

SPECIAL SECTION



UN75
2020 AND BEYOND

UNATODAY

UNITED NATIONS ASSOCIATION
OF NEW YORK

SPRING 2020



SHAPING
OUR
FUTURE
TOGETHER

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SPECIAL

ON ITS 75TH ANNIVERSARY THE UNITED NATIONS LAUNCHES THE BIGGEST- EVER CONVERSATION ON THE ROLE OF GLOBAL COOPERATION IN BUILDING THE FUTURE WE WANT.

WHY NOW?

Tackling issues such as climate change, inequality, new patterns of violence and major shifts in population and technology — in order to achieve the **Sustainable Development Goals**, our shared vision for the future — will require cooperation across borders, sectors and generations. But just when we need collective action more than ever, support for global cooperation is flagging.

[UN.ORG/UN75](https://www.un.org/un75)
#UN75

In many countries, public trust in traditional institutions is in decline and relations between countries are under strain. Dialogue — and action — on global issues could not be more urgent. Through these conversations, the UN aims to build a global vision of 2045—its centenary, increase understanding of the threats to that future, and support enhanced international cooperation to realise that vision.

WHY JOIN?

Your voice will be heard. The views and ideas that are generated will be presented to world leaders and senior UN officials at a high-profile event during the 75th Session of the United Nations General Assembly in September 2020. They will also be disseminated online and through partners on an ongoing basis.

WHEN IS THIS HAPPENING AND WHERE?

From January 2020, the **UN75** campaign will initiate dialogues in all settings—from classrooms to boardrooms, parliaments to village halls. The aim is to reach as many people as possible: to listen to their hopes and fears, and learn from their ideas and experiences. Anybody can join the global conversation: physically or online, individually or as a group, in every region of the world.

HOW WILL THIS BE DONE? HOW DO WE JOIN?

UN75 will drive the initiative from behind. Together we will Connect. Amplify. Act.

CONNECTING PEOPLE

UN75 is building a network of diverse groups, individuals and partners to convene dialogues. In global online and offline networks, **UN75** will aim to reach as many people as possible, including youth, marginalized communities, and those who would not often or ever engage around issues of global cooperation.

AMPLIFYING VOICES

• Check out the **UN75** toolkit online with guidelines on how to join, and how to inspire conversations and amplify voices through

channels and communities for people to talk and be heard.

• **UN75** will undertake global opinion polling, media and internet analysis to collate robust, representative and comparative data that can inform future communications and policymaking.

• Video and audio recordings with testimonials from people who have participated will be shared across platforms illustrating people's views and ideas.

INSPIRING ACTION

• Each conversation is an opportunity to encourage individuals to take actions in their own lives in line with what they have heard and learned. Both formal and informal dialogues can yield insights and evidence that national and international organizations can apply. Findings may inspire new programs, investments, partnerships and campaigns, among other options. A global platform to illustrate key outcomes of discussions is being developed by the **UN75** team.

• In formal focus groups, a moderator form allows information to be centrally recorded and analysed. People taking part in conversations can provide feedback via their moderator or on the **UN75** website.

ISSUE BRIEFS

To help frame and inspire dialogues, visit [UN.ORG/UN75](https://www.un.org/un75) online and see our **Issue Briefs** that outline issues such as climate, inequality, civil conflicts, and rapid shifts in demography and digital technologies. These issues will all require effective cooperation across borders, sectors, and generations.

WHO'S TALKING?

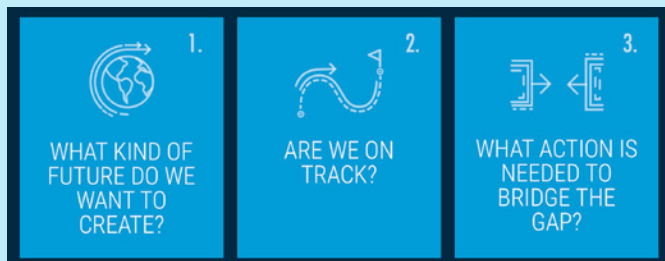
WE ARE. AND SO ARE YOU.
JOIN THE UN75 CONVERSATION!
IT'S OUR WORLD. AND OUR FUTURE.
SO IT'S TIME FOR EVERYONE,
EVERYWHERE TO TALK ABOUT WHAT
WE WANT OUR FUTURE TO BE.



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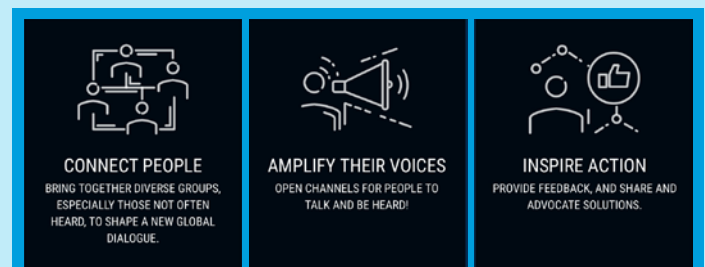
Launched by UN Secretary-General António Guterres, **UN75** promises to be the largest and furthest-reaching global conversation ever on building the future we want. In a world of dramatic changes and complex challenges, we need collective action more than ever before. Through **UN75**, the United Nations will encourage people to put their heads together to define how enhanced international cooperation can help realize a better world by 2045, the UN's 100th birthday.

At this pivotal moment in history, UN75 is asking three big questions: What kind of future do we want to create? Are we on track? What action is needed to bridge the gap?



Online and off, in formal and informal dialogues, **UN75** will involve many people, ideally in all 193 UN Member States. Together, they will share hopes and fears, assess current and future risks and opportunities, and source solutions for global cooperation. Parallel global opinion polling and media analysis will provide statistically representative data. Consolidated views and ideas will be presented to world leaders and widely disseminated.

For the United Nations, **UN75** will be a year of listening and learning. UN organizations, country teams and key stakeholders will have pivotal roles in taking three actions:



1 CONNECT PEOPLE

Some general categories of participants include:

- Governments (national, local, regional)
- Political decision-makers, including parliamentarians
- Youth, including in schools, universities, local and international youth movements
- Civil society, including cooperatives, unions, non-governmental groups and people's movements
- Private sector businesses (both larger and smaller firms)
- Foundations
- Academia and think tanks, including through existing research tracks
- Media: digital, traditional, social
- UN System (offices & individuals)
- Regional organizations
- Individuals

2 AMPLIFY VOICES

As people imagine a future based on their own experiences and perspectives, they will source solutions for collective action. Options include:

Post UN75 video on social media. Post the UN75 video on your social media platform, and ask

your friends, partners and networks to start making plans. Click here for a full set of communication assets and ideas.

Take and share the UN75's short survey. Take and share the UN75's short survey at beta.un75.online You can transfer this to a short SMS if available in your country.

Organize an informal conversation. These can take place anywhere. It may be convenient to link to existing meetings and conferences or something more social like a team event, lunch or coffee morning. If organizing a meeting, consider using live-streams as an easy way for participants in different locations to watch, listen and participate in real-time.

Social media chats. Start a simple Q&A using Twitter, Google Hangouts, Facebook, etc. These are easily discoverable by a vast audience, and can encourage them to contribute to the consultation. Chats and Q&As are also useful at live events.

Online discussions. The UN75 team is developing a comprehensive online platform to host and facilitate

digitally moderated dialogues. Alternative digital platforms may also be available to UN country teams and stakeholders for online discussions.

Formal focus groups. These are aimed at producing more rigorous, structured research that can feed into global findings. If selecting this option, a more detailed feedback form will need to be completed. Further guidance on conducting formal focus groups can be found online at un.org/un75.

3 INSPIRE ACTION

Connecting people and amplifying their voices leads to one primary goal: inspiring action for a better future. The ideas generated during UN75 are expected to:

- Inform public debate
- Be taken up by national and international decision-makers
- Inspire broader civic engagement
- Deepen global cooperation

Each conversation is an opportunity to encourage individuals to take actions in their own lives in line with what they have heard and learned.

Both formal and informal dialogues can yield insights and evidence that national and international organizations can apply.

The views and ideas that are generated will be presented to world leaders and senior UN officials at a high-profile event during the 75th Session of the United Nations General Assembly in September 2020.

Documenting the evidence.

Documenting dialogues makes them credible and shareable at different levels, and provides evidence for action. Some typical forms of documentation include:

- Data on who participated and how they were selected
- Relevant demographics
- Video and audio recordings with testimonials from people who have participated
- Photos and/or stories generated from the consultation
- Social media data
- Reports from rapporteurs
- Analytical summary with key findings

For formal focus groups, a **moderator form** (online) allows information to be centrally recorded and analysed. People taking part in conversations of all kinds can provide feedback via their moderator or at the UN75 website.

Validating the Results. Both feedback forms and UN75 website will offer opportunities to validate results and raise suggestions or concerns regarding the process.

Validating findings can involve other simple steps, such as sharing meeting reports or survey results, and requesting additional inputs. Validation can also take place during focus groups and meetings by using visual methods for instant feedback on what participants are saying.

Communicating far and wide.

Compelling communications will be critical throughout UN75, within individual consultations as well as on all forms of media. People's faces and stories will make the issues come fully alive, influencing public debates that can galvanize action. In documenting and validating dia-



logues, keep track of people, stories and social media threads most likely to make an impact. Work with communications teams to make best use of their power to influence.

For reference and to build out national communication strategies, see the global communication strategy and UN75 communication assets online at un.org/un75.

ISSUE BRIEFS | Online at the UN75 website, our issue briefs will help you frame and inspire your dialogues. These briefs outline issues that will require effective cooperation across borders, sectors and generations. The UN wants to gather diverse perspectives and creative ideas on what is needed to address these emerging risks and opportunities. How can we collectively navigate the gap between the future we need and where we are headed, if these mega-trends continue?



ISSUE BRIEFS



FOR MORE INFORMATION ON THESE AND OTHER TOPICS, VISIT THE UN75 SITE AND LEARN HOW YOU CAN GET THE CONVERSATION STARTED.

[UN.ORG/UN75](https://un.org/un75) #UN75