

# HUNGARY CSR AWARENESS WEEK

Week of 28th June



#CSRawarenessweek2021

Sign up via the  
link [here](#)

Questions:  
swedishchamber  
@swedishchamber.hu



## Key Objectives

- **Raise awareness**, visibility and communicate the value of CSR activities
- **Inspire** the community to engage in sustainable value adding activities
- Leverage volume to generate interest from media



## Participants

- Open to everyone with an interest in CSR; individual companies, NGOs, chambers of commerce, business clubs and embassies & consulates



## Activities: June 28-July 4

- **Start with a common message** on Monday
- **Use existing communication channels (social media, webpages, press-releases and others)** to publish own materials on strategy, value of programs, results and outcomes
- Use the **umbrella logotype and hashtag** to capitalize on volume of reinforcement from other participants
- **Encourage active engagement** (like, share, comment)
- Chambers and Embassies can aggregate messages on their own platforms.



## Time plan:

- **From June 1:** Call for action
  - Distribution of concept to potential participants
  - Registration starts
- **June 24:** suggested introduction text and press-releases will be provided to registered organisations
- **June 28:** Start communication by sharing the common text & Press release sent to media
- **June 29 – July 4:** Share own CSR stories, activities, etc.

