



Network Norway

# #HoldUsAccountable Campaign & Media Kit

A campaign for accountability and transparency in business sustainability.

## Join the campaign: Hold Us Accountable

We invite members to share their commitment to UN Global Compact Norway and their commitment to the Ten Principles and work to achieve the Sustainable Development Goals by taking part in the **Hold Us Accountable campaign**. Although utilizing communications to promote sustainable business can be a valuable tool, it is important that it not only involves communication, but that it is linked to clear goals, strategies and action.

The Hold Us Accountable campaign aims to do just that, and we invite you to share one to three of the company's actions that will have a **measurable positive impact** on the [Sustainable Development Goals](#) (SDGs), in line with the [Ten Principles of the United Nations Global Compact](#) in a video featuring your CEO.

The actions must be backed by a **target date** and information on **where to find the results** of the action, ideally within your next Communication on Progress (CoP) report.

Science-based climate goals, concrete action plans and measurements are some examples of what can be highlighted in the video.

The campaign and hashtag #HoldUsAccountable asks your stakeholders to hold you accountable to your commitment, and is a reminder that the annual Communication on Progress (CoP) report is published digitally and is a way for stakeholders to check the status of your work.

We encourage you to record a video with your CEO where they talk about one to three of the company's actions that will have a measurable positive impact on the sustainability goals in line with the Ten Principles, and ending with a request to be held responsible.

Your contributions can be shared via the communication channels of your choice, such as social media, the website, and internal channels. You are welcome to utilize the graphics and example text included in the following media kit.



**HUMAN  
RIGHTS**



**LABOUR**



**ENVIRONMENT**



**ANTI-CORRUPTION**



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## What does it mean to be held accountable?

The main requirement for this campaign is that you report on your actions. This is done through the Communication on Progress (CoP) report, as well as integrating sustainability into your existing reporting methods. We recommend using standards such as [Science Based Targets](#), which brings together a team of experts to provide companies with independent assessment and validation of targets in line with climate science.

We recognize that our members are at different levels and stages of sustainability reporting, so you are welcome to adapt the campaign to fit where you are. For example, if you are new to sustainability, you can state what you will implement over the coming year and direct readers to your CoP, which will include a measurement of the outcomes. In the long-term, we hope all of our members will be able to report on sustainability at an advanced level.

## Guidelines

### ACTIONS

Select **1 - 3 actions** your business will take that have a **measurable** positive impact on the Ten Principles. Long-term goals, such as reaching carbon neutrality by 2050, can be broken down into short-term actions.

These actions should be **SMART**:

- Specific
- Measurable
- Achievable
- Relevant
- Time bound

### TIMELINE

Each action must have a date of completion, ideally **within 1-2 years**. For example, the date of your next annual report.

### MEASUREMENT

The actions must be **quantitatively measurable**. When applicable, follow standards such as Science Based Targets.

### REPORTING

Each action must include a location of where to find the future results, which should ideally be your upcoming Communication on Progress.

### FOLLOW-UP

Report on the results of your action at the target date of completion. All Communications on Progress reports are public and available online on UN Global Compact's website.



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## Media Kit

You are welcome to share your membership with UN Global Compact Norway with the help of the following media kit. We have prepared graphics and sample text you can use on social media, your website, or other channels.

## Example text

We have set Science Based Targets and are working to reduce emissions related to our supply chain (Scope-3) by a further 15% from the current level by next year. We have drawn up an action plan and set new guidelines for recruitment with a goal of at least 50% women in recruited management positions. #HoldUsAccountable and see the results in our annual UN Global Compact "Communication on Progress" report in April 2022.

## Handles & Hashtags

### Handles:

Facebook: [@UNGlobalCompactNorge](#)

Twitter: [@GlobalCompactNO](#)

LinkedIn: [@UN Global Compact Norge](#)

### Hashtag:

[#HoldUsAccountable](#)





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## Graphics

We recommend that you create your own graphics that highlight your specific commitments, but you are welcome to use any of the following pre-made frames and images.

