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IMPACT
HUB

LET'S RAISE OUR VOICES, SHOWCASE TANGIBLE PROGRESS AND
CREATE OPPORTUNITIES FOR COLLABORATION TO DRIVE ACTION,
AWARENESS & ACCOUNTABILITY FOR THE GLOBAL GOALS!



Communitations Kit: Impact Hub Global Goals Campaign

Context

From 22-29 September, in New York, USA, the United Nations (UN) is welcoming key players and thought leaders from different sectors and countries to the [Global Goals Week](#), a collective effort to maximize the value of events and activations focused on driving progress toward the Sustainable Developments Goals (SDGs).

Representatives from the Impact Hub Network will come together in New York City, to take part in Global Goals Week. They will participate by hosting events in the city, across the globe, and by [publishing inspiring and strategic content](#) online connected to the SDGs, from 22 of September onward.

Below you will find suggested samples for different communications channels, in case you want to share what we will be doing during Global Goals Week and our content with your community. You are free to alter or translate the samples to fit your communication narrative.

I. Newsletter Blurbs

You can add your own tone to it according to the relationship you have established with your audiences. Make it personal!

Blurb 1:

Do you ever wonder what "building communities for impact" really means? **86% of Impact Hub's members tackle social and/or environmental issues with their activities.** Sustainable Development Goals (SDGs) provide a lens through which to view their impact! [Read Impact Hub's Community Impact Report](#) and check out the top SDGs addressed by their global community per region.

And keep an eye on [Impact Hub global channels](#) - you will find updates of Impact Hubs participation in Global Goals Week as well as impact stories, events and programs fostered by the network with focus on the SDGs.

Blurb 2:

From 22-29 September 2018, representatives from the [Impact Hub](#) global network will come together with [Accelerate2030](#) in New York City, USA, and with workshops, talks and [Global Goals Jam](#) events in Asia Pacific, Europe, Latin America and North America, to take part in [Global Goals Week](#).

Accelerate2030 is a program designed to scale the impact of entrepreneurial solutions for the Sustainable Development Goals. One of Impact Hub's 200+ acceleration programs, Accelerate2030 has positively impacted developing economies in 19 countries across Africa, Asia, Latin America and Eastern Europe, and during Global Goals Week, it will host two events in New York. Learn more about Impact Hub's participation [here](#).

Blurb 3

Two special events will happen during the UN General Assembly and Global Goals Week in New York, USA. Both will feature [Accelerate2030](#), a global program co-initiated by Impact Hub, UNDP, and ITC to scale entrepreneurial solutions for the Sustainable Development Goals (SDGs).

Impact Hub is excited to host top international Accelerate2030 entrepreneurs, leaders in the education, health, and clean energy sectors from across the globe. Let's take this opportunity and keep momentum to build awareness around SDGs and inspire more people to take action. Want to know more? Click [here](#).

II. Social Media Samples

Please make sure to tag/mention Impact Hub in each post. You are free to alter or translate the posts, so they fit your individual social media presence.

Our hashtag for this campaign is [#impactinaction](#).

In addition, you are more than welcome to share/retweet any posts from our global social media channels. If you have any questions, please contact edilaine.deabreu@impacthub.net.

Facebook, LinkedIn, Instagram:

- Do you ever wonder what "building communities for #impact" really means? 86% of @impacthub members tackle social and/or environmental issues with their activities. The #SDGs provide a lens through which to view

their impact! Read Impact Hub's Community Impact Report and check out the top four #SDGs addressed by their global #community per region: <https://impacthub.net/community-impact-report-2017> #impactinaction #globalgoalsweek

- @impacthub is working to build a better and more sustainable world for everyone by 2030! But they still have a long way to go – and they know it. To catalyze this progress, this week the @unitednations is welcoming key players and thought leaders from different sectors and countries to the #GlobalGoalsWeek2018. Find out which Impact Hubs will be there too! <https://impacthub.net/press-release-impact-hub-joins-global-week-2018/> #impactinaction #globalgoalsweek #accelerate2030
- Two very special events will take place during the upcoming @unitednations General Assembly and #GlobalGoalsWeek in New York! Both will feature #Accelerate2030, a global program co-initiated by Impact Hub, United Nations Development Programme (UNDP), and ITC to scale #entrepreneurial solutions for the #SDGs: www.accelerate2030.net #impactinaction #globalgoalsweek #accelerate2030
- @Accelerate2030 is hosting a side event at the UN General Assembly in New York. @ImpactHub @UNDPGeneva @ITC @giz_gmbh @Ulkoministerio @swissDev are discussing how Entrepreneurship can accelerate the SDGs. Follow the conversation at #A2030 [EVENT SEP 26]
- Calling all impact-driven innovators, entrepreneurs and dedicated change-makers! @impacthub wants to hear from you! Using the common language of the #globalgoals, let's explore a range of #SDG events, activations and best practices from Impact Hub's network during #globalgoalsweek and onward! Follow their stories at www.impacthub.net/impact-blog #impactinaction #globalgoalsweek #accelerate2030

Twitter:

- Using the common language of the #SDGs, locally-rooted @impacthubs in 50+ countries spark joint action with cross-sector partners. There are many ways to get involved in their action for the global goals! Check out their events this week <https://impacthub.net/press-release-impact-hub-joins-global-week-2018/> #impactinaction #globalgoalsweek #accelerate2030
- Wondering what "building communities for #impact" really means? 86% of @impacthub members tackle social & environmental issues with their activities. The #SDGs provide a lens through which to view their impact! Can you guess the top four #SDGs addressed by the global #community?

<https://impacthub.net/community-impact-report-2017> #impactinaction
#globalgoalsweek

- Two special events will happen during the upcoming UN General Assembly and #Globalgoalsweek in New York! Both will feature #A2030, a global program co-initiated by @impacthub, @UNDP & ITC, designed to scale entrepreneurial solutions for the #SDGs! Check out the program: www.accelerate2030.net #impactinaction #globalgoalsweek #accelerate2030
- We're excited to be following the #A2030 entrepreneurs as they navigate two key events from [@impacthubgeneva](https://twitter.com/impacthubgeneva) & [@impacthubnewyork](https://twitter.com/impacthubnewyork) as part of #GlobalGoalsWeek #impactinaction

III. Visuals

[Access visuals you can use to illustrate the samples above.](#)

IV. Press Content

- [Here](#) you find our press release about Impact Hub's participation in Global Goals Week.
- [Here](#) is the specific press release about our Accelerate2030 program and the events they will host in New York during Global Goals Week.
- [More information](#) about the Impact Hub Network and its approach to the SDGs, including our **2017 Community Impact Report**.

V. Accelerate2030

For more details about our Accelerate2030 program see below:

- [Accelerate2030 social media kit](#)
- [Accelerate2030 press kit](#)
- [Visuals](#)