



## Frequently Asked Questions

### **Q: What is the theme of this year's World Humanitarian Day (WHD)?**

A: The theme of WHD 2015 is to **"Inspire the World's Humanity."** Our aim is to mobilize a greater and more active global citizenship using the power of social media. In an age that is more digitally connected than ever before, we can seize the opportunity to act together to advocate for a more peaceful and humane world and build up public awareness and support for the first-ever World Humanitarian Summit in May 2016.

### **Q: How will you "inspire the world's humanity"?**

A: This year, we have the #ShareHumanity campaign in which we are asking social media users – celebrities, influencers and the general public – to "donate" their social media feeds to share incredible stories, turning individuals Facebook and Twitter accounts into unique storytelling platforms. The campaign will place a spotlight on multiple humanitarian crises and use compelling first-person narratives characterized by survival, resilience and hope to leverage the collective power of "millennials." The ultimate goal is to inspire a greater sense of responsibility, solidarity and social activism using the far-reaching impact of social media.

### **Q: Why are you targeting "millennials"?**

A: The campaign targets "millennials" – the generation of digitally native and widely connected 18-34-year-olds – who use social media as a source of current affairs and are inclined to swiftly share the content they find most compelling with their sizeable networks. The energy and idealism among younger generations – combined with their penchant for using social media as both a source of news and as a form of social activism – is a powerful combination that can breathe life into a campaign and catapult it towards success – which in our case is galvanizing a greater commitment to humanitarian action. We just need to *bring the stories to them*, in the most shareable, most captivating format they can be in. This is why we are using first-person narratives from survivors of humanitarian crises. The rationale: the more eyeballs we have on these important stories, the more awareness we are raising of humanitarian needs, and the more likely we are to inspire the global masses to develop a greater sense of global citizenship.

### **Q: Are OCHA's partners involved in this year's WHD campaign and how?**

A: This year, our partners and OCHA offices will hold film screenings, debates, high-level panels, parades and other events. All offices should screen the WHD film along with other locally made content or films from partners where possible. In the week leading up to WHD and during the day itself, our partners are encouraged to show their support on social media, using the hashtag #ShareHumanity, calling on people to donate their social media feeds and sign up for Messengers of Humanity. For more information on how to get involved, visit: [www.worldhumanitarianaday.org](http://www.worldhumanitarianaday.org)

**Q: You're using celebrities again this year. Do you think celebrity involvement in humanitarian campaigns really makes a difference?**

A: As this is an awareness-raising campaign that aims to reach a massive online audience, we definitely believe that celebrity support will have a hugely positive impact. When you look at the considerable reach that celebrities have on social media, there is no denying the fact that they can make an incredible difference in terms of garnering traction for a hashtag such as #ShareHumanity. We've made a special effort to reach out to celebrities who have demonstrated an interest in humanitarian issues or who have been socially active in some way, but who might not be overly vocal or well-known for their extracurricular charity activities. The idea is that fans and followers will be stunned when they see the uncharacteristic posts being shared on their newsfeeds in the days leading up to World Humanitarian Day.

**Q: What celebrities have signed up to #ShareHumanity?**

A: This is a truly global campaign. We currently have a diverse array of celebrities from all around the world participating – many of whom are already humanitarian activists themselves. These include: Australian pop star Cody Simpson, martial artist Jet Li, media mogul Richard Branson, footballer Kaká, Colombian pop star Juanes, Chinese musician Lang Lang, CNN journalist Christiane Amanpour, Malinese vocalists Amadou & Miriam, South African actress Hlubi Mboya, solo sailor Jessica Watson, US actor Forest Whitaker and Malinese singer Inna Modja. We're grateful for the swell of celebrity and influencer support to our campaign this year and hope that these role models will ultimately inspire fans and followers to get involved in humanitarian activism.

**Q: Is there a way to quantify how many people you reach with #ShareHumanity?**

A: While it's difficult to give an exact number at this stage, based on the celebrities and influencers who have already committed to donating their feeds for #ShareHumanity, we can expect to reach more than 100 million people on social media as early as 12 August – a week ahead of World Humanitarian Day itself. While we want these stories to permeate social media channels far and wide, the most important thing is to get people to recognize that we live in an interconnected world where tens of millions of our fellow human beings are suffering –struggling for daily survival as they face the impact of natural disasters, conflict, displacement, hunger or disease. To that end, we want to inspire the people reading these stories to want to become better global citizens on the whole, and to get involved in humanitarian relief efforts in some way. We want people to realize that any single person can make a lasting difference. Additionally, we want to spark interest in the upcoming World Humanitarian Summit.

**Q: What is the World Humanitarian Summit and how is WHD related to that?**

A: At its core, this year's World Humanitarian Day #ShareHumanity campaign addresses the urgent need for a greater global citizenship by tapping into the emotional psyche of everyday people through the use of social media with the hopes of inspiring them to get involved and help build momentum towards the first-ever World Humanitarian Summit, set to take place in Turkey on 23-24 May 2016. The Summit – a call to action by UN Secretary-General Ban Ki-moon to save lives and reduce human suffering from humanitarian crises – will be a platform for heads of state and government, as well as leaders from the private sector, civil society, crisis-affected communities and multilateral organizations to announce their commitments to change; launch new, innovative initiatives and partnerships, practices and ideas; and set in motion an agenda to better respond to

and reach the tens of millions of people around the world facing life-threatening humanitarian crises.

**Q: Why do we need a Summit? Why can't humanitarians do this all on their own?**

A: Year on year, humanitarian needs are outstripping our capacity and the resources made available to respond to the tens of millions of people in countries around the world facing life-threatening humanitarian crises. By the end of 2014, nearly 80 million people, the majority of them women and children, were in need of life-saving humanitarian aid. Humanitarians are doing more than ever before to help people in need, but their work is becoming increasingly difficult. There are continued violations of international humanitarian law, increased politicization of humanitarian aid, and deteriorating security for humanitarian workers. It's time to call on global leaders – and the citizens of the world at-large – to do more to save lives and alleviate suffering.

**Q: Will donating your feed help save lives? If not, what's the point?**

A: While we wish it was as easy as saying yes, we don't want to oversimplify what we're trying to do. Advocacy and awareness-raising have a hugely important role to play in terms of garnering support for humanitarian causes. The impact can of course be life-saving and that is naturally the ultimate goal of any humanitarian-inspired campaign. But our main objective with #ShareHumanity is to inspire and establish a greater sense of global citizenship – to get people to realize that our lives are interconnected and that we should feel compelled to help our fellow human beings. This is possibly the most significant, most crucial thing that we can do as global citizens. Without a sense of togetherness, without a sense of shared humanity and ownership, the future looks bleak.