



## How to become an official supporter of the *Global Survey*

### Background

In 2015 the UN General Assembly adopted the 17 Sustainable Development Goals (SDGs) as part of the 2030 Agenda for Sustainable Development. The SDGs are universal, apply to all countries, and their overall objective is to provide economic prosperity, social inclusion and environmental sustainability for all. In order to meet this ambitious goal and to accelerate the implementation, citizens, political leaders, companies, NGOs, and members of academia from all over the world need to engage. This is where the *Global Survey* comes in!

### Objectives

The objective of the *Global Survey* on Sustainability and the SDGs is to reach as many people in the world as possible in order to

- inquire about the survey respondents' personal and professional perspective on the status of sustainability in their country, as well as their knowledge, acceptance and expectations of the SDGs,
- assess the perception and need for action in various sectors worldwide, i.e. politics, business, academia and education, media and civil society,
- evaluate where priorities and challenges lie in achieving sustainable development,
- raise awareness for sustainability in general and the SDGs in particular.

### Partners

The *Global Survey* is carried out by Schlange and Co. (S&C), a German consultancy for sustainability, and Yale University's Center for Business and the Environment. The project is financed by the German Federal Ministry for the Environmental, Nature Conservation and Nuclear Safety.

### Interested in supporting the *Global Survey*?

In order to reach as many people as possible, we invite you to join us as an official supporter. There are numerous exciting ways that your organization can engage and support the project, for example by

- sharing the *Global Survey internally* with your colleagues via intranet, newsletter or email,
- sharing the *Global Survey externally* with business partners, clients (B2B and B2C), and through your organization's social media platforms,
- covering the *Global Survey* in articles on your website, blogs or press releases.

### Benefits to participation

- Your organization's logo will be included on the *Global Survey's* website with a direct link to your organization's website.
- S&C will tag your organization on social media platforms and/or share your posts.
- Aligning your organization with the *Global Survey* spreads awareness of the SDGs across the globe, thus establishing urgency for action.



## Next steps

Are you interested in becoming an official supporter of the *Global Survey*?

Follow these next steps:

1. **Contact us** for possible options and further information.
2. **Share** the *Global Survey* within your organization and/or externally (for examples see below the **Fehler! Verweisquelle konnte nicht gefunden werden.**).
3. **Send us your logo** as a transparent PNG (if not possible, please send a JPEG with a white background), with a width of at least 300 pixels, to include on our website and a link to which address we should link your logo: [www.globalsurvey-sdgs.com/#supported-by](http://www.globalsurvey-sdgs.com/#supported-by).
4. **Send us a proof**, e.g. a screenshot of your post(s) on social media – and a link so we can repost it.

**We appreciate your support!**

## Contact details

For further questions about the *Global Survey* please contact:

Theresa Frank  
Global Survey Project Manager  
Schlange & Co. GmbH  
Phone: +49 40 36 166 82 16  
[frank@schlange-co.com](mailto:frank@schlange-co.com)

Twitter: [@GlobalSurveySDG](https://twitter.com/GlobalSurveySDG)  
Facebook: [@GlobalSurveySDG](https://www.facebook.com/GlobalSurveySDG)  
Instagram: [globalsurvey17](https://www.instagram.com/globalsurvey17)  
LinkedIn: [Global Survey on Sustainability and the SDGs](https://www.linkedin.com/company/global-survey-on-sustainability-and-the-sdgs)