



Welcome to the SDG Flag Day Toolkit. This toolkit is designed to assist your organization in effectively promoting its involvement in the SDG Flag Day campaign on 25 September 2024, a global initiative to raise awareness and support for the Sustainable Development Goals (SDGs). In this Toolkit you will find a range of resources, including social media materials and suggestions for further engagement.

About the SDG Flag Day

On 25 September 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 the SDG Flag every September to mark the adoption of the SDGs and show their support for them. Ever since, an increased number of Global Compact country networks joined the initiative. Many participating organizations leverage 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 the 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.





How to participate

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

1. Order your flag online

If you have already purchased an SDG flag last year, please reuse your flag!

ORDER YOUR FLAG



2. Raise your flag

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

3. Share it online

Take a picture of the flag and share your commitment to the SDGs on social media by using the hashtag **#togetherfortheSDGs**. If you don't want to buy an SDG flag, you can also show your support for the SDGs by taking part virtually. Visuals are provided below.

Social media messaging + visuals

IMPORTANT. Use #togetherfortheSDGs

When sharing your pictures, don't forget to use the hashtag #togetherfortheSDGs. During Flag Day we will collect the nicest pictures that are shared with the hashtag and create a recap video. So if you want to be featured with your company, get creative!

Furthermore we ask you to tag @UN Global Compact Network Netherlands. That way we can like and comment on your social media posts to further amplify the message.



Sample messaging

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

Version 1

Today we're celebrating the 9th anniversary of the Sustainable Development Goals! 🎉 Together with @UN Global Compact Network Netherlands we are raising the SDG Flag to show our continued commitment to the #SDGs. With only 6 more years to go until 2030, the SDGs are our roadmap for an inclusive, just, and sustainable society! #togetherfortheSDGs

Version 2

🌍 Today, <company name> proudly celebrates SDG Flag Day! 🎉 By raising the SDG flag, we reaffirm our commitment to the Sustainable Development Goals. These 17 goals are a universal call to action to end poverty, protect the planet, and ensure prosperity for all by 2030. #togetherfortheSDGs

Social media visuals



When it's not possible to raise the SDG Flag physically, your organization can still participate online by virtually raising the flag on your social media channels. You can download the visual in 3 different sizes (for linkedin, facebook, instagram and instagram story).

[Download images here](#)

For questions, contact

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