

SOCIAL MEDIA KIT

Hamburg Declaration on Responsible AI for the SDGs

GUIDELINES

We would like to offer you the following content to make it easy for you to share your support for the **Hamburg Declaration on your social media channels**.

To help maintain the visibility of the Declaration on social media, we invite you to post **your endorsement statement within the next four weeks**.

HASHTAGS & ACCOUNT TAGS

Please use the following **hashtags** and appropriate **account tags** whenever you post about the Hamburg Declaration, so that we can interact with your content.

HANDLES ON LINKEDIN:

@Hamburg Sustainability Conference
@UNDP
@Federal Ministry for Economic
Cooperation and Development (BMZ)
@digital.global

HASHTAGS:

#HamburgDeclaration
#HSC25
#AI4SDGs

VISUAL ASSET

To ensure a consistent graphic representation, we will provide **personalised visuals**.

Therefore, please send:

- a **portrait photo** of your representative (.jpg or .png), if applicable
- their **full name, function** and the **name of your organisation** as it should appear on the graphic
- and the **logo** of your organisation

to digicomms@giz.de.



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POST ENDORSEMENT HAMBURG DECLARATION

We are proud to be part of a global alliance endorsing the '**Hamburg Declaration on Responsible AI for the SDGs**'!

👉 Launched at the @Hamburg Sustainability Conference 2025, this is the first multi-stakeholder agreement focused on harnessing artificial intelligence (AI) to advance the Sustainable Development Goals (SDGs). To date, more than 40 partners have officially endorsed the declaration—from governments, and international organisations to civil society, research institutions, and the private sector—committed to shaping a digital future that is fair, inclusive, and sustainable.

🌍 At a time when unequal access to digital technologies risks deepening global divides, the #HamburgDeclaration sets out a shared vision: AI must benefit all people and the planet. It is a call to action to make AI a global resource for the many.

We support the Hamburg Declaration for...

Please select **one of the following statements** that aligns with your commitments to complete the sentence above.

- **PEOPLE:**
...an AI that protects human rights and dignity, drives gender equality, and enables meaningful participation—especially for vulnerable groups.
- **PLANET:**
...an AI that works for the planet, not against it—promoting climate and environmental action through green, energy-efficient solutions.
- **PROSPERITY:**
...an AI that fosters inclusive economic growth, local innovation and infrastructure, and equitable access to digital skills—unlocking opportunities for all.
- **PEACE:**
...an AI that strengthens public trust, counters disinformation, and defends the integrity of democratic and civic spaces—protecting truth, not distorting it.
- **PARTNERSHIP:**
...open collaboration and shared digital public goods—because solving global challenges requires collective action.

You can then add your own commitments if you wish to list them.

🚀 Together, let's build a more responsible and sustainable digital future that works for everyone!

@UNDP @Federal Ministry for Economic Cooperation and Development (BMZ)
@digital.global #HSC25 #AI4SDGs