



**SME Climate Hub  
Commitment Badge  
Instructions to Share**

# What's happening?



The SME Climate Hub recently unveiled a new badge, which will allow committed businesses to signify themselves as a forward-thinking climate actor, apart of the SME Climate Hub community.

The badge can be integrated by businesses across their social media channels and website, and will be available for download via your [SME Climate Hub profile page](#).

# How can you get involved?



1. Add the badge to the footer of your website.
2. Update banner images on your social media channels using these [downloadable images](#).
3. Share your commitment in your social media bios through the copy below.
4. Promote the badge launch by sharing the following social media copy & assets across your channels to showcase your own commitment and encourage others to make the #SMEClimateCommitment.

## Suggested social media copy to share



<b>Facebook / LinkedIn</b>	<p>Climate action grows more important by the day. Small businesses - making up 90% of businesses worldwide - have a huge role to play in tackling the climate crisis.</p> <p>We're proud to be a member of the @SMEClimateHub community, and are delighted to receive our badge as official recognition of our business' commitment to reduce our impact on the environment through authentic action.</p> <p>Make the SME Climate Commitment today and join us in building the businesses of the future: <a href="https://smeclimatehub.org/how-it-works/">https://smeclimatehub.org/how-it-works/</a></p>
<b>Tweet 1</b>	<p>We're proud to receive the new @SMEClimateHub badge, officially recognising our business commitment to lower our impact on the environment as part of the UN's Race to Zero campaign 🏆</p> <p>Join the community today: <a href="https://smeclimatehub.org/how-it-works/">https://smeclimatehub.org/how-it-works/</a></p>
<b>Tweet 2</b>	<p>We're delighted to receive our @SMEClimateHub badge, recognising our role in taking authentic, UN-supported climate action 🌱</p> <p>SMEs looking to lower their emissions and build a business for the future can make the SME Climate Commitment today: <a href="https://smeclimatehub.org/how-it-works/">https://smeclimatehub.org/how-it-works/</a></p>

# Adding the badge to your profile

## 'About' section suggested copy

*[INSERT COMPANY NAME] is a proud member of the SME Climate Hub, a global initiative that empowers small to medium sized companies to take climate action and build more resilient businesses. Through the SME Climate Hub, we commit to lowering our impact on the environment through authentic action, halving our emissions by 2030. In making the commitment, we have joined the United Nations Race to Zero campaign.*

## 'Bio' section suggested copy

 *SME Climate Hub business* 

## Accessing the badge:

- The badge and banner image will be downloadable through each business's SME Climate Hub profile page. Visit your user page to access the assets today.