Maximized visibility with minimum resources
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National Interpretation

THE FINLAND WE WANT BY 2050

SOCIETY’S COMMITMENT TO SUSTAINABLE DEVELOPMENT

NATIONAL COMMISSION

GOVERNMENT

ORGANIZATIONS & CITIZENS
- MEASURABLE ACTIONS
Our digital platforms

- **YouTube**: 11,200 viewers
- **Newsletter + news lists**: 3,000 recipients
- **Homebase**: Kestavakehitys.fi (Blogs Follow-up)
  - 2,600 followers
- **Commitment 2050 Platform**: 4,500 followers

Hashtags:
- #sitoumus2050
- #commitment2050
- #sitoumus2050
- #commitment2050
Creating online buzz:

- social media campaigns
- commitment2050 as a tool
- facing new people & celebrating commitment makers
Society’s Commitment to Sustainable Development discussed at the UN

The UN High-Level Political Forum on Sustainable Development (HLPF), gathered in New York 19-19 July, Finland reported on the progress made in its Society’s Commitment to Sustainable Development, the key instrument in implementing the 2030 Agenda in Finland, and also informed about a new system developed to monitor sustainable development. Finland’s sustainable development priorities include a participatory society for all and improvement of the position of girls and women.

Read more

Finland organised several side events at the High-Level Political Forum:

Government’s front page:

Homepage: blogs, news, follow-up system, general info
Examples
Social media campaigns,

ESDW
Campaign tool box in material bank

The implementation of the 2030 Agenda for Sustainable Development requires the same kind of shared commitment and partnerships as we had when adopting the Agenda.

Prime Minister Juha Sipilä, Finland
ESDW results, twitter 2018

Twitter-toiminta

Twiittisi saivat 158.8K näyttökertaa tällä 22 päivän jaksolla

May 21 – Jun 11, 2017

Grow your audience
Try Promote

Toiminnat
Toiminta-aste

Näytelään 22 päivää kerran p
Activity with #ESDW + #Commitment2050 in 2016

- 520 tweets
- 255 tweeters
- 514 090 reach

**Change between reach in 2015 (267 130) with hastag #Sitoumus2050**

*Joint follower count between users who used the hastag #Sitoumus2050 –might include dubicate people*

Visibility through pictures - 23 % of content included a picture or a link
Quick "Happy Birthday SDGs" -campaign
Facing new people and celebrate commitments
Facing people – “State and the Future of SD”-event
Youth engagement: Agenda2030 Youth Group of Finland
What’s next?

TEST YOURSELF
AND FIND OUT WHETHER YOU ARE
A THREAT OR AN OPPORTUNITY.

Is your lifestyle good or bad for the
environment? After this short test, you
will get tips tailored for you. They will
help you save time and money and
improve your quality of life. And our
planet will thank you!

START THE TEST

The test has been done 493,739 times and the average carbon
footprint is

7300 kg CO₂e

Make a plan and
commitment:
Commitment2050.fi
It’s all about communications!