



SDG Flag Day Toolkit

Welcome to the SDG Flag Day 2024 Toolkit for Participating Organizations! This toolkit is designed to assist your organization in effectively promoting its involvement in the SDG Flag Day, a global initiative to raise awareness and support for the Sustainable Development Goals (SDGs). Your participation and awareness raising for the SDGs is highly appreciated! Let's raise together hundreds of flags in Switzerland, Liechtenstein and across the world during the 9th anniversary of the SDGs on Wednesday, 25 September 2024.

In this Toolkit you will find a range of resources, including social media materials, guidelines for their use, information about the SDGs, and suggestions for further engagement beyond the event day:

- About the SDG Flag Day
- How to participate
- Activity Ideas
- Social Media Kit
- What's next



About the SDG Flag Day

On September 25, 2024, it will be exactly nine years since the SDGs were adopted by 193 UN member states. The SDGs call for global collaboration between governments, businesses and civil society to deliver a powerful vision for improving our world by 2030. More than halfway to 2030, we need significant change if we are to achieve this agenda.

The SDG Flag Day campaign started in the Netherlands in 2020 and has grown to include hundreds of businesses, government departments, civil society organizations, and schools raising an SDG Flag every September to mark the adoption of the SDGs and show their support for them. Ever since an increased number of UNGC local networks joined the initiative. In 2023, over 200 SDG flags were raised in Switzerland and Liechtenstein including a high engagement and presence on LinkedIn and Twitter. Many participating organizations leveraged this opportunity to convey their sustainability goals, coordinate staff engagement activities, or host community events aimed at raising awareness about the SDGs and the Agenda 2030.

We hope that by raising an SDG Flag, businesses, civil society organizations, educational institutions and government organizations alike will show their commitment to the Global Goals and the actions they're already taking to tackle major global challenges. We are delighted that you are a part of it!