



**THE GLOBAL GOALS**  
For Sustainable Development

# Organisation and Employee Engagement Toolkit


[#GlobalGoals](#)

[#GlobalCitizen](#)

# THE GLOBAL GOALS

For Sustainable Development





The Global Goals will be officially launched to the world's media in September, so make sure your organisation is already signed up to be part of that.

We will shortly be launching a dedicated hub for organisations on the Global Goals site. In the meantime here's the toolkit to get you started.



# Why get Involved?

It may be that you just raise awareness of the goals within your organisation by sharing through your internal communication channels or social media channels.

But if you'd like to get more engaged we've created some fun tools to help you do that.

Some business' are getting behind specific goals with real relevance to their own missions and purpose.

To make it easy to find your goals we've also made a short quiz to help you.

To mobilise your organisation around the goals there are amazing volunteering opportunities for employees to get involved with via Impact 2030 which is uniting corporate volunteering efforts to address the UN Development Agenda through collaboration.

# 01

## TAKE THE QUIZ AND FIND YOUR GOALS

On September 25th 2015, 193 world leaders will commit to 17 Global Goals to achieve 3 extraordinary things in the next 15 years. End extreme poverty. Fight inequality & injustice. Fix climate change. The Global Goals for sustainable development could get these things done. In all countries. For all people.

These are goals for everyone. Take the quiz and find your goals.

*Coming Soon...*

# 02

## TWEET / SHARE

The more people who know about the Global Goals for sustainable development, the more successful they'll be. If we all fight for them, our leaders will make them happen. So they need to be famous. Please share them widely with your networks and Tell Everyone.

The twitter handle is @TheGlobalGoals. Hashtags can include #GlobalGoals, #GlobalCitizen #TellEveryone #WeHaveAPlan

### **Examples:**

We believe #GlobalGoals can end poverty, fight inequality and tackle climate change. Follow them @TheGlobalGoals to find out more

Which of the #GlobalGoals do you feel most passionately about? Visit [globalgoals.org](http://globalgoals.org) and #TellEveryone  
(this could have the image of the Goals attached)

Follow @TheGlobalGoals, make the Sustainable Development Goals famous, fight poverty, inequality and climate change. #WeHaveAPlan

To get involved ALL you have to do is share. Tweet and tell your followers which #GlobalGoal YOU care most about.  
(this could have the image of the Goals attached)

# 03

## RECRUIT CEO'S VIA INTERNAL EMAIL

These goals need champions to tell everyone and make everyone aware of them. They need Chief Everyone Officers (CEO's) We've made it simple for you to recruit those CEO's inside your organisation by sending out an application email.

### *Subject Lines:*

- Congratulations on your new global CEO\* role
- Awesome new job-share opportunity
- Your exciting new promotion
- Joining the biggest team in the world
- Your new role jointly heading up the world's biggest team
- Your talents have been recognised
- The most important role of your career Team 'Everyone' needs you
- Wanted: Applications for world-changing team players•
- The world needs YOU.
- Urgent: Exciting opportunities for world-changers/team-players
- Guaranteed 'Job for Life' opportunity
- Congratulations! You have been nominated as Captain of Spaceship Earth

*\*CEO: Chief Everyone Officer*

# 03

## CORE COPY:

Your new CEO role...

Dear X,  
Congratulations!

Finally your talent and potential have been recognised. We know you're a goal-oriented person, an authentic team-player with an ability to see the bigger picture, identify real priorities, think beyond the 'here and now' and make real change happen at scale and pace. Which is why we're delighted to invite your application to be CEO (Chief Everyone Officer). This is an exciting new role to jointly head-up the world's biggest ever team. It's an historically unprecedented, planetary promotion with an immediate start. It is literally a job for life. As Chief Everyone Officer you'll co-lead the world's first genuinely global transformation programme. You and seven billion fellow team members will be sharing, promoting and raising awareness of 17 Global Goals, ensuring we all do what needs to be done to eradicate poverty, protect the planet, promote equality, educate every child and make our world better, fairer, cleaner and greener, forever.

This is a once in a lifetime chance to rewrite the course of history, creating a single common narrative for all humanity. We know you're up for the challenge. There's no time to waste. This role is open for seven days only. Apply NOW



# 04

## DISPLAY WEB BANNERS, BADGES AND FLAGS

We've made things for your organisation to show support for the Goals. Icons, web banners, email signatures. Find your goals and share with pride.



Flags



Badges



Banners

# 05

## DOWNLOAD PRINTABLE POSTERS

We've made posters to inform, inspire and engage. Print them out and display them wherever you can.



A3 Posters



A4 Posters

# 06

## WATCH AND SHARE VIDEOS

Films to watch and share to help you get deeper into the Global Goals.



● <https://www.youtube.com/watch?v=C8gt50hiPFo>

# 07

## HOST A TALK

The Global Goals get people talking. So we've made a simple guide to help those who want to engage their organisation in short talks about the Global Goals. Host a session at lunch times, tea times or during launch week.

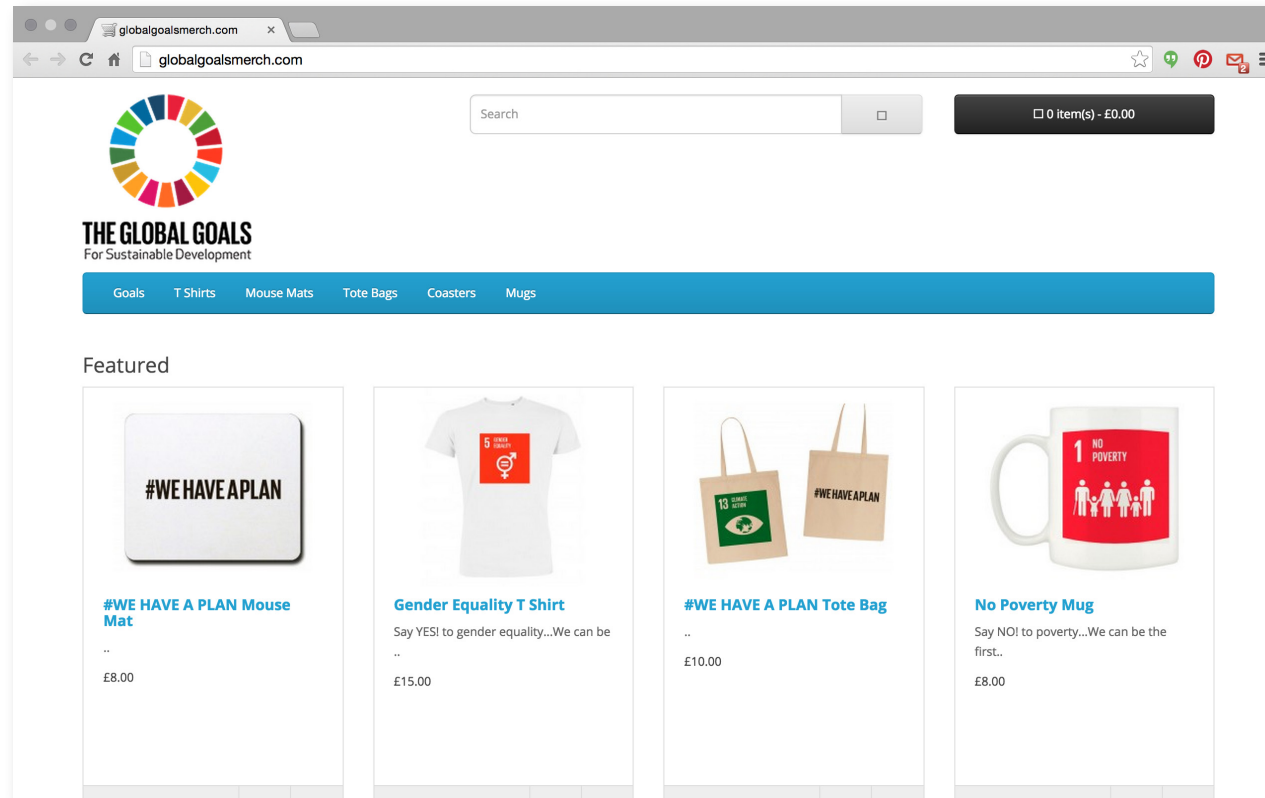


A4 Host a Talk Posters

# 08

## BUY SOME GOODIES AT THE STORE

We've made some stuff to help communicate the Global Goals inside your workplace.  
Smart mugs and mouse-mats which show your support and help the Global Goals movement.



● <http://globalgoalsmerch.com/>

09

## GET DIZZY WITH DIZZY GOALS

*Coming Soon...*

# 10

## JOIN IMPACT 2030

The ultimate mobilisation action. Impact 2030 Partner Companies are aligning their employee volunteer actions to address the UN Development Agenda through collaboration. Join us in creating real and sustainable change.



● <http://www.impact2030.com/>