



Media Update

19 August 2015

United Nations

MESSAGE OF THE SECRETARY GENERAL

World Humanitarian Day

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On World Humanitarian Day, we honour the selfless dedication and sacrifice of workers and volunteers from around the world who devote themselves – often at great personal risk – to assisting the world’s most vulnerable people.

This year, more than 100 million women, men and children need life-saving humanitarian assistance. The amount of people affected by conflict has reached levels not seen since the Second World War, while the number of those affected by natural and human-induced disasters remains profound.

On this Day we also celebrate our common humanity. The families and communities struggling to survive in today’s emergencies do so with resilience and dignity. They need and deserve our renewed commitment to do all we can to provide them with the means for a better future.

Each one of us can make a difference. In a world that is ever more digitally connected, each of us has the power and responsibility to inspire our fellow human beings to act to help others and create a more humane world.

On this World Humanitarian Day I urge everyone to show solidarity as global citizens by signing up to the #ShareHumanity campaign. By donating your social media feeds for just one day you can promote humanitarian action and help to give a voice to the voiceless by sharing their stories of crisis, hope and resilience.



Next May, Istanbul, Turkey, will host the first World Humanitarian Summit. The Summit will provide a platform for Heads of State and Government and leaders from civil society, the private sector, crisis-affected communities and multilateral organizations to announce bold new partnerships and initiatives that will vastly reduce suffering and at the same time reinforce the 2030 agenda for sustainable development.

I count on the support of all sectors of society to make the World Humanitarian Summit a success. Together we can and must build a more humane world with a stronger commitment to life-saving humanitarian action.

Message on behalf of the United Nations Humanitarian Coordinator a.i., Ms. Angela Kearney

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August 19 marks the anniversary of the UN Headquarters bombing in Baghdad when 22 people lost their lives. In an effort to raise awareness of humanitarian assistance worldwide - and the people who risk their lives in order to provide it - the United Nations General Assembly designated August 19 as World Humanitarian Day (WHD) in 2008.

The WHD campaign has gone from its inception 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. Since then, the WHD campaign has evolved with each passing year.

Following the annual tradition, the theme for this year's World Humanitarian Day is to inspire and empower people all around the world to get involved in demanding and creating a more humane world where there is a stronger commitment to humanitarian action.

The goal of the global campaign this year is to flood global social media feeds on Facebook, Twitter and Instagram with inspiring personal stories of survival, resilience and hope from around the world. Around 15 stories from Syria, Afghanistan, Nepal, Nigeria, South Sudan and DRC will be featured in the



campaign, highlighting the themes of displacement/refugees, natural disasters, women in crises, and insecurity/protection. All of the stories highlight affected people's resilience and strength.

The campaign will disrupt social media feeds for 24-hours, in an innovative way: for one day, hundreds of thousands of social media platforms will be turned into a global humanitarian storytelling platform by asking celebrities, influential figures and the general public to donate their social media feeds to help share inspiring personal stories with their followers and fans. Through this mechanism a person from a country in crisis will be able to share their story and their humanity with people all over the world.

In order to donate your feed (Facebook or Twitter) please visit the WHD website at <http://www.worldhumanitarianday.org/> and click on 'donate your feed' icon. The stories selected by you through this process will be featured on your Facebook or Twitter profile on 19 August 2015. This short video on our website explains the campaign in detail <http://on.fb.me/1IZF2HR>

To support the campaign other than signing up and donating your feed on the website, you can also promote the campaign on your social media feeds by sharing information about WHD on Facebook and Twitter. A brief information on WHD is attached for your reference.
