



**OUR RIGHTS,  
OUR FUTURE,  
RIGHT NOW.**

**Human Rights Day 2024** - This year's theme, "Our rights, our future, right now." emphasises how human rights empower individuals and communities to build a better future.

This **Human Rights Day**, we focus on how human rights are a pathway to solutions, playing a critical role as a preventative, protective and transformative force for good.

Human rights impact everyone, every day and in this campaign, **Our rights, our future, right now.** we will show the tangible impact of human rights by focusing on relevant global issues, showcasing impact, successes and practical solutions. By embracing and trusting the full power of human rights as the path to the world we want, we can become more peaceful, equal and sustainable.

This continues the forward-looking work of UN Human Rights Chief Volker Türk's vision statement, [Human Rights: A Path for Solutions](#), presented as the wrap up to Human Rights 75, which commemorated the 75<sup>th</sup> anniversary of the Universal Declaration of Human Rights.

**Goals:**

- **Inspire and Engage:** Raise awareness about the real-life relevance of human rights and how they affect everyone, every day. The campaign must inspire change and contribute to reinvigorate a belief in the strength of human rights as preventive, protective and transformative.
- **Shift perceptions.** Counter negative stereotypes and misconceptions by highlighting success stories and the positive impact of human rights and show positive way forward.
- **Mobilize action:** Encourage people to take action and support human rights initiatives and join towards creating a fairer more equal world. Contribute to OHCHR's efforts to reinvigorate a global movement for human rights.

**Slogan/tag line:**

The slogan and tag line of the campaign is ***Our rights, Our future, Right now.***

**Key Messages:**

The messaging will highlight how human rights play a crucial and essential role as a preventive, protective, and transformative force. In difficult it is essential to focus on the important role of Human Rights as a pathway to solutions.

- **Preventative**  
Human Rights are the common thread that binds us all together to foster peace and stability. By establishing, recognising and adhering to a common set of values and principles that apply universally, human rights help to avoid violations, conflicts and abuses before they happen.  
*By defending human rights, we can prevent harm before it happens.*

- **Protective**

Human rights are not merely abstract ideas. They offer concrete norms, laws and a vital framework that protect against abuses, violations and other harms, ensuring everyone, everywhere can live in dignity and respect.

*By protecting our rights, we protect our future. Right now.*

- **Transformative**

Human Rights are a powerful force for good. Upholding human rights isn't only about addressing present injustices, it's about driving significant social change by reshaping unjust societies and empowering marginalized groups.

*By advancing human rights, we create a fairer world.*

Those messages will be developed more specifically, and with a sense of urgency to highlight these current topics: climate change, conflict, technology, equality/discrimination/dignity.

### **Topic Sub Messages**

- **Discrimination/inequality/dignity**

**Human rights are empowering.** Upholding human rights provides a powerful tool to create long-term, transformative changes that address both the symptoms and the underlying causes of inequality. Through legal reform, accountability, and cultural change, human rights frameworks can be a powerful tool to end discrimination and promote social justice too.

- **Conflict**

**Human rights are the foundation of peace.** Respect for human rights is critical to building and sustaining peace because it addresses the root causes of violence, including discrimination and political exclusion. It also ensures justice for human rights violations, and through monitoring of abuses and violations, can act as an early warning, enabling swift international action to avoid escalation of conflicts.

- **Climate**

**Climate: We have the right to a clean and healthy environment.** All human beings depend on the environment in which we live. A safe, clean, healthy and sustainable environment is integral to the full enjoyment of a wide range of human rights, including the rights to life, health, food, water and sanitation. The United Nations has recognized that everyone, everywhere, has the right to live in a clean, healthy and sustainable environment. This recognition empowers all people with a critical tool to hold their governments, big polluters and all those responsible for environmental harm to account.

- **Technology**

**Human rights are at the core of technology.** Development and use of technologies especially AI, must prioritize human rights to ensure dignity and prevent harm. Frameworks such as the UN Guiding Principles on Business and Human rights require that technologies such as artificial intelligence are developed and used ethically. A unified approach, anchored in international human rights norms is essential for regulating the use of AI and tech and protecting vulnerable populations.

For additional information, please visit our web section [Get Involved](#).