



**MY PLANET
MY RIGHTS**

MY PLANET MY RIGHTS Campaign

Social Media Guide

World Children's Day

MY PLANET MY RIGHTS

Global Petition Launch (28 October)

On 28 October 2020 the MY PLANET - MY RIGHTS Campaign launched a global petition demanding the recognition of children's right to a healthy environment! The petition will be delivered to the UN Secretary General and the Chair of the UN Committee on the Rights of the Child during the General Assembly in September 2021.

Children, young people and everyone from around the world are invited to sign and urge others to sign the petition- especially during global Days of Action on World Children's Day (20 November 2020), Earth Day (22 April 2021), World Environment Day (5 June 2021) and 3 days before the UN General Assembly in September 2021 (in the lead up to the petition delivery).

World Children's Day (20 November)

On World Children's Day (20 November) the campaign will continue motivating people to sign and share the petition. On that anniversary of the UN Convention on the Rights of the Child we will highlight the momentum, power and voices of children across the world speaking up and taking action against environmental harm as part of the campaign.

Social Media Guidance and Samples

We invite you to customize the following social media content for your own context, from messages, language to channels to reach and motivate audiences within your network.

Hashtag

#MyPlanetMyRights
#WorldChildrensDay





Assets

www.my-planet-my-rights.org/en/campaign-material

Links

Campaign Website: www.my-planet-my-rights.org/en/

World Children's Day (20 November)

 <p> 66 I believe every child has the right to breathe clean air, have access to clean water and adequate sanitation, live in a safe climate, eat healthy and sustainably produced food, and enjoy healthy ecosystems and biodiversity! <small>Dr. David Boyd UN Special Rapporteur on Human Rights and the Environment, Campaign supporter</small> #MyPlanetMyRights </p>	<p>We are honored that the UN @SREnvironment David Boyd signed the #MyPlanetMyRights global petition!</p> <p>Join the global movement calling on children's right to a healthy #environment www.my-planet-my-rights.org/en/</p> <p>#WorldChildrensDay</p>
 <p> 66 Let's all join this campaign to save future generations on the planet. <small>Kamaruz Hoque, India Campaign supporter</small> #MyPlanetMyRights </p>	<p>What other reason do you need?</p> <p>Call on governments to ensure children's right to a healthy #environment www.my-planet-my-rights.org/en/</p> <p>#MyPlanetMyRights #WorldChildrensDay</p>
 <p> 66 I want to help save our future. Save our environment, save our children and save ourselves and posterity. <small>Bong Macalalad, Philippines Campaign supporter</small> #MyPlanetMyRights </p>  <p> 66 Children suffer most from polluted water and air, as well as from the effects of environmental destruction and climate change. Children must have their right to a healthy and sustainable environment universally recognized now! <small>Joshua Hofert, Germany Campaign supporter</small> #MyPlanetMyRights </p> <p>Pick from quotes of petition supporters here! www.my-planet-my-rights.org/en/campaign-material</p>	<p>These are the messages of children and young people calling on governments to recognize their right to a healthy #environment.</p> <p>Join them and thousands others by signing the #MyPlanetMyRights petition www.my-planet-my-rights.org/en/</p> <p>#WorldChildrensDay</p>

Post a picture or yourself or a painting like this girl or post the collage!



On #WorldChildrensDay young people are demanding their right to a healthy #environment 🌱

Join them by signing the #MyPlanetMyRights petition www.my-planet-my-rights.org/en/

Select this collage or a one of the graphics here:] www.my-planet-my-rights.org/en/campaign-material



Join the movement on #WorldChildrensDay!

Thousands of children and young people around the are calling on governments to recognize their right to a healthy #environment!

Sign and share the #MyPlanetMyRights global petition www.my-planet-my-rights.org/en/

 	<p>Happy #WorldChildrensDay!</p> <p>Join children from across the world as they call on governments to recognize their right to a healthy #environment.</p> <p>Sign the #MyPlanetMyRights petition www.my-planet-my-rights.org/en/</p>
<p>Post a picture of yourself like this girls or create a carousel/collage of the photos of children around the world</p> 	<p>On #WorldChildrensDay let's stand up with the children and young people from around the world taking action to protect their right to a healthy #environment.</p> <p>Sign the #MyPlanetMyRights global petition www.my-planet-my-rights.org/en/</p>
<p>Video</p> <p>Download on:</p> <p>http://my-planet-my-rights.org/en/campaign-material</p>	<p>On #WorldChildrensDay we honor the incredible power of children and young people to change the world!</p> <p>Join them as they fight for their right to a healthy #environment www.my-planet-my-rights.org/en/</p> <p>#MyPlanetMyRights</p>