



INTERNATIONAL
DAY for the
ERADICATION
of POVERTY
17 OCTOBER



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International Day for the Eradication of Poverty 2021

Social Media Guide

**Building Forward Together:
Ending Persistent Poverty, Respecting All People and our Planet**



Overview

The Covid-19 pandemic affected the global population in the past two years, but people who live in persistent poverty have been hit particularly hard and have suffered from it exponentially. In addition, those living in poverty tend to be the most affected by the effects of climate change. Already caught up in a daily struggle against poverty, they must also face the effects of these global challenges.

Those living in persistent poverty have the best knowledge about their own lived experience and therefore have important contributions to make in any conversations and actions relating to poverty, climate change or the pandemic. However, their efforts and experiences often go unnoticed, their ability to take positive action is ignored and their voices are not heard, including in international bodies.

October 17 is the *International Day for the Eradication of Poverty (IDEP)*, as recognized by the United Nations in its resolution 47/196 of 22 December 1992. On that day, the United Nations ensures that the knowledge, contributions and experience of people living in poverty are recognized and celebrated.

This year, the theme of IDEP is “Building Forward Together: Ending Persistent Poverty, Respecting all People and our Planet”. The Day offers an opportunity to hear from those who are at the forefront of fighting poverty while also facing the Covid-19 pandemic and the effects of climate change.

On Friday October 15, an online global commemoration will feature live conversation and videos from people and communities living in persistent poverty. Their experiences demonstrate that social injustice and environmental injustice are often cumulative. Solutions therefore must take into account these intersecting realities.

Because the design and implementation of solutions will require the mobilization of all sectors of society, the commemoration will also include messages from the UN Secretary-General and other actors at the international level.

Practical information

The global commemoration will be live on Zoom on **October the 15th, 2021, from 10 AM to 11:15 AM EST.**

To attend the commemoration, register at this link:

https://undp.zoom.us/webinar/register/WN_kJ-AjC4pRPW5WbmGRKerBQ

Social Media

Starting on October 1st, a **20-day social media campaign** will feature daily posts on ATD Fourth World's International [Twitter](#) and [Facebook](#) accounts and bi-weekly posts on [LinkedIn](#) and [Instagram](#).

Please follow our accounts to like and retweet our posts as much as possible!



This Social Media Guide provides below sample images, tweets, and messages to be disseminated on social media by the UN system, civil society organizations and individuals.

Key Twitter Accounts to follow. Tag and retweet from:

ATD Fourth World related accounts:

@ATD4thWorld

@socialchoices

@ATD4thWorld_US

@JosephWresinski

@ATD_Europe

@icoct17

@ATDIntPresident

Civil Society accounts:

@NGOCSocD (NGO Committee for Social Development)

@UNANIMAIntl (UNANIMA International NGO)

@gsijp (Good Shepherd NGO)

United Nations related accounts:

@UN

@UNHumanRights

@UNDESA

@srpoverty (UN SR on extreme poverty and human rights)

@UNICEFSocPolicy

@UNYouthEnvoy

@UNDP

@AntonioGuterres (Secretary General of the UN)

@UNECOSOC

@SRSGVAC (UN SRSG on Violence against Children)

Member State

@franceonu (Permanent Mission of France to the UN)

Hashtags in English:

Main hashtag: **#BreakTheCycle**

Other hashtags:

#EndPoverty #BuildingForwardTogether #EndPovertyWeek

#StopPoverty #IDEP2021

bit.ly/UNIDEP2021

Sample Tweets

Another year of virtual International Day for the Eradication of Poverty! Join us from anywhere in the world! RSVP here: bit.ly/UNIDEP2021 #BreakTheCycle

Inclusive education is key to breaking the cycle of poverty, now is the time to start #BuildingForwardTogether! #IDEP2021 bit.ly/UNIDEP2021

We want to #BreakTheCycle of intergenerational poverty, that's why we call for early childcare support, a young adult basic income, prohibition of discrimination and inclusive education bit.ly/UNIDEP2021

All human beings are born free and equal in dignity and rights. That's why we are acting together to end persistent poverty, respect all people and our planet #BreakTheCycle #IDEP2021 bit.ly/UNIDEP2021

This year, don't let #IDEP2021 pass without hearing from global activists with a direct experience of poverty. Their voices must lead to #BreakTheCycle bit.ly/UNIDEP2021

Activists with a direct experience of poverty don't want to build back, they demand #BuildingForwardTogether, hear more at #IDEP2021 bit.ly/UNIDEP2021

This International Day for the Eradication of Poverty, we want to #BreakTheCycle . Join the conversation at #IDEP2021 bit.ly/UNIDEP2021

This #IDEP2021, we address multidimensional poverty under the double crises of Covid-19 and climate change. Add your voice bit.ly/UNIDEP2021

Social Media Cards (click on the card to download it from the Drive):



END POVERTY

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Building Forward Together:
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ATD FOURTH WORLD | NGO COMMITTEE SOCIAL DEVELOPMENT | OVERCOMING EXTREME POVERTY

Ministère de l'Économie et des Finances | République de Côte d'Ivoire | United Nations | Department of Economic and Social Affairs | UNDP



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Useful websites

ATD Fourth World

<https://www.atd-fourthworld.org>

IDEP 2021-UN DESA

<https://www.un.org/development/desa/socialperspectiveondevelopment/international-day-for-the-eradication-of-poverty-homepage/2021-2.html>

IDEP-UN

<https://www.un.org/en/events/povertyday/>

UNDP

<https://www.undp.org/>

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