

THE CHINESE UNIVERSITY OF HONG KONG



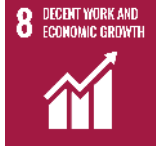



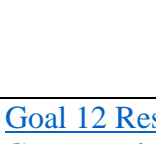
Social Responsibility and Sustainable Development Office






Guidelines for Promoting the UN's Sustainable Development Goals

The Sustainable Development Goals (SDGs)

The [SDGs](#), developed by the United Nations (UN), aim to address the global challenges related to society, health, the economy and the environment using 17 interconnected elements.

SDGs	Core idea	Selected examples of CUHK
Goal 1 No Poverty 	End poverty in all its forms everywhere	<ul style="list-style-type: none"> • Hong Kong Homelessness Census 2021* • SDG Forum Series: 2021–22 Toward Carbon Neutrality: Challenges and Opportunities
Goal 2 Zero Hunger 	End hunger, achieve food security and improved nutrition and promote sustainable agriculture	Sydney-CUHK SDGs Workshop – Partnership for Zero Hunger and Response to Climate Change*
Goal 3 Good Health and Well-being 	Ensure healthy lives and promote well-being for all at all ages	<ul style="list-style-type: none"> • Sports Medicine and Rehabilitation Technology (SMART) Fun Day 2021* • UQ-CUHK Health Equity Webinar Series: Healthy ageing in a changing world*
Goal 4 Quality Education 	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	<ul style="list-style-type: none"> • APRU Virtual Student Exchange (VSE) Program • SDGs Study Scheme by the Office of University General Education
Goal 5 Gender Equality 	Achieve gender equality and empower all women and girls	<ul style="list-style-type: none"> • International Women's Day Celebration 2022 – Webinar by the Women Academics Sub-Committee • International Conference on Gender Moving Towards Gender Equality and A Sustainable Society by the Gender Research Centres*
Goal 6 Clean Water and Sanitation	Ensure availability and sustainable management of water and sanitation for all	<ul style="list-style-type: none"> • SDG Forum Series 2021–22: Save the polar bears ... only? —Impacts of a Changing Cryosphere • Go Green Water Stations

SDGs	Core idea	Selected examples of CUHK
		
<u>Goal 7 Affordable and Clean Energy</u> 	Ensure access to affordable, reliable, sustainable and modern energy	Energy Efficiency Implementation Fund
<u>Goal 8 Decent Work and Economic Growth</u> 	Promote inclusive and sustainable economic growth, employment and decent work for all	<ul style="list-style-type: none"> • CUHK Entrepreneur Day 2021 • CUHK Co-operative Education Programme*
<u>Goal 9 Industry, Innovation and Infrastructure</u> 	Build resilient infrastructure, promote sustainable industrialization and foster innovation	<ul style="list-style-type: none"> • CUHK Innovation Day • Social Enterprise Startup Scheme by I • CARE Centre for Whole-person Development*
<u>Goal 10 Reduced Inequalities</u> 	Reduce inequality within and among countries	<ul style="list-style-type: none"> • The Jockey Club ‘Sports without Limits’ Youth Empowerment Programme by the Department of Sports Science and Physical Education* • SignTown by the Centre for Sign Linguistics and Deaf Studies*
<u>Goal 11 Sustainable Cities and Communities</u> 	Make cities and human settlements inclusive, safe, resilient and sustainable	<ul style="list-style-type: none"> • CUHK-USYD SDGs Webinar Series: Partnering for Sustainability Challenges: Climate, Oceans, Cities, and Communities • One University, One Village Rural Sustainable Development Assistance Programme*
<u>Goal 12 Responsible Consumption and Production</u> 	Ensure sustainable consumption and production patterns	<ul style="list-style-type: none"> • SDG Forum Series 2.0: What a Waste! – Rethinking Responsible Consumption and Production • Love Food, Hate Waste @CUHK campaign

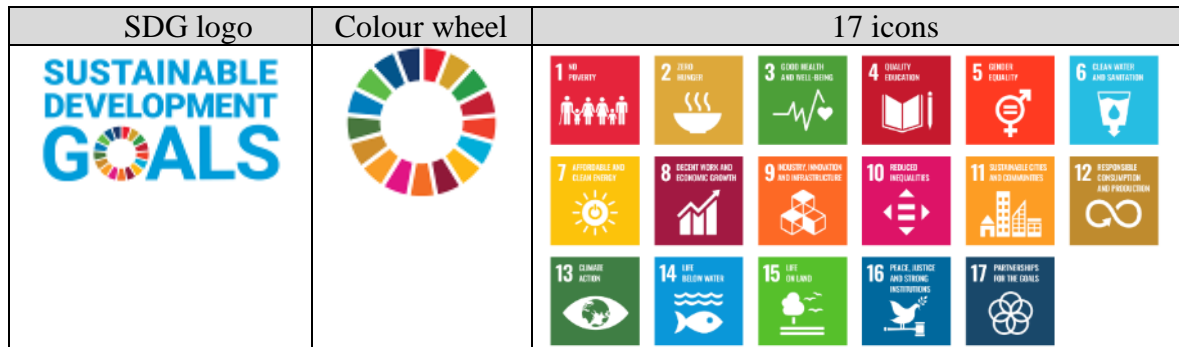
SDGs	Core idea	Selected examples of CUHK
<p>Goal 13 Climate Action</p> 	Take urgent action to combat climate change and its impacts	<ul style="list-style-type: none"> • ‘Decade of Change’ exhibition by the Jockey Club Museum of Climate Change (MoCC) • ECF Mobilizing Community Climate Action by Future Museum Curators by the MoCC*
<p>Goal 14 Life Below Water</p> 	Conserve and sustainably use the oceans, seas and marine resources for sustainable development	<ul style="list-style-type: none"> • SDG Forum Series 2.0: A World Without Mangroves and Corals? Ways to Conserve the Ocean • Coral Academy by the School of Life Sciences*
<p>Goal 15 Life on Land</p> 	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss	SDG Forum Series 2021–22: The Sound of Trees – Urban Forestry and Sustainable Development
<p>Goal 16 Peace, Justice and Strong Institutions</p> 	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	<ul style="list-style-type: none"> • Cross-Border Legal Dialogue Seminar Series by the Faculty of Law • CUHK Sustainability and Social Inclusion Programme for School Students: Design Thinking Summer 2021
<p>Goal 17 Partnerships for the Goals</p> 	Strengthen the means of implementation and revitalize the global partnership for sustainable development	<ul style="list-style-type: none"> • Distinguished SDG Lecture by Mr Grammenos Mastrojeni • SDG Forum Series—Green Museums and the Paris Agreement*

* Categories as community engagement activities, which may include the components of collaborating with external parties and/or providing services to local community or specified groups. These are the examples for completing the action of ‘SD5 Community Engagement for SDGs’ in the [GO! Checklist](#).

Use of SDG materials

General principle

1. The Sustainable Development Goals corporate image, which includes the SDG logo, the colour wheel and 17 associated icons, should be used in all communications designed to promote the SDGs. The visual materials can be downloaded [here](#).



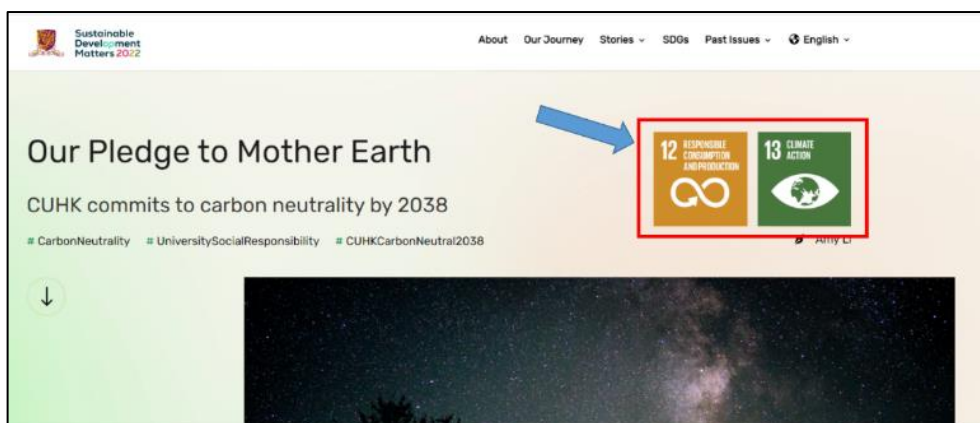
2. To achieve the desired impact, these visual materials must be displayed by all users without modification. Their elements must not be distorted in any way. Users may NOT, for example, change the original colour, rearrange elements of the graphic, add drop shadows, or alter the typeface. For guidance on how to use these materials, please refer to the UN's [Guidelines for the Use of the SDG Logo including the Colour Wheel, and 17 Icons](#).

Recommended ways to promote SDGs

3. To promote the SDGs, CUHK units are encouraged to:

- Map the SDG icon(s) in the following channels

Example 1: Website ([Feature story of Sustainable Development Matters 2022](#))



Example 2: Promotional materials for SDG-related events



- Include below suggested SDG hashtags in social media posts

#SDGs #SustainableDevelopmentGoals #可持續發展目標
 #SDG1 #NoPoverty #無貧窮
 #SDG2 #ZeroHunger #零飢餓
 #SDG3 #Health #Wellbeing #良好健康與福祉
 #SDG4 #QualityEducation #優質教育
 #SDG5 #GenderEquality #性別平等
 #SDG6 #CleanWater #Sanitation #潔淨飲用水 #清潔飲水 #衛生設施
 #SDG7 #CleanEnergy #潔淨能源 #清潔能源
 #SDG8 #DecentWork #EconomicGrowth #體面工作 #經濟增長
 #SDG9 #Industry #Innovation #Infrastructure #產業 #創新 #基礎建設
 #SDG10 #ReducedInequalities #減少不平等
 #SDG11 #SustainableCitiesandCommunities #可持續城市和社區
 #SDG12 #Responsible #Consumption #Production #負責任消費及生產
 #SDG13 #ClimateAction #氣候行動
 #SDG14 #LifeBelowWater #水下生物
 #SDG15 #LifeonLand #陸地生物
 #SDG16 #Peace #Justice #StrongInstitutions #和平 #正義 #強大機構
 #SDG17 #Partnership #促進目標實現的夥伴關係

Example 1 (link)



Example 2 (link)



(December 2022)