



## TOOLKIT

The [\*\*Be the Change initiative\*\*](#) provides an opportunity for all of us to better “walk the talk” when it comes to the [Sustainable Development Goals](#) (SDGs) and help encourage people around us to live more sustainably.

This toolkit offers step-by-step guidance and materials on how to organize a “Be the Change” week or one-day event. It’s easy to take action, and this toolkit will help you and your organization to make a bigger impact!

### Who is “Be the Change” for?

Everyone! Because every little step matters. Inform your colleagues, family, friends and community about simple actions that they can take in their daily lives to help achieve the SDGs.

For inspiration, check out what has been done in the past on the online sharing platform [Trello](#) and feel free to use the materials available there.

In the next few pages you will find more information on how to plan your event.

#### Be the Change can be organized in a variety of formats:

- **Be the Change week:** ~5 days; each day has a theme connected to the SDGs, backed by events and activities at work.
- **Be the Change one-day event:** Don’t have time for a full week? Organize one event, perhaps tied to relevant UN observance days such as World Oceans Day.

## Why “Be the Change”?

- Individual actions are important. Personal adoption of the SDGs moves us closer to achieving them.
- Small changes can make big differences. Living sustainably leads to better personal health, greater prosperity in our communities and a healthier environment.
- The Be the Change initiative is a fun way of doing good for your household, business, local community and the world.
- Living sustainably is easy and fun! Many things can be done around the house and office that do not take much effort but make a positive impact.

## Available Resources

- Be the Change Toolkit
- Trello: Online sharing platform with example materials
- Be the Change Handbook
- [Lazy Person’s Guide to Saving the World](#)
- [Branding: promo flyers/digital cards/cups/banners](#)

## Key dates in 2019 to consider

3 March - World Wildlife Day  
30 March - Earth Hour  
22 April - Earth Day  
5 June - World Environment Day  
8 June - World Oceans Day  
23 June - UN Public Service Day  
7 October - World Habitat Day  
16 October - World Food Day  
31 October - World Cities Day  
28 November - Giving Tuesday

## How to organize a Be the Change event?

### **5 MONTHS AHEAD: FORM THE TEAM!**

Start identifying who will be on your planning committee: Hold a kickoff planning meeting and continue to have weekly/biweekly meetings to maintain momentum and prepare. For example, we held an Open House meeting and invited everyone to come, learn and see if they want to participate.

### **3-4 MONTHS AHEAD: READY, SET, PLAN!**

#### **LOGISTICS**

- *Arrangements:* Set the dates and duration of the Be the Change week, identify specific SDGs to the themes of the day.
- *Team:* Brief departments and potential partners, and pick ambassadors from each team, assign roles and responsibilities, determine how you will communicate and start planning the event.
- *Partner engagement:* Seek the involvement of local organizations to find speakers, learn about sustainable development practices and brainstorm ideas.
- *Sponsorship:* Identify possible sponsors for the event who can provide services or goods (e.g., free day pass to the local gym, bicycle rentals). Explain what “Be the Change” can offer them (exposure, visibility, participation).

#### **OUTREACH**

- *Branding:* Ensure you have branding materials (banners, pins, cards). Use the official logo and the other materials available on our dedicated online sharing platform Trello.

#### **PROGRAMME**

- *Activities:* Come up with the activities that would best help engage people around a specific theme (e.g., workshops, demonstrations, brown bag lunch and movie, conversation with a field expert, panel of speakers, or any other event where people can interact in an informal atmosphere and share experiences).
- *Speakers/moderators:* Identify relevant speakers/moderators for the events.
- *Side events:* Connect your Be the Change events with existing events in your area (e.g., visit a weekly farmer's market and ask producers for a short briefing on how products are grown, encouraging participants to buy and consume local products).

## EVALUATION

- Tracking activity and evaluating the event is a great way to learn how you have engaged with the audience and how you can improve in the future.
- Find an evaluation method that will help you effectively track and measure the impact of your event, e.g. pre- and post-event surveys. Collect multimedia material to record the Be the Change week activities for your reporting.

## **2 MONTHS AHEAD: GET EXCITED!**

## LOGISTICS

- Determine what is needed to conduct the activities during the week and accommodate side events (space, equipment).
- Set up an online registration system to start building a database of participants.
- Compile a local resources guide (e.g. where people can bring a reusable food container for lunch instead of using a disposable one).

## PROGRAMME

- Determine relevant topics for discussions (trends, importance of the issue for the participants/local community);
- Choose speakers. We suggest starting with key figures and advocates for specific SDGs (e.g., environmental department of the local government, activists. Involve youth if possible).
- Ensure participants' engagement online prior to and during the event: Create topics for online discussion, allocate time for questions from the audience during discussions.
- Think about ways to promote Be the Change before your event.

## OUTREACH

- *Online:* Build a website, start a social media group for participants (we used Facebook) and start teasing the event on your social media channels (Facebook, Twitter, Flickr, etc.).
- *Dissemination list:* UN system, partners, media.
- *Announcements and updates:* Create buzz and spread the word about Be the Change, share your plans for the week with participants, e.g. via iSeek/intranet, send a “save the date” announcement to your participant list.
- *Products and outreach:* Develop promotional materials, e.g. pins, fliers, digital cards, video messages. Invite people to promote the hashtag #BeTheChangeUN.
- *Multimedia:* Make sure you have the equipment and dedicated person to take pictures and videos during the week.

## **1 MONTH AHEAD: FINALIZE DETAILS!**

### **LOGISTICS**

- Confirm all details (arrangements, invitations, programme) against your master plan, ensure backup plans for any situation (rain, no-shows, etc.)
- Check registration, side event and access arrangements.
- Ensure all promo materials are ready and up (banners, posters).
- Collect relevant contact details for team members working on Be the Change.
- Use WhatsApp or a similar platform for fast communication and convenience.

### **PROGRAMME**

- Finalize the programme for the event and post on your website.
- Make sure all the activities are interactive.
- Create promo flyers featuring programme highlights to post them around your workplace, inviting people to participate.

### **OUTREACH**

- Go big on social media! There's less than a month to go — post and share often in your participant group and on your public channels. Send an email reminding all partners that you are in the final countdown for Be the Change.
- Keep everyone updated and excited! Share the preliminary list of invitees, create digital cards for social media with short announcements about attendees of the events (keynote speakers, VIPs, etc.) and "Did you know?" tips on living sustainably.
- Announcements and updates: Create buzz and spread the word about Be the Change. Share your programme with participants and partners through email or a social media story, send a "save the date" announcement to your dissemination lists.
- Determine photo and interview opportunities during the week.
- Keep sharing the information about Be the Change with partners and participants.

## **DURING: STAY FOCUSED!**

### **LOGISTICS**

- Send a "get excited" email the day before the week begins.
- Each afternoon, send an email reminder with the next day's challenge and programme.

- Ensure daily activities are on track, check if equipment and visual materials are in place.

## **PROGRAMME**

You planned a full programme — enjoy your activities!

## **OUTREACH**

- Prepare and share social media messages with photos/videos from your event (don't forget to use the hashtag #BeTheChange). Share them in your daily emails to showcase active participation of colleagues.
- Encourage participants to create a short video of themselves taking part at home or in the office with their family, community or staff.
- Encourage/moderate audience engagement in discussions online and during the event.

## ***RIGHT AFTER: DON'T LOSE MOMENTUM!***

## **THANK YOU**

- Express gratitude to your staff, participants, partners and community for their contribution to the success of Be the Change.
- Promote the highlights (e.g. popular social media posts, experiences, achievements) on your website, company intranet and social media.

## **Let's be the change!**

Share details about your event with us!

We may feature your event on our [website](#) or [@GlobalGoalsUN](#) accounts on social media.