



Human Rights training participants in Fiji

70th Anniversary Celebration for the **Universal Declaration of Human Rights**

A proposal for Civil Society





“Where, after all, do universal Human Rights begin?

*In small places, close to home - so close and so small
that they cannot be seen on any maps of the world.*

*Yet they are the world of the individual person;
the neighbourhood he lives in;*

*the school or college he attends; the factory,
farm, or office where he works. (...)*

*Unless these rights have meaning there,
they have little meaning anywhere.”*

*Eleanor Roosevelt, First Chairperson of the Commission on Human Rights
which drafted the Universal Declaration of Human Rights
- remarks delivered at the United Nations in New York on 27 March 1958*

Celebrating Human Rights

The Universal Declaration of Human Rights (UDHR) turns 70 in 2018!

A milestone document in the global history of human rights, the UDHR is infused with values and ideals drawn from the world over. Drafted by UN representatives from diverse cultural and technical backgrounds, the Declaration was proclaimed by the United Nations General Assembly in Paris on 10 December 1948 as a common standard of achievements for all peoples and all nations.



The UDHR – the most translated document in the world, available in more than 500 languages -- is as relevant today as it was on the day that it was proclaimed. 10 December 2018 will mark its 70th anniversary and the UN Human Rights Office is leading a year-long celebration that will kick-off on 10 December 2017.

This 70th anniversary is an opportunity for the world to **celebrate again the gift of the UDHR and thereby affirm the enduring human rights principles and standards that it helped establish. Please do join us.**

Anniversary objectives

- **PROMOTE:** Raise public awareness of the UDHR as a critical milestone for human rights and highlight what it means for people in their everyday life.
- **ENGAGE:** Mobilise people including key actors to express commitment to and engage in the promotion and protection of human rights.
- **REFLECT:** Take stock of what has been achieved, of the state of human rights in the world today and reflect upon the challenges and opportunities to come.

Key messages

- **The UDHR empowers us all:** It establishes the equal dignity and worth of every person. It confirms that the State has a core duty to promote standards of life that enable us to exercise our dignity and equality, in larger freedom.
- **Human rights are relevant for all of us, every day.** Human rights include our rights to freedom from fear and from want, freedom to speak up, rights to health and education; and to enjoy the benefits of measures to advance economic and social justice.
- **Ours is a shared humanity rooted in these universal values.** We are inter-connected. These human rights that we have in common, solidarity with each other and fulfilment of human rights responsibilities are what bind us together on our shared planet.

- **Equality, justice and freedom prevent violence and sustain peace.** Respect for human rights, and sound, impartial rule of law to resolve disputes are at the core of development and peace.
- Whenever and **wherever humanity's values are abandoned, we all are at greater risk.** We are at a crossroads. Attacks on human rights by people who want to profit from hatred and exploitation erode freedom and equality locally and globally. This can be, must be, resisted.
- **We need to stand up for our rights and those of others.** Each of us can stand up. We can take action in our own daily lives, to uphold the rights that protect us all and thereby promote the kinship of all human beings.

The anniversary's hashtag is **#standup4humanrights**. It builds on the UN Human Rights Stand Up campaign, which calls on people to take action for greater freedoms, stronger respect and more compassion for the rights of others.



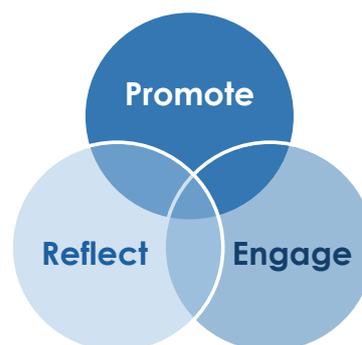
Human Rights Day celebrations in Uganda

Target audiences

- **Civil society**, leveraging its reach, organizing ability and alignment of purpose and values.
- **Member States** to engage their citizens too in the promotion and protection of human rights.
- The **private sector**, leveraging its reach both in terms of its workforces and public communications.
- The **general public**, with a particular focus on youth.
- **Media**, to encourage them to communicate creatively about human rights and the fact of the UDHR anniversary.
- **Non-traditional actors** (e.g., mayors, cities), with a view to testing how they can promote Human Rights.
- **The UN family** with a view to reaffirming, throughout the system, the centrality of the human rights pillar.

Anniversary framework

A series of communication assets will be made available by the UN Human Rights Office to support the campaign:



PROMOTE - Raise awareness of what the UDHR means for people in their everyday lives

- A **communication toolkit** including the **visual identity** for the UDHR 70th anniversary along with the background and key messages. The following link will be populated on an ongoing basis: <https://trello.com/b/Gbd0zUet/70th-anniversary-of-the-universal-declaration-of-human-rights>
- A **website** dedicated to UDHR70, with information and resources about the campaign and Human Rights www.standup4humanrights.org.
- **Information materials** will be produced on an ongoing basis in multiple languages that illustrate how the UDHR permeates everyday life, everywhere – booklets, infographics, short films/animations, social media visuals, an exhibition, etc.

In addition, specific projects will aim at promoting the relevance of the UDHR:

- **“Add Your Voice”** - a project to promote and disseminate the UDHR in over 100 languages. An online application allows people to record themselves reading an article of the UDHR in their own language and share it on social media – encouraging others to do the same. The roll-out of this project is planned for Human Rights Day on 10 December 2017: <https://www.un.org/en/udhr-video/>
- **“Geneva For Rights”**- which aims at leveraging the presence of the UN Human Rights Office and the various human rights mechanisms in the Swiss city.

ENGAGE - Encourage social mobilisation for human rights

- **Strategic partnerships and collaboration** will be encouraged with a wide range of actors to broaden the reach of our campaign and messages and promote human rights. The UN family is OHCHR’s main partner in this endeavour.

In addition, specific projects will aim at promoting the relevance of the UDHR:

- People will be encouraged to **take a “human rights pledge”** and to spread the word online.
- **“Art for Human Rights”**. Human Rights is a powerful and universal “language” that unites us. We will launch a global call to the artistic community to unleash its creativity for rights.

REFLECT - Take stock, look around and look ahead

- A series of **thematic discussions** will be held in places around the world including in Geneva and New York. Discussions being organized by partners around the globe are welcome. The anniversary is a moment to take stock of human rights’ achievements, contributions, opportunities and the threats human rights face too.

It is a moment to appreciate what has been done, to assess what remains to be achieved and to identify key opportunities for future generations. These discussions will help sharpen our strategic focus on the human rights yesterday, today and tomorrow, with an eye to broadening engagement for and with rights across disciplines and communities.

- A **Human Rights prize** will be awarded on 10 December 2018 by the UN General Assembly. The award will be open for nominations in due course.

How you can get involved

The UDHR70 anniversary is an **opportunity** for NGOs – in partnership with the UN Human Rights Office or on their own– to express, celebrate and encourage support for human rights. It provides an excellent entry point for building a global constituency for rights and engaging with existing and non-traditional actors.

A number of activities and events will be organized from Geneva and New York to mark the Anniversary. You may wish to join forces with us on the occasion of Human Rights Day (10 December) and throughout 2018 as well. Or you may want to develop your own initiatives, using the 70th Anniversary branding and messages. We stand ready to work with you and answer any question you may have.

The following list presents some of the **options for you to engage in the campaign and help us reach out to various constituencies**.



Promote

- **Share** the official Human Rights Day and campaign visuals / tweets / posts with the hashtag #standup4humanrights. Encourage your constituents to also share these through their networks.
 - **Promote the UDHR and the Anniversary's core messages** among your constituents, for instance by organizing an awareness campaign using our communication toolkit.
 - **Use the UDHR to highlight the international days** your organization traditionally marks and other events you may be developing to remind your constituents to stand up for human rights.
- Promote and/or participate in the “**Add Your Voice**” project.

- **Engage cities** in the UDHR70 campaign, where you have offices on the ground or through your HQ, to stress the importance of human rights in other parts of the world.
- Encourage your constituents to **take the human rights pledge**. <http://www.standup4humanrights.org/en/>
- **Organize an exhibition on human rights** or host the UN Human Rights UDHR70 exhibition in prominent public places.
- **Create a social media video** by the head of your organization to stress the importance of the UDHR in your country or regions.



Engage

- Organize a march for human rights to mobilise human rights defenders and encourage all citizens to stand up for human rights.



Reflect

- **Take stock and publicise progress** in human rights over the past 70 years – either on a specific thematic issue or progress made in a specific country or region of the world.
- **Hold thematic discussions** about the challenges and opportunities for human rights yesterday, today and tomorrow.
- **Participate** in the global events organized by UN Human Rights.

Institutional dates

- **10 December 2017 - Human Rights Day:** The High Commissioner launches the UDHR70 campaign in Paris where it was signed in 1948.
- **February 2018:** High Level Segment of the HRC with a panel on the UDHR.
- **May-June 2018:** 25th Anniversary of the Vienna Declaration and Programme of Action which led to the establishment of the Office of the High Commissioner for Human Rights.
- **June 2018:** Palais Wilson Open Day/Concert/Exhibitions in Geneva
- **Fall 2018:** Focus on Human Rights Defenders and the 20th anniversary of the related UN Convention
- **10 December 2018** Human Rights Day: 70 years since the signing of the UDHR. The Human Rights Prize is awarded by the UN General Assembly.
- **December 2017 – December 2018:** A series of high-level discussions will be held in Geneva, New York and the field on Human Rights achievements and future challenges.

International Days – against racial discrimination (21 March), against Torture, (26 June), etc. – also represent key moments to communicate.

Contact us

The UDHR 70th Anniversary Campaign is a key moment for the UN Human Rights Office to promote the importance of human rights and mobilise people to stand up for their own rights and those of others.

We welcome your engagement and support to amplify the campaign more broadly. We look forward to receiving your ideas and to discussing possible collaboration.

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