



# **PARTICIPANT Media Toolkit**

**Tools for telling your story as a Participant  
of the United Nations Global Compact**

# Table of Contents

---

<b>1</b>	<b>How to Use this Toolkit</b>	1
<b>2</b>	<b>Participant Profile</b>	2
<b>3</b>	<b>Press Release Key Messages</b>	3
<b>4</b>	<b>Social Media Guide</b>	6
<b>5</b>	<b>Endorser and COP Logos</b>	11

For the latest version of this toolkit, please [click here](#).



# How to Use this Toolkit

**Companies join the UN Global Compact because they share a common conviction: business practices rooted in universal principles contribute to a more stable and inclusive global market, and help build prosperous and thriving societies where business can succeed. Through continued engagement, you can help set the standard worldwide for sustainable and responsible business practices.**

Companies like yours that choose to become full Participants actively engage at the global level with the UN Global Compact. We commit to providing the tools and guidance along the way that help you tell your sustainability story.

## WELCOME TO YOUR MEDIA TOOLKIT!

Inside, you'll find efficient and easy-to-use tools and guidance for communicating your engagement with the UN Global Compact via your new Participant profile page on our website, in your press releases and across your social media channels. A brief overview on the Endorser and Communication on Progress (COP) logos is also provided.

Designed exclusively for UN Global Compact Participant companies, this media toolkit is aimed at helping your company publicly communicate its commitment to our Ten Principles and the UN Global Goals. Read on to learn how to effectively promote your key activities to your customers, investors, partners, peers and employees — all your key stakeholders — across various communication channels.

## QUESTIONS?

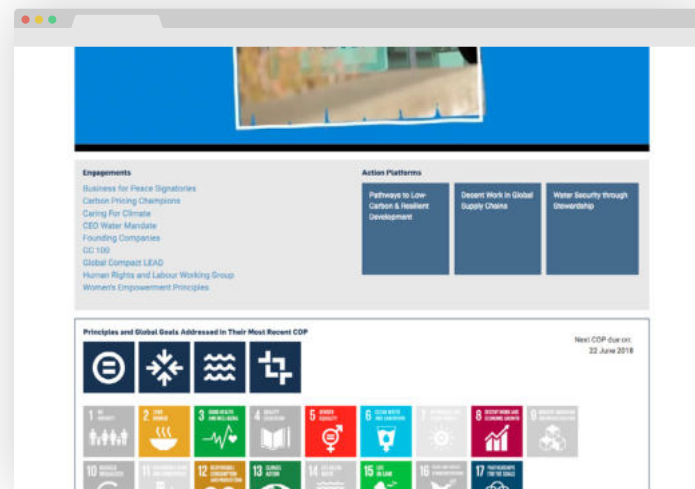
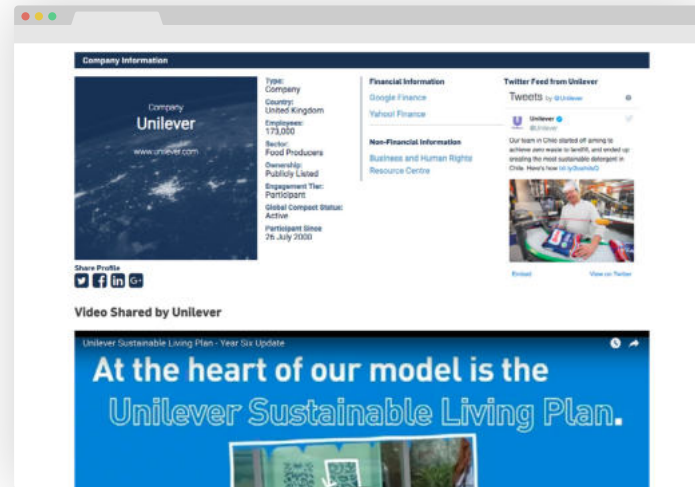
If you have questions about this toolkit, your new Participant profile or other opportunities for your company, please contact your dedicated Engagement Manager.\*

*\*Contact details are available on your personal company dashboard, under the "Getting Started" tab.*

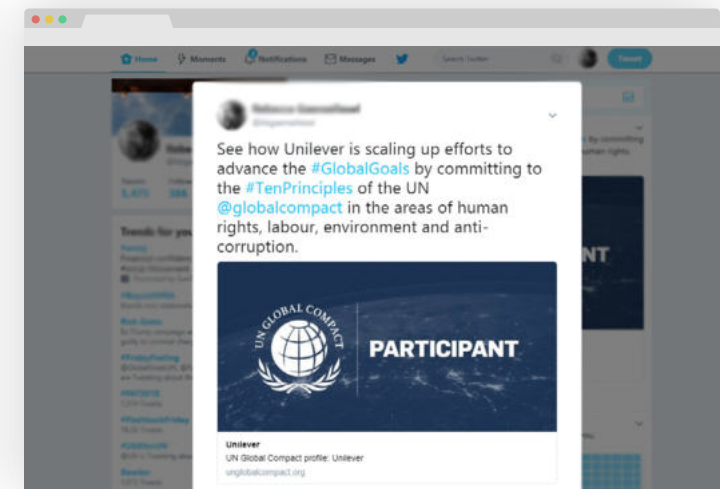


# Participant Profile

Your enhanced Participant profile on the UN Global Compact website has a whole new look, visually communicating your progress on our Ten Principles, the UN Global Goals and all other engagements with us. Plus, you can now embed a video and your company's Twitter feed, and anyone visiting your page can easily share your profile across social media.



PUBLISHED ON	TITLE	LEVEL
2017-06-22	Unilever Communication on Progress	Advanced
2016-06-24	Unilever Communication on Progress	Advanced
2015-06-26	Unilever UNGC Communication on Progress	Advanced
2014-06-27	Communication on Progress	Advanced
2014-05-05	Reporting Cycle Adjustment	N/A
2013-04-26	Communication on Progress	Advanced
2012-08-10	Communication on Progress	Advanced
2012-06-08	Grace Letter	N/A
2011-08-12	2011 Communication on Progress	Active
2010-05-19	2010 Communication on Progress	N/A
2009-05-26	Sustainable Development Report 2008	N/A
2009-06-04	Sustainable Development Report 2007	N/A
2007-07-03	Unilever Sustainable Development Report 2006	N/A
2006-11-27	Environmental & Social Report 2005	N/A
2006-06-25	Unilever Social Report 2004	N/A
2004-09-24	Environmental Report and Summary Social Review 2003	N/A



# Press Release Key Messages

## 3.1 JOINING THE INITIATIVE

**If you are a new joiner to the initiative, welcome! We encourage Participants to publicly inspire and advocate others to join our global movement and help create the world we all want.**

Below, please find suggested text to add to a press release about joining the initiative:

- Today, **[insert company name]** is pleased to announce that we have joined the United Nations Global Compact initiative — a voluntary leadership platform for the development, implementation and disclosure of responsible business practices.
- With this announcement, **[insert company name]** is proud to join thousands of other companies globally **[or personalize this to be region- or sector-specific]** committed to taking responsible business action to create the world we all want.
- The **UN Global Compact** is a call to companies everywhere to align their operations and strategies with **ten universally accepted principles** in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals and issues embodied in the Sustainable Development Goals (SDGs).
- Launched in 2000, the UN Global Compact is the largest corporate sustainability initiative in the world, with more than 9,500 companies and 3,000 non-business signatories based in over 160 countries, and more than 70 Local Networks.

For example:

"In line with our commitment to these principles, **[insert company name]** is proud to..."  
noted **[insert Chief Executive name and position]**.

- As a Participant of the initiative, we encourage you to visit our profile **[link to UNGC company profile page]** on the UN Global Compact website and learn more about our latest sustainability work **[or insert reference to specific workstream]**.

**Transparency builds trust.**

Submitting an annual COP is at the heart of your company's commitment to the UN Global Compact and provides valuable information to your stakeholders. Please find recommended text to use in an accompanying press release:

*\*Learn more about submitting your COP [here](#). Visit the final section in this toolkit for details on the COP logo.*

Below, please find suggested text to add to a press release about submitting your annual required COP:

- Today, **[company name]** is proud to share our United Nations Global Compact Communication on Progress (COP), demonstrating our ongoing commitment to responsible business action in support of broader societal goals.
- As part of our continued engagement with the United Nations Global Compact and its Ten Principles, this report outlines our efforts to support and uphold universally accepted principles in the areas of human rights, labour, environment and anti-corruption. You can view our Communication on Progress (COP) and other activities and engagements on our Participant profile on the UN Global Compact website here **[link to your profile]**.
- Since joining the UN Global Compact in **[year]**, **[company name]** has been proud to be part of a global movement of sustainable companies and stakeholders. By integrating to a principles-based approach to sustainability, **[company name]** is taking shared responsibility for achieving a better world.

## BOILERPLATE

Many companies choose to add a line about their participation in the UN Global Compact as part of a standard boilerplate. It's an easy and effective way to ensure the public knows of your commitment to the Ten Principles of the UN Global Compact.

**[Sample 1]** As part of our commitment to sustainable and responsible business practices, **[company name]** has embedded the Ten Principles of the United Nations Global Compact into strategies and operations, and committed to respecting human and labour rights, safeguarding the environment, and working against corruption in all its forms.

**[Sample 2]** As a Participant of the United Nations Global Compact, **[company name]** is committed to aligning strategies and operations with universal principles on human rights, labour, environment and anti-corruption, and take actions that advance societal goals.

**[Sample 3]** **[Company name]** is a Participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business.

**[Sample 4]** **[Company name]** has aligned our strategies and operations with the Ten Principles of the United Nations Global Compact since **[joining year]**.

# Social Media Guide

**Social media is more important than you may think. By 2019, estimates show that there will be approximately 2.77 billion social media users around the globe.**

Social networks can help your company share your products and services beyond local or social boundaries, but it goes even further than that.

Customer loyalty is increasingly about values and transparency, and a growing number of consumers are drawn to responsible and sustainable brands. Social media is an effective way to share the mission and values of your organization – including through your participation in the UN Global Compact.

You can also get social with us! Follow our primary social media accounts and engage with us across a variety of platforms. This is also a key way to stay in-the-loop with our activities and upcoming events.

## FIND US ON SOCIAL MEDIA



[twitter.com/globalcompact](https://twitter.com/globalcompact)



[twitter.com/Lise\\_Kingo](https://twitter.com/Lise_Kingo)



[facebook.com/UNGlobalCompact](https://facebook.com/UNGlobalCompact)



[linkedin.com/company/united-nations-global-compact/](https://linkedin.com/company/united-nations-global-compact/)



[instagram.com/globalcompact](https://instagram.com/globalcompact)



## JOINING THE INITIATIVE

### Suggested message for Twitter/Instagram:

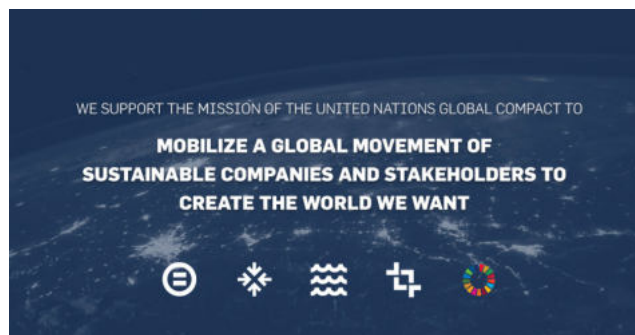
We are proud to join the UN @globalcompact as part of our commitment to being a responsible company. See how we are taking our sustainability progress to the next level: **[link to a related press release + add digital card to the tweet]**

### Suggested message for Facebook/LinkedIn:

We are proud to join the United Nations Global Compact as part of our commitment to being a responsible company. This commitment is to operate responsibly, in alignment with universal sustainability principles, take actions to support society, and report to the UN Global Compact annually on our ongoing efforts.

“**[insert press release quote from CEO here]**”

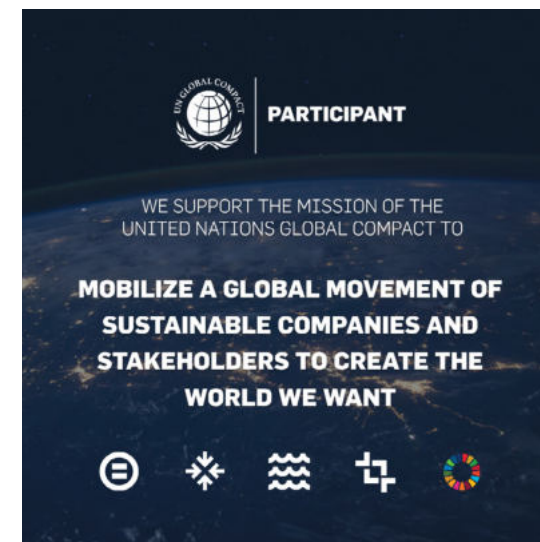
Read our official announcement and see how we are taking our sustainability progress to the next level: **[link to a related press release + add digital card to the post]**



### Suggested message for Instagram:

We are proud to join the UN @globalcompact as part of our commitment to being a responsible company. Click the link in our profile to view our sustainability progress. **[upload digital card and ensure you update the link in your Instagram bio to your Participant profile link]**

→ **Quick tip:** Frequently changing the link in your Instagram bio (profile page) keeps things interesting for your followers and allows you to link to fresh content.



## SUBMITTING YOUR COMMUNICATION ON PROGRESS (COP)

### Suggested message for Twitter:

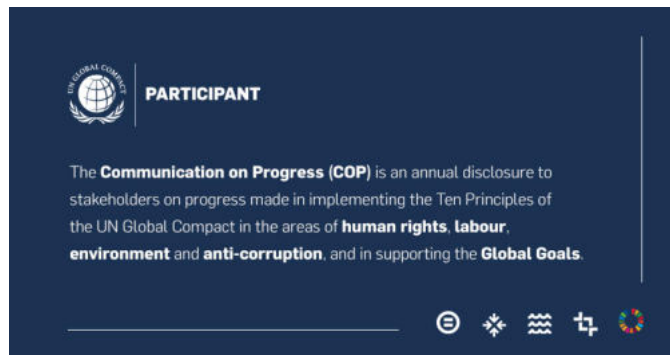
We are measuring our sustainability impact. Read our latest UN @globalcompact Communication on Progress (COP): **[add link to your Participant profile + add COP digital card]**

### Suggested message for Facebook/LinkedIn:

Our latest United Nations Global Compact Communication on Progress (COP) is now available online. Find out what sustainability means for us and how we are implementing the #TenPrinciples and advancing the #GlobalGoals: **[add link to your Participant profile + add COP digital card]**

### Suggested message for Instagram:

Click the link in our profile to read our latest UN @globalcompact Communication on Progress (COP) and see how we are measuring our sustainability impact. **[change link in your Instagram bio to Participant profile link + upload digital card]**



## SHARING YOUR PARTICIPANT PROFILE

### Suggested message for Twitter:

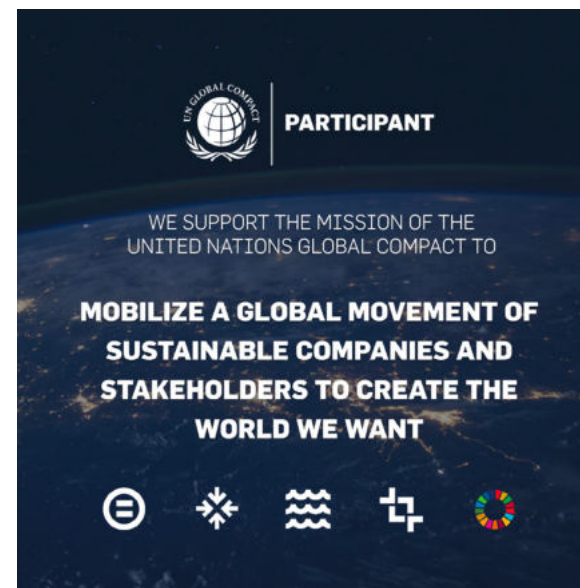
We are accelerating our sustainability efforts and scaling up impact across the globe through our participation in the UN @globalcompact. See our progress: **[add link to your Participant profile + add digital card]**

### Suggested message for Facebook/LinkedIn:

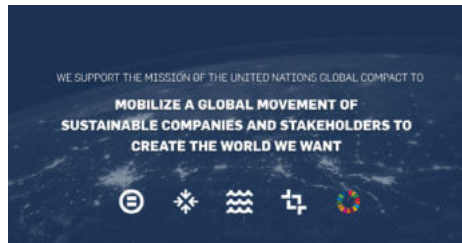
Our commitment to the United Nations Global Compact is to embed the #TenPrinciples on human rights, labour, environment and anti-corruption. Be a part of the movement: **[add link to your Participant profile + add digital card]**

### Suggested message for Instagram:

Our commitment to the United Nations Global Compact is to embed #TenPrinciples on human rights, labour, environment and anti-corruption into all our business operations. See how we're making it happen — click the link in our profile to view our progress. **[upload digital card and ensure you update the link in your Instagram bio to your Participant profile link]**



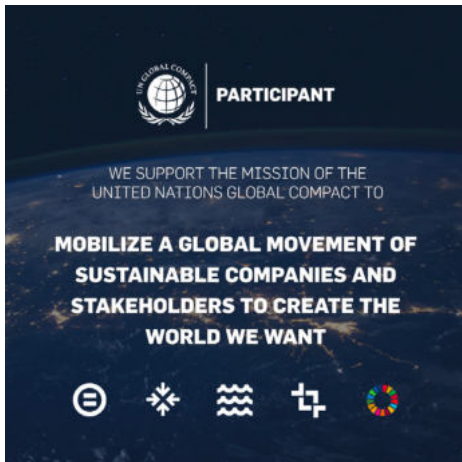
DOWNLOAD ALL THE DIGITAL CARDS FOR TWITTER/FACEBOOK/LINKEDIN:



COP



DOWNLOAD ALL THE DIGITAL CARDS FOR INSTAGRAM:



COP



 **DOWNLOAD THE ASSETS**

# Endorser and COP Logos

**Other ways to demonstrate your participation in and support of the UN Global Compact and our mission is through our Endorser and COP logos.**

## ENDORSER “WE SUPPORT” LOGO

While the UN Global Compact logo is for use by our initiative only, we encourage participants in good standing to use the Endorser or “We Support” Logo. It can be used, for example, on websites and relevant print materials to communicate your commitment to the initiative and raise awareness of the UN Global Compact. Click [here](#) to learn more and request the Endorser logo.



## COMMUNICATION ON PROGRESS LOGO

We also encourage adding the Communication on Progress (COP) logo to your annual COP report. No prior permission is needed, so simply click on the image below to download:

 **DOWNLOAD WEB FILES | RGB**

 **DOWNLOAD PRINT FILES | CMYK**



This is our **Communication on Progress** in implementing the Ten Principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.



## THE TEN PRINCIPLES OF THE UNITED NATIONS GLOBAL COMPACT



1. HUMAN RIGHTS: Businesses should support and respect the protection of internationally proclaimed human rights; and
2. make sure that they are not complicit in human rights abuses.



3. LABOUR: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
4. the elimination of all forms of forced and compulsory labour;
5. the effective abolition of child labour; and
6. the elimination of discrimination in respect of employment and occupation.



7. ENVIRONMENT: Businesses should support a precautionary approach to environmental challenges;
8. undertake initiatives to promote greater environmental responsibility; and
9. encourage the development and diffusion of environmentally friendly technologies.



10. ANTI-CORRUPTION: Businesses should work against corruption in all its forms, including extortion and bribery.

The Ten Principles of the United Nations Global Compact are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

### ABOUT THE UNITED NATIONS GLOBAL COMPACT

The United Nations Global Compact is a call to companies everywhere to align their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption, and to take action in support of UN goals and issues embodied in the Sustainable Development Goals. The UN Global Compact is a leadership platform for the development, implementation and disclosure of responsible corporate practices. Launched in 2000, it is the largest corporate sustainability initiative in the world, with more than 9,500 companies and 3,000 non-business signatories based in over 160 countries, and more than 70 Local Networks.

[www.unglobalcompact.org](http://www.unglobalcompact.org)

Find us on social media and join the conversation [@globalcompact](https://twitter.com/globalcompact)



United Nations  
Global Compact

© 2018 United Nations Global Compact  
685 Third Avenue New York, NY 10017, USA