



# Global Compact Network South Africa



## SDG Flag Campaign

#TogetherfortheSDGs

25 September 2023 - 30 September 2023

## Participant Guide



HUMAN RIGHTS



LABOUR



ENVIRONMENT



ANTI-CORRUPTION



## ABOUT THE GLOBAL COMPACT NETWORK SOUTH AFRICA

The United Nations Global Compact Network South Africa is a business-led platform working to scale and accelerate the collective impact of business by delivering on the Sustainable Development Goals, the National Development Plan, and the Ten Principles of the UN Global Compact.



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## About the SDG Flag Campaign

On 25 September 2023, it will have been exactly 8 years since the adoption of the Sustainable Development Goals (SDGs) by 193 UN member states. The SDGs provide a historic opportunity to unite all global stakeholders to end extreme poverty, address inequality & injustice and protect our planet.

We are at the halfway point of Agenda 2030. Now is the time to increase the momentum to implement the SDGs and show our commitment to this global universal agenda.

From 25 - 30 September 2023, Global Compact Network South Africa will join organisations, municipalities, companies, civil society organisations, and schools all around the world in raising the SDG Flag to show support for the Sustainable Development Goals. You are invited to get involved in this global movement working #TogetherfortheSDGs. By raising the SDG Flag you are showing your commitment to the SDGs and increasing awareness of Agenda 2030.

**Participate** in this virtual campaign by uploading a photo or video of the SDG Flag and sharing it on social media with the hashtag #TogetherfortheSDGs. The campaign is scheduled to extend over a span of one week from **25 - 30 September 2023**; However, you are welcome to raise the SDG flag beyond this duration. The SDG Flag campaign is open to everyone.

The campaign was initiated by UN Global Compact as a call to companies everywhere to align their operations and strategies with the Ten Principles in the areas of human rights, labour, environment, and anti-corruption and to take action in support of the SDGs.

We hope that by raising the SDG Flag, companies, civil society organisations, educational institutions, and government organisations alike will show their commitment to the SDGs and the action that they're already taking to combat major global challenges.



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## How to participate: Steps for action

1. Download the SDG flag images and videos; find all the resources [here](#)
2. Post the flags on your social media accounts using the hashtag #TogetherforSDGs
3. Share your photos and videos on social media
  - a. Post the SDG flag and take the opportunity to share what your organisation is doing to advance the SDGs
  - b. We are focusing our communications on **25 September 2023 - 30 September 2023**, but feel free to continue sharing for as long as you wish

## How to raise awareness in your organisations and beyond

- Share this campaign through your internal communications and get colleagues involved – awareness begins in your own organisation.
- Discuss how your team, management, colleagues, or even partner organisations can participate in the SDG Flag Campaign.
- Do you have sustainability pioneers in your organisation? Give them a platform! Publish their stories on your website or social media channels to show their engagement.
- Engage your stakeholders, including your supply chains, consumers, and the local community in your SDG actions.
- Challenge colleagues to come up with creative solutions for SDG implementation within your organisation.

## Social Media Toolkit

### Social media handles

Twitter: [@GlobalcompactSA](#)

Instagram: [@globalcompactsa](#)

LinkedIn: [@Global Compact Network South Africa](#)

### Social media assets

SDG flag images, videos and communications materials can be downloaded [here](#)

### Hashtags

#SDGFlagCampaign2023 #TogetherfortheSDGs #GlobalGoals #SDGs #Agenda2030



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## Sample messaging for Twitter / Facebook



We are taking part in the SDG Flag Campaign with [@globalcompactSA](#) to show our commitment to #Agenda2030. The #SDGs provide a roadmap for an inclusive, just and sustainable society. Let's work #TogetherfortheSDGs

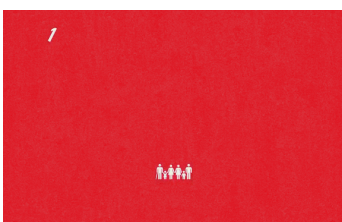


This week we celebrate the 8th anniversary of the Sustainable Development Goals #SDGs. We raise the SDG flag to support climate action, gender equality, biodiversity, and decent work! #TogetherfortheSDGs



Together with [@globalcompactSA](#), we are raising the SDG flag today to show our commitment to achieving the #SDGs. We're working #TogetherfortheSDGs to deliver climate action, gender equality, biodiversity, and decent work.

## Sample messaging for LinkedIn



Today it is eight years since the world embraced the Sustainable Development Goals: 17 Goals that guide us to a more sustainable world by 2030. To showcase how we are working #TogetherforTheSDGs, this year we are taking part in the SDG Flag Campaign with [@Global Compact Network South Africa](#).



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



We're working #TogetherfortheSDGs to deliver climate action, gender equality, biodiversity and decent work. The #SDGs are our roadmap for an inclusive, just and sustainable society!



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## What's next?

Visit our [website](#) for more guidance and resources to further scale and accelerate action for the SDGs in South Africa.

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.

## Already a Participant of the UN Global Compact?

- Participate in the [Voluntary National Review \(VNR\)](#)
- Participate in the [SDG Ambition Accelerator](#)

## Contact

For more information about the [SDG Flag Campaign](#) contact

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