

HUNGARY CSR AWARENESS WEEK

Week of 28th June



#CSRawarenessweek2021

Sign up:
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

- **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.



Deliverables:

- **June 11:** high resolution logotypes, teaser ad, additional information and suggested standardized framework texts will be shared
- **June 18:** suggested press-releases and additional content will be provided
- **June 25:** press-release to be sent to media

