

#SDG16 NOW

UNITE FOR PEACEFUL, JUST & INCLUSIVE SOCIETIES

BECOME A CAMPAIGN CHAMPION

What is the #SDG16Now Campaign?

The SDG16Now Campaign aims to build a more peaceful, just, and inclusive world and strong institutions for and with all people and includes advocacy, communications and mobilisation to influence norms, policies and practices with partners working together at local to international levels through a common vision and coordinated activities. The campaign brings together civil society, governments, UN agencies, philanthropic groups and the private sector will work together to create more peaceful, just and inclusive societies through SDG16+.

Who is a Champion?

While the campaign has primarily involved civil society organisations, we want to mobilise #SDG16Now “Champions” that are uniquely placed to leverage their political power and influence to amplify campaign messages and elevate campaign activities. SDG16 Champions include the likes of, inter alia:

- Governments
- International & multilateral organisations and institutions
- Government-led initiatives & partnerships
- National Human Rights Institutions
- Academia
- Private sector
- Philanthropy and donors
- Other SDG16+ or thematic-based partnerships and initiatives

Why join the #SDG16Now Campaign?

- **LEADERSHIP:** Your institution will be recognized as a leader amongst the SDG16+ community, your logo and/or name will be included on the #SDG16Now Campaign website indicating your role as a “Champion.”
- **STORYTELLING:** Your institution's work and activities to advance SDG16+ nationally and internationally will be showcased in all relevant campaign channels.
- **COLLABORATION:** Your institution will have the opportunity to coordinate and collaborate with other champion-level stakeholders around SDG16+ among all government, private sector, intergovernmental bodies and philanthropic actors.
- **NETWORK:** Access to #SDG16Now Campaign mailing list & opportunities for engagement and distribution of key reports, events, and other publications.
- **PARTNERSHIP:** Connect with a community of practice to identify opportunities for partnership and collaboration in support of your institution's future work.

Why should you join the #SDG16Now Campaign now?

2024 and 2025 present several high-level opportunities to highlight the importance of action SDG 16+ and we need support from all stakeholders to maximise the campaign's impact in the context of the thematic review of SDG16 at the 2024 HLPF, the 2024 Summit of the Future, the 2025 World Social Summit, and the 2025 Financing for Development Conference.

How to become an #SDG16Now Champion

Becoming an #SDG16Now Campaign Champion involves supporting campaign activities through any of the following:

- **COMMIT:** Make a commitment to SDG16+, articulating how and why your organisation is a Champion for SDG16+. or Submit a statement or video message supporting SDG16+, calling for accelerated implementation. (To be highlighted on SDG16Now website & social channels)
- **MOBILIZE:** Support the Campaign in engaging amongst key champions and in recruiting other like minded actors to join as fellow champions
- **EVENTS:** Co-host an event, or support the SDG16Now Campaign in securing an event space for official side events in the margins of high-level UN events
- **SUPPORT:** Provide financial support for the #SDG16Now Campaign in any capacity to support coordination and mobilisation activities or provide in-kind or voluntary support for campaign activities (communications, research, fundraising, design, media outreach, translation, event support, etc.)
- **MESSAGING:** Integrate key messages from the campaign into statements, sign-on to support event specific calls-to-action, and/or publicly advocate for wider CSO access and participation in relevant intergovernmental processes
- **CONSULT:** Co-host a national consultation with civil society and national government stakeholders calling for renewed commitment on SDG16+

To express your interest in becoming a #SDG16Now Campaign Champion, please contact the TAP Network (the #SDG16Now Campaign host organisation) Executive Director John Romano at romano@tapnetwork2030.org.