



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!



How to participate

Participating in the SDG Flag Day is easy and impactful. Here's how your organization can get involved:

1. Order your flag online

- To ensure your flag arrives on time, please order your flag before September 13th
- If you have already purchased an SDG flag last year, please use that flag again!

2. Extra: Plan an activity and get your team involved

- If you want to raise more awareness in your organization plan something for the SDG Flag Day in your workplace. Whether you make the raising of the flag a special ceremony, hold a team meeting about the campaign or share it through your internal communications to get everyone involved – awareness begins in your own organization. For further ideas please see below.
- Discuss how your team, management, colleagues, or even partner organizations can contribute to achieving the SDGs by 2030.

3. Raise the Flag

- Display your SDG flag at your workplace, home, or in your community on September 25 or shortly before and after.
- As we aim to increase awareness of the Goals, the more people who see the flag the better – ideally at your organization's main building or in your main reception area.

4. Share your photos and videos on social media

- Take a picture of the flag and share your commitment to the SDGs on social media by tagging us and using the #TogetherForTheSDGs.
- If you don't want to buy an SDG flag, you can also show your support for the SDGs by taking part virtually. See below for some ideas on how to do this.

ORDER YOUR FLAG



Campaign and Activity Ideas

- Use the campaign to communicate on your channels about your recent sustainability initiative or report
- Organize an internal or external event/workshop to educate your staff/community about the SDGs
- Invite your employees' families to hoist the flag together with kids
- Organize an open-day event where your community can learn about your sustainability efforts
- Create new content by taking pictures of your staff, management, and other stakeholders holding up the SDG flag

On our [blog](#) you can find inspiration from participating companies of the SDG Flag Day 2023.



Social Media Kit

Social Media handles

LinkedIn: @global-compact-network-switzerland

Twitter: @GlobalCompactCH

Instagram: @globalcompactswitzerland

Facebook: @GlobalCompactSwitzerlandLiechtenstein



Social Media assets

SDG icons and communications materials can be [downloaded here](#)

Hashtags

#TogetherForTheSDGs #SDGFlagCampaign2024 #GlobalGoals #SDGs #Agenda2030

Samples Messaging

Please find some sample messages you could use to participate in the SDG Flag Day. You could also use the day to talk about actions your organization takes to achieve the Agenda 2030.

Today is SDG Flag Day! COMPANY NAME is raising a Flag to show our commitment to achieving the Sustainable Development Goals! We especially work towards SDG x and SDG x with our x. #TogetherForTheSDGs #SDGFlagCampaign2024

Celebrating 9 years of the Sustainable Development Goals #SDGs today! More than halfway to 2030, we raise the SDG flag with @global-compact-network-switzerland in support of climate action, gender equality, biodiversity, and decent work! #TogetherForTheSDGs

Together with @global-compact-network-switzerland we are raising an SDG Flag today to show our commitment to the Sustainable Development Goals. We're working #TogetherForTheSDGs to deliver climate action, gender equality, biodiversity, and decent work. With only 6 more years to go until 2030 the #SDGs are our roadmap for an inclusive, just, and sustainable society!

We are taking part in the SDG Flag Campaign with @global-compact-network-switzerland to show our commitment to #Agenda2030. The #SDGs provide a roadmap for an inclusive, just, and sustainable society. Let's work #TogetherForTheSDGs



What's next?

Explore more opportunities to support the SDGs within your organization beyond September 25.

Join the UN Global Compact Network Switzerland & Liechtenstein

The UN Global Compact Network Switzerland & Liechtenstein provides you with guidance to commit, assess, define, implement, measure and communicate your sustainability efforts. [Find out more](#) about joining the UN Global Compact Network Switzerland & Liechtenstein for further opportunities and to connect with peers and experts.

Forward Faster

To help companies accelerate progress towards all 17 Sustainable Development Goals the UN Global Compact launched the Forward Faster Initiative. It focuses on five areas where the private sector can make the biggest, fastest impact for 2030: Gender Equality, Climate Action, Living Wage, Water Resilience and Finance & Investment.

Learn [here](#) how your company can take action.

If you're looking for other ways to engage

On our [Event Page](#) you can find all of our upcoming events. Under [Take Action](#) you can find even more of our activities, training programmes, tools, resources, and networking opportunities.

Order your SDG Flag until 13 September!



Purchase via the website of our SDG flag producer

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