

World Humanitarian Day Background

Every year on 19 August, World Humanitarian Day (WHD) recognizes the aid workers who risk their lives in order to provide humanitarian assistance to people around the world. The campaign has gone from its inception in 2008 as a day to recognize humanitarian personnel and those who have lost their lives working for humanitarian causes into a global campaign celebrating the spirit of humanitarianism, and mobilizing people to advocate for a more humane world.

Each year, WHD is celebrated with a fresh, thought-provoking angle that aims to galvanize the public around a catchy social media campaign. The 2010 campaign highlighted the actual work and successes of humanitarian workers in the field, with the theme, 'We are Humanitarian Workers'. In 2011, the campaign's theme was 'People Helping People', and was about inspiring the spirit of aid work in everyone. The 2012 'I Was Here' campaign featuring Beyoncé was a ground-breaking campaign for the UN, reaching one billion people on social media. The 2013 'The World Needs More' campaign sought to capitalize on the groundswell of support received in 2012 and turn well-meaning words of support into action in the form of fundraising for humanitarian crises with the support of David Guetta. In 2014, the 'Humanitarian Heroes' campaign shifted its focus back to telling the stories of humanitarian workers around the world, calling for greater protection of aid workers due to the record number of fatalities that year. In 2015, the campaign #ShareHumanity aimed to disrupt social media platforms with inspiring humanitarian stories.

World Humanitarian Day in 2016

This year's World Humanitarian Day is part of the ongoing communications around the World Humanitarian Summit. The #ShareHumanity campaign kicked off last year on 19 August with the start of the global countdown to the Summit to help drive public awareness and support. #ShareHumanity became the official hashtag of the Summit and all its communication activities, including the launch of the Agenda for Humanity and the five core responsibilities. In April, the campaign [Impossible Choices](#) launched with a call for world leaders to attend the Summit and to "Commit to Action".

Under the overarching theme of 'One Humanity', the final phase of the campaign will focus on promoting how the world came together in Istanbul around the Agenda for Humanity and how the commitments made in support of it will help 130 million people currently in need of humanitarian assistance.

Impossible Choices

The online digital public campaign will launch on the 19 August and run up until the launch of the Secretary-General's report on the Summit's Commitments to Action at the UN General Assembly in September 2016. The campaign through a new digital experience will again highlight the impossible choices that 130 million people are forced to make every day.

Goal: Continue to drive awareness for the current humanitarian situation and create a pathway for global citizens to continue to demand action in the name of the Agenda for Humanity.

Objectives: (1) Increase public awareness of the Agenda for Humanity and the core responsibilities; (2) Mobilize the active global citizenship created by WHD15 and WHS to advocate for the core responsibilities of the Agenda for Humanity; (3) Generate public support for commitments to be delivered upon and new commitments made.

One Humanity Event in the General Assembly

On the 19 August a special event is planned in the General Assembly from 6.30 to 9pm. The One Humanity event seeks to inspire people from around the world to demand greater global commitment and support for the Agenda for Humanity.

A number of performers have signed up to perform including [Mohammed Assaf](#) the UNRWA Goodwill Ambassador and 2012 Arab Idol Winner who is a former refugee; [Alisan Porter](#), the 2016 Voice winner; and Broadway performer [Leslie Odom Jr.](#) Nigerian novelist [Chimamanda Ngozi Adichie](#) has agreed to give the key note address.

In addition, a Syrian family who now has refugee status in Germany and are featured in the documentary the 'Children of Aleppo' will attend and tell their story of impossible choices through four short films.

Multimedia

- The UN is launching a new Virtual Reality film titled 'Home' which highlights the Secretary-General's Mission for Humanity travels to Jordan, Lebanon, South Sudan and the DRC earlier this year.
- During August in New York, a photographic exhibition "When I Grow Up" which documents the hopes of young people affected by humanitarian crises will be on display at the UNHQ and at the outside photographic exhibition in Dumbo as part of [photoville](#) in September.
- In recognition of WHD, Conscious Good is launching the Humanitarian Film Festival. The festival will bring together global perspectives on protecting, respecting and communicating the value of all people. Performer Michael Franti will be a judge.
- During the WHS closing ceremony the One Humanity mural was unveiled. Plans are underway to bring the mural to the UNHQ for an event at the UN General Assembly in September.

Partner Events

The WHD team is supporting partners develop their own events which are a key feature each year. The WHD team will support them with a communications kit and assets such as films, key messages, media kit and posters.

All assets including logos, posters, media kit, and social media graphics will be available on the WHD trello board. <http://bit.ly/WHDcomms>

Focal Points

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