Background information

Following the adoption in 2001 of the Universal Declaration on Cultural Diversity, the UN General Assembly declared May 21 as the World Day for Cultural Diversity for Dialogue and Development.

The United Nations Alliance of Civilizations (UNAOC) in partnership with UNESCO and a wide coalition of partners launched in 2011 the world campaign “Do ONE Thing for Diversity and Inclusion” (DOT), aimed at engaging people around the world to do ONE thing in support of cultural diversity and inclusion.

The objective is that May 21st becomes a landmark in public activism- to turn cultural diversity into a power for peace, security and development for all.

A dedicated Facebook page (https://www.facebook.com/DoOneThingforDiversityandInclusion) was created as the main vehicle of the campaign. Millions of people have been visiting the page and thousands have “liked” the page, shared their experience and their own “Do One Thing”.

What is new for “Do One Thing for Diversity and Inclusion” 2013 edition?

The 2013 DOT campaign will aim at increasing the level of engagement and commitment, especially from corporate partners and civil society organizations, but also from individuals from all around the globe.

In order to achieve the main goals of the campaign, partners will be invited to:

- Spread the word about the campaign among their networks and members.
- Have the banner of the campaign posted on their website; reciprocally, their logo will be posted on the UNAOC website, brochures and communication material.
- Invite individuals to take a concrete action to support diversity and inclusion.
- Be associated to events and communications related to the campaign.
- Send a video with the Diversity Goal and the estimated time of achievement.
- Make an in-kind or in cash contribution to the campaign. Partners will receive a list including different ways of collaboration.
Main achievements of 2012 edition of the campaign

- 30 videos produced in support of the campaign

As part of the campaign, celebrities and individuals from among the world are approached in order to record a short video showing their view and experience in support of diversity and inclusion.

- 45 partners from all over the world

The diversity of the partners has enriched and benefited largely the campaign; voices of people from Africa, Europe, America, Asia and Australia have spoken together in support of diversity and inclusion, sharing their own vision; all kind of events have been organized and thousands of people have shared their different opinions on the Facebook page, the main meeting point of the campaign.

- 40 different events organized as part of the campaign

- 100 websites and blogs published a story about the campaign

- 800 people liked, commented or shared the ten “simple things to do”

The Facebook page has been designed and improved to be the main vehicle of the campaign. It has become a worldwide meeting point of people and organizations that share their commitment, vision, opinion, events, photos, videos, articles, links and many other contributions in this inclusive virtual space.

- 11,000 people Liked the Facebook page of the campaign

- 9,000 people reached with only one post

- 235,000 people reached in only one week, from May 16 to May 22

- 3,000,000 people reached from 857 tweets Starting on 5/21/2012 of #DoOneThing & #CulturalDiversity on Twitter

What are the expected results and impact from the 2013 edition of the “Do One Thing for Diversity and Inclusion” campaign?

- Increased level of commitment from partners. The results of the campaign should also be measured by the achievement of Diversity Goals. This will contribute to extend the campaign throughout the whole year.

- More individuals have access to content related to the campaign.

- An increased number of individuals “Do One Thing for Diversity and Inclusion.”

- Increased awareness worldwide about the importance of intercultural dialogue, diversity and inclusion.
Join the world movement for diversity and inclusion!

Join the 2013 edition of the “Do one Thing for Diversity and Inclusion” campaign on Facebook

https://www.facebook.com/DoOneThingforDiversityandInclusion

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