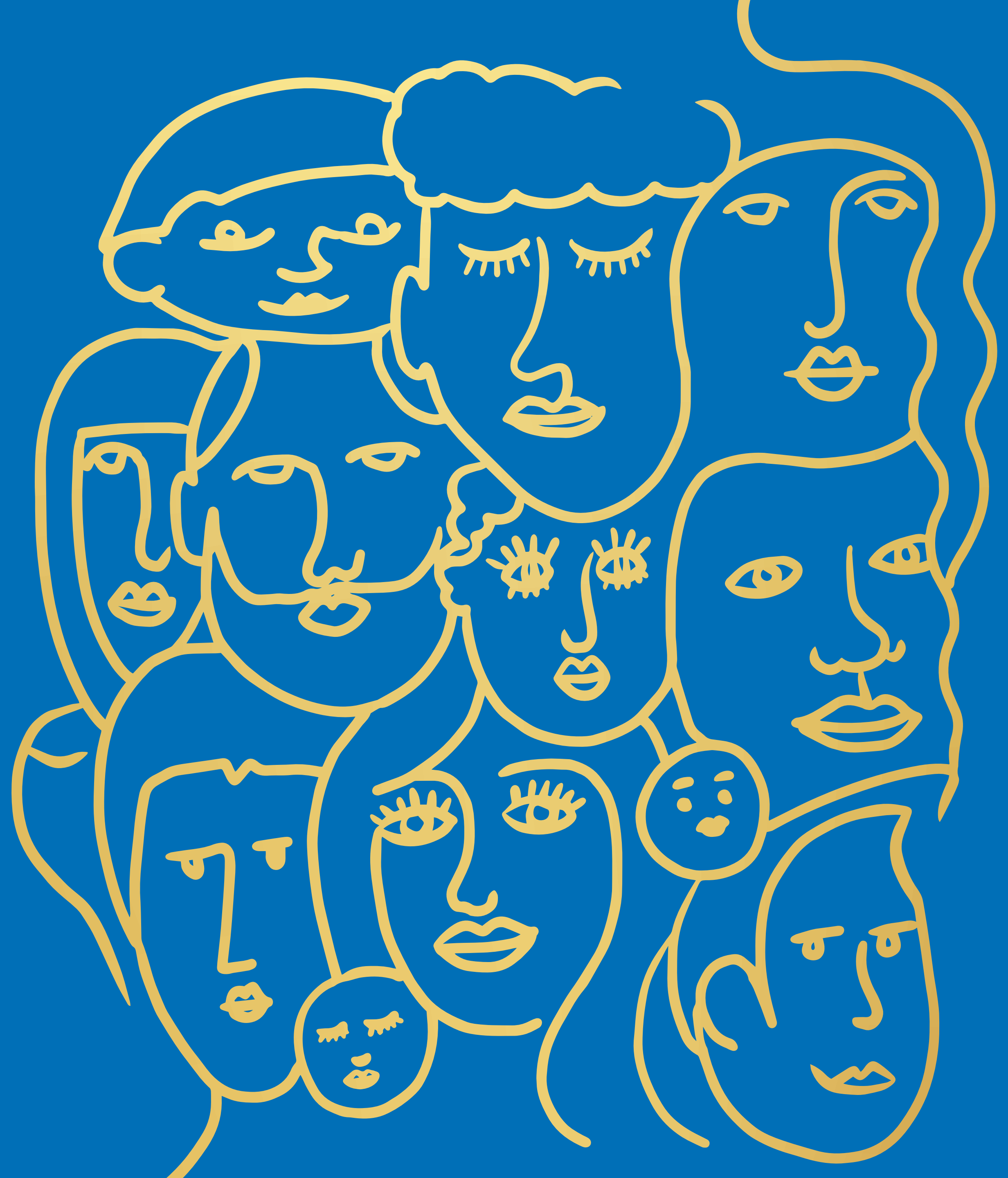

HUMAN RIGHTS DAY 2023

THE HUMAN RIGHTS 75 TOOLKIT



ABOUT HUMAN RIGHTS 75

For 75 years, the core ambition of the Universal Declaration of Human Rights (UDHR) has been to infuse societies with equality, fundamental freedoms and justice. It enshrines the rights of all human beings and is a global blueprint for international, national, and local laws and policies and a bedrock of the 2030 Agenda for Sustainable Development.

Yet, human rights violations persist in many parts of the world, often without consequences. Challenges like climate change, conflict, hate speech, the shrinking space for civic engagement, and the governance of new technologies require solutions rooted in human rights principles. By embracing the universal language of human rights, a language that promises freedom, equality, and justice for all, we can overcome seemingly insurmountable challenges.

On Human Rights Day, 10 December 2023, we will celebrate the 75th anniversary of the Declaration, a milestone celebration called Human Rights 75 (HR 75). Human Rights Day will capture all the moments from this year’s commemoration and seeks to **increase knowledge** on the universality and indivisibility of human rights, especially among young people, **inspire people** to create a movement of shared humanity while empowering them to fight for their rights and **take action**.

OUR OBJECTIVES

As we celebrate the 75th anniversary of the Universal Declaration of Human Rights, we want the world to remember that it’s not just a historical document but a living testament to our shared humanity—a timeless guide.



THE WAY WE TALK ABOUT THE DECLARATION

Our communication about the Universal declaration of Human Rights conveys our dedication to preserving its principles and safeguarding fundamental human rights on a global scale. The following are key messages in communicating the Declaration:

1. TIMELESS PRINCIPLES:

- The Universal Declaration of Human Rights is rooted in universal principles of dignity, equality, and freedom that transcend time and culture.
- These principles are as applicable today as they were when the UDHR was adopted in 1948.
- In an ever-changing world, these fundamental rights and freedoms continue to serve as a moral compass for societies worldwide.

2. ADDRESSING CONTEMPORARY CHALLENGES:

- While the world has progressed in many ways, it has also brought forth new challenges to human rights.
- Issues such as privacy in the digital age, climate change-induced displacement, and the impact of emerging technologies on individual freedoms all underscore the ongoing relevance of the UDHR.
- It provides a foundational framework to address these contemporary challenges.

3. GLOBAL INTERCONNECTEDNESS:

- In an increasingly interconnected world, events in one part of the globe can have far-reaching consequences for human rights everywhere.
- The Universal Declaration for Human rights provides a shared set of values and norms that nations and individuals can rally around to address global issues, from humanitarian crises to the protection of refugees.
- Its universality helps create a common language for advocating and advancing human rights on a global scale.

SLOGAN: TIME FOR HUMAN RIGHTS IS NOW.

TAGLINE: FREEDOM, EQUALITY AND JUSTICE FOR ALL.

HASHTAG: #HUMANRIGHTS75

OUR ASK

Despite conflicts that may divide us, it's in the pursuit of peace, justice, and equality that we discover our common ground. Together, we can envision a future where every individual's rights are safeguarded, conflicts are resolved through dialogue, and peace prevails. Now, more than ever, it's time for human rights. Join us this Human Rights Day and help ensure that every person can live in peace and dignity.

HOW YOU CAN GET INVOLVED

1. **LEARN MORE** and educate yourself about the Universal Declaration of Human Rights. Understand its 30 articles that guarantee the rights and freedoms of all individuals. Knowledge is the first step towards change.

[ohchr.org/en/get-involved/campaign/udhr-75](https://www.ohchr.org/en/get-involved/campaign/udhr-75)

2. **GET INSPIRED** by discovering the stories of those who fought for human rights throughout history until today. Their courage and determination can ignite the spark of change within you.

[ohchr.org/en/human-rights-75/human-rights-75-countdown](https://www.ohchr.org/en/human-rights-75/human-rights-75-countdown)

3. **TAKE ACTION**, it is time to make a difference. Together, we can ensure that the principles of the Universal Declaration of Human Rights are not just words on paper, but a living reality for all.

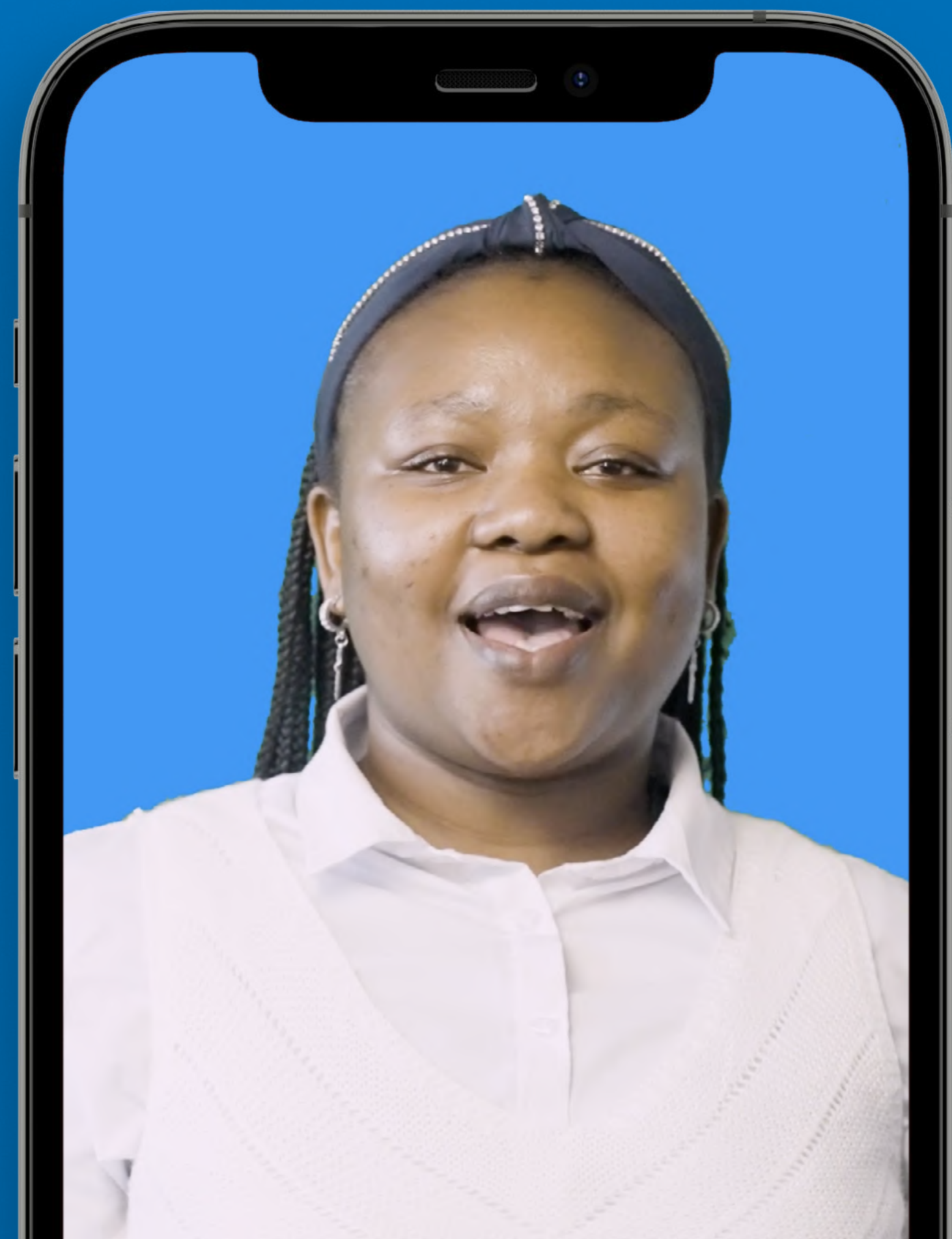
- Join us at our events, learn more here: [Human Rights 75 Initiative | OHCHR](https://www.ohchr.org/en/human-rights-75-initiative)
- Take the pledge: [concrete commitments to human rights | OHCHR](https://www.ohchr.org/en/concrete-commitments-to-human-rights)
- Make your voice heard, and let us know which human rights topic resonates the most to you: [Link](#)
- Spread the word by clicking here: [share.ohchr.org](https://www.share.ohchr.org)
- Help us push leaders to take action and mobilize a global movement by joining our social media campaign and **#Act4RightsNow #HumanRights75**. [See next page](#)



United Nations
High Commissioner
for Human Rights,
Volker Türk

SHOUT-OUT

Please see the [Shout Out tutorial video](#) here
It can be [downloaded](#) here



RECORD A SHORT ISSUE BASED VIDEO (15 SECONDS)

CHOOSE WHICH TOPIC RESONATES MOST WITH YOU:

PEACE:

There is no Them,
only Us

DIGITAL TECH:

Facts Matter

GENDER EQUALITY:

Women's Voice,
Women's Choice

CLIMATE CHANGE:

There is No Planet B

RACIAL JUSTICE:

Diversity Strengthens,
Racism Divides

MIGRATION:

We're all Migrants
by origin

POVERTY:

Poverty isn't a lack of
will, it's a lack of support

EXAMPLE: GENDER EQUALITY

The Time for Human Rights is Now

Our freedom to choose – how we behave, speak, dress, how we live our lives -- defines us, empowers us & makes us human.

Yet millions are stripped of this fundamental right, of being human. Their choices are taken, voices silenced, lives dictated by decisions they didn't make.

It's time women & girls everywhere have the chance to live freely & equally.

Women's voice, women's choice.
That's the pledge I'm calling for.

How about you? What's the change/pledge you want to see for Gender Equality?

Give a shoutout & let's push leaders to
[#Act4RightsNow](#) [#HumanRights75](#)

RESOURCES

A statement by the United Nations High Commissioner for Human Rights, Volker Türk, will be available closer to Human Rights Day and available on the Trello board.

You can download the Human Rights 75 Logo, social media engagement cards, posters and all promotional materials here:

[Human Rights 75 - Commemorating 75 years of the Universal Declaration of Human Rights | Trello](#)

LOGO CO-BRANDING

When the HUMAN RIGHTS 75 logo appears in combination with one or several partner logos, a visually equal “weight” or perceptual impact must be given to all logos.

