The United Nations SDG Action Campaign and its partners have launched a new global initiative aimed at building inspiration, connecting changemakers, and mobilizing efforts for the achievement of the Sustainable Development Goals (SDGs) to drive definitive action towards Agenda 2030, the UN entity has confirmed.

The new campaign, called UNITE TO ACT and unveiled across multimedia channels, comes as the international community fast approaches the mid-point for Agenda 2030 amid distressing signs that progress towards the SDGs is behind schedule.

Throughout its visual imagery, the UNITE TO ACT campaign leverages the motif of a ribbon of unity and open-source social media assets, calling on individuals, organizations, and both public and private sector entities to come together and affect definitive and sustainable change for the SDGs. The campaign will also unveil a new digital tool called the ACTIVATOR which can be used to communicate commitment to the SDGs and register an SDG action on the UN SDG Action Campaign’s unique Global Map. In 2022, over 140 million actions were registered on the Global Map; for 2023, an excess of 150 million actions are expected. Connecting mobilizers with SDG action tools is critical to ensuring global action. Indeed, the UNITE TO ACT campaign also proudly supports the broader UN Act Now activation, a digital app that helps drive sustainable and long-lasting change, as part of its effort to ensure a meaningful shift towards the SDGs.

By leveraging UNITE TO ACT, the UN SDG Action Campaign will also galvanize a network of more than 1,700 partners around the world to mobilize for the SDGs in the lead up to the UN SDG Summit in New York in September. On 15 September, the UN SDG Action Campaign will coordinate a day of global SDG mobilization along with key partners as it launches the Global Week to #Act4SDGs and sends a message to global leaders that a sustainable future for all is not just desired, but necessary.

ABOUT UNITE TO ACT

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MASTERVIDEO:

UNITE TO ACT Video

BANNER:

UNITE TO ACT Banner

GIFS:

What do YOU unite for GIF
UNITE TO ACT GIF
Key Visuals GIF

STICKERS:

Ribbon Stickers
I UNITE FOR Stickers
## OUR 5 KEY SDG THEMES
CUSTOMIZE THE ASSETS TO SPOTLIGHT YOUR SDG

### CLIMATE ACTION:
- Climate Action Key Visual
- Climate Action GIFs
- Climate Action Fact Cards
- Climate Action Video

### GENDER EQUALITY:
- Gender Equality Key Visual
- Gender Equality GIFs
- Gender Equality Fact Cards
- Gender Equality Video

### PEACE:
- Peace Key Visual
- Peace Equality GIFs
- Peace Equality Fact Cards
- Peace Equality Video

### SUSTAINABLE FOOD SYSTEMS:
- Sustainable Food Systems Key Visual
- Sustainable Food Systems GIFs
- Sustainable Food Systems Fact Cards
- Sustainable Food Systems Video

### INCLUSION:
- Inclusion Key Visual
- Inclusion GIFs
- Inclusion Fact Cards

Download and customise the key visuals, quote cards, fact cards with your own messages, visuals, and language, and add your logo.

Visit our Unite to Act [Trello board](#) for further assets.
### TIMELINE

<table>
<thead>
<tr>
<th>KEY DATES</th>
<th>KEY EVENTS</th>
<th>CALL TO ACTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 JULY</td>
<td>UNITE TO ACT Campaign launch</td>
<td>Share campaign videos, GIFs, and participate in the ACTivation and share in your social media channel.</td>
</tr>
<tr>
<td>10-21 JULY</td>
<td>Show us YOUR ribbon—tell the world what you UNITE for, tag us @SDGAction #Act4SDGs</td>
<td></td>
</tr>
<tr>
<td>24 JULY</td>
<td>UN Food Systems Summit + 2 Stocktaking Moment &amp; UN SDG Action Awards</td>
<td>Share Unite for Sustainable Food Systems assets, Register to watch the UN SDG Action Awards Ceremony LIVE broadcast from Rome</td>
</tr>
<tr>
<td>ALL OF JULY</td>
<td>Contact us to participate in the UNITE TO ACT blog</td>
<td>Upload your SDG actions on our Global Map and answer our interview questions for the UNITE TO ACT blog</td>
</tr>
<tr>
<td>AUGUST</td>
<td>The Campaign will prepare Global Week efforts and continue to roll out content as well as blog posts and share partners, showing us their Ribbons!</td>
<td></td>
</tr>
<tr>
<td>15-25 SEPTEMBER</td>
<td>Global Week to #Act4SDGs</td>
<td>Share your SDG actions on the Global Map, upload on social media, tag @SDGAction and #Act4SDGs, participate in our digital and analogue activations</td>
</tr>
<tr>
<td>15 SEPTEMBER</td>
<td>UNITE TO ACT STUNT</td>
<td>Activate your network to join the global UNITE TO ACT stunt, upload photos/videos on social media tag @SDGAction and #Act4SDGs</td>
</tr>
<tr>
<td>18-19 SEPTEMBER</td>
<td>SDG Summit</td>
<td>Share our campaign assets, videos, GIFs and participate in our digital activation</td>
</tr>
</tbody>
</table>