

7th Annual INDIA AND SUSTAINABILITY STANDARDS

**Sustainability a key to Business Resilience
in an uncertain world**

28 - 30 October, 2020

Social Media & Communication Toolkit



#CRBISS2020

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1. About Social Media Toolkit

In the seventh edition of CRB's Annual India & Sustainability Standards conference, our endeavor, is to convene a diverse set of stakeholders to understand and deliberate on the opportunities and challenges of integrating sustainability in core business practices and strategies to build a resilient business in an uncertain world.

Last year the event attracted over 650-plus participants and we successfully partnered with 69 organisations, contributing in various ways. Participants included sustainability professionals, academicians, financial experts, business representatives, government officials, media and civil society personnel.

This year the event will feature an even more exciting and diverse set of thought leaders, policymakers, business leaders from around the world, who will come together to discuss the challenges of promoting sustainability and to ideate on better practices towards a more sustainable future.

We appreciate your support towards spreading the word regarding #CRBISS2020, **we've put together this toolkit, complete with information on CRB's social media tags, official hashtags, ready-to-share social media posts and related instructions, resources, samples and tips for your ease of reference.**

The overall **purpose** of this social media toolkit is **to push out and amplify ISS 2020 message** through social media campaign.

Please tag CRB social media handles and use our official hashtag while posting about the ISS conference so that we can re-share the posts through our platforms.

Don't forget to follow CRB on Facebook, Twitter, Instagram and LinkedIn to stay up-to date on everything leading up to the main event.

2. CRB's Social Media Tags

We kindly request you to tag the CRB social media channels (links below) while posting through your personal/institutional accounts:

Twitter: @Centre4RespBiz

Linkedin: @Centre-for-Responsible-Business

Facebook: @thecentreforresponsiblebusiness

Instagram: @centreforresponsiblebusiness



3. ISS 2020 Official Hashtag

Using the official hashtag is a best practice that helps attendees easily find our posts. Monitoring the hashtag on social media also allows you to discover what other attendees are up to and excited about leading up to and during the event. Lastly, it provides a window into the event for users unable to attend the event this year.

#CRBISS2020

4. Video Testimonial

CRB is proud and excited to have you as our partner for the India and Sustainability Standards Conference 2020.

We request you to share a **60-90 seconds video** with the below suggestive format:

1. Introduction

Start with ISS2020 by sharing your excitement & experience (if old partners) or your expectations (Old/new partners)

2. Creating demand through necessity

Share your session theme/ topic and what possible solutions to the prevailing issues it might address

3. Focus on Why

Share your thoughts on the need of ISS multi-stakeholder dialogue platform and bringing together a diverse set of stakeholders

4. Call-to-action

Ask the viewers to 'Register Now' and 'Block Calendars'

Please share the video with the coordinating session anchor from CRB.

5. Ready-to-share content - Twitter

Twitter @Centre4RespBiz

Copy and paste any of the sample social media messages and share on social media. Or, craft your own message about #CRBISS2020 to share with the images provided.

- [Name] is proud to announce its partnership with @Centre4RespBiz for its 7th Annual Sustainability Conference India and Sustainability Standards. Join us virtually on 28-30 Oct, 2020! Register today <https://bit.ly/3jyYTFz> #CRBISS2020
- We are excited to collaborate as the lead/session/associate partner for @Centre4RespBiz's 7th Annual India and Sustainability Standards International Dialogues & Conference from 28 – 30 October 2020. Register today <https://bit.ly/3jyYTFz> #CRBISS2020
- The session, 'Session Name', at the @Centre4RespBiz 7th Annual Sustainability Conference #CRBISS2020 is a great way to hear from our global leaders. Register now <https://bit.ly/3jyYTFz> & don't miss out.
- The 7th @Centre4RespBiz Annual India & Sustainability Standards International Dialogues & Conference 2020 is India's leading sustainability conference. Register today <https://bit.ly/3jyYTFz>! #CRBISS2020
- [Name] is excited to be lead/session/associate partner for @Centre4RespBiz India & Sustainability Standards Conference 2020 where diverse set of stakeholders will share their thoughts on sustainability & resilient businesses. Register today <https://bit.ly/3jyYTFz>! #CRBISS2020

6. Ready-to-share content - LinkedIn and Facebook

Facebook @thecentreforresponsiblebusiness

LinkedIn @Centre-for-Responsible-Business

Copy and paste any of the sample social media messages and share on social media. Or, craft your own message about #CRBISS2020 to share with the images provided.

- We are excited to join & collaborate as the lead/session/associate partner for @Centre for Responsible Business's 7th Annual India and Sustainability Standards International Dialogues and Conference taking place virtually from 28 – 30 October 2020. Register here <https://bit.ly/3jyYTFz> and block your seats now! Get to hear from esteemed and world renowned subject matter experts and global leaders on sustainability and #BuildingBackBetter. #CRBISS2020 #SustainabilityConference #VirtualISS2020
- [Name] will be co-hosting a session, 'Session Name', at the @Centre for Responsible Business 7th Annual India and Sustainability Standards International Dialogues and Conference 2020, set to take place virtually from 28-30 October 202. ISS 2020 is a great way to hear from our global leaders on various aspects of sustainability and building resilient businesses. Register now <https://bit.ly/3jyYTFz> & don't miss out. #CRBISS2020 #SustainabilityConference #VirtualISS2020

Ready-to-share content - LinkedIn and Facebook

Facebook [@thecentreforresponsiblebusiness](#)

LinkedIn [@Centre-for-Responsible-Business](#)

Copy and paste any of the sample social media messages and share on social media. Or, craft your own message about #CRBISS2020 to share with the images provided.

- [Name] is proud to announce its partnership with @Centre for Responsible Business for its 7th Annual India and Sustainability Standards International Dialogues and Conference. The theme for this year is 'Sustainability a key to Business Resilience in an Uncertain World'. The event will be hosted virtually from 28-30 October, 2020! Register today <https://bit.ly/3jyYTFz>. #CRBISS2020 #SustainabilityConference #VirtualISS2020
- We are all geared up for the @Centre for Responsible Business's 7th Annual India & Sustainability Standards International Dialogues & Conference 2020 with a constantly evolving line up of exciting & thought provoking sessions and speakers. Register today <https://bit.ly/3jyYTFz> and gain access to insights on prevailing sustainability issues and their possible solutions. #CRBISS2020 #SustainabilityConference #VirtualISS2020
- [Name] is excited to be lead/session/associate partner for @Centre for Responsible Business India & Sustainability Standards Conference 2020 where a diverse set of stakeholders will share their thoughts on sustainability & resilient businesses. The conference will be held virtually from 28 - 30 October 2020 covering a range of diverse topics and themes to learn from! Don't miss this opportunity and block your spot today! Register now at <https://bit.ly/3jyYTFz>! #CRBISS2020 #SustainabilityConference #VirtualISS2020

7. Ready-to-share content - Newsletter

Newsletter

The Centre for Responsible Business (CRB) is excited to announce its 7th annual flagship sustainable business Conference (India and Sustainability Standards 2020 or ISS2020) to be held **Virtually from October 28th to 30th 2020**. The theme of this year's conference is - ***Sustainability a Key to Business Resilience in an Uncertain World***.

The COVID19 pandemic has exposed the fragility and the interconnectedness between businesses – society – nature. It has also exacerbated existing inequities as it has affected the vulnerable sections of our society the most. In this hour of crisis, it is important that all stakeholders come together to build back better with a renewed commitment to sustainable development.

[**Partner Name**] in association with CRB, would like to call businesses, industry associations, government agencies, NGOs, academia, standards organisations and experts to join us this year. Over the years, ISS has attracted 4000+ participants, 220+ partners, and 450+ speakers.

Participants in the past have included sustainability professionals, academicians, financial experts, business representatives, government officials, media and civil society personnel. Additional details about the event can be found on [the event website](#).

This year's event promises to be a great mix of meaningful dialogues and networking opportunities. We hope that you will be able to join us!

8. Other content to share & spread the word

In addition to sharing sample messages highlighted above, we invite you to share any additional content with us, via your social channels, in the form of blogs/videos/images/posts:

- 1. Tell us how excited you are to be a part of ISS2020**
- 2. Tell us about your expectations, experiences of ISS2020**
- 3. Share something about your session theme this year**

We would re-share the posts through our social media channels. Do tag us and use the hashtag!

9. Graphics

Share any of the social media images [available here](#). Each social image is sized for sharing on Facebook, Instagram, LinkedIn and Twitter.

Facebook/ LinkedIn:

7TH ANNUAL
INDIA AND SUSTAINABILITY STANDARDS
INTERNATIONAL DIALOGUES & CONFERENCE
OCTOBER 28 – 30, 2020
ONLINE

SUSTAINABILITY A KEY TO BUSINESS RESILIENCE IN AN UNCERTAIN WORLD

BREAKOUT SESSIONS

- National Action Plan on Business & Human Rights
- Global Value Chains & Responsible Business
- Family Friendly Policies in A&T Sector
- Living Wages
- Sustainable Palm Oil Dialogue
- Sustainability Information to Empower Consumers
- Deforestation free Supply Chains
- Forest Governance
- Partnership for Nutrition
- Sustainable Trade post COVID19 for India

DAY 1 SESSIONS

Inaugural Thematic Session
Sustainability a key to Business Resilience in an Uncertain World

High Level Panel One
Designing an Enabling Ecosystem to Build Back Better – Government to Governance

High Level Panel Two
Pathways to our Common Future – Businesses in Post-COVID19 era

ORGANIZED & HOSTED BY

CRB CENTRE for RESPONSIBLE BUSINESS
Enabling Change for Impact

#C4RBISS2020

+91 11 4108 8853 <http://www.sustainabilitystandards.in/> conference@c4rb.in

Graphics

Share any of the social media images [available here](#). Each social image is sized for sharing on Facebook, Instagram, LinkedIn and Twitter.

Twitter:

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Contact

Questions? Please contact CRB's Marketing and Communications team for any additional questions.

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