



**"Together we can learn from peoples across the world how we can improve in tackling the global challenges of our time."**

**Secretary-General António Guterres**

To mark its 75th anniversary in 2020, the United Nations is igniting a people's debate: UN75. Launched by UN Secretary-General António Guterres, it promises to be the largest and furthest-reaching global conversation\_ever on building the future we want.

In a world of dramatic changes and complex challenges, from the climate crisis to population shifts to the unknown course of technology, we need collective action more than ever before. Through UN75, the United Nations will encourage people to put their heads together to define how enhanced international cooperation can help realize a better world by 2045, the UN's 100th birthday.

While UN75 seeks to drive conversation in all segments of society - from classrooms to boardrooms, parliaments to village halls - it will place special emphasis on youth and those whose voices are too often marginalized. The aim is to reach people from all communities and walks of life.

The views and ideas that are generated will be presented to world leaders and senior UN officials at a high-profile event during the 75th Session of the General Assembly in September 2020, and disseminated online and through partners continuously.

### **Our purpose**

The purpose of the campaign is to generate renewed support for multilateralism whilst also seeking to make global decision-making and governance more inclusive and accountable. We hope the campaign will lead to:

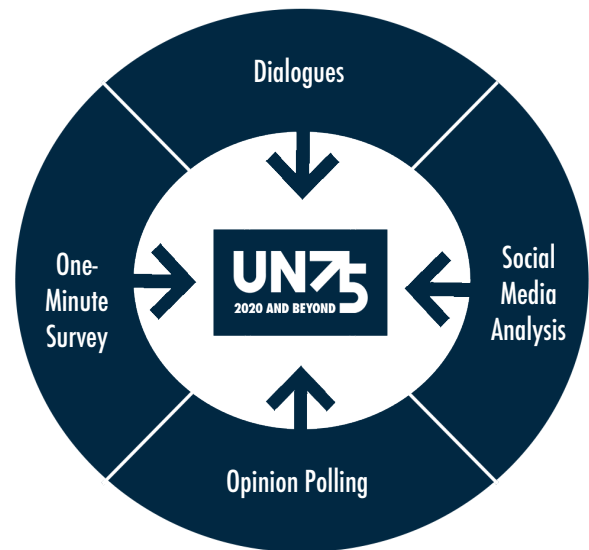


After 21 September, UN75 dialogues will focus on how to respond to the results of the initiative, including taking forward practical proposals for action.

### Data streams

Data is at the heart of the UN75 campaign. UN75 plans to deploy a highly strategic blend of data from four streams in order to reach as many global citizens as possible

The data streams consist of: dialogue events that provide for in-depth discussion and high levels of interaction; an informal online survey to increase reach and diversity; formal polling to provide data that is statistically and methodologically robust; and finally, innovative forms of data collection to provide a fuller picture of global public opinion; most notably a large-scale online and social media analysis.



Together, this data will provide a unique and compelling tool for advocacy. The MYWorld survey conducted ahead of the adoption of the Sustainable Development Goals is an example of the power of public opinion data. It served a crucial reference point for negotiators, strengthening their hand in pressing for the inclusion



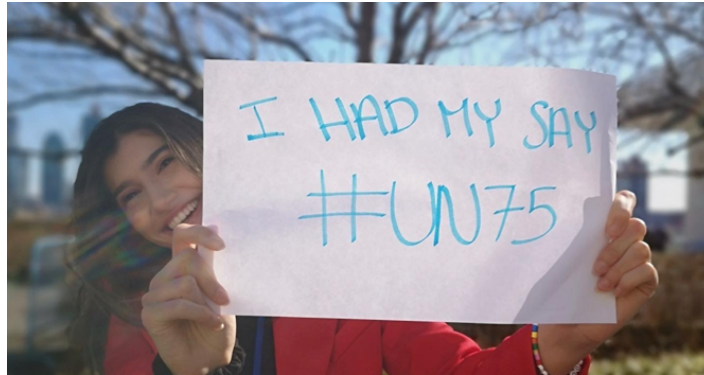
of particular priorities and language. Working in partnership with Member States, UN75 could play a similar role in supporting the adoption of a forward-looking and action-focused outcome document.

## FAQs

**Q: This campaign challenges the people to come forward and present their hopes, fears, and ideas. How can they participate in this “conversation”?**

The campaign is about listening to everyone and gathering as many voices as possible. There are several ways for people to engage and present their ideas:

1. **Take our 1-minute survey:** You can have your say in under 1 minute through the survey on our website ([www.un75.online](http://www.un75.online)), which anyone with an internet connection can access.
2. **Participate in a dialogue:** Group discussions will be organized through the UN Resident Coordinators offices worldwide, as well as through our partnerships with national ministries of educations, think tanks, youth groups, academia, and through a series of UN75 events throughout the year which will serve as catalysts for the discussion. Upcoming events will be announced on our website ([www.un.org/un75](http://www.un.org/un75)).
3. **Host a dialogue:** By using the multimedia toolkit on our website ([www.un.org/un75/join-conversation](http://www.un.org/un75/join-conversation)), including the moderator guidelines and the framing questions, anyone can form a group discussion and convey the discussion outcomes back to us.
4. **Engage with us online:** Have your say on social media by sharing a photo of yourself with ‘I had my say’ and using the #UN75 (see photo below). You can also tag us on @Join\_UN75 on Instagram and Facebook, and @JoinUN75 on Twitter.



**Q: What will happen with the findings? Will there be outcomes and actions?**

Survey results and dialogue feedback, including the ideas and solutions generated, will be disseminated on an ongoing basis – online and through our partners. They will also be presented to world leaders and senior UN officials at meetings and events. The most high-profile of these will be a high-level meeting of Heads of State and Government in New York on 21 September 2020 dedicated to the 75th anniversary.

Throughout the initiative, UN75 will publicise actions that can be taken by individuals and groups to support the future we want. We also hope that those who participate in UN75 will continue to engage with the United Nations beyond 2020, and that the partnerships built will become sustainable, helping to take forward collective action.

**Q: Why is this different from other initiatives?**

This initiative is very different to previous UN anniversary campaigns which have focused on the UN's historical record and contemporary context. It is about the future, and how we can shape it, together. It is about dialogue – about the UN listening and learning, responding and engaging with as many different people and constituencies as possible.

Please visit the [FAQ section](#) on our website for further answers to your questions. If we haven't answered your question, you can email us at [un75@un.org](mailto:un75@un.org) for more information.



## Relevant links and resources

[The Secretary-General's Call to Participation](#)

[UN75 website](#)

[UN75 1-minute survey](#)

[UN75 dialogue toolkit](#)

UN75 social media ([Twitter](#), [Facebook](#), [Instagram](#), [YouTube](#))