

RealLifeHeroes

World Humanitarian Day 2020

On 19 August 2020, the eleventh year that the humanitarian community has marked World Humanitarian Day (WHD), we pay special tribute to the real-life heroes who have committed their lives to helping others in the most extreme circumstances around the world.

This year, WHD comes as the world continues to fight the COVID-19 pandemic. Humanitarian workers are overcoming unprecedented access hurdles to assist people in humanitarian crises in 63 countries.

#RealLifeHeroes focuses on what drives humanitarians to continue to save and protect lives despite conflict, insecurity, lack of access, and risks linked to COVID-19. The campaign presents the inspiring personal stories of eight humanitarians – all of them from the global south and many from countries in crisis themselves. They are treating and preventing COVID-19; administering vaccines; providing food; setting up safe spaces for women and girls; and containing locust invasions despite the pandemic.

Our obsession with heroes, myths and legends has been with us since the dawn of culture. This campaign celebrates heroes, who are even more worthy of our admiration and celebration. Why? Because they're real.

Support our #RealLifeHeroes this World Humanitarian Day:

1

Share the WHD film

2

Highlight your own #RealLifeHeroes:

Find and showcase humanitarians from your countries who are working on the front lines of humanitarian response, either domestically or abroad. Partner with national and local media to create your own stories on real-life heroes for broadcast on World Humanitarian Day.

3

Influencers and partners:

Recruit your networks to share WHD content on their social platforms and/or nominate their own #RealLifeHeroes. An influencer package will be provided on Trello.

IMPORTANT DATES:

- JUL 27 Media package ready
- AUG 1 Social toolkit ready
- 10 SG film ready
- 17 **LAUNCH** of #RealLifeHeroes website & social content
- 19 **LAUNCH** of #RealLifeHeroes film

IMPORTANT LINKS:

worldhumanitarianaday.org – Live 17 August

The home of the campaign, featuring the video and the comic strips.

[Trello board](#) – assets available from 1 August

The place to find all key messaging, featured content and social media templates to help your team roll out the campaign themselves.