**Communications plan**

**UN Principles for Responsible Banking 1-year Anniversary**

**Tuesday, 22 September**

**All materials under embargo until** **00.01 CEST 22 September**

It is nearly one year since 130 banks stepped up to sign the UN Principles for Responsible Banking alongside the Secretary General at the UN General Assembly on 22 September 2019. And what a year it has been! Now more than 180 banks including your own are part of the coalition of banks working to embed sustainability at the heart of their business strategies. And by doing so, change the way banks do business and deliver a fairer and more sustainable global economy.

To mark the first anniversary, UNEP FI and the signatory banks have produced a selection of digital content such as videos, web and social media content to celebrate the progress made by banks as they operationalise the transformative sustainability framework.

We strongly encourage you to use these inspiring stories and to amplify the joint messages across your own communication channels by using the material we are sending to post articles on your own websites, circulate in your networks and on your social media channels, and use the copy provided at the end of this document as the basis for your own press releases.

Below you will find UNEP FI’s communications plans. Communications collateral including videos, social media cards, sample messaging and infographics is available [here](https://www.unepfi.org/communications-toolkit/): (password:unepfi)

1. **UNEP FI Website – New content going live at 00.01 CEST 22 September**

Several new web pages have been produced which present the progress made by the coalition of banks to date and showcasing content which includes videos and an infographic. The webpage has a dedicated space for the videos many of you have produced. The new content will be available here: www.unepfi.org/prb-year-one-update

1. **UNEP FI Social Media – from 22 September thru December 2020 – DO NOT USE until 00.01 CEST 22 September**

In the communications toolkit you will find social media cards, and an infographic. We encourage you to use them to promote the 1-year anniversary across your own social media

channels. If you wish to translate the social media cards into your own language or include own quotes, you will find the design files in the toolkit.

Please use the following hashtag in all social media. #ResponsibleBanking

**UNEP FI Social Media Account Details**

|  |  |  |
| --- | --- | --- |
| **Twitter Handle** | **LinkedIn** | **Facebook** |
| @UNEP\_FI  | <https://www.linkedin.com/company/united-nations-environment-programme-finance-initiative/> | @UNEPFinanceInitiative |

1. **Media outreach – please respect embargo of 00.01 CEST 22 September**

UNEP FI has contacted key global financial journalists under embargo in advance of the 1-year anniversary and will distribute to a longer list on 22 September with details of the 1-year anniversary stories.

We recommend that you consider working with other banks in your region on joint media plans. In the past this has proven to be an impactful way to approach the media. Please let us know if you are interested in doing this – we can share the contact details of the banks involved in your country/region. Use the text [here](https://www.unepfi.org/wordpress/wp-content/uploads/2020/09/PRB-1-year-anniversary-media-note.docx) as the basis of your own press releases.

1. **Communications after the 1-year Anniversary**

We will continue to run the 1-year anniversary campaign on our social media channels until the end of 2020. We will also promote on social media any media coverage from the signatory banks so please **send us your media coverage**. Contact: alice.cornubert@un.org.

**Next steps:**

* Share your communications plans with us (please send to alice.cornubert@un.org).
* Send us your media coverage, let us know about your social media campaigns and tag UNEP FI social media accounts in your and your employees’ social media. (please send to alice.cornubert@un.org).