

WORLD HUMANITARIAN DAY



UPDATE ON PREPARATIONS

ASKS

1. Publicise the World Humanitarian Day Website through all available networks. Post the film on your organisation's home page together with a link to the Website.
2. Send this update to contacts who may find the information useful.
3. Request staff to post the link to the website and the film on their social media pages (Facebook, Twitter etc).
4. Ask colleagues to add something about World Humanitarian Day to their generic email signature. For example "August 19 is World Humanitarian Day – <http://www.worldhumanitarianday.info>"
5. Inform us of any plans that your organisation is undertaking to support the Day. Inputs to be sent to Amanda Pitt (pitta@un.org).
6. Send us any suggestions you might have about actions we can take to amplify the reach of the materials and film.

PLATFORMS

1. **OCHA has purchased a new URL - <http://www.worldhumanitarianday.info>.** Apart from the neutrality this provides, it is a much easier URL to remember and to use on publicity materials. Please use this URL in all your communications from now on.
2. **The World Humanitarian Day tab is now live on OCHA's Facebook page.** We're encouraging fans to share their WHD plans with everyone: <http://www.facebook.com/UNOCHA> and then click on the WHD tab at the top of the page.
3. **The WHD Film has now had over 5,000 hits on www.youtube.com.** This is in the 10 days since the film was released. Promotion of the film on agency websites, staff members facebook pages etc. is a sure way to increase the number of hits and to widen the audience for, and access to, this film.
4. **The 60 and 30 second Public Service announcement versions of the film will be available on the WHD website on Monday 9 August.** Any problems with accessing/downloading the film should be sent to David Ohana (ohana@un.org)

CONTACTS

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PARTNERS

5. On the basis of the information that has been fed back to us thus far other key partners are working to promote the film and build momentum and awareness about the Day itself:
 - **Shanghai Expo/UN Pavilion:** UN-HABITAT is organizing a WHD event on 19 August, with a film screening, ceremony and media coverage. Government of China partners in humanitarian response are invited, and the Expo pavilion receives some 10,000 visitors daily. Media coverage at the Expo tends to reach millions of viewers/readers.
 - **Microsoft:** As well as outreach to their 90,000 staff worldwide, Microsoft - a key player in humanitarian response - plans to promote WHD through their Citizenship website and blogpost.
 - **Geneva TPG:** the Geneva city transport company will play the WHD film on their buses and trams during the week leading up to the Day.
 - **Cinema/KODAK** through the UN Department of Public Information
 - **Time Square Big Screen** through the UN Department of Public Information
 - **Transport Media** - Taxi media in New York City – the TV screen in the back of the taxi.
6. In terms of online opportunities for the WHD film the following are now confirmed:
 - YouTube (www.youtube.com) and Vimeo (www.vimeo.com) have agreed to show the film as a featured video on their sites - w/c 16 Aug
 - Google Video (video.google.com)
 - Metacafe (metacafe.com)
 - Blip TV (blip.tv)
 - Bolt (bolt.com)
 - Myspace (myspace.com)
 - Ifilm (ifilm.com)
 - Daily Motion (dailymotion.com)
 - Our Media (ourmedia.org)
 - One Day on Earth - global database newsletter feature - w/c 9 Aug
7. Non-Partner Website placement including:
 - The Guardian Website (www.guardian.co.uk)
 - Huffington Post (www.huffingtonpost.com)
 - Sydney Morning Herald (www.SMH.com.au)
 - The Global Poverty Project (www.globalpovertyproject.com)

MAINSTREAM MEDIA BROADCAST

8. 30 second version of the WHD Film:
 - CNN
 - BBC
 - Al Jazeera
 - France 24
 - FOX TV
 - MTV Nordic Regions and MTV social platforms

UN INTERNAL MECHANISMS

9. OCHA is also making use of its various media outlets, including through close cooperation with the UN's Department of Public Information (DPI)

- OCHA Facebook/Twitter
- Front page feature on www.un.org on 19 August
- UN Multimedia page - w/c 9 Aug
- UN PSA Page - w/c 9 Aug
- Distribution to 63 UN Information Centres around the world - w/c 9 Aug
- Creative Community Outreach Initiative / Global Compact
- OCHA Private Sector Partnership outreach - w/c 9 Aug
- A dedicated United Nations website for World Humanitarian Day, developed by DPI.

BLAST-OUTS

10. A number of private sector companies and contacts have kindly agreed to support the dissemination of the film through sending electronic "blast" messages to their audiences on our behalf:
- Massmarket mailout
 - Krister Linder mailout (<http://www.kristerlinder.com>). Krister composed the music for the WHD 2010 film.
 - Ogilvy mailout (www.ogilvy.com)
 - Joseph Jaffe mailout (www.jaffejuice.com)
 - University mailouts
 - Matt Harding post (<http://www.wherethehellismatt.com>)
 - Retweet requests

OTHER OUTREACH

11. We're receiving feedback from an increasing number of partners on your WHD plans, including NGOs, UN agencies/bodies, academia and private sector partners.

Asia

Myanmar: Joint Humanitarian Country Team event in Yangon, using WHD posters as a backdrop

Indonesia: 'Breaking the Fast' event, focusing on humanitarians in Indonesia and abroad; WHD rubber band bracelets for guests and partners in Jakarta

Africa

Sudan: High level meeting on humanitarian space issues on 19 August in Khartoum; radio interviews with humanitarian workers in days leading up to WHD in Juba

DRC: Ceremonies in five provinces; media field trip

Middle East

Egypt: Press conference with humanitarian panel

Yemen: Sharing Arabic-language materials with local media

Europe

Finland: Finnish language Facebook page
(<http://www.facebook.com/humanitaarisenvunpaiva?ref=mf>)

Rep. of Ireland: All-day event in Dublin for members of the general public to meet humanitarian workers

Americas

Colombia: 'Humanitarian week' including seminars, workshop and press conference in Bogota, Medellin, and Bucaramanga

El Salvador: RC/HC interviews with national media