

## Global People's Assembly 2024 Social Media Toolkit

This document serves as a toolkit for participants, civil society leaders and organisations that want to contribute to and amplify the stories we will share in preparing, mobilising and creating a strong voice before and during the Global People's Assembly happening from Sunday, 22 September to Tuesday, 24 September 2024. This year, the Assembly will be held in person at the UN Church Centre in New York, with online participation available on the first day.

Please visit: [peoplesassembly.global](https://peoplesassembly.global) for more information.

Register for in-person attendance: <https://t.ly/1RPvB>

Register for online participation (22.9.2024): <https://t.ly/WBXzi>

Explore the full program here: <https://t.ly/MF38k>

### Background

The world is grappling with multiple crises. The visionary promises of Agenda 2030, which aimed to address economic, social and climate justice, are at serious risk. According to the UN report, only 17% of the Sustainable Development Goals (SDGs) will likely be achieved by 2030, highlighting the failure of global systems to respond adequately to urgent challenges.

The Assembly happening during UN General Assembly and the Summit of the Future, which take place from 22-23 September will address key global processes, including climate action, debt, tax, financing for development, gender equality and social justice.

#PeoplesAssembly #Act4SDGs #EconomicJustice #DebtJustice  
#ClimateJustice #SocialJustice #USPF #UHC #GenderEquality

## How can you help?

Post and share messages shared below on your social media platforms, participate in the virtual discussions, and converge with like-minded individuals and organisations to create stories in the strongest way possible!

Use these sample messages below with flyers on your social media platforms.

### Hashtags:

#PeoplesAssembly #Act4SDGs #DebtJustice #EconomicJustice

Please tag GCAP, and the [GPA Co-organisers](#) in your posts.

- [GCAP X handle](#): @whiteband
- [GCAP Facebook](#): @GlobalCalltoActionAgainstPoverty

**FLYERS:** Download all flyers from the [Global People's Assembly 2024 Trello board](#). Create your own flyers using the [Global People's Assembly 2024 Canva Template](#).

## Messages

### 1. Economic Justice = Debt Justice



[Download the flyer here](#)

**Caption:** Unjust debt traps keep poor nations in cycles of poverty, limiting their ability to invest in healthcare, education and climate resilience. Debt justice means freeing countries from crippling debt so they can build a fair, sustainable future for their people.

Join us at the Global #PeoplesAssembly on 22-24 Sept to demand an end to exploitative debt mechanism and pave the way for economic justice!

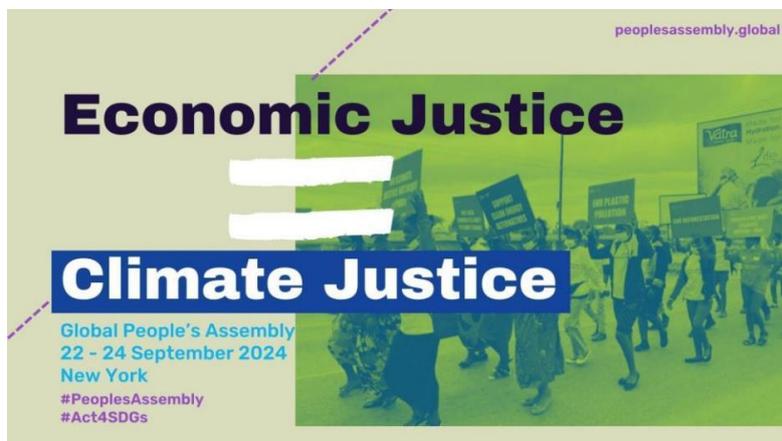
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**TAG:** @POTUS, @EU\_Commission, @olafscholz @NamPresidency @UN, @antonioguterres, @AminaJMohammed, @whiteband

## 2-Economic Justice = Climate Justice



[Download the flyer here](#)

**Caption:** We call for Economic Justice for secure Climate Justice because fair distribution of resources and wealth ensures poor countries to address and adapt to climate impacts.

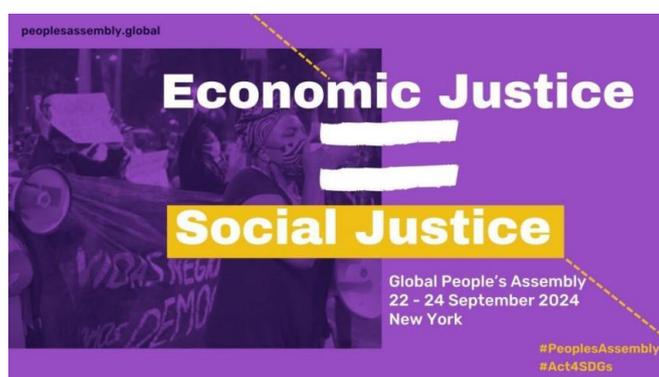
At the Global #PeoplesAssembly on 22-24 Sept, people's representatives will unite to amplify the people's voice. Together, let's demand change!

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## 3-Economic Justice = Social Justice



[Download the flyer here](#)

#PeoplesAssembly #Act4SDGs #EconomicJustice #DebtJustice  
#ClimateJustice #SocialJustice #USPF #UHC #GenderEquality

**Caption:** When economic systems are fair, they empower marginalized communities, reduce inequality, and uphold human dignity.

At the Global #PeoplesAssembly on 22-24 Sept, let's discuss how we can work together for a world where everyone has equal access to opportunities and resources!

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#### 4- Economic Justice = Universal Social Protection Floors



[Download the flyer here](#)

**Caption:** A fair economy ensures that everyone, regardless of income, has access to essential services like healthcare, education and social security. Universal Social Protection Floors guarantee basic rights for all.

Join us at the Global #PeoplesAssembly on 22-24 Sept. Let's push for an economy that leaves no one behind!

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Register for online participation (22.9.2024): <https://t.ly/WBXzi>

**TAG:** @POTUS, @EU\_Commission, @olafscholz @NamPresidency @UN, @antonioguterres, @AminaJMohammed, @whiteband

#### 5- Economic Justice = Universal Health Coverage

#PeoplesAssembly #Act4SDGs #EconomicJustice #DebtJustice  
#ClimateJustice #SocialJustice #USPF #UHC #GenderEquality



[Download the flyer here](#)

**Caption:** We advocate for a system where healthcare is a right, not a privilege—because economic justice means healthcare for all!

Join us at the Global #PeoplesAssembly on 22-24 Sept to demand Universal Health Coverage!

Register for in-person attendance: <https://t.ly/1RPvB>

Register for online participation (22.9.2024): <https://t.ly/WBXzi>

**TAG:** @POTUS, @EU\_Commission, @olafscholz @NamPresidency @UN, @antonioguterres, @AminaJMohammed, @whiteband

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