

# From Policy to People

#FfD4People

The CS FfD Comms  
& Media Toolkit

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# Overview

This toolkit is designed to harmonize and strengthen the communication of the CS FfD Mechanism's engagement during the Civil Society Forum, the street mobilization 29J, and the 4th International Conference on Financing for Development (FfD). We encourage you to use these assets to help amplify our collective voice and advocate for systemic change in global economic governance and financing for development.

# Key Dates

## CS FfD Forum



June 28–29, 2025



Hotel Melia, Sevilla, Spain



[Full programme and details to follow online here](#)

## Street Mobilization



[June 29, 2025](#)



Meeting point: Jardines de Cristina



7:30 PM

## 4th FfD Conference



June 30–July 3, 2025



FIBES Conference Center, Sevilla

# Communications Guidelines

## CS FfD Mechanism Whatsapp Group

The CS FfD Mechanism participants coordinate live through a WhatsApp Group. To join the collective WhatsApp group, you must be an affiliated member of the mechanism: [click here to fill out the form and join. To join the WhatsApp group please click here](#). Please refer to the “[net-iquette](#)” under the “Basic rules for the Mechanism” section. This applies to all collective communication spaces of the mechanism **including the WhatsApp group** and our GSEG list. Failure to comply may lead to the removal of the group and list.

People and organizations are requested not to engage in campaign stunts in the name of the CS FfD Mechanism. Please share your ideas about campaigns with the facilitation team before taking any action in the name of the Mechanism/CS Forum.

Please make sure to respect the embargo deadline that is applied to documents and press releases before circulating them.

## Use of CS FfD Mechanism Logo

- The logo represents the collective civil society coordination space and should be used only in official materials.
- Please **do not include the logo** on materials such as:
  - Organization-branded statements or press releases
  - Social media graphics or banners created independently
  - Posters, flyers, or placards produced outside the central coordination
  - Or any other non-official materials

## What You Can Use

- We provide [generic branded visual assets](#) for use by all participants.
- These materials do not include the CS FfD Mechanism logo, but align with the overall visual identity of the Forum and mobilization.
- Feel free to add your own organization’s logo to these materials you can access the editable canva link above.
- Important: please make a copy of the cards before editing or adding your logo.

# Key Messages

These talking points reflect the CS FfD Mechanism's perspective as we approach the CS Forum, 29J street mobilization, and the 4th FfD Conference. Feel free to adapt them for your public messaging, advocacy, and media engagement.

## "Compromiso de Sevilla" Political Context & Narrative Setting

- The outcome of negotiations has been deeply frustrating and disappointing. Despite widespread calls for ambition and justice, Global North actors –including the EU, UK, Canada, Japan, and others– worked to dilute and block real progress.
- We must resist the oversimplified narrative that portrays the U.S. as the lone spoiler while painting others as saviors of multilateralism. This is not the full story: many Global North governments actively gutted ambition behind closed doors.
- As civil society, we have a responsibility to reclaim the narrative, challenge spin, and tell the truth about who is obstructing systemic change.

## Civil Society Response & Next Steps

- **Even if the outcome is disappointing, the fight continues.** Civil society remains strong and determined to:
  - **Call out the coordinated blockage** by Global North countries.
  - Highlight **procedural failings**, especially the **lack of transparency and accountability** in FfD negotiations.
  - Keep **momentum alive** for genuine, democratic, and justice-driven reform of the global financial architecture.
- **We are not powerless.** Through collective action, street mobilization, narrative resistance, and advocacy, we continue to fight for:
  - **Global tax justice under the UN:**  
**#UNTaxConvention**
  - **Debt cancellation and reparations through a**  
**#UNDebtConvention**
  - **Public financing over privatization**
  - **Democratic multilateralism and governance reform—not elite capture**

Learn more [here](#).

# Press and Media

## Media Kit

Share this kit [here](#) with media contacts

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## Media tips

Read [here](#) some media tips for speaking with the media and public speaking

# Civil Society Talking Points

## FfD4 & the “Compromiso de Sevilla”

### Top-Line Message

“We are deeply disappointed by the FfD4 outcome. It fails to rise to the urgency of today’s global challenges and reflects a severe lack of ambition, leadership, and inclusion.”

### Key Points for Media Engagement

#### 1. Failure to Meet the Moment

- The outcome document does not match the scale of today’s crises, from debt distress to climate injustice.
- Member states missed a critical opportunity to deliver concrete actions and reforms needed to fix the broken global financial system.

#### 2. Lack of Transparency & Exclusion of Civil Society

- The negotiation process was opaque and exclusionary.
- Civil society was denied access to the attributed text, undermining the credibility of the process and its outcome.

#### 3. Compromised Ambition in Sevilla

- The so-called “Compromiso de Sevilla,” adopted on June 17, reflects a political compromise, not a moral or developmental one.

- It’s a compromise on the rights and lives of millions in the Global South, especially those suffering from unsustainable debt and climate impacts.

#### 4. Global North Blockage

- Global North countries played a key role in weakening ambition, blocking real progress on critical reforms.
- They continue to protect undemocratic institutions like the IMF and World Bank where they dominate decision-making.

#### 5. Ignored Calls for Systemic Reform

- There was clear resistance to proposals on:
  - International debt architecture reform
  - Aid reform rooted in justice and accountability
- These reforms are essential to dismantle colonial legacies in the global financial system and empower the Global South

#### 6. This Is Not Multilateralism

- The outcome is not a win for multilateralism. It’s a reflection of power imbalances and lack of political will to act collectively and equitably.
- True multilateralism requires transparency, power-sharing, and meaningful inclusion of civil society and affected communities.



# Social Media & Online Mobilization

**Website:** <https://csoforffd.org/>

**X:** [https://x.com/cs\\_ffd](https://x.com/cs_ffd)

**Instagram:** <https://www.instagram.com/csffdmechanism/>

**Facebook:** <https://www.facebook.com/CSforFFDMechanism>

**LinkedIn:** <https://www.linkedin.com/company/cs-ffd-mechanism>

**YouTube:** <https://www.youtube.com/@civilsocietyfinancing4dev>

- **Civil Society hashtag: #FfD4People** (use during CS Forum, street mobilization and Conference)
- Please use #FfD4People with **official hashtags** to flood official channels with our messages: [#FFD4](#) [#Fin4Dev](#) [#FinancingOurFuture](#) [#RumboASEvilla](#)
- **Theme-specific hashtags:** [#UNTaxConvention](#) [#UNDebtConvention](#) [#CancelTheDebt](#) [#SystemChangeNow](#) [#ReformIDC](#) [#DebtJustice](#) [#ReparationsNow](#) [#DemocratizeAid](#) [#EndISDS](#) [#MakeTaxesWorkForWomen](#) [#FfD4Planet](#) [#FeministFfD4](#) [#PeopleOverProfit](#) [#EconomicJustice](#) [#TaxJustice](#) [#DigitalJustice](#) [#GenderJustice](#) [#ClimateDebtJustice](#) [#ClimateFinanceMyths](#)
- [List of UN Missions 'X' handles](#) to allow the key messages of the CS Forum reach government delegates and missions to the UN as well as to use throughout the Conference
- [List of Media and journalist handles](#) to tag during your engagement

## #FfD4People

## Social Media & Online Mobilization

### Sample Social Media Posts #FfD4People

**Note:** Feel free to use and adapt these sample messages across any of the platforms where your organization is most active. Customize them to fit your audience, tone, and regional context while keeping the core messages and hashtags #FfD4People and #FfD4 visible to strengthen collective visibility and solidarity.

#### Before the Forum

🌐 Excited to join global civil society colleagues at the #FfD4People Forum! Together, we're reclaiming space in global economic governance. We need #SystemsChangeNow

#### During the Forum

💬 "Development finance must serve people, not profit."  
Powerful dialogue at Civil Society Forum #FfD4People ahead of #FfD4. #PeopleOverProfits

#### Before the street mobilization 29J

👥 Join us in the streets of Sevilla on June 29 at 7:30 PM to demand justice in global finance!

📍 We are meeting at Jardines de Cristina

🌐 It's time for #FfD4People and Planet!

#### General sample messages

The global financial system is failing billions through rising debt, inequality, climate collapse, and public service cuts. #FfD4 must deliver systemic change, not more of the same. #FfD4People #FfD4

The Right to Development means Global South countries must have the freedom to shape their economies without unjust restrictions. Fair financing starts with justice. #FfD4People #FfD4

Gender equality won't be achieved without tackling unpaid care, austerity, and privatized services #FfD4 must prioritize feminist, rights-based public investment. #FfD4People #FfD4

#FfD4 must address the deep roots of global inequality by centering reparations, debt justice, and systemic reform, not aid that maintains the status quo. #FfD4People #FfD4

Essential services like health, education, water, and care must be publicly funded and universally accessible. People over profit is the only path forward. #FfD4People #FfD4

## Social Media & Online Mobilization

### Action Areas

#### Domestic Public Resources

The global tax system has long favored wealthy countries and corporations. #FfD4 must back fair, inclusive international tax rules that allow the Global South to raise their own revenue. #FfD4People #FfD4

The #UNTaxConvention is a historic chance to fix a broken system. Member States must explicitly endorse its Terms of Reference and commit to negotiations in good faith. #FfD4People #FfD4

Tax justice is essential for economic justice and human rights. Reforming global tax rules means more resources for health, education, and climate action. #FfD4 #FfD4People #UNTaxConvention

FfD4 must prioritize global cooperation over blaming domestic “capacity gaps” structural problems in tax governance demand global, democratic solutions. #FfD4People #FfD4 #UNTaxConvention

Progressive tax systems and fair international rules are key to financing sustainable development #FfD4 must reaffirm these principles and reject regressive, one-sided approaches. #FfD4 #FfD4People #UNTaxConvention

#### International and Domestic Private Business and Finance

The “private finance first” model has failed to deliver for people or the planet. #FfD4 must stop doubling down on flawed #PPPs, blended finance, and the “billions to trillions” illusion. #FfD4People #Fin4Dev

Scarce public resources must fund universal public services, not subsidize risky private investments that deepen inequality and debt. #FfD4 #FfD4People

It’s time to regulate corporate power, not expand it. #FfD4 must commit to binding rules for business, protect rights, and center public interest, not corporate profit. #FfD4People

Voluntary standards aren’t enough. #FfD4 should support a UN process to review and regulate private finance tools to ensure they uphold rights, justice, and real development outcomes. #Fin4Dev #FfD4People

No development without accountability: #FfD4 must back the UN Treaty on Business & Human Rights and ensure private finance aligns with national strategies, not undermines them. #FfD4People #Fin4Dev

## Social Media & Online Mobilization

### Action Areas

#### International Development Cooperation

Rich countries are slashing ODA while boosting defense budgets—leaving Global South communities behind. The current system, led by a few donor countries, is outdated and unjust. It's time to #ReformIDC under a fair, UN-led process. #FfD4People #FfD4

Fragmentation and poor coordination in development cooperation are raising costs and harming effectiveness. We need a new, inclusive framework rooted in equity and accountability. #FfD4 #FfD4People #ReformIDC

The OECD-DAC cannot be the sole authority on development cooperation in today's world. We support calls for a UN Convention on IDC—grounded in justice, not charity. #FfD4People #FfD4 #ReformIDC

Civil society is disappointed by donor countries blocking progress at #FfD4. We demand a democratic shift in global development governance led by the voices of developing countries. #FfD4People #ReformIDC

Development cooperation must move from charity to reparations—addressing historical injustices through just, accountable, and rights-based systems. Let's empower the UN to lead. #FfD4 #FfD4People #ReformIDC

#### International Trade

The fragile, unequal global trade system, worsened by US trade policies, demands bold reform led by developing countries in a UN democratic forum, not just the WTO. #FfD4People #FfD4 #TradeJustice #EndIDSD

Unilateral trade measures like Climate Border Adjustments discriminate against developing countries, forcing them off their own sustainable paths. #FfD4 must reject such unfair practices and uphold CBDR principles. #TradeJustice #FfD4People #UTM

Policy space for development is crucial and must be guaranteed for developing countries and LDCs, especially in reshaping WTO rules, yet current commitments at #FfD4 fall short. #FfD4People #TradeJustice

ISDS mechanisms enable secret corporate lawsuits against governments, undermining policy space and harming vulnerable workers. #FfD4 must push for termination of ISDS and a standstill on pending cases. #EndIDSD #TradeJustice #FfD4People

Developing countries must retain control over digital economy policies and critical minerals for sustainable development, with strong corporate accountability and fair benefit sharing guaranteed. #FfD4People #TradeJustice #FfD4

## Social Media & Online Mobilization

### Action Areas

#### Debt

Nearly half the world's population lives in countries spending more on debt than on health or education—this debt crisis traps the Global South in cycles of injustice and requires urgent reform. #FfD4People #FfD4 #UNDebtConvention

Debt is a tool of economic and political control rooted in colonialism; no country should have to choose between paying debt or fulfilling human and environmental rights. A UN debt convention is essential. #FfD4 #TradeJustice #UNDebtConvention

The current debt system, dominated by G20, IMF, World Bank & private creditors, blocks transparency, responsible lending rules, and fair debt relief—further deepening Global South crises. #FfD4People #FfD4 #UNDebtConvention

A UN Convention on Sovereign Debt must establish fair debt resolution, binding lending principles, debt cancellation in shocks, transparent registries, and curb corrupt lending & borrowing. #FfD4 #UNDebtConvention #TradeJustice

Global debt governance reflects colonial legacies; it's time for the Global North to recognize its debt to the Global South by supporting a fairer, sustainable system through a legally binding UN framework. #FfD4People #UNDebtConvention

#### Systemic Issues

FfD4 narrowed systemic issues to IMF & World Bank, locking developing countries in exclusionary governance. Civil society calls to fully integrate IFIs into the UN for democratic, accountable global economic governance. #FfD4People #FfD4

The Monterrey Consensus highlighted Global South's lack of monetary sovereignty amid biased currency hierarchies and financial actors; urgent reforms needed on IFI mandates, SDRs, and Credit Rating Agencies via UN-led intergovernmental processes. #FfD4 #FfD4People

Credit Rating Agencies (CRAs) wield disproportionate power, inflating borrowing costs for developing countries; regulation must address bias, conflicts of interest, and market concentration to ensure fair access to capital. #FfD4People #FfD4

Developing countries' economic sovereignty is undermined by current financial frameworks that limit policy space for transformation, worsening living costs, employment, and social spending—these systemic constraints must be lifted. #FfD4 #FfD4People

Calls to reform Financial Stability Board and Bank for International Settlements highlight need for inclusive, transparent, and democratic financial governance institutions with accountability to all UN Member States. #FfD4People #FfD4

## Social Media & Online Mobilization

### Action Areas

#### Science, Technology, Innovation and Capacity-building

The “Compromiso de Sevilla” misses the urgent need to address the democratic deficit in global governance of science, technology, and innovation (STI), adopting a narrow, technocratic approach instead of systemic reform. #FfD4People #FfD4

Decisions on transformative digital technologies like AI remain controlled by few corporations and states, risking equity and accountability without inclusive UN-led STI governance mechanisms. #FfD4 #FfD4People

Civil society calls for a UN intergovernmental Global Technology Assessment Mechanism to ensure transparent, participatory evaluations of digital technologies’ social, environmental, and human rights impacts. #FfD4People #FfD4

Technology risk assessments must involve marginalized groups, including women, workers, people with disabilities, and communities from the Global South, before and during technology deployment. #FfD4 #FfD4People

A Global Technology Assessment Mechanism at the UN would help regulate digital innovations like AI and cryptocurrencies, prioritizing the common good over corporate profits and ensuring equitable benefit distribution. #FfD4People #FfD4

#### Data, Monitoring and Follow-up

The #FfD process credibility is weakened by growing imbalance favoring inter-agency coordination over intergovernmental decision-making; Member States must reclaim democratic leadership of FfD review and implementation. #FfD4People #FfD4

The Inter-Agency Task Force (#IATF) often reflects the interests of powerful institutions like the IMF, World Bank, and OECD, undermining neutral, evidence-based assessments needed for fair FfD progress. #FfD4 #FfD4People

UNGA’s move to negotiate a UN Framework Convention on International Tax Cooperation shows the importance of intergovernmental action over technocratic gatekeeping in global economic governance. #FfD4People #FfD4

The FfD review process must shift to an intergovernmental model within the UN where all countries have equal voice, moving away from institutions dominated by financial power. #FfD4 #FfD4People

Member States should commit to a UN intergovernmental process for FfD data and monitoring frameworks post-FfD4 and formally agree to convene FfD5 in 2030 for continuity and political momentum. #FfD4People #FfD4

# Visual Assets

- Editable #FfD4People Branded [Cards here](#)
- “What should be achieved in FfD4? A Civil Society Checklist for FfD4!” [Images here](#)
- Thematic #FfD4People [Cards here](#)

# The FfD Chronicle: Civil Society Reacts

[The FfD Chronicle](#) is a real-time civil society commentary published during key moments of the FfD process, offering sharp reactions to government speeches, negotiations, and major developments.

Blending analysis with creativity, The Chronicle exposes contradictions, uplifts key demands, and holds governments accountable. Expect memes, soundbites, quote cards, and bold critiques.

Follow and share widely using:

#FfDChronicle

# Spotlight on Civil Society Campaigns

*Movements around the world are mobilizing with bold demands, powerful visuals, and unified calls for justice. These campaigns connect directly to the Financing for Development (FfD) agenda and deserve wider amplification.*

[This spreadsheet](#) highlights key civil society-led initiatives that are pushing for systemic change across tax, debt, climate finance, gender justice, and public services. Their messages, visuals, and strategies are ready to be shared, cited, and covered. Help us keep this mapping updated by sending over/commenting on any missing campaigns.



# Shared Media Drive – Upload & Usage Guidelines

We've created a [Google Drive folder](#) for all communications teams and participants to upload and access photos and videos from the CS FfD Forum, the street mobilization, and the FfD4 Conference.

## Uploading Content

If you upload media to this drive, you are agreeing to allow these materials to be used publicly for collective communications purposes (e.g., social media, press, reporting, and campaign materials).

Please include the following in the file name or a separate text file:

- Photographer/videographer name or organization
- Date and event name



This helps ensure proper credit is given when your materials are used.

## Using Content from the Drive

If you download and use any content from this folder, please:

- Always credit the original author or organization as indicated
- Do not alter or crop out watermarks or identifying marks without permission
- Always use the content respectfully and within the context of the CS FfD space

For any questions about content use or issues with attribution, please contact us.

# Additional Resources

## **What should be achieved in FfD4? Civil Society Checklist**

[Graphics and Toolkit here](#)

## **Infographic: We need a UN Convention on Sovereign Debt**

[Find here](#)

## **Two-pager: Debt and debt sustainability: UN Framework Convention on Sovereign Debt**

[Find here](#)

## **Two-pager: Time for New Global Governance on International Development Cooperation (IDC)**

[Find here](#)

## **Latest issue of the #FfDChronicle**

[Find here](#)

## **Q&A: Towards the 4th Financing for Development Conference**

[Find here](#)

## **Thematic and Regional Position Briefs**

[Find here](#)

## **10 Common Myths around Climate finance**

[Find here](#)

# Contact for Questions or Support

**Communications Team**  
**CS FfD Mechanism Facilitation**

**[marisolruiz@sidint.org](mailto:marisolruiz@sidint.org)**

