

INTERNATIONAL IDENTITY DAY

SEPTEMBER 16, 2020

Because Identity Matters Now More than Ever Before

Context

Many important issues on the international development and human rights agenda have an observance day. For example, 10 December is Human Rights Day, while 20th of June is Refugee Day. It is time for identity to have a day of observance.

International days of observance are an effective and practical way to raise awareness and generate momentum around an issue. According to the UN, "*United Nations observances contribute to the achievement of the purposes of the UN Charter and promote awareness of and action on important political, social, cultural, humanitarian or human rights issues. They provide a useful means for the promotion of international and national action and stimulate interest in United Nations activities and programmes.*"

Why International Identity Day?

The purpose of International Identity Day (otherwise called "ID-Day") is to raise awareness about the important role identity plays in empowering individuals to exercise their rights and responsibilities fairly and equitably in a modern society.

Why September 16?

The choice of the date 16 September was chosen in commemoration of Sustainable Development Goal (SDG) 16.9 which calls for legal identity for all including birth registration by 2030.

Background

The ID-Day campaign was initiated by ID4Africa at the 4th Annual Meeting of the ID4Africa Movement on 24 April 2018, in Abuja, Nigeria. The launch was met with strong support whereby over 1500 individual signatures endorsing the proposition were collected. This represented nearly 99% of the delegates in attendance and served to reinforced a need to drive the campaign forward for worldwide recognition and adoption.

Development & Progress

The campaign entered its second phase in August 2018. This next phase called for the formation of a Coalition which was established in preparation for policy advocacy by their represented institutions that will sensitize UN member delegations and their governments about the importance of legal identity and will urge them to vote favorably on the proposed resolution when it reaches the UN General Assembly floor. Today the coalition is represented by over 110 of the world's leading organizations as members supporting the resolution.

About the Coalition Partners

The call for recognition of an Identity Day is a global initiative as identity plays an increasingly important role worldwide in developed as well as developing economies. It is on this basis that key partners need to be on board and aligned with the campaign to sensitize governments and countries around the globe about the responsible adoption of legal identity.

The Coalition Partners in support of International Identity Day are identity stakeholders representing leading institutions (public, governmental, not-for-profit and institutions of public interest) that promote responsible use of identity to make a better world and endorse September 16 as a commemorative day for identity. The coalition also seeks to promote, through their respective engagement vehicles, the protections that need to be in place – such as data protection and privacy – specifically in the context of building inclusive identity frameworks that respect human rights and are deployed for public good.

Promoting International Identity Day

Lest the world forgets the importance of identity, we urge all policy makers to join the coalition to help create a permanent reminder that will give each country the opportunity, on an annual basis, to regroup and assess its progress towards this most fundamental human development goal. It does not imply any financial commitment but it demonstrates that your institution endorses this initiative.

Considering the current context of COVID-19, countries and organizations that choose to observe this day, would be encouraged to organize events and activities (in full respect of national safety measures) that stimulate public awareness and sensitize legislators and public servants about the responsible adoption of official identity and the necessary protections around it to ensure that it is a tool for public good.

ID-DAY MILESTONES

APR 2018: Call for action. International Identity Day declared.

AUG 2018: Coalition-building begins.

JUN 2019: Coalition exceeds 100 international partners.

SEP 2019: Nigeria officially declares September 16 as National Identity Day.

SEP 2020: First international virtual celebration joined by over 120 countries – LIVE!

Campaign will continue until international and universal recognition is achieved.

MEDIA ADVISORY

For further information, visit www.id-day.org, or contact Patience Elango at: p.elango@id-day.org

