



**#WeThe15**

**CAMPAIGN TOOLKIT**

[Click here for all WeThe15 campaign toolkits - Including accessible versions](#)

# Contents and Introduction

This toolkit outlines how partners, influencers, broadcasters, media and individuals can support the WeThe15 campaign to start a movement for change for the one billion people in the world with a disability. ***The decade-long campaign will launch on 19 August 2021 at 07:00 Japanese Standard Time (JST) and the contents of this document are embargoed until then.*** The campaign will be a key part of the Tokyo 2020 Paralympic Games (25 August-5 Sept 2021). In this document, you will find:

Introducing the WeThe15 campaign	4
Key dates	9
How you can support	11
Asset summary	16
Film	20
Social content	22
Branded assets	29
Athletes/ Influencers / Ambassadors	34
Outdoor and press	36
Media relations	40
Purple light up	43

If you have any questions regarding this toolkit, please email [hello@wethe15.org](mailto:hello@wethe15.org).

**Embargoed until 19 August 2021**



**People with a disability are 15% of our world.  
They are part of human diversity,  
not an abnormality.**

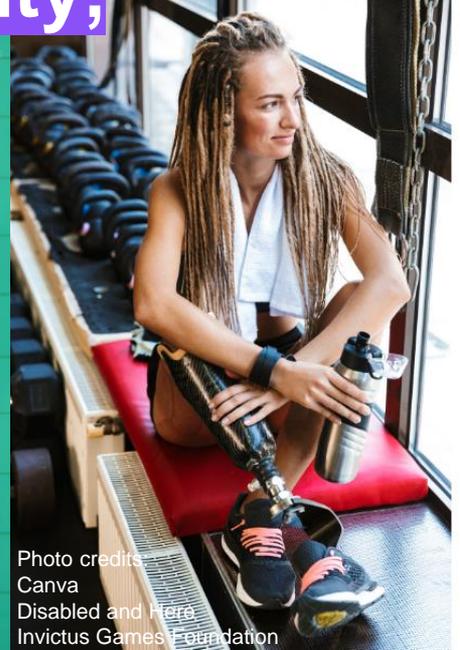


Photo credits:  
Canva  
Disabled and Here  
Invictus Games Foundation

# Introducing WeThe15

**WeThe15 aims to be the biggest ever human rights movement to end discrimination against persons with disabilities and transform the lives of the 1.2 billion people in the world with a disability – that's 15% of the whole world.**

The WeThe15 symbol represents a world where 15% are no longer marginalised.

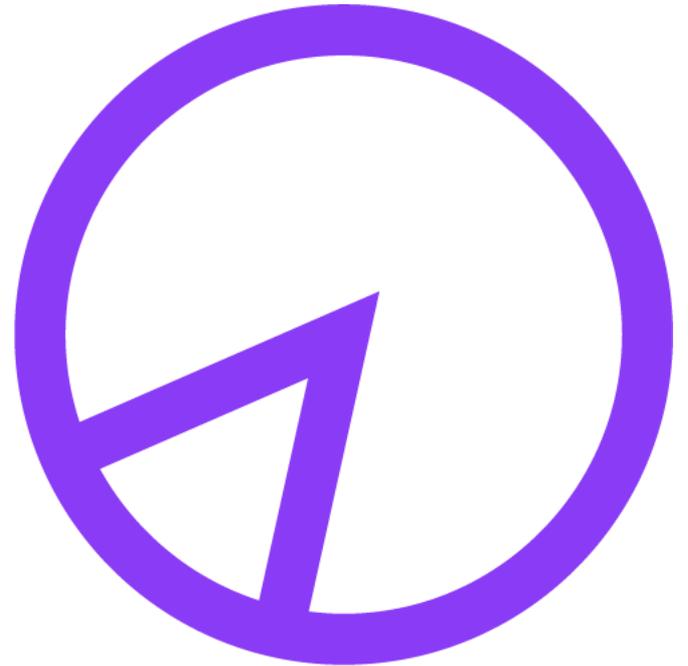
The WeThe15 campaign aims to unite every community in the world to start a movement for change.

Purple has long been associated with the disability community, but this will be the first time a vibrant, positive and highly visible symbol exists that can unite the community and call for actionable change.



Twitter / Instagram: @WeThe15, [LinkedIn Group](#)

Website: [www.WeThe15.org](http://www.WeThe15.org) – sign up to our newsletter for updates on the campaign



# #WeThe15



# CONFIDENTIAL

**We encourage you to share this toolkit with your internal stakeholders and partners (e.g. via email) so that together we can make a global impact on 19 August 2021.**

**but Please do not publish publicly OR online.**

# Key Messages

- Persons with disabilities are 15% of our world. They are part of human diversity.
- WeThe15 aspires to be the biggest ever human rights movement to represent and transform the lives of the world's 1.2 billion persons with disabilities.
- WeThe15 will put disability right at the heart of the inclusion agenda, alongside ethnicity, gender and sexual orientation.
- Over the next decade, WeThe15 aims to end discrimination towards persons with disabilities and act as a global movement publicly campaigning for disability visibility, accessibility, and inclusion.
- WeThe15 brings together the biggest coalition ever of international organisations from the worlds of sport, human rights, policy, business, arts, and entertainment.
- The WeThe15 organisations will work with governments, businesses, and the public over the next decade to initiate change for the world's largest marginalised group who make up 15% of the global population.
- Everyone can play a part in creating change.

**Please consider incorporating these messages in your social media posts and other publications.**



# Creating change for the world's largest marginalised group

WeThe15 will raise awareness, change attitudes and create more opportunities, as well as improve accessibility by:

- Putting persons with disabilities at the heart of the diversity and inclusion agenda.
- Implementing a range of activities over the next decade to drive social inclusion for persons with disabilities.
- Breaking down societal and systemic barriers that are preventing persons with disabilities from fulfilling their potential and being active members of society.
- Ensuring greater awareness, visibility, and representation of persons with disabilities.

**The global movement will publicly campaign for disability visibility, inclusion and accessibility over the next decade.**



# Overview of WeThe15 campaign partners

WeThe15 brings together the largest ever coalition of international organisations from the world of sport, human rights, policy, business, culture and entertainment to initiate change for the world's largest marginalised group. [Click here for an overview of their online and social media channels.](#)

You can find out more about the campaign in this promotional video: [Introduction to WeThe15](#). NB: The video is unlisted and the link should not be shared publicly before 19 August.



# KEY DATES

# Key dates for campaign launch

**19  
AUGUST**

**Big launch moment**  
The campaign launches to the world at 07:00 JST. The campaign film, social media content symbol and #WeThe15 are shared across all channels by the movement's many supporters.

More than 80 landmarks around the world are lit purple.

**24  
AUGUST**

**Opening Ceremony**  
WeThe15 has a dedicated segment in the Tokyo 2020 Paralympic Games Opening Ceremony. IPC President Andrew Parsons will introduce the campaign film to a global audience of 250m people watching the event.

**24 AUG –  
5 SEPT**

**Paralympics begin**  
Endorsements continue from celebrities, Paralympians, and influencers. The movement continues to grow online.  
  
Digital platforms and sponsor brands add their bespoke campaigns to the movement.

**5  
SEPTEMBER**

**Closing Ceremony**  
A dedicated segment in the Tokyo 2020 Paralympic Games Closing Ceremony further cements the importance of the movement. A video message of support from leaders of the international organisations involved in the campaign is broadcast to 200m TV viewers.

**6 SEPTEMBER &  
AFTER**

**Post Paralympics**  
A 10-year program of change begins.  
  
Educational content and endorsements continue to be shared from @WeThe15 social channels.

For a full **social media content calendar** of WeThe15 channels, please visit [this link](#) or view this [calendar](#).



**HOW YOU  
CAN SUPPORT  
WETHE15**



Together, we can transform society in the next decade to fully include the 1.2 billion people with a disability.

Together, we can write the future.

Together, we can drive a cultural shift.

Change can start in every community.

Change can start with you.

#WeThe15

# How you can support: Share it!

We want to reach at least half a billion people with this campaign within its first two weeks.

You can help us achieve this ambitious target by sharing or cross-posting the campaign activity from the @WeThe15 Twitter and Instagram channels, and @Paralympics Facebook page. This includes sharing/cross-posting the epic 90-second long campaign film which is a loud, proud and vibrant celebration of persons with disabilities.

An overview of assets is on p15-18 and visit WeThe15.org for more information.

## Importance of sharing/ crossposting

We will upload some assets to an ftp for you to upload natively, but generally we encourage [sharing or crossposting](#) from @wethe15 channels because it will leverage social proof. What is social proof? People are more likely to watch and share a video with more views. If we each upload the video, we split the views.

Here is a guide to

- [crossposting on Facebook, allow-listing content on Twitter, sharing Instagram feed posts in Stories.](#)

Please contact [Ryan.Hills@paralympic.org](mailto:Ryan.Hills@paralympic.org) to set up crossposting with [Facebook.com/Paralympics](https://www.facebook.com/Paralympics) and [Twitter.com/wethe15](https://twitter.com/wethe15).

# How you can support: Live it

Schedule **WeThe15 campaign assets** across all channels

Communicate campaign to **internal stakeholders** and ensure all relevant departments (HR, PR, Comms, Marketing) are on board

Identify opportunities to **update current advertising** to feature persons with disabilities and using the colour purple during the Games

**Identify what you can turn purple** on 19 Aug to show your support for the Movement (head office, social media, website etc)

**Identify ambassadors & influencers** who can promote the campaign to help grow awareness

**Create your own content** using the campaign symbol or the colour purple and use your brand/power/influence to support the movement.

Confirm you can **share campaign film** across all channels

# How you can support: Live it

## Actions beyond the launch

- Remove all barriers faced by persons with disabilities
- Ensure that the rights of persons with disabilities around the world are respected, protected and fulfilled
- Ensure everyone within your organisation or community understands why inclusivity matters to the business, your brand and society.
- Talk to an Organisation of Persons With Disabilities (OPD) and find out how you can take action on a local level.
- Commit to disability inclusivity within your organisation.
- Make your communications more inclusive.
- Ensure people with disabilities can have access and participate in different ways, in person activities and using technology
- Facilitate employment of persons with disabilities, ensuring that recruitment is equitable, that reasonable accommodations are provided, and that employees who become disabled are supported to return to work

Please visit [www.wethe15.org](http://www.wethe15.org) for more information on how you can help to transform society.

# ASSET SUMMARY

# WeThe15 campaign assets - overview

Assets are videos, photos, graphics and gifs that we want you to share.

## BRANDING

WeThe15 symbol, word mark, purple colour are available in a comprehensive [visual identity toolkit](#). To download the brand assets please email [brand@wethe15.org](mailto:brand@wethe15.org)

## CAMPAIGN FILM & POSTER

An incredibly dynamic and unique 90s and 30s film will be available for broadcast TV, online use and social media. Alongside bold and impactful poster assets.

## SOCIAL ASSETS

WeThe15 will be unmissable across social channels with bespoke emojis, gifs, the hashtag and unique educational content.

# Overview of assets

For a full **social media content calendar** of WeThe15 channels, please visit [this link](#) or view this [calendar](#).

Asset	Languages	Accessibility	Download link	Share link	More info
Hero film (90 sec)	English with subtitles in all campaign languages*	CC (all languages) , ISL, audio described (En)	See share links	<a href="#">Available here from 18 Aug.</a>	20
Hero film (30 sec)	English with subtitles in all campaign languages*	CC (all languages) , ISL, audio described (En)	See share links	<a href="#">Available here from 18 Aug.</a>	20
Athlete films	See summary <a href="#">on this link</a>	CC	<a href="#">Athlete Films Link</a> – from 12/8	<a href="#">Available here from 18 Aug.</a>	23
Closing Ceremony film	English with subtitles in all campaign languages*	CC (all languages) , ISL, audio described (En)	<a href="#">Closing Ceremony Link</a>	<a href="#">Available here from 5 Sept</a>	24
Educational graphics	all campaign languages*	Alt text in all languages	<a href="#">Educational graphics Link</a> – from 23/7 in English, all languages by 5/8	<a href="#">Available here from 19 Aug</a>	22
Outdoor/ Press hero creative	all campaign languages*	Alt text in all languages	<a href="#">Outdoor/ Press hero creative</a> - from 23/7 in English, all languages by 5/8	n/a	37
Outdoor / Press takeover	all campaign languages*	Alt text in all languages	<a href="#">Outdoor / Press takeover</a> - from 23/7 in English, all languages by 5/8	n/a	38

\*English, French, Spanish, Portuguese, Italian, Russian, Chinese, Japanese, Hindi, Arabic



# Overview of assets

For a full **social media content calendar** of WeThe15 channels, please visit [this link](#) or view this [calendar](#).

Asset	Download link	Share link	More info
Gifs	<a href="#">GIFs Link</a>	<a href="#">Available here from 19 Aug.</a>	29
Stickers	n/a	<a href="#">Available here from 19 Aug.</a>	29
Filters	n/a	<a href="#">Available here from 19 Aug.</a>	30
Profile Picture	<a href="#">Profile Picture Link</a>	<a href="#">Facebook (from 19 Aug)</a> <a href="#">Twitter (from 19 Aug)</a>	32
Cover photos	<a href="#">Cover Photos Link</a>	n/a	32
Website banners	<a href="#">Website banners link</a> — available from 30 July in En and 5 Aug in all campaign languages	n/a	
Desktop and video call backgrounds	<a href="#">Desktop and video call backgrounds link</a>	n/a	
Rights free images, including images of landmarks	<a href="#">Rights free images link</a>	n/a	
WeThe15 brand guidelines	<a href="#">Guidelines link</a> — contact <a href="mailto:brand@wethe15.org">brand@wethe15.org</a> for brand assets	n/a	29



# CAMPAIGN LAUNCH FILM

# Campaign Launch Film

We want half a billion people to watch our campaign launch film within the first month of WeThe15.

Please share this film across all of your channels and create as many opportunities as possible for people to watch it. Whether this is donating media budget to allow the spot to run on TV, or pushing support of it online, we appreciate all support.

Assets available in English:

- Hero 90" Film
- Broadcast suitable 90" Film
- Broadcast suitable 30" Film
- Gifs and social media cut-downs

[This overview](#) includes links to where the film can be shared from 19 Aug. The film will be shared with broadcasters via Content+.

Closed caption versions in: English, French, Spanish, Portuguese, Italian, Russian, Chinese, Japanese, Hindi, Arabic

Signed version in international sign language. Audio described version in English.



The WeThe15 campaign film will be created to the following specification for broadcasters:

- Wrapper: .mov (QuickTime)
- Video Codec: ProRes422
- Frame rate: 25 fps (PAL) and 29.97 fps (NTSC)
- Resolution: 1920 x 1080 (HD)

# SOCIAL CONTENT

# Educational Content

This is our opportunity to make a real difference by educating the world on what it means to have a disability and how people can support.

We have set-up 5 x stats in Carousel formats that bust myths and educate people.

These will all feature on our Instagram channel and from the 19 August can be posted or re-posted on your own channels.

The design template and translations can be found via [this link](#) from 23 July (English) and by 5 August (in all campaign languages).

THERE ARE 1.2 BILLION  
PEOPLE WITH  
DISABILITIES  
WORLDWIDE, AND THE  
NUMBERS ARE  
GROWING.

---

KEY FACT

2% OF THE WORLD'S  
WORKING AGE  
POPULATION ACQUIRE  
AN IMPAIRMENT EVERY  
YEAR.

---

#WeThe15

PEOPLE WITH  
DISABILITIES ARE 15%  
OF THE WORLD.

---



#WeThe15

# Athlete Films

We have a selection of short social media films available featuring Paralympic athletes talking about the campaign and how important it is.

These include:

- Tatyana McFadden (USA)
- Brenna Huckaby (USA)
- Ntandon Mahalangu (RSA)
- Husnah Kukundake (UGA)
- Daniel Dias (BRA)
- Gustavo Fernandez (ARG)
- Vinicius Rodrigues (BRA)

A full list of athletes can be found [here](#).



# Closing Ceremony film

- A special film featuring leaders of all WeThe15 founding organisations will play out following the IPC President's Closing Ceremony speech at the Tokyo 2020 Paralympic Games
- Film will underline the ambition of WeThe15
- Film to be integrated into global feed
- Film to be available for use by broadcasters on social media post-Closing Ceremony via OBS Content+
- IPC to distribute film to commercial partners and supporters (more info [here](#))



# Script for Closing Ceremony Film

Today we turn our attention away from sport. To the future.

Away from athletes, to the global population of persons with disabilities.

Over one billion people. 15% of the world.

WeThe15 is a global movement for change.

That says: persons with disabilities must be seen, heard, active and included.

A movement to make the world fairer, more just, and more equitable

Before the Paralympic flame is extinguished, it will pass its light to a new movement.

The world's biggest organisations are converging to champion WeThe15.

To create policy. To build momentum.

To bring about a day where no-one is held back from achievement. Derided. Or excluded.

A day when we will look at people different from ourselves and see only our shared humanity.

Because when that day comes. We will look back on this moment and say:

When the floodlights went out.

And the cameras stopped rolling.

That's when the change began.

# Podcasts

A special series of WeThe15 podcasts will be hosted on [A Winning Mindset: Lessons From The Paralympics](#).

These conversations will feature high profile Paralympic athletes interviewing global leaders.

Audio and video from the interviews is available for use by broadcasters via OBS Content+.

These special episodes will be featured as part of a mini-series of Webby and Digiday Media award-winning podcast, A Winning Mindset, and will be promoted by podcasting platforms.

Any promotional assets for the podcasts, will be shared [here](#).

- 21 August 2021: USA Paralympian Anna Johannes interviews IPC President Andrew Parsons
- 25 Aug 2021: Australia's Ellie Cole & UN High Commissioner for Human Rights Michelle Bachelet
- 27 Aug 2021: USA's Tatyana McFadden & UN Deputy Secretary General, Amina J Mohammed
- 28 Aug 2021: Great Britain's Stef Reid & EU Commissioner for Equality Helena Dalli
- More to be confirmed

# SOCIAL MEDIA

## TIKTOK

From 19 August until 5 September, there will be a #DisabilityAwareness hashtag challenge on TikTok. A full list of markets and hashtags will be made available [here](#).



## FACEBOOK

Together with Facebook, the IPC will launch a four-part WeThe15 video series. More information will be available [here](#) in due course.

A spatial audio and immersive VR/WebXR experience will also be launched on <https://www.paralympic.org/> that will aim to change perceptions of disability through the application of these experiential technology.

## TWITTER

The following hashtags will create an emoji of the WeThe15 symbol until 4 December (the day after International Day for Persons with Disabilities).

Language	Wethe15 Translation
English	WeThe15
Spanish	NosotrosE15
Hindi	हम15
Arabic	نحن ال١٥
Chinese	我们是15
Japanese	私たち15
Italian	Noi15
French	NousLes15
Portuguese	NósOs15
Russian	Мы15Процентов
Bahasa Indonesia	KamiBer15
Korean	우리가바로15
German	WirDie15
Tagalog/Filipino	Kaming15
Thai	เราคือ15
Bahasa Melayu	Kami15
Dutch	WijDe15

# BRAND ASSETS

# Useful brand assets

The WeThe15 brand guidelines are available to download [here](#). If you would like to use the WeThe15 symbol or wordmark to create your own assets please contact [brand@wethe15.org](mailto:brand@wethe15.org).

**We have made several assets available for use to use to create your own content, including filters, Gifs, profile picture frames and cover photos. See p 18-19 for links of where these can be downloaded. Athletes will also be given WeThe15 temporary tattoos on arrival in Tokyo which they can wear on the field of play. You can also use the website banners, desktop background and video call backgrounds on p19.**



**#WeThe15**

# Branded filter

From 19 August, a WeThe15 Branded filter will be available on the following social channels:

- Instagram
- TikTok
- Facebook
- Snapchat

When posting 'to-camera' stories on your social channels about WeThe15, please use this filter.



# GIFs

There will be a selection of GIFs available for use from 19 August, which you can source via [Tenor](#) and [Giphy](#) and search with #WeThe15. These will include the WeTh15 symbol, moments from the film as well as the WeThe15 symbol created using drones by Intel.



# VISUAL ADVOCACY

We'd encourage all advocates of WeThe15 to:

Update your cover photo.

Change your profile picture to include a WeThe15 frame

Add a purple heart / #WeThe15 to your display name.

Include #WeThe15 in your bio on social media



Find out where to download/ create these assets [here](#).



**INFLUENCERS / AMBASSADORS /  
ATHLETES**

# INFLUENCER / AMBASSADOR OUTREACH

We would love athletes and partners' ambassadors and influencers to support **on the 19 August** with what's possible for them from the below;

- *Follow @WeThe15 on [Instagram](#) & [Twitter](#).*
- *Share the campaign film (launching on 19 Aug on our channels) on their social channels, linking to the WeThe15 channels.*
- *Share facts and stats from the WeThe15 channels that they find interesting. (See p23)*
- *Include the purple heart in their profile name and use the frame on their profile picture (see p33)*
- *Create organic content on their social channels.*
- *Create content about the light-up of a landmark (see p44-46)*
- *Talk about WeThe15 in press interviews and speaking engagements*
- *Raise awareness using the in-channel WeThe15 symbol, GIFs, stickers, filters etc (see p30-32)*

Every single person on this planet can make a difference by considering how their actions impact persons with disabilities. Change can start in every community. Change can start with you.

A template email has been created and is available to use to engage your ambassadors and influencers - [Ambassador & Influencer template email](#)

**OUTDOOR / PRESS**

# Outdoor / Press

We are asking our partners to use the master artwork files to:

- Run our outdoor/press creative (donating your media in order to make this happen)
- Run our takeover concept on your existing outdoor/press creative

We have included links below to the master artwork files (full page, half page, 6 sheet, 48 sheet), along with copy options and corresponding translations. It will be the responsibility of the partner to choose their preferred copy from the list, adapt the artwork file accordingly and supply to press/outdoor media sites.

In terms of timings, the aim would be for this work to go live from 19 August - 6 September (the day after The Paralympics Closing Ceremony). That being said, this is a 10 year campaign, so we would be open to running this creative at different times depending on the feasibility for each partner.

The work should not be pushed live before campaign launch (19 August 2021).

[Link to Outdoor/Press master artwork files including translations.](#)

[Link to takeover master artwork files including translations.](#)

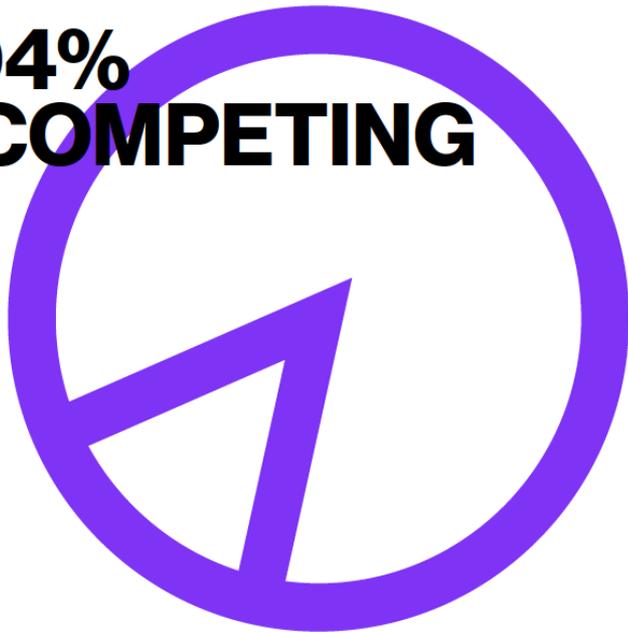
**Files will be available from 23 July in English and by 5 August in all campaign languages.**

# Outdoor / Press – example creative

(final assets uploaded Friday 23rd July)

**ONLY 0.0004%  
OF US ARE COMPETING  
IN TOKYO.**

**PEOPLE WITH A  
DISABILITY ARE 15% OF  
OUR WORLD. #WeThe15**



**IT'S FOUR  
TIMES THE  
NUMBER  
OF PEOPLE  
ON TWITTER.**

**PEOPLE WITH A DISABILITY  
ARE 15% OF OUR WORLD.  
#WeThe15**





# **MEDIA RELATIONS LAUNCH**

# The approach: earn interest, create reaction

## 19 August – Launching the Movement

**The approach:** With spokespeople and media all over the world we need a connected approach that will create opportunities for every stakeholder on launch day.

**What's happening?** The first public announcement of the Movement. We aim to drive awareness of the WeThe15 campaign, global partners and the 10-year mission.

**Who are we speaking to?** Media, general public, disability NGOs.

**What content will there be?** Press release, spokesperson interviews, campaign film, campaign symbol, imagery from Light Up.

**Who are we targeting?** Global news wires; broadcast, print and online; national correspondents in sports, third sectors, health, consumer and business. News coverage is the priority, features will follow.

**What's the plan of attack?** The launch will unfold globally. We want to be speaking to media in target markets from early morning. The engagement will start in Tokyo (the first media we will speak to) and then move to Europe/Africa, and then finally North America.

**We have key target media markets:** AsiaPac – Japan/China/Australia; Europe/Africa - UK, France, Italy, Germany, South Africa; North America – USA/Canada.

**Who is speaking?** A host of stakeholder spokespeople and athletes are being lined up for pre-briefings and on launch day.

# Overview of launch media approach

## CAMPAIGN FILM AND LAUNCH RELEASE

Spokespeople to be pre-briefed 5 Aug.  
Embargoed media pre-briefings to take place 10 Aug, and embargoed interviews on 11 Aug.

Campaign launch film and launch press release will be sold into top tier news, social affairs, consumer, lifestyle, sport targets under embargo from w/c 16 Aug. Wider media will receive news on 19 Aug.

**LIVE: 07:00 JST (UTC +9) 19 Aug 2021  
(to align with Tokyo announcement)**

## LANDMARK LIGHT UP

Landmarks worldwide will light up purple at sunset on 19 August.

In order to maximise the opportunity with media, key landmarks will be photographed in advance w/c 9 August.

**LIVE: Sunset 19 Aug 2021**

[To support outreach, draft copy has been curated here!](#)

Contact [Philip.Doward@paralympic.org](mailto:Philip.Doward@paralympic.org) for more information

# PURPLE LIGHT UP

# Confirmed landmarks

To celebrate the launch of WeThe15, more than 80 iconic landmarks, spanning several countries and time-zones will light up purple, the international colour for disability on 19 August. Please see a full list of landmarks [here](#).

To add a landmark to the list, please contact [hello@wethe15.org](mailto:hello@wethe15.org)

Tokyo Skytree, Tokyo	Harpa, Reykjavik	Ostankinio Tower, Moscow
Murrayfield, Edinburgh	The Colosseum, Rome	Fullerton Hotel, Singapore
Jet d'Eau, Geneva	Niagara Falls, USA & Canada	Old Walls of Jerusalem, Jerusalem
Houses of Parliament, London	FNB Stadium, Johannesburg	Kingdom Tower, Saudi Arabia
Austrian Parliament, Vienna	Yavuz Sultan Selim Bridge, Istanbul	Petrin Lookout Tower, Prague
Paris City Hall, Paris	Victoria Bridge, Brisbane	Sky Tower, Auckland



©TOKYO-SKYTREE

# How can I support the Light Up?

1. Confirm if Head Office or other significant buildings or your digital properties (company logo, website, social media) can turn purple on 19 August. Please contact [hello@wethe15.org](mailto:hello@wethe15.org) for more information.
2. Arrange photography of your landmark or screenshots of your digital properties on 19 August to be captured for issue to media and then share these images with the IPC team. IPC will upload all rights-free images of landmarks [here](#).
3. Connect with friendly media contacts and wider press to alert them of the news of the campaign and the light up, under embargo. Share the [press release](#) in this communication.
4. Liaise with representatives at local landmarks to share images of the illuminated buildings on their social channels to drive further reach of the light up.
5. Engage with your ambassadors and influencers to create and share landmark content.
6. Post/ share landmark content across your own social channels, including #WeThe15 and @WeThe15 Twitter and Instagram channels.

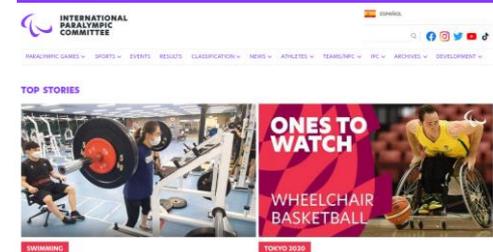
## Purple landmarks



## Purple logos



## Purple websites/ social



# Media pre-briefings

Please brief media to help secure coverage for launch day. Connect with friendly media contacts and wider press to alert them of the news of the campaign and the light up, under embargo.

The landmark light-up will create a media moment for broadcast, picture and virtual desks around the world. Ahead of the launch, wider media can be issued an invite to attend their local light up, in order for them to capture the landmark lights turning purple on 19 August.

[Media Invite can be found here.](#)

*Invite can be adapted and translated to suit local media needs.*

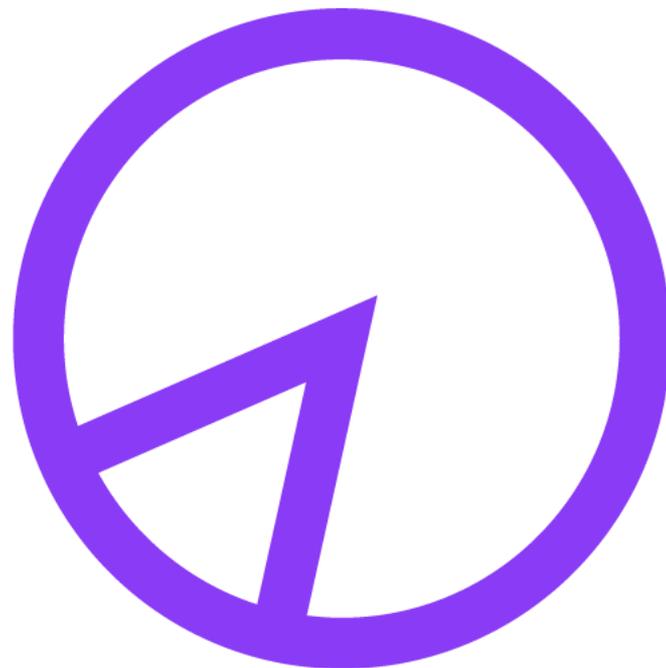


Photo credits: Canva

## Contact details

If you have any questions,  
please get in touch with  
[hello@wethe15.org](mailto:hello@wethe15.org)

*Please visit [WeThe15.org](http://WeThe15.org)  
for more information.*



# #WeThe15