



Global Compact Network Netherlands

1 September 2020

Dear Sir, Madam,

It is with great pleasure that we invite your organization to participate in the [SDG Flag Initiative](#) taking place on 25 September 2020. The campaign “Together for the SDGs” is an initiative of collaborating partners: [SDG Nederland](#), [VNG](#), [Government of the Netherlands](#), and [Global Compact Network Netherlands](#).

On the 25th it will be exactly five years ago that the world embraced the Sustainable Development Goals (SDGs), 17 goals that guide us towards a more inclusive, just and sustainable society by 2030. On this special day hundreds of Dutch companies, NGOs, educational organizations and government institutions will participate in this campaign to express their support for the SDGs of the United Nations. No fewer than 850 SDG flags will be hoisted!

Twenty years ago, former UN Secretary-General Kofi Annan founded the United Nations Global Compact to promote shared values and principles to give a human face to the global market. This year, we are uniting in the midst of a crisis — in a profoundly changed world. The Sustainable Development Goals are vital for a recovery that leads to greener, more inclusive economies, and stronger, more resilient societies. By participating in the SDG Flag campaign, you showcase your commitment to the 2030 Agenda.

We hereby provide you with a free SDG flag and invite you and your organization to participate in this initiative. You will have the opportunity to share how your organization is already committed to the 10 Principles of UN Global Compact and the SDGs. Besides the physical visibility of all these flags, we also strive for a strong virtual presence. The hashtags for participating in the campaign are [#samenvoordeSDGs](#) and [#togetherfortheSDGs](#). More information can be found [here](#).

Marco Swan (swan@gcnetherlands.nl) stands by to discuss further details at your convenience.

Sincerely,

Ms. Linda van Beek
Executive Director
Global Compact Network Netherlands

Mr. Jan-Willem Scheijgrond
Chair
Global Compact Network Netherlands