In 2015, the unique coincidence of two UN summits provided us with a once in a generation opportunity to accelerate progress in the fight against poverty, inequality and climate change. Campaigners around the world came together in their millions, urging world leaders not to waste this opportunity to accelerate huge progress.

From just 50 organisations in a few countries in April 2014, the action/2015 movement has grown exponentially throughout the year to become the largest movement of its kind in the world today. We are a movement of more than 2200 organisations, networks and coalitions in 157 countries - with more than 80% of participants located in the Global South.

Together we have taken over 30 million actions in over 100 countries. From Indonesia to Iran, Burkina Faso to Brazil, London to Lima and everywhere between millions raised their voice to demand a better future for people and planet. This year, we have demonstrated the breadth and depth of public support for ambitious action and delivered an indisputable mandate to our leaders to deliver on their promises.

Take a look at our journey from our launch in January to our wrap up in December.

**action/2015 Launch**
On 15\textsuperscript{th} January 2015 the campaign launched in over 60 countries around the world. Over 98 million people were reached online and over 900 pieces of media were secured (both print and broadcast).

High profile figures from Malala Yousafzai and Desmond Tutu to Shakira and Matt Damon joined the call to action.

click here to see Desmond Tutu’s call for change: [https://www.youtube.com/watch?v=J1LxMmF_eNw](https://www.youtube.com/watch?v=J1LxMmF_eNw)
Key Highlights:

● Around the world people took to the streets in rallies, marches and stunts to demand action – including Liberia, Mauritius, Belgium, El Salvador, Barbados and many more.

● In Costa Rica, hundreds of people took to their bicycles carrying messages about the action/2015 campaign to deliver them to Congresswoman, Marcela Guerrero, Vice-President of the Costa Rican Congress.

● In Lebanon, a human chain in the shape of a ‘15’ was created by young people in downtown Beirut.

International Women’s Day

On International Women’s Day, the action/2015 movement highlighted that the upcoming UN summits on climate change and sustainable development goals could prove to be the single most important negotiations for women in history and offer an unprecedented opportunity to dramatically transform the lives of women and girls and fulfil their human rights. Campaigners around the world gathered on March 8 to call on world leaders to deliver ambitious agreements that fulfill women’s rights.

Key Highlights:

● In Bangladesh, the coalition organised a boat rally and youth gathering.

● In Cairo, action/2015 supporters conducted a theatre performance about women’s empowerment and civic engagement.

● In Europe, the European Women’s Lobby released a video pressing leaders to go “From words to action” to fully realise the rights of women and girls.
In South Africa, over 200 people attended the International Women’s Day event organised in Johannesburg, for the launch of ‘Poverty is Sexist’. The event was hosted by the hosts of famous TV shows.

Global Citizen 2015 Earth Day

On 18 April, Finance Ministers from across the globe met in Washington, D.C. for the annual spring meeting of the World Bank. We took this opportunity to call on each finance minister to be a #Hero. This became the Global Citizen 2015 Earth Day where a quarter million global citizens gathered on the National Mall in Washington, DC, with over 2 million more people watching the event online.

May Mobilisations

In May, over 22 million people took action through action/2015 with participation from over 150 countries. Through 14 days of thematic action, the action/2015 coalition showed the breadth and scale of public support for ambitious action across sectors and geographies.

Key Highlights:

- 4-11 May – Global Week of Action mobilising and inspiring millions of people to speak out for justice on child health. The symbolic campaign action saw individuals and groups making a circle with either their hands or with a group of friends - this symbol to represent the zero message was then uploaded to the Stop at Nothing photo wall www.wvi.org/gwa. Some key activities took place in Nepal and Burundi where, despite the earthquake response and political instability, the public responded in their thousands. Other highlights saw Bangladesh hosting more than 30,000 events, Mali texting 5 million people in partnership with Orange and a new video ‘What Happens Next?’ getting 400,000+ views.
- **13 May – Poverty is Sexist** – A campaign focused on how girls and women are particularly affected by poverty. The campaign was kicked-off with a music video with 9 famous influential female singers from different African countries which hit number one in several countries; #strengthie campaign: celebrities like Malala, Beyonce and Shonda Rhimes participated, 37,000 pictures in over 100 countries and 6 continents, 300 million impressions.

- **16 May - Citizen Participation and Freedom of Assembly** - Over 100 events were organised calling for freedom of Assembly and the importance of preserving and promoting civic space. Over 20,000 people took part in activities in 50 countries including countries with limited freedom of expression such as Pakistan, strong participation on social media as well
- **22 May – All Ages Action Day** – A campaign mobilising people of all ages through a social media campaign supported by Desmond Tutu and offline activities in 11 countries including Nepal.

**G7 Mobilisations**

On 7th and 8th June World Leaders from the seven richest countries met in Germany to discuss the most pressing issues for our world. In this pivotal year, it couldn’t be more important for the G7 to play their part in the fight against poverty, inequality and climate change.

We were also part of free concert ‘**United Against Poverty**’. 5,000 global citizens descended on Munich’s iconic Königsplatz for an event featuring inspirational speakers, musicians, activists and celebrities. Together, they called for stronger leadership to end poverty from G7 leaders.
Financing for Development Global Day of Action- July 26th 2015

In July, citizens in over 90 countries took action to demand governments to invest in their future at the Financing for Development Conference in Addis Ababa, Ethiopia.

Around the world, campaigners called on governments to tackle tax injustice, prioritise the poorest, and keep their promises on aid commitments and public spending. From Nigeria where campaigners called for action against corruption, to Kenya where citizens focused their calls on the domestic health budget, to state Finance Minister meetings across India, to a meeting with President Museveni in Uganda, to the UK where activists demonstrated on tax justice, campaigners have been speaking out on the things that matter to them most.

Key Highlights:
- Campaigning took place in over 90 countries
- Over 100,000 offline actions were taken
- Media activity and engagement was generated in over 50 countries
- Digital activity took place in over 90 countries; with over 41,000 mentions of #action2015 and views of our film

International Youth Day- August 12th 2015

On August 12 2015, action/2015 coordinated one of the largest global youth mobilisations in history for International Youth Day. With a message of #YouthPower: it's down to us, action/2015 youth campaigners raised their voices to demand to be at the heart of ambitious decisions in 2015 for people and planet.
Key Highlights:

- action/2015 campaigners raised the #YouthPower call in over 80 countries
- action/2015 campaigners conducted over 100 mobilisation events in which over 115,000 people worldwide took to the streets, attended workshops, and met with government officials demonstrating their #YouthPower calling for ambitious action for people and the planet in 2015!
- Through social media, action/2015 campaigners posted their #YouthPower poses, engaged in live twitter chats, and raised awareness about the stakes of 2015. And their social media mobilisation produced a HUGE impact - over 36 million people were reached by #YouthPower, #SoyEnergia, and #action2015 on the 12th of August.

United Nations General Assembly - Light the Way September 24th 2015

On 24th September, the evening before the Global Goals were adopted, the action/2015 movement took to the streets and light the way to a better future.

We helped to:

- **Set the narrative around the goals**, framing the 17 goals around tackling the three core issues of our time - poverty, inequality and climate change – and in doing so defining this moment as a turning point for our generation.
- **Show that these goals have a real public constituency behind them** – We showed these are the people’s goals and world leaders and the UN are accountable to us
- **Brought together diverse communities and sectors** – from development, to climate, to human rights. We must work now to ensure that the links and networks so many of you have built around the world are sustained and we build on them to deliver on the goals

Key Highlights:

- Over **250,000** public mobilisations in 105 countries for #LightTheWay events
- 461 million hashtag impressions of #LightTheWay and action/2015
The action/2015 mobilisations film was shown in the UNGA chamber in front of the Pope, Malala and over 150 heads of state so to confront them with the calls for change.

A photo project, for action/2015 which saw world renowned photographers capture images about inequality

Check out this Storify for a snapshot of the activities:

In India activity across 16 states culminated in a rally for 6000 people and a spectacular light show at Parana Qila

In Kenya, a candlelit rally from Harambee Avenue to Freedom Corner attracted thousands of people and senior government representatives who offered their support to the campaign.

In Brazil, citizens joined together in 5 events across the country to welcome the new Global Goals. In Sao Paulo 3,000 people gathered for an evening of explosive entertainment from musicians and powerful speeches from activists.

In South Africa events happened across the country. In Johannesburg, over 1000 citizens came together for a rally featuring famous musical duo Mafikizolo.

Meanwhile with Table Mountain as the backdrop, hundreds of Cape Tonians illuminated their Global Goals message on the beach.

In the UK, 2,000 people gathered on Millennium Bridge in central London under the shadow of St Paul’s Cathedral to illuminate ‘Global Goals’. A picture of the mobilisation was handed in to Number 10 to remind all future Prime Ministers of the agreement made.

And in New York thousands gathered in front of the UN to bring the voices from around the world to New York. The crowd was addressed by Graca Machel, amazing youth ambassadors and many more inspiring campaigners. The Mayor of New York declared the 24th September – “Under One Sky” day. As well as the rally in New York events happened across the US from Tampa to Charleston.

In his address to the UN Special summit on behalf of civil society the head of Amnesty referenced the action/2015 mobilisation saying “Thousands of people marched last night for the Sustainable Development Goals to light the way. They called for authentic leadership from you, leadership with integrity, leadership from the heart. I know that you can live up to their hopes”
COP 21 - Global Climate March November 28th/29th 2015

On November 28th/29th, the weekend before the UN Climate Summit (COP21), 785,000 people joined the Global Climate March, the largest climate mobilisation in history!

As the governments of over 190 countries prepare to deliver a historic new global climate agreement in Paris this December, we have showed the scale and diversity of the public demand for a bold new international climate agreement at COP21 in Paris.

Key Highlights:

- 785,000 people joined the Global Climate March in over 2,300 events in 175 countries, making it the BIGGEST climate mobilisation in history!
- Check out our Flickr page to see some highlights of the Global Climate March:
- In Australia over 140,000 people took part in climate marches in cities across the country, including 60,000 in Melbourne.
- In India more than 100,000 people took to the streets to raise awareness of the dangerous effects of climate change and demand climate action to protect the country’s most vulnerable communities.
- In the United Kingdom, over 50,000 came out in support for London’s The People’s March for Climate, Justice and Jobs calling for a renewable future and creation of job opportunities.
- In Chile, 2,500 people joined the people's climate march with artists & citizens leading the way under the slogan of “Let’s mobilise for the planet and real commitments!”
- In Malawi over 20,000 people took to the streets and to their bikes to demand concrete actions from world leaders.
- And in Uganda, communities braved the rain for a Climate March in Kampala, echoing the call for climate action from the Pope, who was in the country as part of his first trip to Africa.
• All over the world, we rose up for to show the urgency of climate action – from dancing to cycling, paragliding to elephant riding!

THANK YOU FOR A GREAT YEAR!

This publication is financed in part with financial assistance from the European Union. The contents though are the sole responsibility of GCAP and action/2015 and can under no circumstances be regarded as reflecting the position of the European Union.