Our Ambition

By 2024, all the European Industry Federations will roll-out a mature Sustainability Industry Strategy.

Why did we send you this toolkit?

In 2019, we launched a CEOs Call to Action for a New Deal for Europe.

Together, we were calling for Businesses, Policymakers, and Civil Society Organizations to join forces for an overarching Sustainable Europe 2030 Strategy.

In 2020, we are moving from the Call to the European Pact for Sustainable Industry. This year, at every level, from local to global, we have a DUTY TO COLLABORATE constructively, actively and on an ongoing basis:

- To care about people’s health, families, jobs, environment and climate;
- To increase the resilience of enterprises and support new forms of leadership, entrepreneurship and sustainable finance that creates value to society;
- To achieve the UN Sustainable Development Goals (SDGs), a common strategy for public, private and civil society to protect and create jobs, and innovate moral economic activities within a socially inclusive, just, climate transition.

Having launched the Campaign #Pact4EU in May, we are now building momentum towards the European SDG Summit in October 2020, where the Pact will be officially inaugurated.

We have provided template social media posts for your existing social media channels to help you spread the word about these themes. The aim is to showcase your involvement in an inter-industry, continent-wide effort to take sustainability from strategy to action.

About the campaign

There are three core messages for this campaign:

1. TRIBUTE

CSR Europe praises and supports the extra-ordinary work done by men and women to overcome the COVID-19 crisis.

The UN SDGs are a key value-creating driver for sustainable innovation and transformation.
Following from the SDGs, CEOs and companies are ready to work together with European policymakers for a Europe that has sustainability, climate action and inclusiveness at its core.

380 companies covering 24 European countries are taking action to mainstream sustainable business models.

2. CARE

In times of difficulties, companies are taking care of their employees and their families, customers, suppliers and communities worldwide.

COVID-19 is teaching us that only by joining forces will it be possible to innovate business models and accelerate the transformation necessary to tackle the current climate crisis in an inclusive way.

3. BUILD BACK BETTER

Coronavirus is a disruptive force and companies should take advantage of the situation to drive business transformation towards a sustainable Europe 2030. How to do it? Via a European Pact for Sustainable Industry

Together, we can create a better Europe, one which has sustainability, climate action, and inclusiveness at its core.

And it will rollout in **three main phases**:

- **Peak 1 (May 18th)**
  - CSR Europe organic social media campaign
  - Launch of the 1st Op-Ed
  - 1st social media toolkit

- **Peak 2 (from September)**
  - CSR Europe paid social media campaign
  - Extensive press & media outreach
  - Paid native and display advertising campaign
  - 2nd social media toolkit

- **European SDG Summit (October)**
  - Inauguration of the European Pact for Sustainable Industry with Frans Timmermans
  - Virtual networking and knowledge sharing with 5000+ Change-Makers World-wide
  - 55 sessions
How to use this toolkit

The next part of the Pact campaign will kick off on October 5th.

From October 5th, our collective focus should be on showcasing ongoing collaborative efforts to reach the SDGs as we are approaching the European SDG Summit 2020 "Impactful Partnerships to Build Back Better". The Pact will be officially inaugurated at the opening plenary between Frans Timmermans, Executive Vice-President of the European Commission, CEOs, Industry Federations Leaders.

CSR Europe will be executing paid media and social media campaigns in order to raise the profile of participating companies and CEOs as well as drive attendance to the SDG Summit itself.

And we'd love for you to help us.

This can take three forms:

1) Share the template posts below on your social media channels
2) Retweet, like and reply CSR Europe’s posts
   a. Be sure to follow us on Twitter and on LinkedIn
   b. Keep track of the campaign hashtag on your social media software (i.e. Hootsuite or Tweetdeck)
3) Tell us why your organization is looking forward to the European SDG Summit:
   a. Showcase your collaborative efforts to reach the SDGs
   b. Explain why you will be attending (preferably shouting out the inauguration)
   c. Record a short video clip of your team saying, "we’ll be attending – how about you?"
   d. Reach out to contacts to invite them to 'meet' virtually during the Summit

Whichever option you choose, make sure to use the campaign hashtag: #Pact4EU
Schedule

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<th>Before the Summit</th>
<th>During the Summit</th>
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<td><strong>LinkedIn</strong></td>
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Please note that it is OK to share posts more frequently than this.

Especially on Twitter, posts are ephemeral – the average Tweet lasts 18 minutes in people's feeds before it is replaced by all the new content coming out. You can re-post the same message everyday for a week and still some of your followers won't have seen it.

**Template social media posts**

LinkedIn posts

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We are proud supporters of the European Pact for Sustainable Industry: a pan-European movement to invigorate leadership and engagement at local and international level towards a Sustainable Europe 2030

Join us @csr-europpe's European SDG Summit, where the Pact will be inaugurated at by representatives of the European Commission CEOs and industry federation leaders

http://www.csreurope.org/european-sdg-summit-2020
Please note: We are focusing on Twitter and LinkedIn for this campaign as they are the key channels for Brussels policymakers. You are welcome to adapt any of the below for other social channels that you use.

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<thead>
<tr>
<th>POST 1: DURING</th>
<th>POST 1: AFTER</th>
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**POST 1: DURING**

Today is a historic day.

The #Pact4EU is being officially signed at the first ever European SDG Summit. The Pact brings together an amazing line up under one aim - creating a sustainable Europe:

- 380 CEOs from 24 countries
- Industry federations representing dozens of sectors
- High level European policymakers & officials

Watch live now: [LINK HERE]

**POST 1: AFTER**

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Watch live now: [LINK HERE]
We’re proud to support the #Pact4EU, now officially signed by business leaders, industry federations and EU officials. Together, we’re committed to a clear plan of action:

-- To bounce forward from COVID-19 and build back better  
-- To align with the objectives of the EU Green Deal & the Industrial Strategy  
-- To achieve the United Nations Sustainable Development Goals (SDGs)

Read more here: https://www.csreurope.org/our-campaign

**Twitter posts**

**POST 1: BEFORE**

Medium:  
Twitter

*Download image*

[link]

Post copy ✅

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At the #SDGSummit2020, 5000 of the world’s leading change-makers will be present for the inauguration of the European Pact for Sustainable Industry 2030.

Help us support this historic moment with @CSREuropeOrg  
https://www.csreurope.org/european-sdg-summit-2020

**POST 2: BEFORE**

Medium:  
Twitter

*Download image*

[link]

Post copy ✅
2020 has been a very challenging year. But those challenges are also an opportunity to build back better, to build a sustainable Europe by 2030.

The #Pact4EU is a big milestone on that journey - don't miss its inauguration:

https://www.csreurope.org/european-sdg-summit-2020

Excited for #SDGSummit2020 to bring together top business leaders, policy makers and industry federations - together we can find ways to make the future of Europe sustainable and inclusive.

Join us there https://www.csreurope.org/european-sdg-summit-2020

Today is the day! Watch live as high level representatives of the @eu_commission officially inaugurate the #Pact4EU alongside @CSREuropeOrg and top European CEOs:

[LINK HERE]
At the end of October, the #Pact4EU was officially inaugurated. This inspiring vision for a sustainable Europe by 2030 was backed by 380 CEOs in 24 EU countries and @TimmermansEU - so now the hard work begins!

Find out more here: [https://www.csreurope.org/our-campaign](https://www.csreurope.org/our-campaign)

The #Pact4EU is a clarion call. At every level, from local to global, we have a DUTY TO COLLABORATE constructively, actively and on an ongoing basis with a key goal in mind: a sustainable Europe in 2030.

[https://www.csreurope.org/our-campaign](https://www.csreurope.org/our-campaign)
Together, we are scaling up the impact of individual efforts made by companies, industry federations and EU leaders.

Learn all about @CSREuropeOrg's #Pact4EU, which we proudly endorse, here: https://www.csreurope.org/our-campaign
For more information on the campaign, please contact:

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