



UN HLPF ON SDG OUTREACH PLAN

BACKGROUND

The UN SDG Summit (Sept. 2019) will provide an opportunity to review where we are at with the implementation of the SDGs. The Summit will see the endorsement of a Political Declaration by the UN Member States, which will be structured on both achievements and recommendations.

Trade unions uphold the labour agenda within the SDGs. The ITUC-TUDCN network is working on a policy paper to demonstrate the centrality of GOAL 8 in relation to the other SDGs and the 2030 Agenda.

As a cross-cutting message, SDG 8 will also be highlighted in connection to the New Social Contract.

OBJECTIVES

1. **Support lobby actions to influence the negotiations of the SDG Summit Political Declaration** - Support affiliates to lobby their governments during the negotiation period (June 2019) in order to ensure that labour agenda priorities are included.
2. **Raise the profile of trade unions within the SDGs agenda** - Seize the opportunity that the HLPF provides to increase public awareness about the important role that trade unions play in promoting the SDGs, particularly SDG 8.
3. **Promote policy paper on SDG 8** - Disseminate the findings and key recommendations of the policy paper around the endorsement of the SDG Summit Political Declaration.
4. **Contribute to the overall ITUC call for a New Social Contract (NSC)** – Reuse some of the language from the campaign on a NSC to connect both messages. Create explicit NSC visual materials to use during the outreach phase, connecting SDG 8 to the NSC.

Targets:

1. Affiliates
2. Governments / decision-makers
3. Key allies: Labour and development related institutions and organisations
4. Wider public on social media

TIMELINE

	May	June	July	September
Process	TUDCN General Meeting	Political Declaration negotiations	HLPF	UN SDG Summit
Actions	<ol style="list-style-type: none"> 1. Support affiliates. 2. Reach out to affiliates/allies for support 	<ol style="list-style-type: none"> 1. Lobby activities 2. Internal comms 3. Common branding 4. Evaluation 	<ol style="list-style-type: none"> 1. Social media outreach 2. Own side event 3. Evaluation and planning next steps for Sept 	<ol style="list-style-type: none"> 1. Social media outreach on SDG8 Publication & follow-on actions resuming July's work 2. Internal comms 3. Evaluation
Tools		<ol style="list-style-type: none"> 1a. Common lobby letter based on the contents of our submission to the HLPF 1b. Printed support material with a 'vulgarised' version of our messages 1c. Web page that will focus on the action but also link to related materials 2a. ITUC Onlines 2b. Strategic social media-based reporting via unique #-tag 3a. Common visual elements for all of us to use and share: logo, graphic style, slogan, set of #-tags, narrative /messages, visuals, key dates... 	<ol style="list-style-type: none"> 1a. ITUC and TUDCN channels 1b. Affiliates' and allies' channels 1c. pre-defined set of social media posts (tw, fb, Inst) 1d. set of visual materials for affiliates to use as they are or adapt to national context. 1e. Call to action materials 1f. Production of give-aways materials such as: roll up, bags... 	<ol style="list-style-type: none"> 1a. Publication 1b. Spin-off materials about core findings - simple accessible language. 1c. Update of SDG8 web page shifting focus to publication.