

#TIMEFOR8 CAMPAIGN HANDBOOK

FOREWORD

Dear sister, dear brother,

We are delighted to share with you this handbook about the campaign **#Timefor8 – the clock is ticking for a New Social Contract**.

In it, you will find some basic information about what this campaign is about and what materials we have prepared for you to use at your best convenience. Our aim has been to prepare as much materials in advance as possible so that you can focus on reaching out to your members, allies and targets.

We hope that you'll find them useful.



WHAT – WHY – WHO – WHEN – WHERE – HOW?

WHAT is this campaign about?

#Timefor8 – the clock is ticking for a New Social Contract is an ITUC advocacy and awareness raising action aiming at

- influencing governments' negotiation over the important upcoming Political Declaration on the Sustainable Development Goals (SDGs) that will be signed in September 2019 (see **model lobby letter to be sent to governments** and **background note to support advocacy**);
- informing as many as possible about the central role that the Sustainable Development Goal number 8 (SDG 8) has in the 2030 Agenda and plays for all the other SDGs; and
- strengthening the profile of trade unions as active actors in the field of SDGs.

WHY this campaign?

Governments are set to revise progress on the SDGs during the period June-September 2019. SDG 8 truly is of the highest relevance for all workers in the world and their families. It is about decent work and sustainable economic growth. It integrates matters related to growth, employment, productivity and the social dimension. And it bears at its core the fundamentals for the urgently needed New Social Contract between governments, employers and trade unions.

WHO are we targeting?

From an awareness raising point of view, we first want to reach out to our trade unions' affiliates to stress the importance that the SDGs have and the important role that trade unions play to support their implementation.

In the same action, we aim at reaching allies and potential supporters, whether in the form of individuals, civil society organizations or institutions which are connected somehow to the world of labour.

Last, but not least, we also hope to reach as many citizens of the world as possible independently of how much they know about trade unions and sustainable development.

... and the politicians?



For sure them too. We have prepared a lobby letter (see model lobby letter to be sent to governments and background note to support advocacy), a brochure and some digital tools for you to produce a give-away package to have with you when you'll meet your national authority in charge of the negotiations of the SDGs Political Declaration.

WHEN do we want to run this campaign?

- 1) **JUNE 2019** - Lobby your government on the SDGs Political Declaration (see **model lobby letter to be sent to governments** and **background note to support advocacy**). The negotiations will take place during the month of June 2019, so it is imperative that trade unions take action now and start lobbying governments, both in the capitals and their ambassadors in New York.
- 2) **JUNE 2019** - Share info about your lobby activities. An easy way to report is by just posting a simple tweet like this one: "Meeting gov delegation to discuss #SDGs Political Declaration #timefor8" will help to keep track of our success stories and inspire our brothers and sisters across the world.
- 3) **JULY** - The SDGs High Level Political Forum takes place in New York. The event will start on 8 July and last until 18 July. This is when we'd like to fully use the campaign materials that are described further down in this handbook. The aim will be to raise the profile of SDG 8 and the role of trade unions.
- 4) **SEPTEMBER** - Heads of States will meet on the week of 23 September to sign the SDGs Political Declaration in New York. During that period, we would like to push again the materials on social media channels to raise the profile of SDG 8.

WHERE are we going to run this campaign?

Most of it will be done online, using our digital channels. We will be using all ITUC and TUDCN channels, including ITUC updates (onlines), mailing lists, web sites and social media channels. But, these channels won't be enough. **YOURS are key** to reach out to your national networks and spread this campaign as broadly as possible.

We hope that you will join the action and contribute your channels to the campaign.

HOW are we going to do it?

We have prepared a series of tools that we hope will be easy for you to embrace and use. Our aim with producing these tools is that they will enable you to concentrate all your efforts in reaching out.

The tools are available and ready to use in the three official languages of the ITUC (French, Spanish and English). We are aware that these are not enough and that most of you will need to work on your national language. Therefore, all the materials are also available as detached pieces that you can translate and adapt as it best fit your national context, including adding your own logo.

Advocacy tools

- **Model Lobby letter.** Use the model lobby letter to send it to governments. Don't forget to add your logo.
- **Background note.** The background note is meant to support your advocacy work. Use this document to get all the details you need to know about this process and better lobby your governments ahead of the SDGs Political Declaration that will be signed by the Heads of State in September.

Campaign tools

All these tools are available as "[ready-to-use](#)" and as [original files](#) to adapt to your national context



- **Branding**

▪ **Slogan**

EN - #Timefor8, the clock is ticking for a New Social Contract

ES - #Timefor8, ya es hora de un tener un Nuevo Contrato Social

FR - #Timefor8, le temps presse pour un Nouveau Contrat Social



▪ **Logo**

The logo is composed of a white coloured big number 8 placed over a red round background, which is surrounded by the SDG circle. The red color is the official SDG 8 colour. Furthermore, two arrows in the same red color are acting like the markers of a clock. They are showing 8 o'clock.

Available on your [#timefor8 resource centre](#)



- **Common messages**

We have prepared eight common key messages: long and short versions. They are based on the [submission that trade unions produced as a UN Major Group to the High-Level Political Forum](#). They cover eight core union asks, which are linked to SDG 8 and the decent work agenda: freedom of association & collective bargaining, business accountability, formalisation of the economy, minimum living wages, universal social protection systems, climate action & future of work, inclusion of social partners, and the New Social Contract.

- **Common #-tag**

To accompany our messages on social media, we would like to propose that you **always include and give priority to #Timefor8** in your messages – always in English, independently of in what language you write your social media post. You can add other #-tags if you need or want, as long as #Timefor8 is there. The more we use it, the more it will reach out to people with whom we don't necessarily engage on regular basis and the more we will be successful with this action. Moreover, it will also be a key indicator when we will evaluate the action.

- **Pictures**

We have made an initial selection of eight pictures to accompany the messages on different supports. These pictures show you the type of imagery that the **#Timefor8** is based on: strong and proud workers. During the selection process we have tried to keep a balance between regions, gender and age. You are of course free to choose other pictures if you think that they will better fit your audience.

TIME FOR 8

www.timefor8.org

THE CLOCK IS TICKING
FOR A NEW SOCIAL CONTRACT

#Timefor8

We have use these eight pictures to produce the following series of materials:

- **Social media posts:** We have prepared each picture in the form of a ready-to-use visual for your social media channels. They fit both Instagram, twitter, facebook, whatsapp and any other messaging platform.



Available as original files to adapt to your needs [here](#)

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- **Posters:** Print them in A4 or A3 (max size) or just use them on instagram or other online platforms.



Available as original files to adapt to your needs [here](#)

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- **Video thumbnails:** These thumbnails are meant to boost your videos on social media and catch the attention of users. We decided to give all the videos the same thumbnail text: **SHAPE YOUR FUTURE! #Timefor8**. We hope that the call to shape the future will catch people's attention and incite them to click on the video – and watch it.



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- **Brochure:** The brochure makes use of the pictures, the short messages and their longer versions. It is a great tool to take with you to meetings or events. Give away to visitors or upload on your organisation website. Share it on LinkedIn... the sky is the limit! We have tried to combine a cool and fresh design with a very accessible content that can be understood by anyone, independently of their level of knowledge about trade unions and development.



Available as original files to adapt to your needs [here](#)





- **Banners and other branding items:** In addition the logo and the pictures, we have also produced some banners to use on your social media channels and emails.



Download your [Facebook banner](#)

Download your [Twitter banner](#)

Download your [E-mail banner](#)



- **Twibbon:** We have also produced a twibbon. It is a kind of social media badge that you can apply over your social channel profile picture. It is an excellent tool to show support. And it is very easy to monitor how often it has been downloaded, which will also be useful for the evaluation process.
Download your twibbon here: <https://twibbon.com/support/timefor8>
- **Video:** We have used the pictures and short messages to produce short 20 seconds videos, which are optimised for social media and other platforms such as whatsapp to share online over your phone and tablets. Start sharing them now and let everyone be aware that the clock is ticking for a new social contract.
The videos are available as ready-to-use. If you would like to adapt the video to your need, please get in touch with us to discuss the details. Drop an email to alain.rodriquez@ituc-csi.org
- **Website:** We have booked the URL **Timefor8.org** and built a website wherefrom people can learn more about the campaign, our key asks and download and share materials. The site is meant to be a living platform that will evolve during the campaign on the basis of your inputs and as we will be approaching the SDGs Political Declaration in September.
Visit the web site: www.timefor8.org



Proposed joint actions

Week of Monday, 1 July 2019 – Starting on Monday, use this week to gather your troops. Reach out to your family, friends, allies, partners... everyone. Encourage them to use the twibbon, to visit the webpage, check the videos, to download the materials, to use **#timefor8** and to join you on a common action on **8 July**.

Example of a post: *“On 8 July, tell the world that we all deserve to work in fair conditions and live a good life. it’s #timefor8! #NewSocialContract → www.timefor8.org”*

Example 2: *“Get ready for 8 July #Timefor8 appeal for decent work and a good life for all. Get your twibbon and show your support → www.timefor8.org”*

8 July 2019 – From 8’00 to 20’00 – Let’s make #Timefor8 massive on social media. Share the videos, post the visuals, link to the webpage. Make some digital noise!

Ex. *“I got my #timefor8 twibbon. Get yours too and let the #Gov know that you want a #NewSocialContrat @YourGov”*

Ex.2. *“Working in bad conditions for a wage I can’t live on and no time for private life? No thanks! Things have to change. It’s #Timefor8 → www.timefor8.org”*

Ex.3. *“Shape the future. Reclaim #Timefor8 now! Let’s unleash the power of #SDG8 → www.timefor8.org”*

Week of Monday, 15 July – ITUC organises a SDG 8 side event in New York – exact date to be confirmed.

Ex. *“Today we are celebrating the power of #SDG8 because it’s #Timefor8 and a #NewSocialContract!”*

18 July 2019 – This will be the last day of the SDGs High-Level Political Forum. Let’s gather again between 8h00 and 20h00 to speak out our support or opposition to the outcome of the Forum.

Ex. (positive outcome) *“Great success of #SDG8 at #HLPF. Now it’s really #Timefor8 and for starting drafting a #NewSocialContract”*

Ex.2. (negative outcome) *“Politicians gathered at #HLPF failed to show responsibility & leadership – Things must change NOW. It’s #timefor8 and a #NewSocialContract”*



Week of Monday 16 September – As in July. Time to gather people again ahead of our joint action on 24 September ahead of the signature of the final SDGs Political Declaration (24-25 Sept.).

24 September – From 8hoo to 20hoo, joint action - we push #timefor8 on social media.

25 September – From 8hoo to 20hoo. Final push to show support or opposition to final SDGs Political Declaration.

27 September - Let's celebrate with a digital drink to celebrate our effort!

Ex. “Cheers 🍷 to all #Timefor8 friends and supporters. You’ve been GREAT!”

Ex. “BIG 🙌 to all #Timefor8

WE HOPE YOU’LL ENJOY THIS CAMPAIGN. WE’RE LOOKING VERY MUCH FORWARD TO HAVING YOU ON BOARD!

Contacts

- For questions related to the **advocacy work** of this action - [Paola Simonetti](#)
- For questions regarding the **communication** side of this action – [Alain Rodríguez](#)