About this campaign packet

Welcome to the HS4A campaign! The campaign is a yearlong partnership between the United Nations Trust Fund for Human Security and the World Academy of Art and Science.

We are thrilled to have you on board. Below we share two foundational campaign elements:

- Campaign description – why this campaign now, our goals and our strategy. Plus, our social media handles so we can coordinate with you!

- Key messaging – Our shared understanding of human security serves as a basis and essential starting point for the campaign's communications.

The HS4A campaign

Why this campaign now

Recent crises such as the coronavirus pandemic, climate-induced natural disasters and violence and war on several continents have devastated our lives and economies – undermining our security and respecting no borders. Today's security threats travel the globe quickly and affect us personally, setting off a chain of events that can endanger our health, our safety and ability to meet our basic needs. In this context, our current security approaches fall short. A peaceful world cannot be about secure borders only. Security must be about people. It is time to unite behind a shared vision of ensuring human security for all.

Our goal

We are energized by a vision of a safe, peaceful and healthy planet, a vision of human security for all. The campaign seeks to galvanize people around this vision and to begin to build a global constituency dedicated to ensuring human security for all people, leaving no one behind.

Campaign objectives

- To promote the human security approach among networks of people who play key roles **in adopting new ideas and translating them into action** – policymakers, youth leaders, private sector innovators and financiers as well as educators, scientists, artists and more.
- To generate widespread awareness of the **urgent need to apply the human security approach** to multi-dimensional security threats in communities across the globe.
- To create a global constituency for human security that helps drive support for **meeting the Sustainable Development Goals by 2030**.
- To call for **concrete action** to achieve human security for all by actively **promoting solutions** and amplifying stories of success.

Campaign strategy

Across the year, campaign events and activities will **build momentum** – a snowball or "rolling thunder" effect culminating in a significant change in awareness, commitment and action to advance human security for all. It will also build momentum within the networks of those involved in the HS4A campaign as they deepen their work to advance human security over time.

In the first two quarters of 2023, core campaign events and activities will build awareness and involve **powerful new actors for human security** among tech and finance leaders, policymakers as well as scientists and university educators who are teaching the next generation. Media coverage and partnerships with journalists will further **build awareness and credibility**.

HS4A activities also involve networks of youth and arts organizations who are turning their talents to promoting human security. HS4A cultivates **campaign synergies** such as a Turn It Around! collaboration between a youth action network and the Inter-Parliamentary Union representing 178 national parliaments. Other synergies involve filmmakers and policymakers.

We are also finding moments across the campaign to invite **allied movements** to join us – youth, climate & environment, women's and girls' rights, peace, poverty reduction and more – recognizing that advancing human security advances their goals too.

Critical to building this momentum is HS4A's **social media** strategy. We amplify our partners' activities through our channels and website, sharing success stories and how to get involved. We are also coordinating campaigns timed to international days (such as International Women's Day, Water Day and Peace Day), working with partners, social influencers and celebrities to reach millions of people with our messages.

HS4A will also continue to work closely with partners to deepen the commitment and action for human security within their networks and among their affiliated groups. This next-level action will create rolling thunder or **momentum within important sectors**.

In the last two quarters of 2023, the campaign will promote core activities led by youth networks and film organizations with a huge **social media reach and cultural influence**. Finally, we aim to build support for a plan to establish an International Day for Human Security.

Our website and social media

So much is happening! Visit our website to see the full range of activities that are taking place across the year. To catch up on the latest, please visit www.humansecurity.world. We're keen to coordinate with you on social media. Please connect with us on:

Twitter: @humansecurityFA   Instagram: @humansecurityforall
LinkedIn: @humansecurityforall   TikTok: @humansecurityforall
Facebook: @HS4Aglobal

If you haven't already shared your social media coordinates with us, please be in touch on our channels or email us at info@humansecurity.world.

Human Security For All

Campaign messaging

An insecure world

For millions of people, life is more insecure than ever.

Today's security threats are no longer isolated events, confined to certain countries or regions. Tragedies taking place a continent away cross borders and quickly appear on our doorstep.

We've seen the destructive effects of the COVID-19 pandemic, the war in Ukraine and climate-induced disasters travel the globe, devastating our lives and economies, deepening poverty and inequality and causing millions of people to flee their homes.

Prospects for security are made worse by geopolitical rivalries, those who use misinformation to divide our societies, and those who sow violent extremism.

Our failure to meet these challenges puts our shared future and our planet in peril. Yet our current approaches to security fall short.

A peaceful and secure world cannot be about secure borders only. It must be about people, about ensuring human security. **It is time to unite around a shared vision of human security for all**.

What is human security?

Human security[1] starts with people and what it means for us to be safe and secure. It means security from harmful disruptions and calamities – in our homes, our jobs, our communities, and our environment.

It's also about our needs and hopes, our chance to develop our potential, especially those of us who are the most vulnerable.

Human security is about empowering people to participate in making choices on how they can be most secure and resilient in face of current and future risks.

Often policies and solutions assist people with one aspect of human security. But when a crisis comes along, it affects us in many ways.

Consider COVID-19, which threatened our lives and health but also our economies – many lost their jobs and their ability to put food on the table. Others, confined to their homes, experienced threats to their personal security.

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[1] In 2012, the UN General Assembly – made up of more than 190 nations as UN Member States – affirmed a common understanding of human security: "The right of people to live in freedom and dignity, free from poverty and despair. All individuals, in particular vulnerable people, are entitled to freedom from fear and freedom from want, with an equal opportunity to enjoy all their rights and fully develop their human potential."

Or consider people who have been forced to leave their homes due to natural disasters. People who are displaced need places to live and be safe, jobs and income to survive, but also community networks, a sense of belonging and ways to sustain their culture and their dignity.

In response to these and other threats, our needs and hopes must be heard and heeded – our insecurities must be tackled together, comprehensively.

Without human security, there is no national or global security.

A proven approach to human security

In ensuring human security for all, we draw on lessons learned from applying the human security approach in more than 295 programmes in 135 countries.[2]

The human security approach is a framework for assessing, developing and implementing comprehensive responses to complex challenges in communities, countries or regions. It requires input – and ongoing participation – by UN agencies, governments, the private sector, nongovernmental organizations and, importantly, people in the communities themselves.

Together, they drill down to find the root causes of the risks and vulnerabilities people face. The approach puts a priority on prevention and creating early warning mechanisms to detect threats, minimize their impact and, when possible, prevent their occurrence.

For more than 20 years, this approach has achieved lasting results. Examples include: helping communities restore livelihoods and trust after years of conflict in the Republic of the Congo and Timor Leste; reducing vulnerabilities and promoting safe and orderly migration between migrant and host communities in Costa Rica and Panama; empowering people to participate in decision making, improve local development and enhance governance in Upper Egypt; and strengthening communities' ability to reduce their risks to climate change and natural disasters among the Small Island Developing States in the Pacific and the East Caribbean regions.

> **Seven dimensions of human security**
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> **Economic security**: an assured basic income and livelihood from work, or in the last resort, social safety nets.
>
> **Food security**: physical and affordable access to basic food.
>
> **Health security**: access to healthcare, as well as prevention and protection against infectious diseases.
>
> **Environmental security**: safety from natural and climate-induced disasters, plus resource scarcity due to environmental degradation.
>
> **Personal security**: physical safety from violent conflict, human rights abuses, domestic violence, crime, child abuse and self-inflicted violence, as in drug abuse.
>
> **Community security**: preservation of culture and identity, and safety from exclusion, discrimination and ethnic conflict.
>
> **Political security**: freedom from state oppression, systematic torture and other human rights violations.

Based on protection and empowerment policies and solutions that are people-centered, comprehensive, context-specific and prevention-oriented, the human security approach is a valuable tool for tackling today's interconnected threats and addressing their root causes before they become much bigger humanitarian, economic and environmental crises.

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[2] These programmes are supported by the United Nations Trust Fund for Human Security. The human security approach has also been applied in regional and global initiatives. Many examples of lessons learned can be found at www.un.org/humansecurity/trustfund/.

The HS4A campaign: Galvanizing support for a unifying vision

A new vision: We are energized by a vision of a safe, peaceful and healthy planet, a vision of human security for all. The HS4A campaign seeks to galvanize people around this vision and to build momentum – and a global constituency – to bring human security to all of the world's people, leaving no one behind.

About HS4A: The campaign involves youth organizations, technological innovators and financiers, scientists, educators, interfaith groups, parliamentarians, filmmakers and artists – who together are involving millions of people in their networks – and millions more through social media – to call for human security for all.

Inspiring people to act: Through our website and social media, we shine a spotlight on people in the HS4A campaign who are taking action in their lives, with and for their communities. We do this to inspire others to act, building momentum and change. We also share remarkable stories of how people and communities on every continent have used the human security approach to tackle huge threats and create safer, resilient communities.

Achieving Agenda 2030: Human security for all is a unifying vision for achieving the 17 Sustainable Development Goals (SDGs) because its seven dimensions – from food security to environmental security – are part of the promise of the 2030 Agenda. Our HS4A activities seek to generate action and political will to meet the SDGs. In the words of UN Secretary-General António Guterres: "It is time to place human security at the forefront of our global commitments."

What you can do: There is a lot happening in 2023! People across the world – from young leaders to parliamentarians to scientists and filmmakers – are expressing what human security means to them and making it real in their lives. Join us in calling for human security for all and share it within your circles of influence. Visit our website and follow us on social media to find out what's happening and get inspired about how you can take part. We warmly welcome you.