



Briefing: Nelson Mandela International Day 2011

1. Background

Mandela Day was inaugurated in 2009 on Nelson Mandela's birthday – 18 July. It is a call to action for people everywhere to take responsibility for making the world a better place, one small step at a time, just as Nelson Mandela did. In November 2009 the United Nations declared 18 July as Nelson Mandela International Day and last year it was marked with acts of good works in communities throughout the world.

2. Theme

The Mandela Day slogan is **“Take Action. Inspire Change. Make Every Day a Mandela Day”** and the broad theme is “change”.

Change has been a continuing thread throughout Nelson Mandela's life. He said: ***“We can change the world and make of it a better place. It is in your hands to make a difference” Nelson Mandela (2009)***

The Change theme has relevance for the wide range of stakeholders that support Mandela Day. It can be viewed as call to empower communities to change the world around them for the better. It can be a call to action by NGOs, business and government, with affected communities to improve living conditions. At global level, ‘change’ can be action towards achieving the Millennium Development Goals and other UN goals (including the Declaration of Commitment on AIDS, climate change, etc.).

3. Mandela Mondays

Through Mandela Mondays we invite people everywhere to give a small amount of their time every week to do a good deed to benefit their fellow human beings, the community or the environment in which they live.

On Mandela Mondays you can give the smallest amount of time, from as little as 5 minutes, for your action in support of Mandela Day.

Although many people will start observing Mandela Mondays earlier, the formal kick-off of Mandela Monday is 1 June 2011.

4. Dates of other events

The Nelson Mandela Foundation and 46664 will host key Media Events that will provide serve as activation points for Mandela Day. These are

- a **university students panel** on 23 May
- a **“public figures” panel** announcing their intentions for Mandela Day on 20 June

In addition the following key dates should be noted:

- Start of Mandela Mondays 1 June
- Bikers for Mandela Day, July (date to be confirmed)
- Peak of Mandela Day activities 11 – 18 July
- Opening of Mandela Day container libraries in different provinces – from 1 July onwards.
- Cycalve (a cycle run from Johannesburg to Durban) 21— 28 August.

International:

- Internationally Mandela Day will peak in the week of 11 to 18 July.
- The South African Permanent Mission to the UN and various missions will undertake activities.
- Various international groups including the Elders are also planning Mandela Day activities; details of this will be announced later.

Further dates will be provided as they become available.

5. Mandela Day and Social Media

This year we envisage an exponential increase in the use of social media to publicise Mandela Day.

You can add momentum by telling as many people as possible about this initiative. Use your own network of friends, media connections, companies and organizations to get involved and make a difference.

We call on journalists to use their Facebook and Twitter to spread the Mandela Day message. We call on stakeholders and members of the public who have access to social media to use Facebook and Twitter to invite **friends** and **family** to participate in Mandela Day.

Make up your own Mandela Day messages or use one of these:

- *‘Remember to give at least 67 minutes of your time in support of Mandela Day 2011.’*
- *‘Take action, inspire change. Participate in Mandela Day this July’*
- *‘I plan to give 67 minutes of my time doing a good deed and making a difference. Join me in supporting Mandela Day 2011’.*

6. What you can do

Nelson Mandela gave 67 years of his life in the struggle for justice. We invite people to give of their time in community service to mark Mandela Day 2011 – start by giving a small amount of your time and then go on to ‘make every day a Mandela Day.

Please find 67 examples of ways to change at
http://www.nelsonmandela.org/mandeladay/67_ways.html.

MAKE EVERY DAY A MANDELA DAY