



Caritas Internationalis' global "Together We" campaign

Programme of the weeklong initiative

Global Awareness Week, 13-19 October 2022

From Thursday 13th to Wednesday 19th October 2022, Caritas will illustrate the uniqueness of community experience of integral ecology within the Caritas confederation. This will be done to create a global wave of awareness and mobilisation with care for our common home and care for the poor at its heart, within the framework of Caritas Internationalis' global "Together We" campaign.

Ultimately, the Global Awareness Week (GAW) will serve as a moment of **global unity** through the "Together We" campaign. It will, in fact, offer everyone a chance to raise awareness of their work on integral ecology, as we collectively address care for the poor and care for our planet jointly, in our work to uphold human dignity and advance social justice *together*.

Aims

Show unity through concrete and visual activities to care for our common home and care for the poor together as one, inspired by Laudato Si' (LS) and Fratelli Tutti (FT):

- Create a global moment of unity where many people feel as though they are part of the same global shared journey towards **ecological conversion**;
- Raise awareness around the impact of environmental degradation on local communities, as well as the impact people and organisations have on the environment;
- Raise awareness around Caritas' work in helping communities affected by environmental degradation and building hope, especially as they mitigate its negative impacts on people;

- Promote tree planting¹ as a common gesture to signify our collective commitment to tackling socio-environmental degradation together with others;
- Enhance the visibility of Caritas' campaigning work on a global scale.

Key messages

Overarching: Care for People and Care for Creation

- The global pandemic and the progressive degradation of the environment have emerged as major development and humanitarian issues that have intensified inequalities in areas as diverse as food security, migration and climate-related disasters; this is further frustrating efforts to reduce the vulnerability and improve the livelihoods of many, especially the most marginalised in society and those in already unstable regions and nations;
- We cannot leave the healing of our common home merely to a response from governments, as we each have a role to play in our respective communities, from the grassroots upwards, especially when it comes to rebuilding hope and community and following the experience of social isolation thrust upon people by the COVID-19 pandemic;
- Together, we can prevent and mitigate the effects of environmental and social degradation, stop the destruction of habitats essential to people and (re)build communities that truly care for our common home and for all those who inhabit it through new forms of 'creative solidarity';
- Our attitude and behaviour towards our common home needs to change now, if we are truly committed to caring for people, especially for the benefit of future generations;
- The role of local communities is key to caring for people and for Creation as they "bring the whole human family together to seek a sustainable and integral development." (LS #13)

Target audience

- National Caritas Member Organisations, especially through the Caritas leadership
- Caritas staff and volunteers, particularly from youth and women's groups
- Grassroots communities (through Caritas Member Organisations)
- People connected with the Church, e.g. other FBOs, CSOs and int'l institutions

¹ Please refer to the tree-planting one-pager document for further details.

- Decision makers, the media and donors.

Activities and related mobilisation tools

- Caritas Internationalis will host a 24-hour live event 24 hours prior to closing this year's GAW. This will highlight the inherent diversity of community experiences of integral ecology on the ground around the world. These experiences will also feature in an online, digital map housed on Caritas.org for everyone to explore and take inspiration from (please see related one-pager);
- Daily social media messages featuring Caritas' stories about the causes and effects of environmental degradation on people and communities will be shared through our social media channels; a social media calendar will be disseminated in early October;
- A mobilisation toolkit in English, French and Spanish will be promoted to all Caritas Member Organisations from 19th September 2022 onwards. This will include a one-pager on the GAW, an explainer of the common gesture, an infographic of what 'communities of care' look like, a promotional video, a common prayer, social media banners and a press release to support Member Organisations' communications needs.

All resources will be uploaded to both Baobab and Caritas.org, where anyone will be able to browse, download and (sensibly) print out the material that they plan on using.

Thank you for joining us in spreading the word about the GAW and helping us to make it happen!