

Cities Toolkit

Activates 16-25 September 2022

#WORLDSTODOLIST

TO DO
5. Achieve gender equality
#WORLDSTODOLIST

TO DO
4. Provide quality education for all
#WORLDSTODOLIST

TO DO
3. Deliver good health for all
#WORLDSTODOLIST

TO DO
2. End world hunger
#WORLDSTODOLIST



“Whether it’s tackling air pollution in London, tree planting in Freetown, putting electric buses on the streets of Bogotá, cities have been at the forefront of driving the universal climate agenda. Today we will be building on that momentum by getting the World’s To-Do List done.”

- Mayor of London, Sadiq Khan





Contents

This toolkit is designed to give you and your marketing teams all the info you need to bring the WTDL campaign to life in your city – in the real world and on digital channels.

If you want to discuss any bespoke ideas or need support using this toolkit, please contact Eliot@project-everyone.org

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The World's To Do List

In 2015, world leaders agreed to 17 Global Goals to build a greener, fairer, better world by 2030.

Seven years on, we have made progress, but there is still work to be done.

The climate crisis. Hunger. Human rights abuses. Extreme poverty.

Problems of this scale can be overwhelming, but we have a plan to tackle them.

The Global Goals have been reimagined as 17 colourful and actionable sticky notes.

The Global Goals are the World's To-Do List.







Why Cities?

Cities have been at the heart of driving progress on the World's To-Do List.

But with increased financing and better support, there's so much more that city leaders could do. Mayors globally are calling for more support to get the World's To-Do List done.

The World's To-Do List Cities Campaign aims to amplify the voices of Mayors and help deliver the support Mayors need.

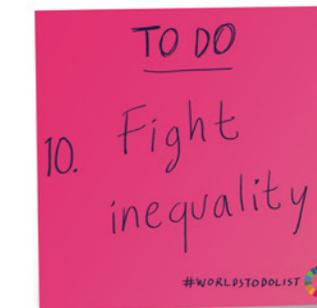
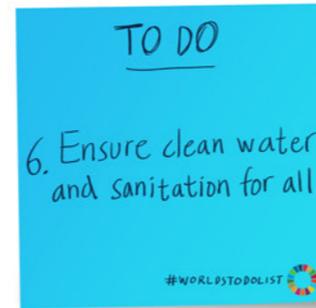
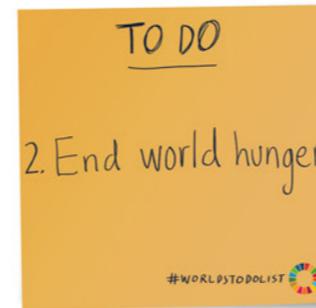
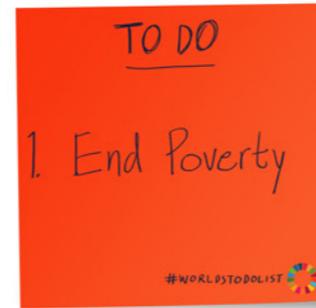
We need you to join the campaign by putting the World's To-Do List at the front and centre of your city's most cherished physical and digital spaces during **Global Goals Week: 16th to 25th September**.

Getting started

Master Assets

First, you need the Global Goals Sticky Notes. You can download all assets [here](#), available in multiple languages.

For any questions, additional language needs or advice with an activation, get in touch with eliot@project-everyone.org



Where to stick the sticky notes

Every city is unique, faces unique problems, and holds unique solutions. From waste disposal tricycles in Freetown to electric busses in Bogota, city leaders are shaking things up for the better.

Cities are filled with opportunities to speak to their citizens.

We want you to get as creative as you can with your sticky note, from sticking them on buildings and monuments to transport, street art and your social channels – use your city as your pinboard.

Here are a few ideas to get you started...



Landmark takeovers

Landmarks and tourist hotspots are constantly photographed. By sticking sticky notes over similar areas of your city, for a short time, we show the world that the Goals must come first.

The Walk of Fame stars in Los Angeles are a good example of where a simple floor decal in the right place, can create attention-grabbing impact.



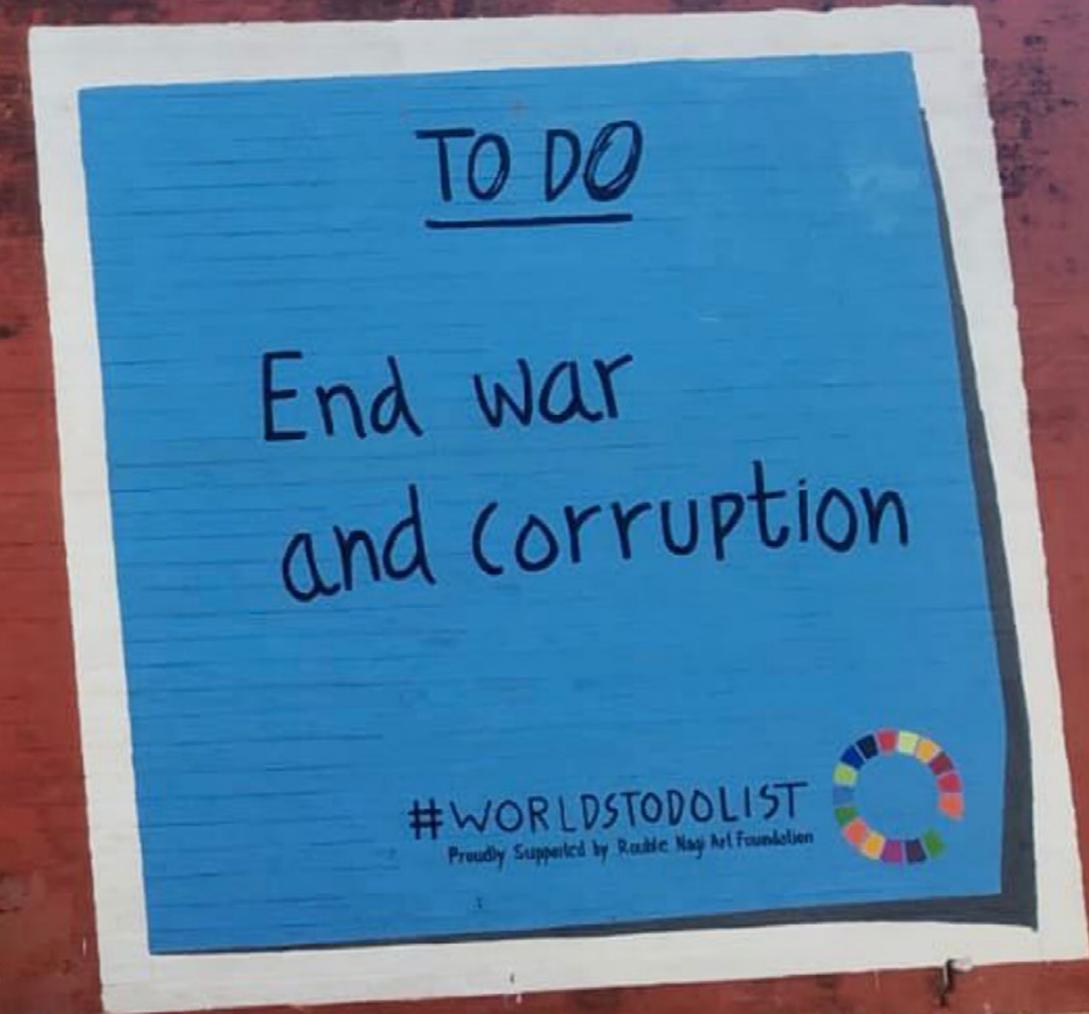
Building takeovers

Installations on iconic buildings are an effective way to grab the attention of passers-by.

This could be done with a simple building decal.

Here is an example from London.

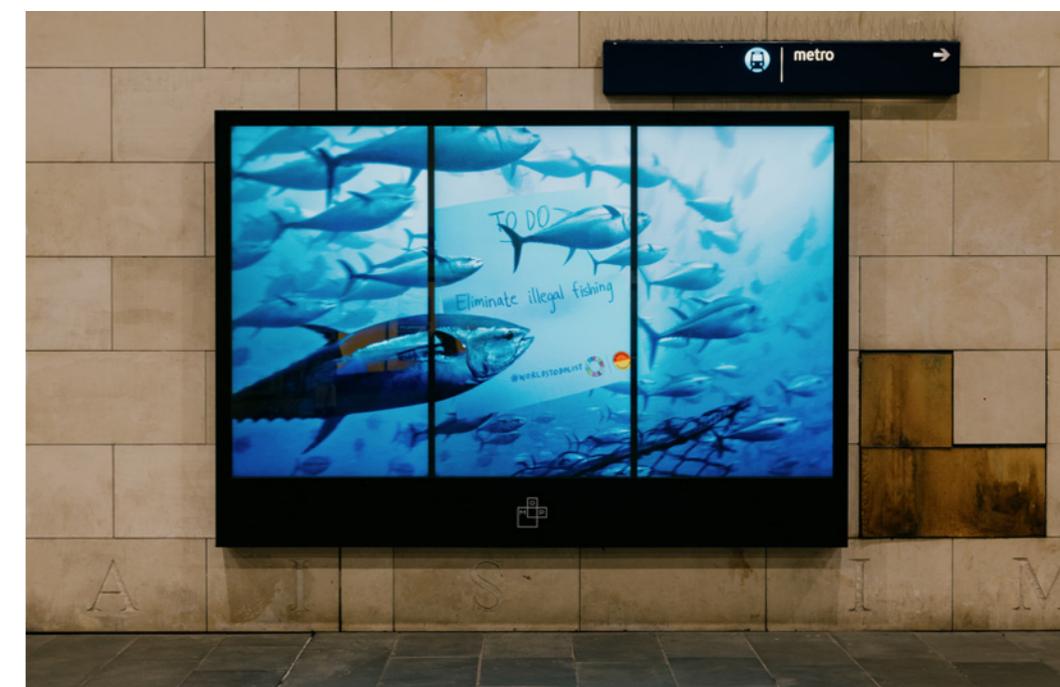




Out of home (OOH)

The sticky notes can appear to be stuck in physical or digital spaces.

In digital locations, subtle motion can be used to make the sticky note appear to flap in the wind.



Projections

For example, projecting onto City Hall or other key buildings in your city.

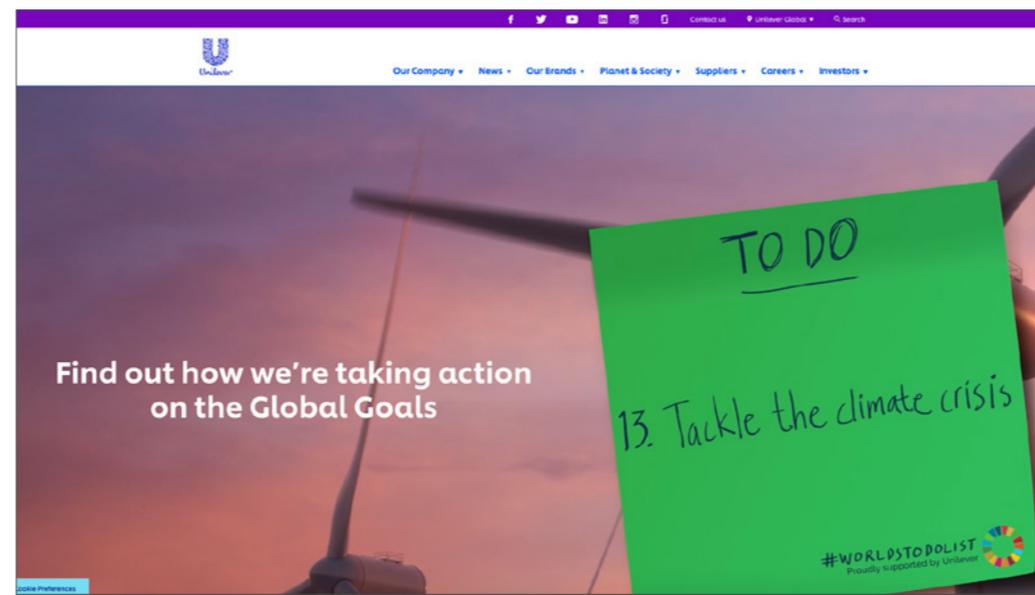


Digital/Websites

Dedicate a portion of the homepage of your website to the World's To-Do List during Global Goals Week.

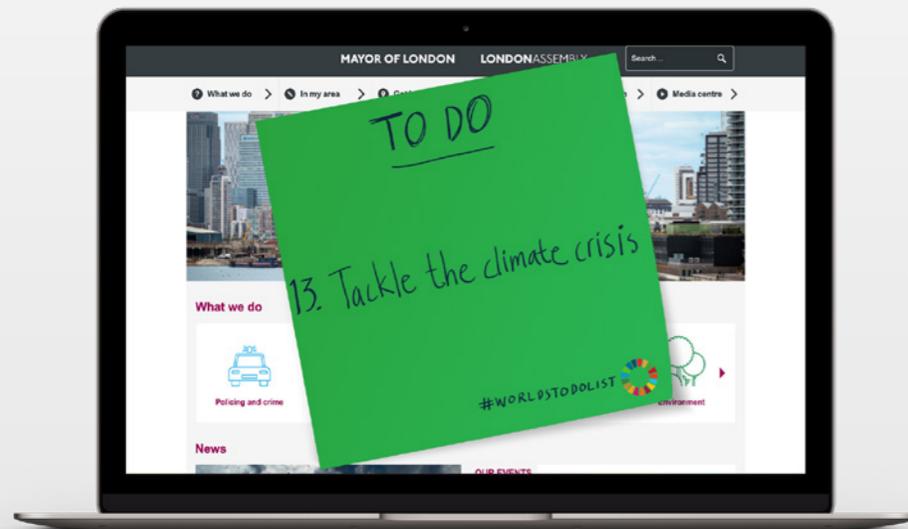
Where possible, the sticky note should appear to cover up or be stuck over the top of the homepage, obscuring the logo or image.

This way, we collectively show the world that the Goals must come first.

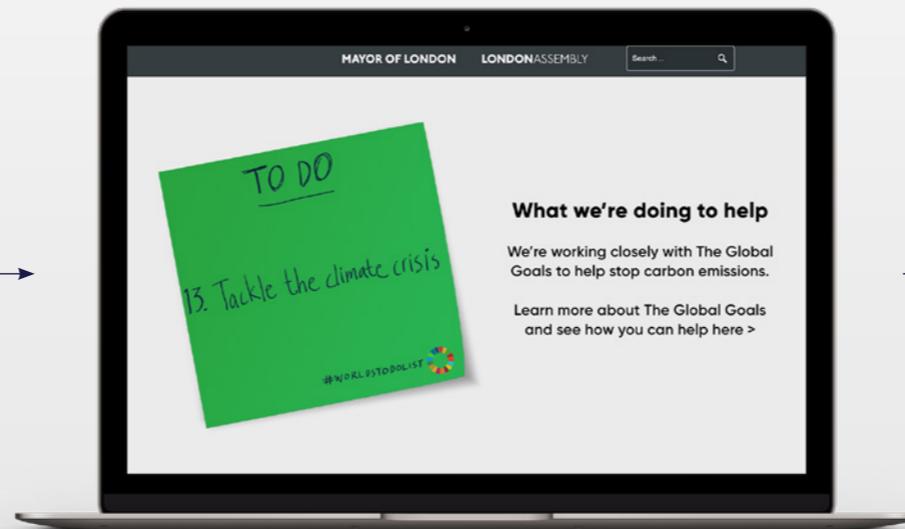


Digital/Websites

What happens when you click the digital sticky note?

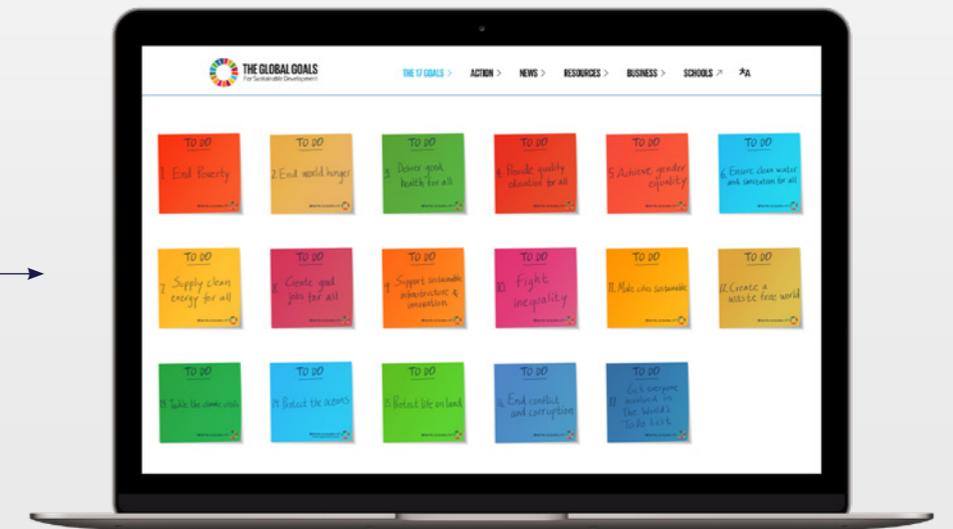


If you apply a sticky note in digital spaces, you can direct people to a page within your website that tells them what your city is doing to help achieve the Goals.



When people click the sticky note, they'll be directed to a page of your website to learn more about what your city is doing towards that goal.

From here, people can click to learn more about the Goals and take action.



If people click to learn more about the Goals, we ask that you direct them to our Global Goals campaign landing page:

worldstodolist.org

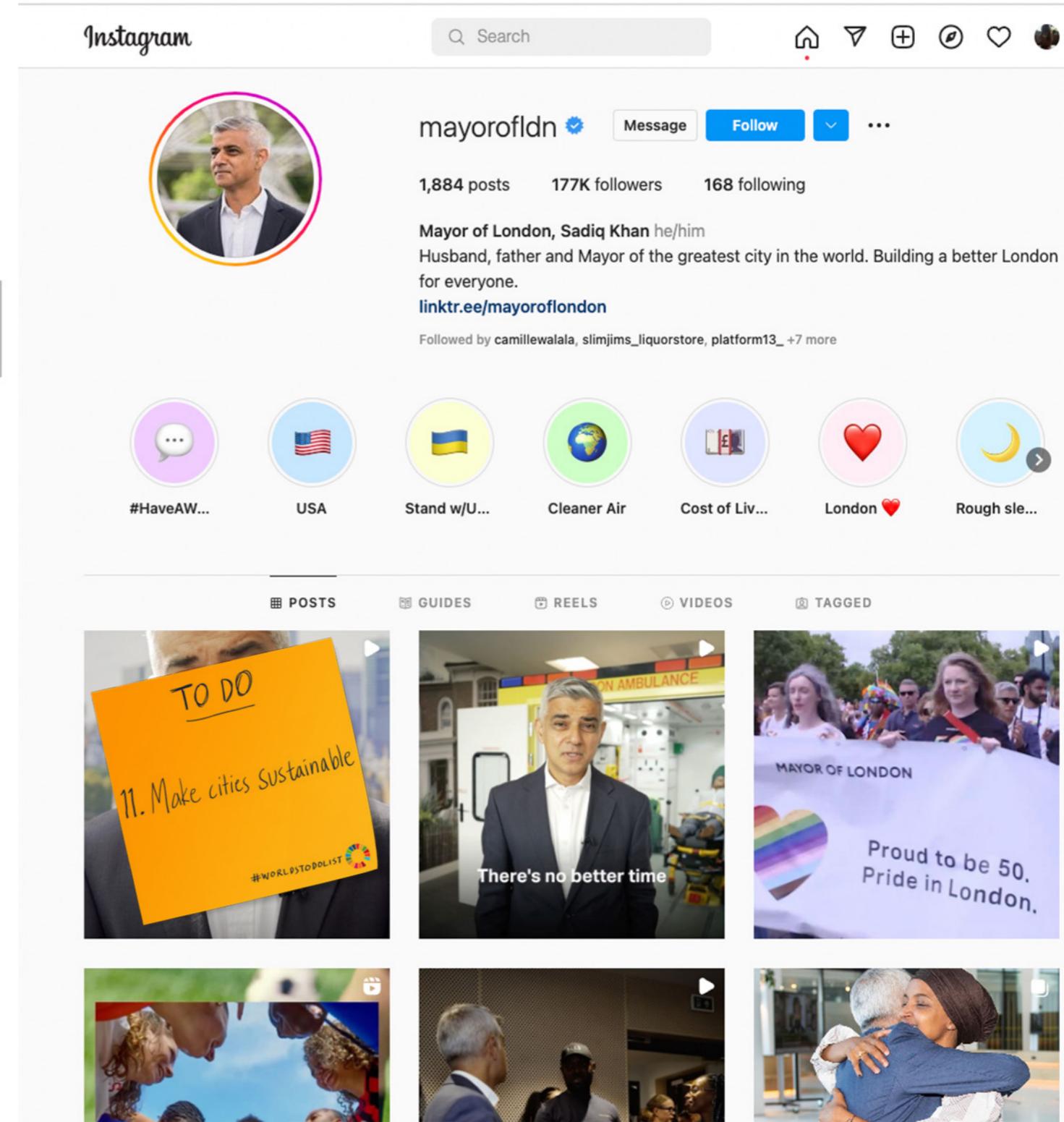
Social Example

This is an opportunity to join other city leaders around the world who will be celebrating local initiatives that are helping to achieve the Global Goals, united under the creative of the World's To-Do List during Global Goals Week.

Why not grab peoples attention by sticking a virtual sticky note over an image that represents one of your local initiatives that is helping to deliver one of the Goals, and post on your social channels?

We will be sharing sample social posts in the lead up to Global Goals Week.

Note: there will be a social pack closer to the date.

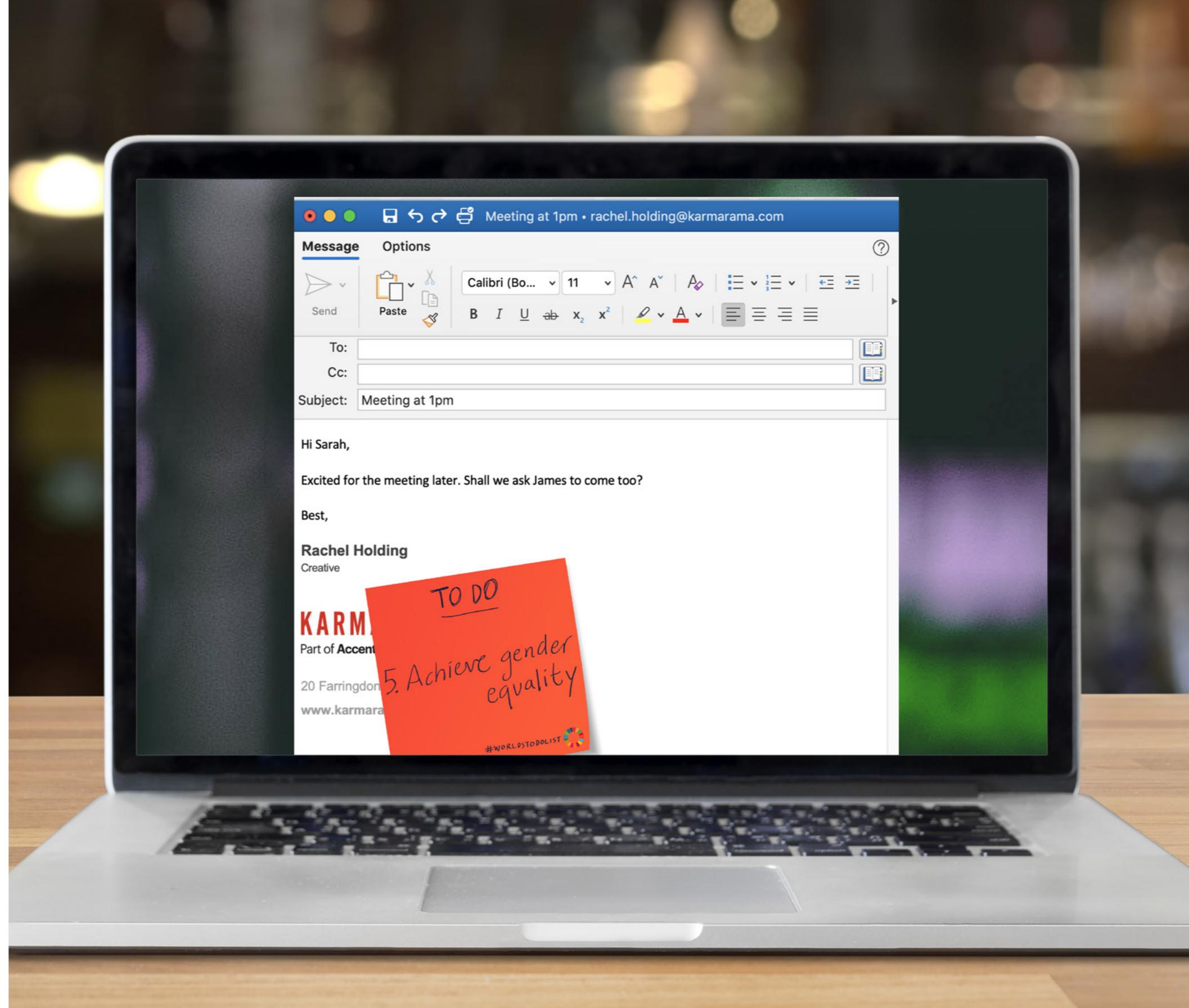


Employee email signatures

Your colleagues and employees can get involved too. By changing their email signature/logo to add the sticky note of your choice.

Sticking the sticky note anywhere in your email signature is a great way to promote the campaign. The best way to grab attention and make sure the sticky note feels like a real sticky note, is to stick it over your name or logo in the email sign-off.

By covering up part of your company logo, we remind receivers that there's nothing more important than the World's To-Do List.

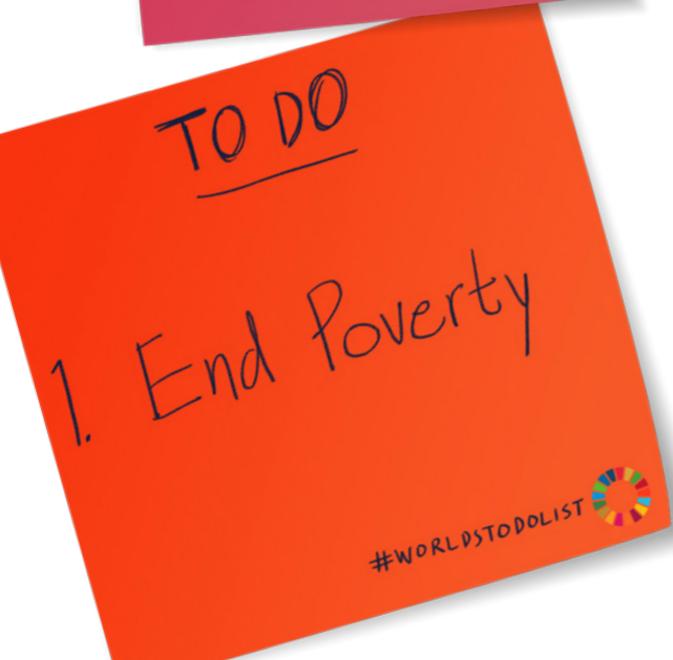




Campaign guidelines

Making sure it feels like a sticky note

To ensure they look and feel like sticky notes, they should feel casually 'stuck' on to things. Not too rigid, or straight. Instead, opt for a slant.



Messaging

The sticky note files have been created with an editable 'Proudly supported by' message.

This should remain in the supplied font, only the company or organisation name should be updated as needs be.

The placement of this text should remain right aligned to match the edge of the 'T' of #WORLDSTODOLIST

The 'Proudly supported by' message must remain the same. It shouldn't be changed to 'partnered' or 'sponsored'.



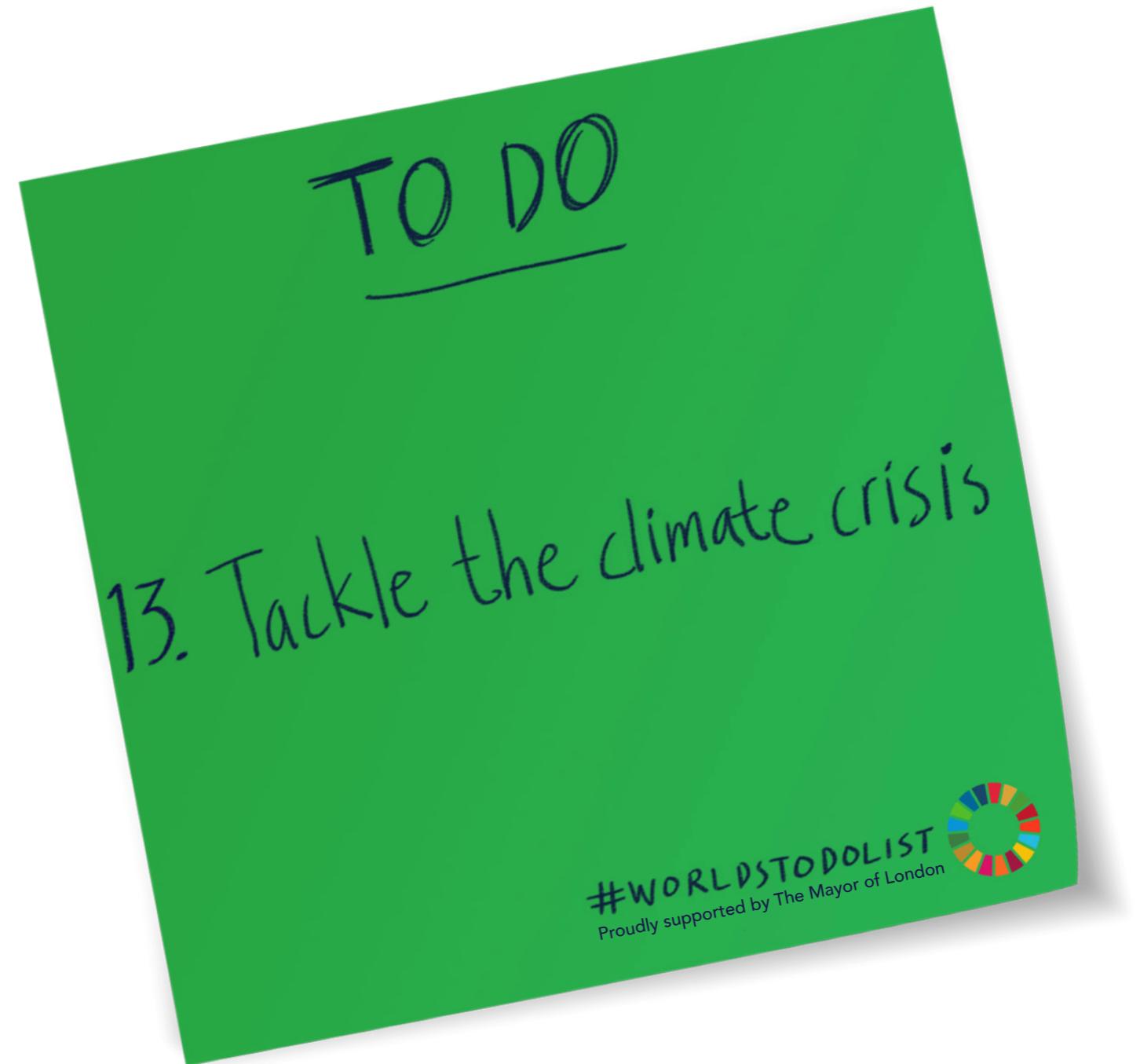
Messaging

To make sure we are clearly communicating the World's To-Do List, the sticky notes are focused on a specific goal.

If we change the messaging of the goal, the message becomes muddled and lost.

Therefore, the Goals should not be re-written or modified.

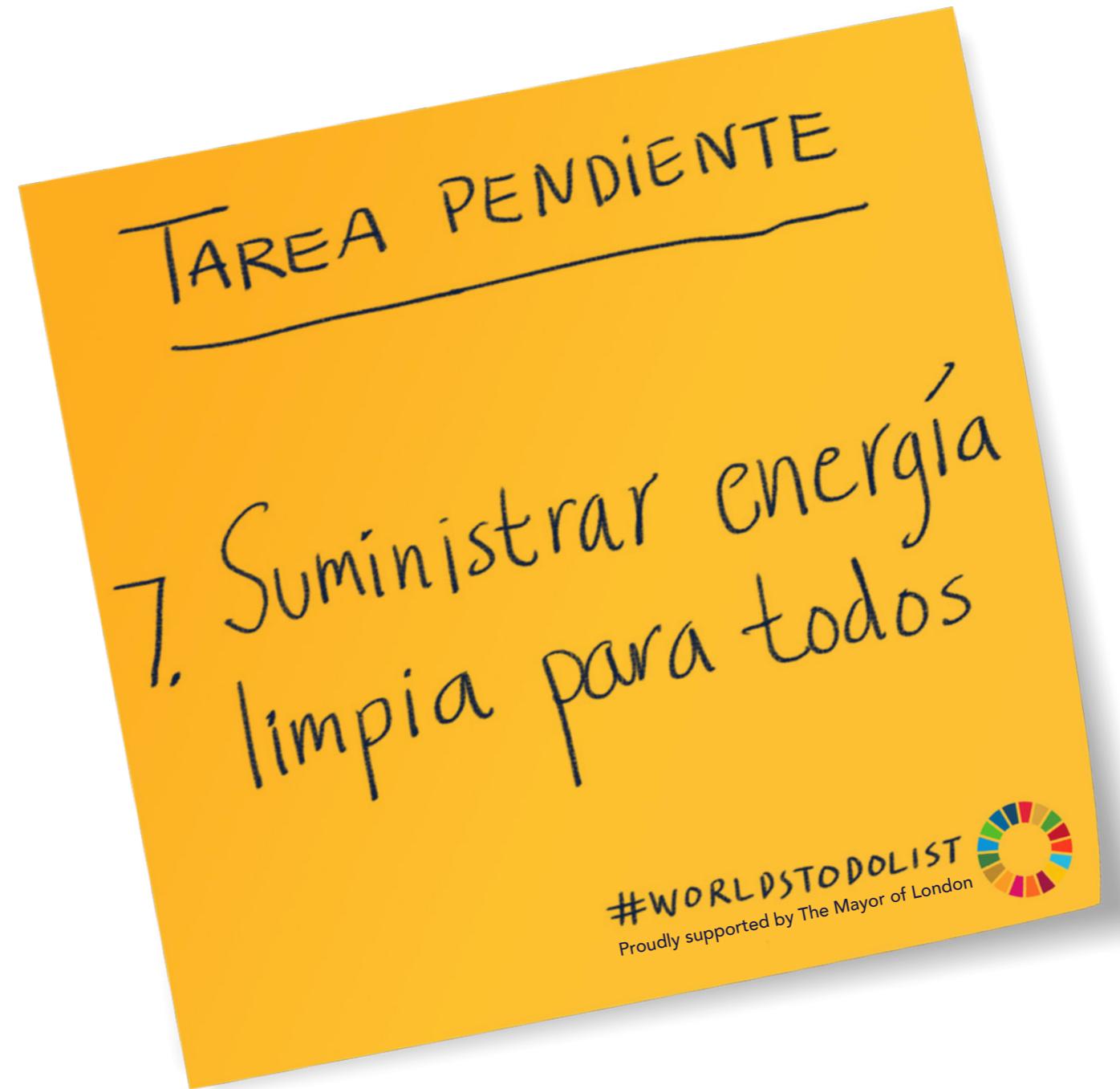
Our sticky note messaging should stay consistent and unified.



Other languages

For organisations or brands whose names are written differently in other languages (not English), and that require special font characters, please use an appropriate typeface similar to Raleway medium 500 to replace the 'XXXXXXXX'.

The typeface should be simple – the kind used for body copy or text.



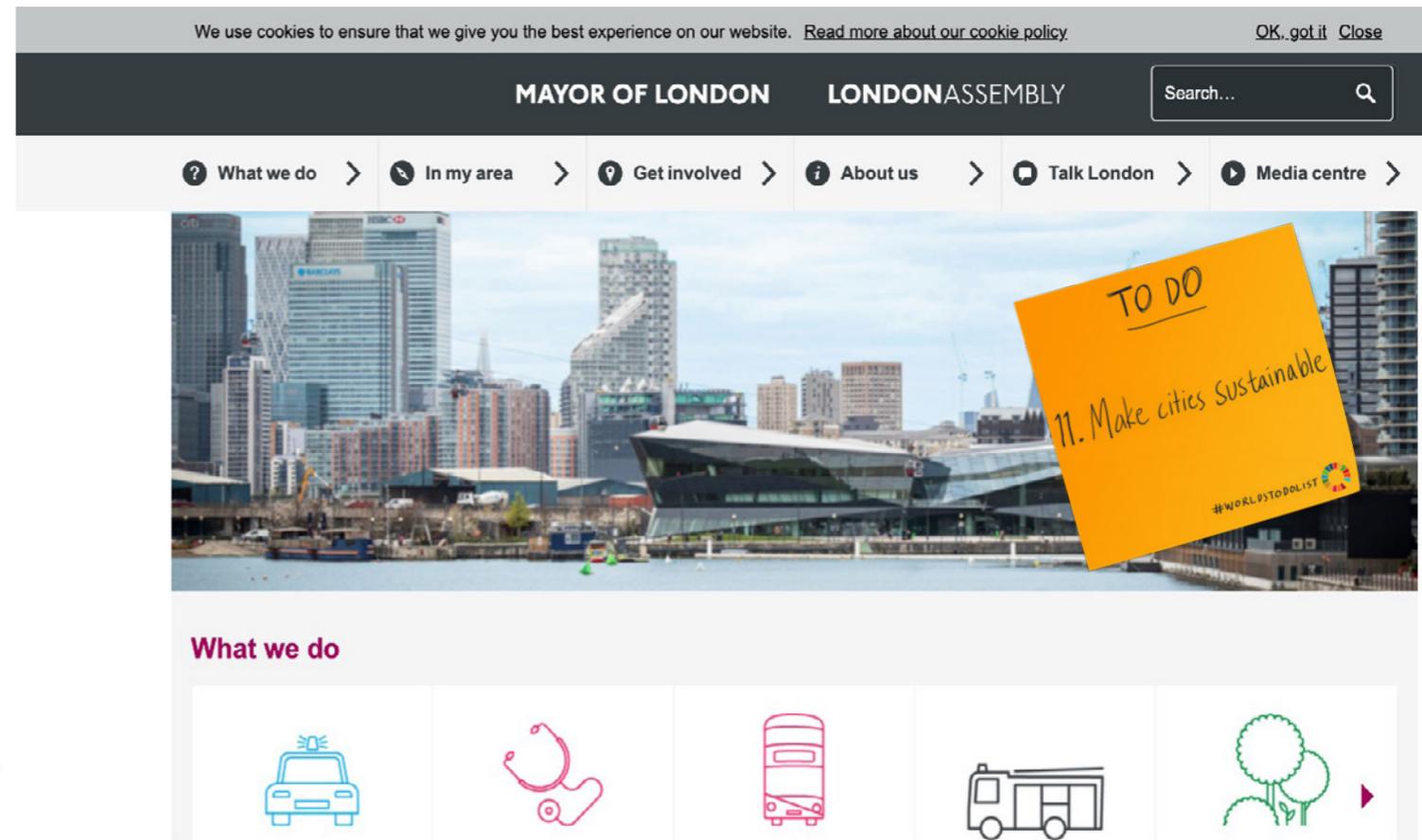
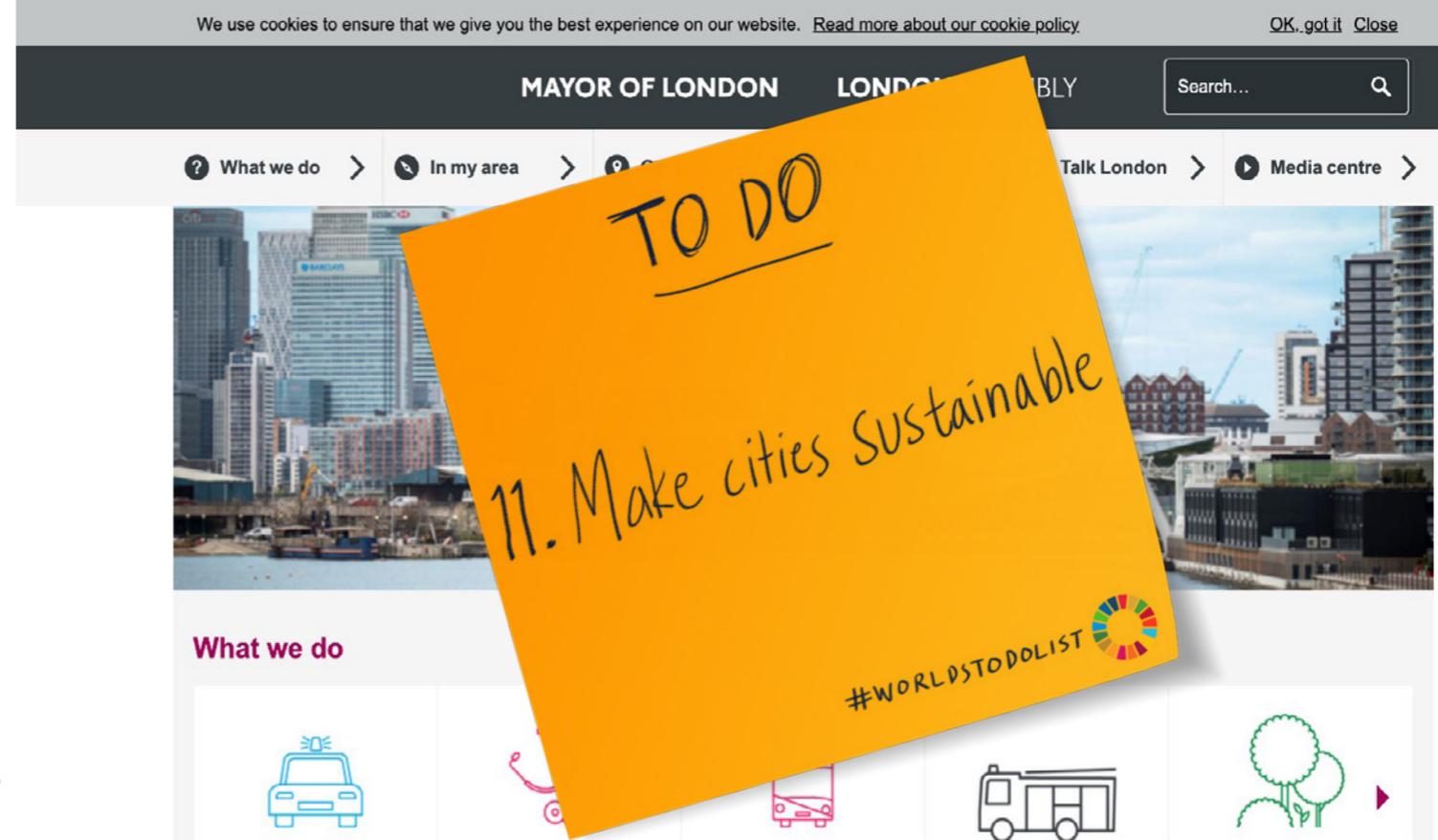
Website/Digital

DOs

- Obscure logos/imagery.
- Sticky note feels as though it's 'stuck' on the homepage.
- The sticky note is the first thing you read.

DON'Ts

- Sticky note is too small.
- Doesn't cover a logo or image.
- It's not the first thing you read.



Creating your email signature

Email signatures usually allow for JPEGs to be dropped in instead of text.

To make your own, simply create a single JPEG with your company sticky note overlapping your company logo (or whatever logo you usually use for email signatures).

Export as a single JPEG (with a white background to match the email background).

Then insert the image into your email signature.

(On Microsoft Outlook, email signatures can be found in 'Preferences').



PRO
EVERY



Digital Motion

In digital locations (OOH, social, digital), subtle motion can be used to make the sticky note appear to flap.

It should look and feel like a real sticky note, with a slight curling on the bottom corner or edge.

For OOH locations, it should feel like the wind is blowing the sticky note gently (see files on next page).

On websites and social, where the sticky notes will be seen on smaller screens, the movement should be more subtle (see files on next page).

The following page contains links to pre-made files that you'll need to add motion to your spaces. You'll find files for the bigger motion (OOH) and the subtler motion (online, social).



etail

Creating the motion

[Here](#) you'll find reference MP4s and After Effects working files.

The moving sticky notes have been created with Adobe After Effects.

If you have any problems, please get in touch and we can help - our contact details are at the end of this document.

Instructions for using the files:

Once the AE file is opened, click in to the composition, within there is a pre-comp called 'Sticky note 5'. In that pre-comp the sticky note is split into layers which are linked to the .psd in the assets folder. Create a new .psd and change the colours and the text to reflect your goal. Relink the layers in the AE composition to the new .psd and it will keep the animation style on the layers.



We hope you have everything you need to start planning your activation for September 2022.

For any questions or for further bespoke advice, get in touch with eliot@project-everyone.org



Thank you

(Remember Goal 12.
Please don't print these
guidelines).

