**Talking Point Templates**

**A customisable speech or elevator pitch that you can use when you are advocating for global public investment, and you don’t have much time.**

**You have been able to secure one minute to make the case for global public investment to decision-makers? Here is a 60-second advocacy script you can use.**

Global public investment is the solution to the global challenges we face.

Whether it’s enabling medical advances to beat infectious diseases, ensuring we are ready to respond to disasters, or developing low-cost renewable energy technology, we can only ensure success together.

Global challenges are too big for any country to face alone, and too important to leave any country to monopolise how they are addressed.

Global public investment is rooted in three principles: All benefit from the outcomes. All contribute according to their means. All decide together.

This is not charity, it is collective self-interest.

Momentum is growing. Countries like Colombia, Chile, South Africa, and Norway are already championing this smart, effective, shared investment in our shared future. As more leaders commit, global public investment will change lives and illuminate the path forward in overcoming common challenges.

**You have been able to secure three minutes to make the case for global public investment to decision-makers? Here is a 180-second advocacy script you can use.**

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These investments will ultimately save money.

Countries are already putting resources into disaster preparedness, research for medicines, and renewable energy technology, but too often, they operate in isolation or even competition with one another. With global challenges, cooperation is always a more effective strategy.

Of course, not all countries would pay the same amount. Just as within a country we all contribute through taxes to shared services from which we all benefit, international contributions would be scaled to each country’s means. From this pooling of resources, everyone wins out. So too, sharing decision-making power enhances everyone’s collective capacity to tackle problems too large for any single country to manage alone.

Global public investment will improve everyone’s lives:

* Global public investment will get medicines developed and made available to everyone before infectious disease outbreaks explode.
* Global public investment will ensure that whenever and wherever disaster strikes, help will be at hand for everyone without dangerous delays.
* Global public investment will enable the development of low-cost renewable energy technology that everyone can access.

Global public investment harnesses the power of mutual interest - that we are interdependent - and mutuality - that we achieve more by working together.

Momentum is growing.

Over fifty civil society organisations are backing the call for global public investment, including the International Treatment Preparedness Coalition, Southern Voice, Civicus, and Global Citizen.

The call is backed too by international experts including Mariana Mazzucato, Winnie Byanyima, Jayati Ghosh, Helen Clark, and Thomas Piketty.

Countries like Colombia, Chile, and Norway are already championing this smart, effective, shared investment in our shared future. South Africa has made it a top priority for its G20 leadership.

For the global challenges we face, building a new international architecture based around global public investment is necessary, urgent, feasible, and widely supported.

As more leaders commit, global public investment will change lives and illuminate the path forward in overcoming common challenges.