



Uniting Business For A Better World.

# PARTICIPANT MEDIA TOOLKIT

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



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# 1

# HOW TO USE THIS TOOLKIT

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**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 in your press releases and across your social media channels via your new participant profile page on our website. A brief overview of the Endorser logo 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.

# 2

# PARTICIPANT PROFILE

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
2014-03-05	Reporting Cycle Adjustment	N/A
2013-04-26	Communication on Progress	Advanced
2012-08-10	Communication on Progress	Advanced
2012-06-04	Grace Letter	N/A
2011-05-12	2011 Communication on Progress	Active
2010-05-14	2010 Communication on Progress	N/A
2009-05-25	Sustainable Development Report 2008	N/A
2008-06-24	Sustainable Development Report 2007	N/A
2007-07-08	Unilever Sustainable Development Report 2006	N/A
2006-11-27	Environmental & Social Report 2005	N/A
2005-06-23	Unilever Social Report 2004	N/A
2004-05-24	Environmental Report and Summary Social Review 2003	N/A

Note: Responsibility for the content of participants' public communication related to the Global Compact principles and their implementation lies with participants themselves and not with the UN Global Compact.

Your enhanced participant profile on the UN Global Compact website can be used to visually communicate your progress on our Ten Principles, the Sustainable Development 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.

### 3.1 JOINING THE INITIATIVE

**If you are a new joiner to the initiative, welcome! We encourage participants to publicly advocate for 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 initiative 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 Sustainable Development Goals (SDGs).

Launched in 2000, the UN Global Compact is the largest corporate sustainability initiative in the world, with more than 20,000 companies based in over 160 countries, and more than 60 Global Compact Networks.

**[insert quote from Chief Executive]**

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 UN Global Compact company profile page]** on the UN Global Compact website and learn more about our latest sustainability work **[or insert reference to specific workstream]**.

## 3.2 THE TEN PRINCIPLES OF THE UN GLOBAL COMPACT

The Ten Principles of the United Nations Global Compact take into account the fundamental responsibilities of business in the areas of human rights, labour, environment and anti-corruption. Drawn from landmark UN Declarations and Conventions, they act as a normative authority for responsible business. By incorporating the Ten Principles into strategies, policies and procedures, and establishing a culture of integrity, companies are not only upholding their basic responsibilities to people and the planet, but also setting the stage for long-term success.

**The Ten Principles cannot be altered or modified.** The Principles and their icons should either appear in

- Global Compact Blue on a clean white background, or
- white on a Global Compact Blue or a solid dark background.

When referred to in their proper sense, the Ten Principles should always be written with the number “ten” spelled out, with the first letter of each word capitalized and with no interruption between the words. Otherwise, they can be referred to in a more general sense, such as “ten universal principles for responsible business.”

When the Ten Principles are referred to frequently in a single paragraph, and not in conjunction with other principles (such as the UN Guiding Principles or the Women’s Empowerment Principles), subsequent references can be made to the “Principles.” For example, “The Ten Principles of the UN Global Compact are foundational to sustainable business. These Principles...”

### INCORRECT USAGE TO AVOID:

- The 10 principles
- The ten principles
- The UN Global Compact’s Ten Principles
- The Ten UN Global Compact Principles
- The Ten sustainability Principles



[DOWNLOAD THE TEN PRINCIPLES HERE](#)

The Ten Principles are available for download in English, French, Spanish, Arabic, Russian and Chinese.

## 3.3 SUBMITTING COMMUNICATION ON PROGRESS

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### Transparency builds trust.

Submitting an annual Communication on Progress (CoP) is at the heart of your company's commitment to the UN Global Compact and Ten Principles and provides valuable information to your stakeholders.

\*Learn more about submitting your Communication on Progress [here](#).

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

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 UN 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 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 and is committed to transparently reporting our progress towards the Ten Principles. By integrating a principles-based approach to sustainability, **[company name]** is taking shared responsibility for achieving a better world.

## 3.4 BOILERPLATE

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Many companies choose to add a line about their participation in the UN Global Compact as part of a standard boilerplate. It is 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 is an important tool for amplifying the mission of the UN Global Compact around the world. That's why we ask that new participant companies use their social media channels to post about their involvement with us and signal that they have had a commitment to advancing the Sustainable Development Goals (SDGs) through our Ten Principles.**

Stakeholders are increasingly concerned about a company's values and transparency, and a growing number of stakeholders 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.

If you are interested in getting 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**

 [\*\*@globalcompact\*\*](https://twitter.com/globalcompact)

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

 [\*\*facebook.com/UNGlobalCompact\*\*](https://www.facebook.com/UNGlobalCompact)

 [\*\*instagram.com/globalcompact\*\*](https://www.instagram.com/globalcompact) | [\*\*threads.com/@globalcompact\*\*](https://www.threads.com/@globalcompact)

 [\*\*@globalcompact\*\*](https://www.tiktok.com/@globalcompact)

 [\*\*youtube.com/c/TheUNGlobalCompact\*\*](https://www.youtube.com/c/TheUNGlobalCompact)

## 4.1 JOINING THE INITIATIVE



### SUGGESTED MESSAGE FOR LINKEDIN AND FACEBOOK

We are proud to join the United Nations Global Compact **[use this tag for LinkedIn: @united-nations-global-compact/ and Facebook: @UNGlobalCompact]** as part of our commitment to being a responsible company. This commitment is to operate responsibly, in alignment with Ten universal 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]** #UnitingBusiness



### SUGGESTED MESSAGE FOR X

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]** #UnitingBusiness

### 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. #UnitingBusiness **[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 new content.

## 4.2 SHARING COMMUNICATION ON PROGRESS



### SUGGESTED MESSAGE FOR LINKEDIN/FACEBOOK

Our latest United Nations Global Compact [use this tag for LinkedIn: **@united-nations-global-compact/** and Facebook: **@UNGlobalCompact**] Communication on Progress 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 **Communication on Progress digital card**] #UnitingBusiness



### SUGGESTED MESSAGE FOR X

We are measuring our sustainability progress towards the #TenPrinciples of the UN Global Compact. Read our latest UN **@globalcompact** Communication on Progress: [add link to your participant profile + add **Communication on Progress digital card**] #UnitingBusiness

### SUGGESTED MESSAGE FOR INSTAGRAM

Click the link in our profile to read our latest UN **@globalcompact** Communication on Progress to see how we are contributing to the #TenPrinciples of the UN Global Compact and advancing responsible business. #UnitingBusiness

**[Change link in your Instagram bio to participant profile link + upload digital card]**

## 4.3 SHARING PARTICIPANT PROFILE

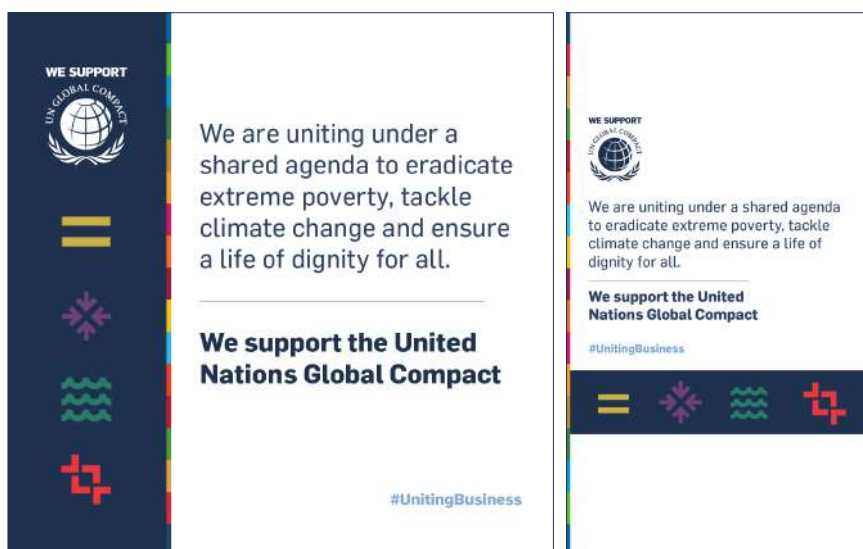


### SUGGESTED MESSAGE FOR LINKEDIN/FACEBOOK

Our commitment to the United Nations Global Compact **[use this tag for LinkedIn: @united-nations-global-compact/ and Facebook: @UNGlobalCompact]** 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]** #UnitingBusiness

### SUGGESTED MESSAGE FOR X

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]** #UnitingBusiness



### SUGGESTED MESSAGE FOR INSTAGRAM

Our commitment to the **@globalcompact** 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]** #UnitingBusiness

# 5

## ENDORSER LOGO

Companies that participate in the UN Global Compact have access to a selection of logos that can be used to communicate their involvement with the initiative. The logos will be made available to participants upon joining the initiative.

### 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 to communicate your commitment to the initiative and raise awareness of the UN Global Compact. Click [here](#) to learn more and request permission to use the Endorser logo.



## THE TEN PRINCIPLES OF THE UNITED NATIONS GLOBAL COMPACT

### — HUMAN RIGHTS

- 1 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.



### LABOUR

- 3 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.



### ENVIRONMENT

- 7 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.



### ANTI-CORRUPTION

- 10 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

As a special initiative of the United Nations Secretary-General, the **UN Global Compact** is a call to companies worldwide to align their operations and strategies with Ten Principles in the areas of human rights, labour, environment and anti-corruption. Our vision is clear: to mobilize business to transform sustainability ambition into action at the scale the world demands. With more than 25,000 participants and a presence in over 100 countries through 5 Regional Hubs and more than 70 Country Networks and expansion territories, the UN Global Compact is the world's largest corporate sustainability initiative.

For more information, follow [@globalcompact](#) on social media and visit our website at [unglobalcompact.org](#).



**United Nations**  
Global Compact

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