



KEY LEARNINGS & WHAT COMES NEXT



16 February 2022 • 18:00-19:00 CET

#WeThe15

WeThe15 launched on 19 August 2021 just ahead of the Tokyo 2020 Paralympic Games to critical acclaim reaching 6.2 billion people, equivalent to 80% of the world's population.

For the first time in history 18 international organisations, spearheaded by the International Paralympic Committee (IPC) and International Disability Alliance (IDA), joined forces with a single goal: to create the biggest ever human rights movement to represent the world's 1.2 billion persons with disabilities.

By bringing together the biggest coalition ever of international organisations from the worlds of sport, civil society, human rights, policy, business and arts, and entertainment, WeThe15 increased awareness that 15% of the world's population are persons with disabilities to record levels, provoking global conversations at all levels of society.

What must happen now is that the widespread awareness generated by WeThe15 results in concrete actions that advance the rights of persons with disabilities around the world.

This roundtable event will be an opportunity to hear from some of the key protagonists behind WeThe15 who will cover:

Highlights and key learnings

- Bringing together the biggest coalition of international organisations behind a common goal and human rights movement
- Creating the WeThe15 campaign film which has been viewed 0.75 billion times
- Generating mass global awareness and reaching 80% of the world's population in just three weeks

Turning awareness into actions

- The decade of action – WeThe15's 10-year roadmap
- How to get involved with WeThe15

Actions speak louder than words

- Channel 4
- UCLG

Time	Speaker
18:00	Introductions and welcome by moderator <ul style="list-style-type: none">• Andrew Parsons, IPC President• Yannis Vardakastanis, IDA President
18:10	Highlights and key learnings <ul style="list-style-type: none">• Craig Spence, IPC Chief Brand & Communications Officer
18:30	Turning awareness into actions <ul style="list-style-type: none">• Vladimir Cuk, IDA Executive Director
18:40	Actions speak louder than words <ul style="list-style-type: none">• Martin Baker, Channel 4 Director of Commercial Affairs• Speaker TBC, United Cities and Local Governments
18:50	Questions

Register now

To register for the WeThe15 session at GDS2022 please use the following link:
https://us02web.zoom.us/webinar/register/WN_MuERN68IT1eSRzwCI_cz2g

The founding partners of WeThe15 are:

International Paralympic Committee, International Disability Alliance, UN Human Rights, UNESCO, The Valuable 500, Special Olympics, Invictus Games Foundation, Deaflympics, the UN SDG Action Campaign, the European Commission, Global Citizen, Global Disability Innovation Hub, the UN Alliance of Civilizations (UNAOC), International Disability and Development Consortium, C-Talent, ATscale – the Global Partnership for Assistive Technology, Zero Project, and the Global Alliance of Assistive Technology Organisations (GAATO).