

SDG FLAG DAY

25.9.2023

Participant's Guide



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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 2023.

September 25th 2023 marks the eighth 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 at 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 2023 you are showing your commitment to the SDGs and increasing awareness of the Agenda 2030.

The campaign was initiated by UN Global Compact – a call to companies everywhere 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 ever since – last year thousands of flags were raised in support of sustainable development.



HOW TO PARTICIPATE

1. Order the 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. 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 Monday 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 hashtag **#TogetherForTheSDGs**. You can also use **#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 7.

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, a press release template, as well as the SDG logos and instructions.

Download all the visual resources here.



SDG Flag Day 2022 participants' photos on social media.



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 the hashtag #TogetherForTheSDGs

You can also use **#SDGFlagDay** on social media.

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

SOCIAL MEDIA CARDS

Here you will find the social media cards 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](#).



SOCIAL MEDIA CARDS

Social media cards for Twitter, LinkedIn, Facebook



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

SOCIAL MEDIA CARDS

Social media card templates (*add your own text*)



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

SOCIAL MEDIA CARDS

Social media cards and templates for Instagram and Stories



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

EXAMPLE POSTS FOR SOCIAL MEDIA



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 2023 marks the 8-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 8-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 commitment to the Agenda 2030 and the SDGs. The 17 goals guide the world toward a more sustainable, just, and inclusive future by 2030.



#TogetherForTheSDGs #SDGFlagDay

By clicking the Twitter icons, the post template will open on Twitter.

You can copy the text and post it on other social media channels.

PRESS RELEASE TEMPLATE

On September 25th 2023, *[name of organization]* is taking part in the SDG Flag Day with thousands of other actors to show their commitment to the UN Sustainable Development Goals.

September 25 marks the 8-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 their 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 halfway, 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 when looking at the goals related to the environment and climate.

The SDG Flag Day started in the Netherlands in 2019 and has grown rapidly since. Last year, thousands of actors raised the SDG flags to promote sustainable development.

SDG LOGOS AND GUIDELINES

You can download the SDG icons and logos [here](#).

More detailed guidelines for the use of SDG logos are found [here](#).

Please note, that only UN entities are allowed to use the SDG logo with the UN emblem.

If you want to pair the logo of your organization with the SDG logo, it must be accompanied by the text: "[Name of entity/We] support(s) the Sustainable Development Goals".



SDG logo without UN emblem



SDG logo without UN emblem



SDG wheel



Example of side-by-side display of logos.

CHALLENGE YOUR NETWORK TO JOIN

The campaign is open for everyone, and we hope to have as many organizations and individuals taking part in it so we 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!



CHALLENGE YOUR NETWORK TO JOIN

Example posts for social media



September 25, 2023 will be the eighth 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
#TogetherForTheSDGs #SDGFlagDay



September 25 marks the 8-year anniversary of the adoption of the Agenda 2030 and the UN Sustainable Development Goals.

Join the SDG Flag Day on September 25th 2023 and raise a flag for sustainable development.

www.sdgflagday.fi
#TogetherForTheSDGs #SDGFlagDay

By clicking the Twitter icon, the post template will open on Twitter.

Copy the text and post it on social media channels.



TIPS FOR COMPANIES: HOW TO CONTRIBUTE TO THE SDGS

1. Join the UN Global Compact

UN Global Compact, the world's largest corporate sustainability initiative, supports companies in doing business responsibly by aligning their strategies and operations with principles on human rights, labour, environment, and anti-corruption as well as the UN Sustainable Development Goals.

UN Global Compact provides a principle-based framework, best practices, resources and networking events that have revolutionized how companies do business responsibly and keep commitments to society. Read more [here](#).

2. Participate in the SDG Ambition Accelerator

SDG Ambition Accelerator aims to challenge and support companies in setting ambitious corporate targets and accelerating integration of the 17 SDGs into core business management. SDG Ambition will empower and equip participating companies to develop and implement innovative business strategies that significantly increase their positive impact on the SDGs. Read more [here](#).

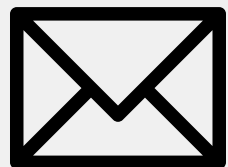
4. Align strategies with the SDG Benchmarks

Through collaboration and consultation with leading experts and partners, UN Global Compact has developed specific SDG Ambition Business Benchmarks that companies can use to define their own goals and targets for performance based on environmental, social and governance criteria. These benchmarks translate the SDGs for business and challenge organizations to set more ambitious goals and targets in areas where business action will be vital for achieving the SDGs by 2030. Read more [here](#).

CONTACT



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