

31 million actions, 157 countries, one movement

How action/2015 united millions of people to call for change

In 2015 campaigners around the world seized the opportunity to tackle poverty, inequality and climate change. From Mali to Mexico, Senegal to Sri Lanka, and Uganda to the UK, millions of us came together through action/2015 to call on leaders to commit to strong goals and agreements at three crucial UN conferences – the Financing for Development Conference in Ethiopia's capital Addis Ababa, the Sustainable Development Goals conference in New York and the Climate Summit in Paris. Together, we made sure world leaders couldn't ignore our heartfelt call for a better future for people and the planet.



The biggest-ever movement of its kind

From modest beginnings – with just 50 members at its inception in 2014 – action/2015 grew massively. By the end of 2015, more than 2,200 organizations from 157 countries had signed up, with 80% of members located in the Global South. Activists on climate change, the environment, human rights and global development joined forces across the world. In capital cities and in villages, young and old, north and south, men and women, girls and boys – everyone contributed!

Millions took action for a better world

With 31 million campaign actions taken in 157 countries, action/2015 was a massive global movement for change – the biggest-ever of its kind.



High profile support

From Malala Yousafzai and Desmond Tutu to Shakira, Matt Damon and One Direction our campaign galvanised high profile supporters to join our call to action.



We took the message to decision-makers

Action/2015 campaigners met with heads of state and senior ministers to present our demands for action. Campaigners young and old met UN General-Secretary Ban Ki Moon at a number of occasions, including the Financing for Development Summit in Ethiopia. A short film of action/2015 mobilisations in Sydney, Delhi, Johannesburg, London, São Paulo and New York was shown in the UN chamber at the opening ceremony of the Sustainable Development Goal summit and on media channels around the world – leaving leaders in no doubt that they will be held accountable.

In November, with the Climate Marches in Paris cancelled for security reasons, the actions of campaigners elsewhere around the world were all the more important. Images and stories of these hundreds of thousands of people taking to the streets were shown to leaders directly and through the media. Together and in solidarity with Paris we showcased a worldwide call for climate action.



What we've achieved

Together, through the millions of actions we took, we:

- **showed that the Global Goals for Sustainable Development and the Climate Agreement have a real public constituency behind them.**

The 30 million actions taken across the year showed that the Global Goals for Sustainable Development and Climate Agenda are the people's goals and agreements. Together we've made it clear that world leaders and the UN are accountable to us.

- **brought news of the Global Goals for Sustainable Development and the Climate Agreement to millions of people and highlighted how the core issues of our time – poverty, inequality and climate change – are interlinked.**

Addressing climate change, and ending poverty and inequalities are two sides of the same coin. We can't deliver sustainable development without tackling climate change, and we can't tackle climate change without addressing the root causes of poverty, inequality and unsustainable development patterns.

- **brought together diverse communities – from development, to climate, to human rights – to campaign together for change.**

Action/2015 built on different sectors' expertise, reach and resources to prove the breadth and depth of public concern for ambitious action to tackle climate change, poverty and inequalities. These relationships, built during the campaign, will strengthen the ability of civil society – including local communities, faith groups, trade unions and non-governmental organisations – to hold leaders to account.

Millions of people came together with action/2015 to campaign for an ambitious set of goals and a bold international climate agreement.

World leaders must show ambition and turn the commitments made in 2015 from a piece of paper into reality for millions of people around the world.

Action/2015 comes to an end on 1 January – but civil society's campaigning for change does not. Over the next few years, we'll keep working together and urge leaders to implement their commitments for a better, more sustainable future for people and planet.



action/2015

#action2015