



#2030ISNOW | PHOTO CHALLENGE TOOLKIT

What is the #2030isNow Photo Challenge?

The #2030isNow Photo Challenge invites all EU citizens to show how they are helping make the world a better place for all, and win the chance to explore Europe by train. The photo competition is organised as part of the [#2030isNow campaign](#), which aims to raise awareness about the positive impact of Europe and Europeans in achieving the 2030 Agenda for Sustainable Development.

The audience will be asked to challenge themselves to do or change something in their daily life in order to make the world a better place and prove it with a picture. For example - changing their consumption patterns; using alternative transport such as cycling; buying local foods; striving for innovation; being more open-minded and tolerant; improving education; voting; working for peace, etc.

To enter the competition, users should upload a photo of what they are doing to make the world a better place via their own Instagram account. In the caption, they should describe in writing the activity pictured. They should also Follow and tag [@EuropeAid](#) and use the hashtag #2030isNow.

The entries will be evaluated by a jury based on their originality and the winner will be awarded with an Interrail pass.

What is the #2030isNow Campaign?

The #2030isNow festival campaign, organised by the development communication network, the European Commission and EU Member States, aims to raise awareness about the positive impact of Europe and Europeans in achieving the 2030 Agenda for Sustainable Development. .

The centrepiece of the campaign is an interactive wall that invites visitors from all age groups to participate in different activities to discover what the EU is doing to achieve the Sustainable Development Goals and learn more about each of the 17 Goals. The wall is travelling around Europe to engage citizens at 14 festivals taking place from May to November 2019.



How can you get involved?

Achieving the Sustainable Development Goals takes all of us! Get involved in the #2030isNow Photo Challenge by:

- Posting content on social media
- Sharing content posted by EuropeAid

We have also prepared ready-made social media pack to help you start spreading the word today, which is attached to this email and explained below.

Social media pack

Engaging and interacting with people in EU countries is at the heart of the #2030isNow campaign. To support you, we have prepared a social media toolkit including hashtags, key accounts, sample posts and visuals which you are invited to share on your social networks. Feel free to edit and adapt these posts to suit your audience and channels.

Campaign hashtags

The primary campaign hashtag is #2030isNow. Please use this in all your posts to ensure we can track and engage with your content.

Suggested additional hashtags for Instagram include: #sustainability #sustainabledevelopment #sustainabledevelopmentgoals #equality #equalrights #endpoverty #fightpoverty #povertyreduction #erradicatepoverty #equalworld #development #sustdev #globalgoals #globalgoals2030 #agenda2030 #2030Agenda #sdgs #EUintheWorld #EUandMe #photocompetition #photochallenge #photocontest #humanrights

Key accounts to mention

EuropeAid > IG europeaid
EU Commission > IG europeancommission
EU AUSTRIA > IG eukommission_at
AUSTRIA > IG mfa_austria
EU BELGIUM > IG eu4be
BELGIUM > IG belgiummfa
CYPRUS > IG euincy
EU DENMARK > IG euidanmark
EU ESTONIA > IG euroopakomisjon
EU IRELAND > IG euireland
EU ITALY > IG europainitalia
ITALY > IG palazzo_chigi politicheeluropee italymfa
EU POLAND > IG komisjaeuropejska
EU SLOVAKIA > IG europa.sk



EU SLOVENIA > IG evropska_komisija

SLOVENIA > IG gov.si

EU GERMANY > IG eukommission

GERMANY > IG bundeskanzlerin

Sample posts

All visuals are available as png and as source files open for editing. The font used is Khand, which can be synchronized from Adobe creative suites.

Post #1



#2030isNow Challenge is ON!

4 steps to make the world a better place:

1. Post a photo showing your daily action to change the 🌍 (world)
2. Add a catchy caption, express your CREATIVITY! 💡
3. Use #2030isNow
4. Tag and follow @EuropeAid

Take part and show us how you are helping build a better future for everyone! You could win 🏆 the chance to explore Europe by rail 🚂

👁👁 Find out more in our stories. **[NB: DELETE THIS IF YOU DO NOT SHARE THE POST WITH LINK IN STORIES]** TERMS AND CONDITIONS ON @EuropeAid

#sustainability #sustainabledevelopment #sustainabledevelopmentgoals #2030isnow #inequality #equality #equalrights #endpoverty #fightpoverty #povertyreduction #eradicatepoverty #equalworld #development #sustdev #globalgoals #globalgoals2030 #agenda2030 #sdgs #EUintheWorld #photocompetition #photochallenge #photocontest #instacomp #instacompetition

Post #2





What do using a bike and becoming a volunteer have in common? ☑

They are actions that help make the world a better place...

AND

They could help you win an Interrail Pass! ☐

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How?

1. Snap a shot of your daily action to change the world ☑

2. Add a catchy caption and be creative! ☑

3. Use #2030isNow

4. Tag and follow @EuropeAid

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Are you up to the #2030isNow Challenge?

Check out @EuropeAid for more, including the T&Cs.

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#sustainability #sustainabledevelopment #sustainabledevelopmentgoals #2030isnow #inequality
#equality #equalrights #endpoverty #fightpoverty #povertyreduction #eradicatepoverty #equalworld



#development #sustdev #globalgoals #globalgoals2030 #agenda2030 #sdgs #EUintheWorld
#photocompetition #photochallenge #photocontest #instacomp #instacompetition

Post #3



Do you want to create a better world? 🌱

Do you speak out against injustice? ☐

Do you fight for others' rights? 📣

The #2030isNow Challenge is your chance to turn up the volume on your pledges!

1. Take a photo of your daily efforts 📷
2. Add a catchy caption and be creative! 📝
3. Use #2030isNow
4. Tag and follow @EuropeAid

The best post will win a trip ☐ across Europe ☐ ☐

📅 Hurry up! Deadline for posting is 16 September 2019!

👁️👁️ Check out @EuropeAid for all you need to know, including T&Cs.

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