Tell the world what YOU unite for during the Global Week to #Act4SDGs 15-25 September 2023

We call on you to share your SDG actions and the positive changes you are doing in your daily life to show that our choices and individual actions matter. And that, collectively, we are a massive force that can bring about transformative change and reach for a better future.

Be part of the global mobilization in September, together with millions of people taking action during the Global Week to Act for SDGs. Let’s unite to act because we are stronger together, united in action.

Sample Script for a 30-second video

We’re calling on YOU - you can play a key role to give humanity and our planet a beautiful, sustainable future.

It’s the halfway point to the 2030 Agenda and yet more than half of the world’s population is still currently left behind.

It’s time to come together and UNITE TO ACT.

Unity is at the heart of the SDGs because achieving them is only possible when we come together.

Show your commitment in uniting to act for the SDGs through the Activator!

By doing so, you become part of millions of people taking action on the SDG Global Map.

What do you unite for?

Join the action, UNITE TO ACT today.

Sample Social Media Caption

I am joining @SDGaction and the Global Week to #Act4SDGs by showing what #SDGs I unite for. I unite for [add what you unite for] and a peaceful, just and sustainable future.

What do you unite for?

Guidelines

1. **Choose what you unite for**
   Find inspiration on www.unitetoact.org

2. **Choose your visual**
   You can record a video or post photos of you and your actions. Watch demo video here.

3. **Invite or challenge followers**
   To share their SDG actions and join the Global Week to #Act4SDGs.

4. **Post on social media**
   And tag us @SDGAction and #Act4SDGs.

5. **Upload your photo/video here by 20 September**
   We may publish a compilation of selected videos on our @SDGAction platforms.

Tools

- ACTivator
- UNITE TO ACT Trello board
- SDG Global Map of Actions

For questions, contact andrew.giacalone@undp.org or krisha.sia@undp.org
SHOW WHAT YOU UNITE FOR
15-25 SEPTEMBER 2023

Share your SDG actions

Record a video or post photos to show the sustainable actions you are taking – use your platforms to encourage your followers to do the same! Tag us @SDGaction for a chance to be featured on our channels!

Participating in a clean up at your local beach, park or community? Choosing to reuse or recycle before buying new items? Ensuring gender equality in your industry? You are already part of the #Act4SDGs movement!

You can find more actions and inspiration on act4sdgs.org/take-action

The themes of the Global Week to #Act4SDGs are climate, gender equality, peace, sustainable food systems and inclusion - share your message and ask your followers to join!

➔ Post your video on your social media platforms from 1 - 25 September and tag us @SDGAction and use the hashtag #Act4SDGs to amplify on our accounts.

➔ Upload your original video as an MP4 to this folder: Influencers videos by 20 Sep. Tag us: @SDGaction | Use the hashtag: #Act4SDGs

➔ We may publish a compilation of selected videos on our @SDGAction platforms.

Guiding questions to frame your video message:

• Give context - in your own words explain why you are sharing this today.

• Explain your sustainable action/habit and why are you adding it to your routine

• Why do you think people should do the same – share your personal insight/ result

Sample Actions

CLIMATE ACTION. For longer distances, consider taking a train or bus, avoid long haul flights and carpool whenever possible.

FOOD & CONSUMPTION. To reduce your impact on the climate, buy local and seasonal food, eat more plant-based meals, use up what you have, and compost any leftovers.

SPEAK UP. Appeal to world leaders, urge your city, your bank and your employer to take urgent action towards a sustainable future that leaves no one behind.

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