

# THE IDENTITY DAY CAMPAIGN 2023

A practical guide in support of the call for  
the adoption of 16 September as  
a commemorative day for identity...  
Because Identity Matters



An ID4Africa Publication  
(Public Version)

EDUCATION

# ABOUT IDENTITY DAY\*

## What is the IDENTITY DAY CAMPAIGN?

The Identity Day (ID Day) Campaign is the ongoing Call for government authorities in all countries around the world to officially recognize 16 September as Identity Day.

## Why IDENTITY DAY?

Having proof of one's identity is a fundamental right, and a practical necessity for the human experience, especially in the context of digital transformation of society. Very few social constructs play as foundational a role in our lives as personal identity, yet the world does not commemorate it. Through a commemorative day we hope to promote a responsible narrative about the most important human asset - our identity.



## IDENTITY DAY TERMINOLOGY

*The following terminology is encouraged when referring to 16 September: "ID Day", "Identity Day", "National Day of Identity" or "International Day of Identity", depending on the context of the country or the community. The formulation "National Identity Day" is not recommended, as it risks creating an association of the day with National Identity (NID) schemes or giving some nationalistic connotations. 16 September is a day to commemorate identity at a national level, which is different from a day to commemorate national identity. When several nations commemorate a National Day of Identity together on 16 September, it becomes "International Identity Day".*

## What DO WE COMMEMORATE on ID Day?

Identity Day is a moment for us to pause and reflect on three (3) fundamentals in identity:

**INCLUSION** – ID Day sensitizes us to the plight of those who lack proof of identity (estimated at 850 million, with about half in Africa) and reaffirms our commitment to achieving total inclusion, so that no one is left behind.

**PROTECTION** – ID Day is a reminder, for those who have proof of identity, to verify that their identity is secured against theft and their privacy is protected. It reaffirms that protecting our most valuable asset is an ongoing concern.

**UTILITY** – ID Day is also an opportunity for those who have proof of identity, to check if they are reaping the highest returns on their identity by asking how well their identity can be used to empower them and simplify their daily lives. It is the ideal occasion to call on service providers to adopt identity-enabled service delivery.

## Why 16 SEPTEMBER? What is the significance of the date?

The choice of the date 16 September (16.9) is highly symbolic. It is in commemoration of the UN Sustainable Development Goal 16.9 which calls for the provision of legal identity for all by 2030, including birth registration.



# THE JOURNEY SO FAR

## When was THE CAMPAIGN LAUNCHED? Who launched it?

The Call for identity to have a day of observance was initiated by ID4Africa\* at the 4th Annual Meeting of the ID4Africa Movement on 24 April 2018, in Abuja, Nigeria. The Call was enthusiastically received by the global identity and development community, who saw in this initiative a rallying cry to keep in mind the importance of SDG 16.9 and to keep countries focused on its achievement.

*\*Learn more about ID4Africa at the end of this document*

## Who else IS SUPPORTING THE CALL?

Nearly 210 international organizations in 4 categories – Development, Government, NGO & Civil Society, Commercial – support the call as **Coalition Partners**.

Becoming a Coalition Partner is not a legal commitment. It is an effective way for an organization to publicly declare its support and commitment to the Initiative calling for the recognition of 16 September as Identity Day.



### CREATING AWARENESS TO DRIVE DEMAND

In many countries, identity coverage continues to be less than optimal partly because individuals are unaware of the transformative power of having access to identity. Identity Day is the perfect opportunity to create awareness that drives demand for identity, including digital.



Join the Coalition &  
Meet the Partners  
[www.id-day.org/partners](http://www.id-day.org/partners)



Scan to watch an interview with Dr. Joseph Atick introducing the significance of Identity Day after its launch in 2018, Abuja, Nigeria. Or visit: [www.youtube.be/gMxsYkLAZVM?t=29](https://www.youtube.be/gMxsYkLAZVM?t=29)



## THE COALITION PARTNERS

(All 4 categories- Development, Government, NGO & Civil Society, Commercial)



Have any countries  
**OFFICIALLY ADOPTED 16  
SEPTEMBER AS IDENTITY DAY?**

Nigeria, Namibia and Niger have officially recognized 16 September as their National Day of Identity. Several other African countries are currently in the process of formally adopting the Day.

# Will ID Day **BE BROUGHT FOR A VOTE** at the UN General Assembly?

Yes, but we are not actively pursuing a vote at this time. The current goal is not to get the international community to vote on a symbolic observance day, but to promote awareness and understanding, country-by-country, about how identity can empower people and how it should be integrated within the constructs of a modern society respectful of human rights. We believe the journey towards ID Day adoption is arguably more important than the destination.



Officially adopted ID Day on **AUG 29, 2019**



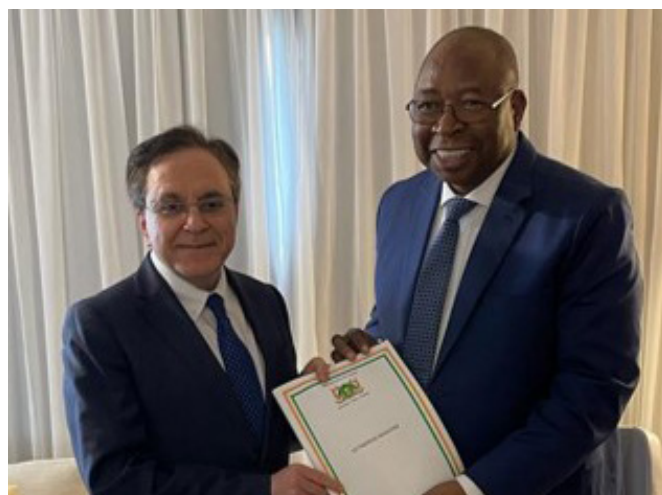
## NAMIBIA

Officially adopted ID Day on SEPT 28, 2021



**■ NIGER**

ID Day officially gazetted on **MAY 24, 2023**.  
Photo of Niger's Prime Minister, presenting a  
copy of official decree to Dr. Atick



# RECOGNIZING IDENTITY DAY

## KEY ACTORS

The journey towards advancing the Call of Identity Day may be different depending on the local context. Typically, however, this would involve the active engagement of various actors whose roles are described below:

### GOVERNMENT AGENCIES\*

*\*A more detailed document designed to guide government agencies and line ministries in charge of identity in their campaign to seek official national recognition of the day in their country is available from ID4Africa. Please consult that document for more details. For a copy of this document please send an e-mail to: [contact@id4africa.com](mailto:contact@id4africa.com).*

- Declare your support to national ID Day efforts
- Create opportunities to sensitize the population about identity
- Harmonize and collaborate with other agencies

### DEVELOPMENT AGENCIES

- Encourage government authorities to officially recognize 16 September as ID Day
- Represent a source of evidence for the positive impact of identity in society
- Provide financial support to commemorate the Day
- Join the ID Day Coalition\*

\*Key development agencies are currently members of the ID Day Coalition and continue to support the Call.

### NGOs, CIVIL SOCIETY AND PRIVATE SECTOR

- Promote the legal rights of persons to proof of identification and privacy
- Sensitize & educate constituents
- Support national ID Day efforts
- Campaign alongside governments to promote the message that identity matters
- Ensure that the interest of vulnerable populations is part of the national narrative
- Organize activities to celebrate the Day
- Join the ID Day Coalition\*

\*NGOs and Civil Society can join as Coalition Partners while Private sector companies such as solutions providers can join as Friends of the Coalition to support the Call.

### INDIVIDUALS

- Play an important role in influencing constituency representatives to support the Call for the recognition of Identity Day.
- Actively join others and support ID Day celebrations whether physically or through social media.
- Become a “Friend of the Coalition”.

# COMMEMORATING ID DAY



**While official recognition of ID Day is of paramount importance, it is essential to celebrate it even before it is officially proclaimed in your country. What follows are helpful guidelines and suggested ideas we derived from the first 4 years of our advocacy for the Day.**

## GUIDING PRINCIPLES for Organizing Successful ID Day Commemorations

When planning activities for Identity Day, we recommend that you keep the following principles in mind in order to be true in your celebrations to the spirit of the Day:

**1** Put in place a national steering committee for the Day. It is recommended to identify and invite representatives from diverse identity stakeholders in your country, including the private sector, NGOs, civil society, etc., to join the steering committee. This will give the commemorations and celebrations a more inclusive character, and with combined resources, can increase the impact and visibility of events.

**2** Focus activities on building awareness about identity across all sectors of society, particularly, the important role it plays in society, and the importance of having it and protecting it.

**3** Organize people-centric activities that highlight human and legal rights and that put people's needs first.

**4** Seek partnerships and collaborations with other agencies, civil society and NGOs.

**5** Seek sponsorships from private sector and commercial entities. However, be careful to avoid giving the impression that ID Day is driven by commercial interests. Sponsors should accept that ID Day is about recognizing a human right and that it is not intended for commercial gains.

**6** Focus on inclusivity across all sectors of society, gender groups, ages, income groups, special needs, etc. Ideally, we recommend that you make your content and events accessible through sign language, braille, local dialects, etc. Identity is universal as should be your efforts to bring everyone together.

**7** Invite political leadership to your events, both government and opposition representatives. Emphasize the non-political nature of ID Day.

**8** Prepare media kits and invite media outlet representatives to attend.

**9** Seek visible participation and endorsement from social media influencers, sports figures, religious and community leaders, actors, musicians, and respected celebrities in general.

**10** Be prepared to answer questions factually about the identity gap in your country, the progress that is being made and the importance of identity in modernizing your nation.

**11** Build in incentives for the population to participate (food and refreshments, entertainment, giveaways, raffles, etc.).

**12** Maintain flexibility in terms of the nature and format of your celebration(s) but set the expectation that the country will commemorate ID Day every year.



# SUGGESTED ACTIVITIES

Below are a few activities which have been conducted in various countries to commemorate ID Day. These examples are intended to show what can be done and help stimulate fresh new ideas. However, they should not be viewed as a standard one-size-fits-all template. It is expected that local constraints and contexts will determine the precise form of celebration(s) most appropriate for individual countries.

*N.B. Activities are not limited to 16 September but can be carried out any day leading up to or even after the Day. You may even consider organizing an entire week of activities as some countries do.*

## 1. MEDIA CAMPAIGNS

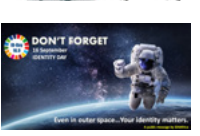
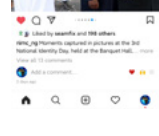
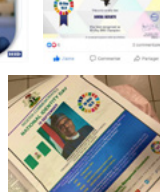
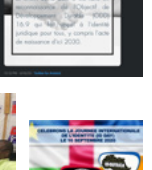
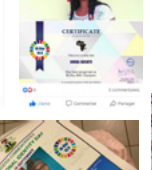
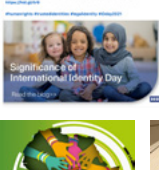
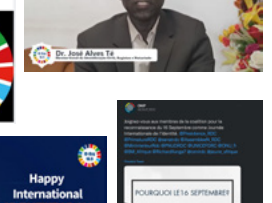
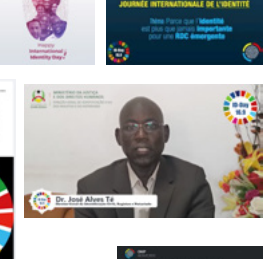
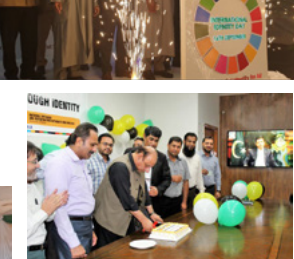
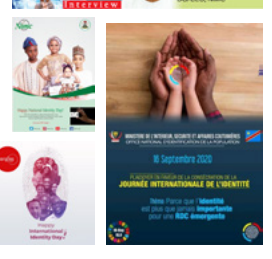
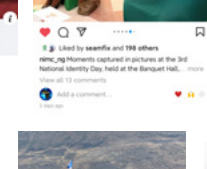
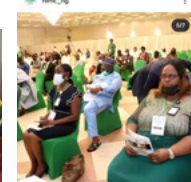
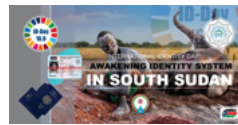
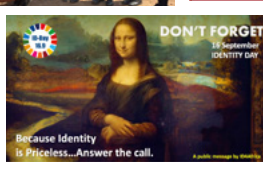
- Organize media interviews (TV, radio) to raise awareness
- Issue press releases to the media at least 1 day prior to 16 September inviting them to attend your festivities
- Prepare and share media kits and articles highlighting the positive impact of identity on people's lives
- Carry out social media campaigns (Live YouTube/ Facebook/ Instagram events, post commemorative messages, start a threads discussion or tweetstorm etc). Expect to start posting at least 2 weeks in advance with reminders and announcements of what will be expected on the Day
- Produce content (videos, public service announcements, adverts, flyers, posters etc.) for sharing in offices, schools, bulletin boards, television, radio, social media, etc.
- Produce podcasts focused on the importance of Identity and ID Day

## 2. PUBLIC EVENTS

- Official ceremonies (national level, ministry level, etc)
- Public speeches by local, regional, national and international leaders
- Special awards to recognize community champions of Identity
- Cultural performances that highlight the identity diversity of your country
- Concerts, fairs, music and film festivals
- Sporting events such as marathons, tournaments, etc.
- Parades and marches









### 3. SPECIAL ALLOWANCES AND PRIVILEGES

- Deploy mobile registration teams to areas in need to boost enrollment and/or to strategic locations to boost awareness.
- Waive or lower fees for registration, replacement of lost or damaged ID cards, obtaining birth certificates, etc.
- Encourage private sector groups to offer ID Day sales on goods and services and promote the concept of these types of sales.
- Have mobile operators send out a mass text message to their subscribers wishing everyone a Happy Identity Day.



### 4. EDUCATIONAL EVENTS

- Have employees of identity stakeholders visit as many schools as possible throughout the country to educate students on identity, its role in society and the importance of registration and protecting identity.
- Organize key stakeholder gatherings.
- Organize workshops, seminars, public lectures to stimulate debate and dialogue around your nation's identification priorities.

### 5. CONTESTS

Organize creative contests to stimulate artistic expression about identity (writing, music, film, art, poetry, etc.). These events provide excellent opportunities to partner with private sector organizations willing to support through sponsorship. Assembling a panel of judges to select the winners will allow for dynamic engagement from various groups within society.



■ If you need guidance with organising your ID Day event, please contact us at: [contact@id-day.org](mailto:contact@id-day.org)



# FURTHER INFORMATION

The ID Day Resources and Activities page on the Identity Day website ([www.id-day.org](http://www.id-day.org)) provides downloadable information and an archive of activities that have been carried out in the past to commemorate 16 September as ID Day. As you celebrate ID Day, we encourage you to share photos and videos of your activities with us so we can continue building on the Activities page.



## FOR MORE INFORMATION

Scan the QR codes below or visit: [www.id-day.org/](http://www.id-day.org/)



ID DAY  
RESOURCES



PRIOR ID DAY  
ACTIVITIES



TO SHARE YOUR  
ACTIVITIES WITH US

Please email: [contact@id-day.org](mailto:contact@id-day.org)

# ABOUT ID4AFRICA

Founded in 2014, ID4Africa is the Pan-African Movement that helps African nations build their strategic capacity needed for developing robust and responsible identity ecosystems in the service of development and humanitarian action. Since inception, ID4Africa has advocated *identity-for-all*, not just as a legal right (consistent with SDG 16.9), but also as a practical necessity for access to services. The Movement believes inclusive identity schemes built on the respect of privacy and human rights are essential for economic growth and for digital transformation of government and society. ID4Africa has established itself as a thought leader in the field of digital identity and has played a key role in shaping the global discourse on this critical issue.



ID4Africa leverages its convening power and develops its community and capacity-building content through its two major platforms for crowd-sourced knowledge production and dissemination: A physical general meeting, which unites the global ID4D community in a different African country each year, and a virtual platform which engages the community several times a month to address pertinent and timely issues, and to produce episodes for thematic best practices and guidance, known as the LiveCasts. These LiveCast episodes are made available on the ID4Africa YouTube channel as digital public goods: [www.youtube.com/c/ID4AFRICAMEDIA/featured](https://www.youtube.com/c/ID4AFRICAMEDIA/featured)

## MORE INFORMATION AT

[www.id4africa.com](https://www.id4africa.com)

Today, ID4Africa counts 48 African countries as formal members. They provide governance and direction for the Movement through an appointed ID4Africa Ambassador, and a deputy selected from the ranks of civil servants from each country. The ID4Africa community has grown to over 15,000 active experts and practitioners, who represent African and international governments, development agencies, industry, civil society, NGOs, and academia, from nearly 150 countries around the world.

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