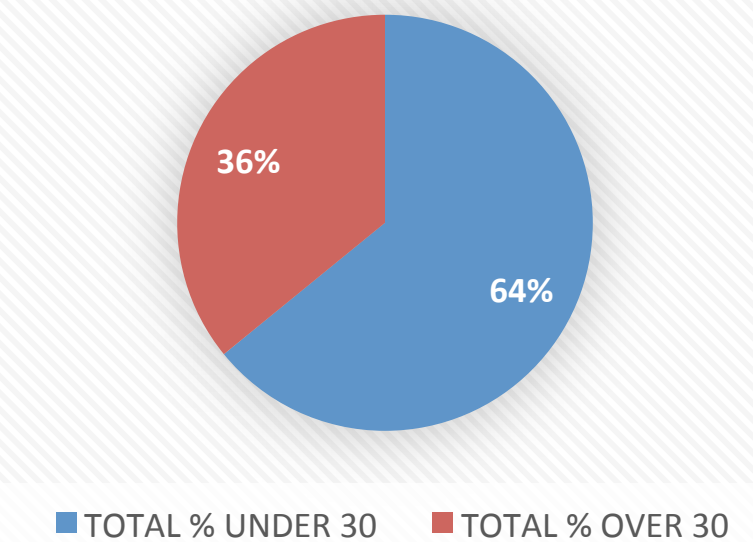
TARGET AUDIENCE

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.

Age ratio out of 36,960 SPEAK! participants



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."*



AWARENESS & ATTITUDES

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

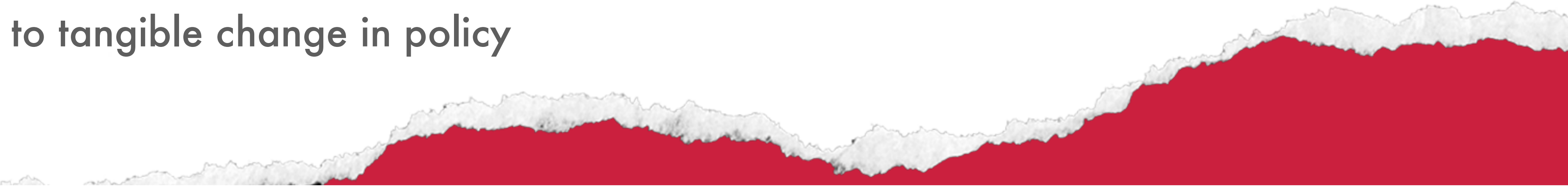


PART 4:

IMPROVEMENTS

AREAS FOR GROWTH

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
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AREAS FOR GROWTH (cont.)

- 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!**

