

# SDG FLAG DAY

25.9.2024

Participant's Guide

TOGETHER FOR THE  
SUSTAINABLE DEVELOPMENT GOALS



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# WHAT IS SDG FLAG DAY?

## **SDG Flag Day is a global flag campaign held on the anniversary of the UN Sustainable Development Goals on September 25th 2024.**

September 25th 2024 marks the ninth anniversary of the adoption of the UN Agenda 2030 for sustainable development. At the core of the Agenda are 17 Sustainable Development Goals (SDGs), which guide global action on sustainable development until 2030.

We are past the halfway point of the Agenda 2030. Progress on the SDGs is off-track and time is running out.

Now is the time to increase the momentum to implement the SDGs and show our commitment to this global universal agenda. The whole of society plays an important role in the implementation of the SDGs.

By raising the SDG Flag on September 25th 2024 you are showing your commitment to the SDGs and increasing awareness of the Agenda 2030.

The campaign was initiated in Finland by UN Global Compact Finland – a call to companies to align their operations and strategies with principles in the areas of human rights, labour, environment, and anti-corruption and to take action in support of UN goals.

SDG Flag Day was started in the Netherlands in 2019 and has grown rapidly into a global movement.

In Finland, the campaign was organized for the first time in 2023, attracting around 200 participants from cities and companies to NGOs and schools.

# HOW TO PARTICIPATE

## 1. Order the SDG flag

After signing up, order the SDG flag from the webstore of the UN Association of Finland. The flag is available in two sizes, a standard sized flag for a flagpole and a smaller one if you do not have a flagpole and want to display the flag someplace else.

## 2. Find a visible place for the flag

Find a nice, visible place where you can display the SDG flag so lots of people will see it. Suitable places are the main building of your organization, or if you do not have a flagpole, possible options are a reception area, office, or auditorium.

## 3. Organize a flag raising ceremony

Make the raising of the flag an official ceremony in your organization.

In the ceremony, you can make speeches focusing on what your organization is doing to advance the SDGs, what goals you have for the upcoming years, or why the SDGs are important to you.

The communication campaign is focused on Wednesday September 25th, but you can raise the flag a few days in advance and leave it up for a few days after the SDG Flag Day.

## 4. Share photos or videos on social media

Take photos or videos of the flag with people from your organization and post them on social media. Tell about your commitment to the Sustainable Development Goals.

Use the hashtags **#TogetherForTheSDGs** and **#SDGFlagDay**.

If you are not able to raise the SDG flag, you can also participate virtually by using the social media cards found on page 6.

# COMMUNICATIONS TOOLKIT

**In the communications toolkit, you will find instructions on how to communicate about your participation in the campaign.**

The guide contains tips for successful communications, social media cards, sample messaging for social media and a press release template.

Download all the visual resources [here](#).



# HOW TO SUCCEED WITH COMMUNICATIONS

**SDG Flag Day is a great opportunity to highlight the sustainability work of your organization. These tips help you get started.**

## **Take photos of the SDG flag**

Utilize photos or videos of the flag and post them on social media.

You can take photos of your organization's employees, management, or other members with the flag, or take a video of the flag raising ceremony.

## **Communicate about your work toward sustainable development**

SDG Flag Day is a great opportunity to highlight your sustainability work, or your goals and achievements regarding sustainable development. For example:

Highlight the SDGs which are most material for your organization, and tell about the actions you are taking towards achieving them.

Share your sustainability achievements.

Publish new targets for your organization which are aligned with sustainable development.

Launch new services or products which are in line with sustainable development.

Feature staff members who are doing great work to advance sustainability. You can share their stories and achievements on social media. Furthermore, you can reward the most active members.

## **Use hashtags #SDGFlagDay and #TogetherForTheSDGs**

You can also tag **@UN Global Compact Network Finland** on LinkedIn and **@globalcompactfi** on X so we find your social media posts and can amplify them.

# SOCIAL MEDIA CARDS AND VIDEOS

Here you will find the social media cards and videos you can use to communicate about your participation in the campaign as well as challenge your network to take part.

We encourage to utilize photos and videos you take yourself of the SDG flag. It is also possible to participate virtually using the social media cards provided.

You can download all the resources [here](#).



# COMMUNICATE ABOUT YOUR PARTICIPATION



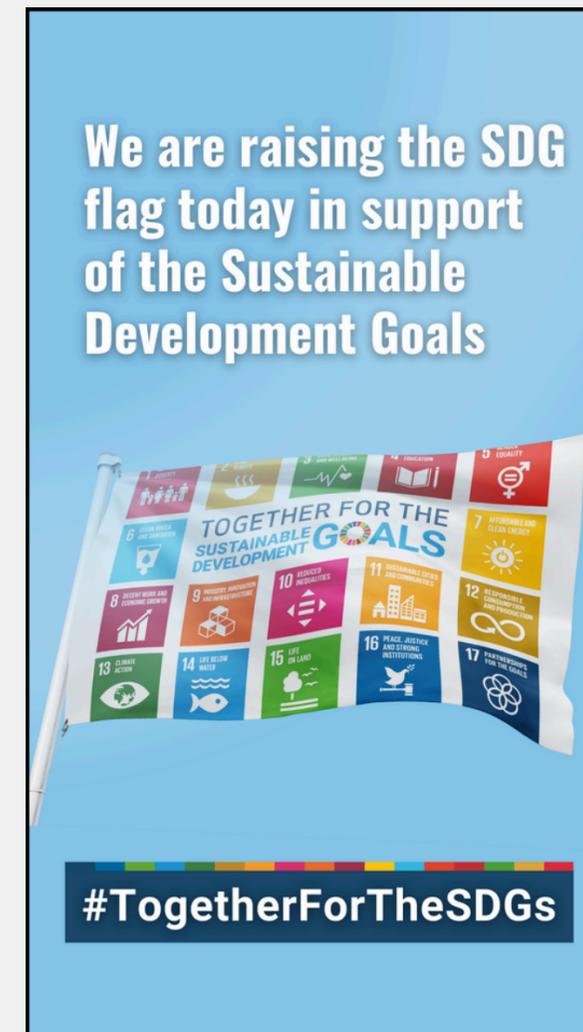
You can download all the social media cards and videos [here](#).

# COMMUNICATE ABOUT YOUR PARTICIPATION



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# COMMUNICATE ABOUT YOUR PARTICIPATION



You can download all the social media cards and videos [here](#).

# COMMUNICATE ABOUT YOUR PARTICIPATION



We are taking part in the SDG Flag Day to show our commitment to the UN Sustainable Development Goals. The 17 goals guide us to a more inclusive, just, and sustainable world by 2030.

#TogetherForTheSDGs #SDGFlagDay



September 25th marks the 9-year anniversary of the Agenda 2030 and the UN Sustainable Development Goals. We are raising the SDG flag today to show our continued support for the SDGs.

#TogetherForTheSDGs #SDGFlagDay



To mark the 9-year anniversary of the adoption of the UN Sustainable Development Goals, we are joining the SDG Flag Day!



We are raising the SDG flag to show our continued commitment to the Agenda 2030 and the SDGs. The 17 SDGs guide the world toward a more sustainable, just, and inclusive future by 2030.



#TogetherForTheSDGs #SDGFlagDay

# PRESS RELEASE TEMPLATE

**On September 25th 2024, [*name of organization*] is taking part in the SDG Flag Day with thousands of other actors to show commitment to the UN Sustainable Development Goals.**

September 25th marks the 9-year anniversary of the adoption of the Agenda 2030 and the UN Sustainable Development Goals. The 17 goals guide the global action on sustainable development between the years 2016–2030.

*[Name or organization] is raising the Sustainable Development Goals (SDG) flag to show commitment to promoting sustainable development, and to increase awareness of the Agenda 2030.*

*[You can add information about what your organization is doing to advance sustainable development, or your targets and goals for the future.*

*Furthermore, you can add a quote from the CEO or a senior member of staff, focusing on why you are taking part in the campaign.]*

Agenda 2030 is already past its halfway point, and we need more ambitious action to deliver the Agenda.

Finland is one of the best performing countries regarding the SDGs, especially in terms of goals related to social sustainability. However, there is a lot of room for improvement for environment and climate goals.

The SDG Flag Day started in the Netherlands in 2019, and it was organized in Finland for the first time last year. It has grown into a global movement with thousands of actors raising the SDG flag to show their commitment to the SDGs.

# CHALLENGE YOUR NETWORK TO JOIN

The campaign is open for everyone, and we hope to have as many organizations and individuals taking part to increase awareness of the SDGs.

You can challenge municipalities, schools, universities, companies, organizations or your friends to join.

Use the social media cards and example posts provided to challenge your network.

Let's increase awareness and raise ambition together!



You can download all the social media cards and videos [here](#).

# CHALLENGE YOUR NETWORK TO JOIN



September 25, 2024 will be the ninth anniversary of the UN Agenda 2030 for sustainable development.



The SDG Flag Day encourages people from all over the world to raise the SDG flag to promote sustainable development.



Join the campaign and show your commitment to the SDGs.

Read more: [www.sdgflagday.fi/en](http://www.sdgflagday.fi/en) #TogetherForTheSDGs #SDGFlagDay



Join the SDG Flag Day on September 25th and raise the SDG flag for sustainable development.

Read more: [www.sdgflagday.fi/en](http://www.sdgflagday.fi/en)

#TogetherForTheSDGs  
#SDGFlagDay

# TIPS FOR COMPANIES: HOW TO CONTRIBUTE TO THE SDGS

## 1. Join the UN Global Compact

As a special initiative of the UN Secretary-General, the United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universal principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals. With more than 20,000 companies based in over 160 countries, and more than 60 Global Compact Country Networks, it is the largest corporate sustainability initiative in the world.

Read more [here](#).

## 2. Commit to the Forward Faster initiative

We're halfway to 2030, but there's not nearly enough action happening at the pace and scale needed to deliver on the 17 Sustainable Development Goals and meet the 2030 Agenda. Forward Faster is a new UN Global Compact initiative, here to help companies accelerate progress towards all 17 Sustainable Development Goals, by focusing on where they can make the biggest fastest impact for 2030.

Read more [here](#).

## 3. Participate in the SDG Ambition Accelerator

SDG Ambition is a three-month accelerator that aims to challenge and support participating companies of the UN Global Compact in setting ambitious corporate targets and accelerating integration of the 17 Sustainable Development Goals (SDGs) into core business management. SDG Ambition enables companies to move beyond incremental progress and step-up transformative change – unlocking business value, building business resilience, and enabling long-term growth.

Read more [here](#).

# CONTACT



[www.SDGFlagDay.fi/en](http://www.SDGFlagDay.fi/en)



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