



# SAUDI GREEN INITIATIVE

SGI DAY MEDIA TOOLKIT

2025



## HOW TO USE THIS MEDIA KIT

**AS VALUED AND EXPERIENCED MEDIA, WE LOOK FORWARD TO WORKING AND COLLABORATING WITH YOU FOR THE SAUDI GREEN INITIATIVE DAY 2025.**

**IN THIS PACK YOU WILL FIND KEY INFORMATION ABOUT THE DAY, AND USEFUL FILES AND ASSETS THAT YOU ARE FREE TO USE.**

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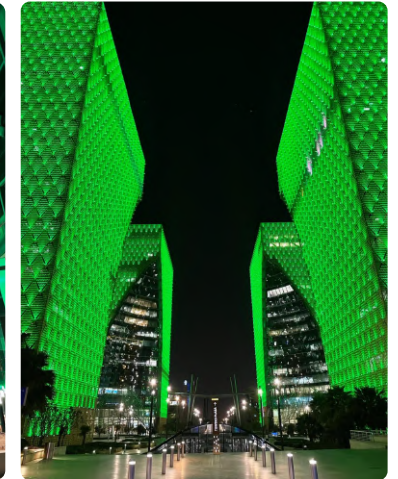
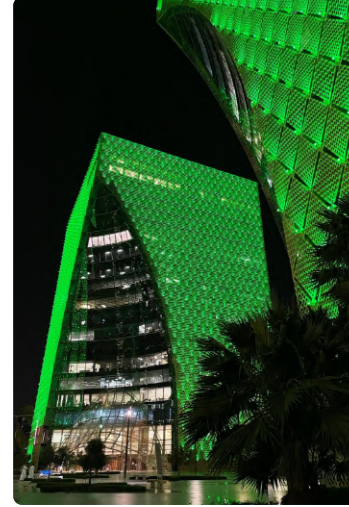
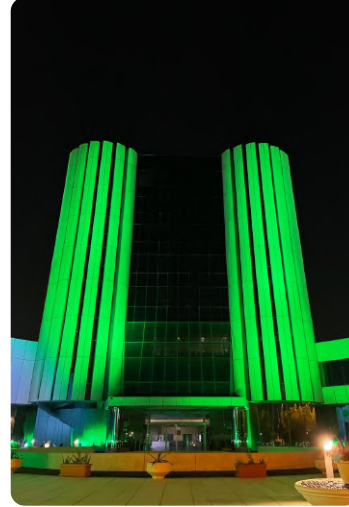
# SAUDI GREEN INITIATIVE DAY OVERVIEW

# SAUDI GREEN INITIATIVE DAY HOW THE JOURNEY STARTED

## WHAT IS SAUDI GREEN INITIATIVE DAY?

In 2024, the Council of Ministers designated March 27th as "Saudi Green Initiative Day," marking it as an annual event to spread awareness about the significance of environmental sustainability in Saudi Arabia. This date was chosen to coincide with the anniversary of the initiative's launch on March 27<sup>th</sup> in 2021, reinforcing the nation's commitment to green development and ecological stewardship.

SGI Day aims to raise awareness of the progress made in the Kingdom in achieving the goals of the Saudi Green Initiative, in addition to encouraging all citizens and residents to contribute to building a more sustainable future for all. Saudi Green Initiative Day is an ideal opportunity for citizens and residents in the Kingdom to express their support for the initiative and contribute to protecting the environment and preserving our natural landscapes in order to build a prosperous and sustainable future for future generations.



## KEY MESSAGES

# SAUDI GREEN INITIATIVE DAY IS

**ALL OF SAUDI SOCIETY  
TAKING ACTION TOGETHER**

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**CLIMATE ACTION THAT MAKES  
OUR COMMUNITIES BETTER  
PLACES TO LIVE**

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**PROMOTING A SAUDI CULTURE  
OF ENVIRONMENTAL  
STEWARDSHIP**



## GRASSROOTS MOVEMENT

SGI Day is led and owned by the people of Saudi Arabia – through inspiring each other, thinking about what each of us can do, and committing to make it happen.

## HAND-IN-HAND

SGI Day is a moment to unite citizens, businesses, institutions – all of us – to improve our lives and communities by making sustainable choices.

## ENGAGING THE YOUTH

SGI Day is for all of us – but the youth are at its heart – their story is one of powerful innovation and climate stewardship to safeguard their tomorrow.

# ACTIVITIES AND CAMPAIGNS

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# RAMADAN-THEMED GREEN CHALLENGES — SGI #GREENRAMADAN

## CONTEXT

The mosaic serves as a visual representation of collective sustainability efforts, inspiring others to adopt greener habits and reinforcing that small individual contributions can drive a larger, meaningful impact.

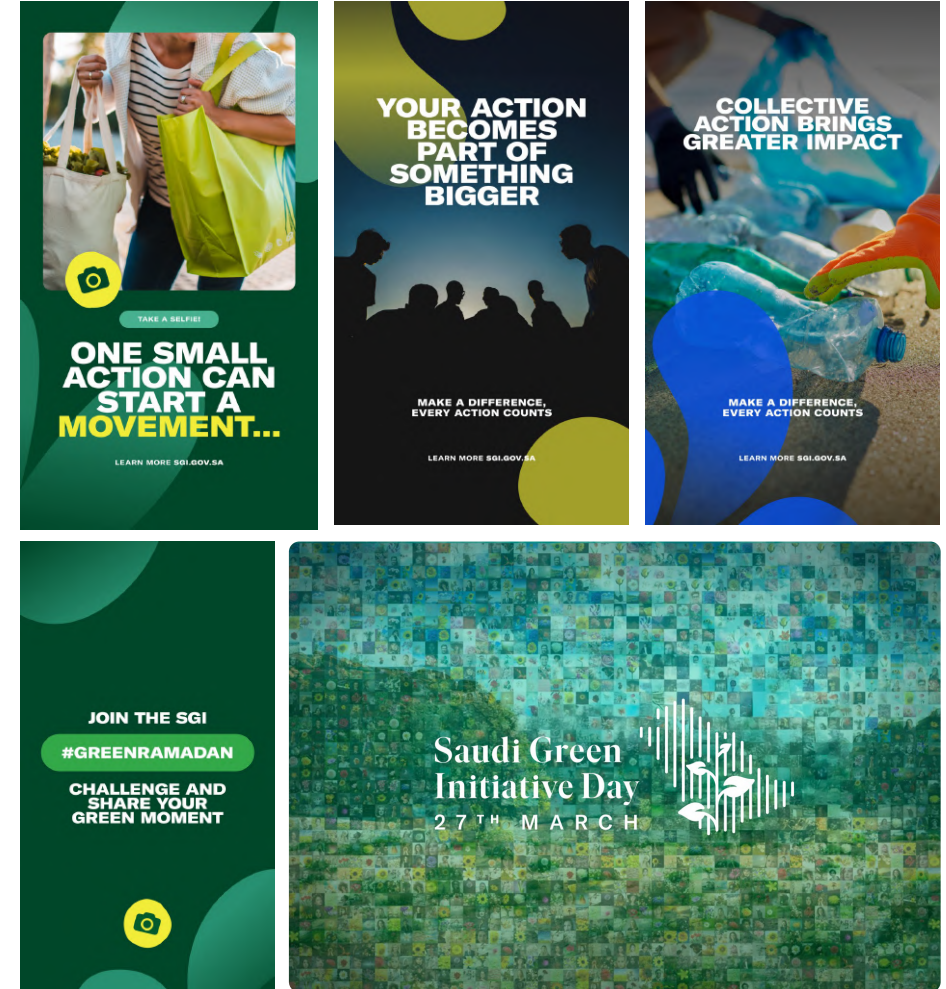
## HOW IT WORKS

**Facebook:** Users comment on a feed post to be included in the mosaic. Once approved, they receive a DM with a link to view their profile.

**Instagram:** Users opt in via a promoted story button and receive a DM linking them to the Mosaic Microsite.

**TikTok:** Users comment on an ad and receive a reply directing them to the mosaic via the bio link.

Users can contribute their profile pictures to the collective mosaic through comments.



# NAMOUR'S GREEN CHALLENGES

## 30 DEEDS IN 30 DAYS

### SOCIAL ACTIVATION

During Ramadan, an interactive Instagram Stories challenge will invite users to tap through to reveal a good deed every day across the Holy Month.

Participants can engage using the "Add Yours" sticker, turning Stories into a collaborative experience. This encourages users to move beyond passive scrolling and actively contribute to a dynamic, evolving tapestry of images and videos.

On SGI Day, three winners will be announced, celebrating their contributions.

### SAMPLE DEEDS IN #PAWSTOCHANGE

- Share your meal with those in need: To encourage viewers not to waste food, each tap/step on stories will show leftovers being packaged and given to someone in need.
- Help clean up any waste at school: With each story, waste will be shown being moved all the way to the bin
- Reusing plastic bags while shopping: Focusing on how to reuse plastic bags and reduce their consumption, which contributes to waste reduction.



#خطوة\_نمور\_في\_تغيير\_الأمر



# GUIDELINES FOR ENHANCED MEDIA AMPLIFICATION



# SOCIAL MEDIA AMPLIFICATION THROUGH OFFICIAL CHANNELS AND ASSETS

## SOCIAL MEDIA CHANNELS

 <p><b>Website</b></p> <p><b>SGIDAY.COM</b></p>	 <p>مبادرة السعودية الخضراء @GI_SAUDI</p>
<p><b>Hashtags</b></p>	<p>#SaudiGreenInitiative #SGIDay #ForAGreenerSaudi</p> <p>#مبادرة_السعودية_الخضراء #يوم_مبادرة_السعودية_الخضراء #لمستقبل_أكثر_استدامة</p>

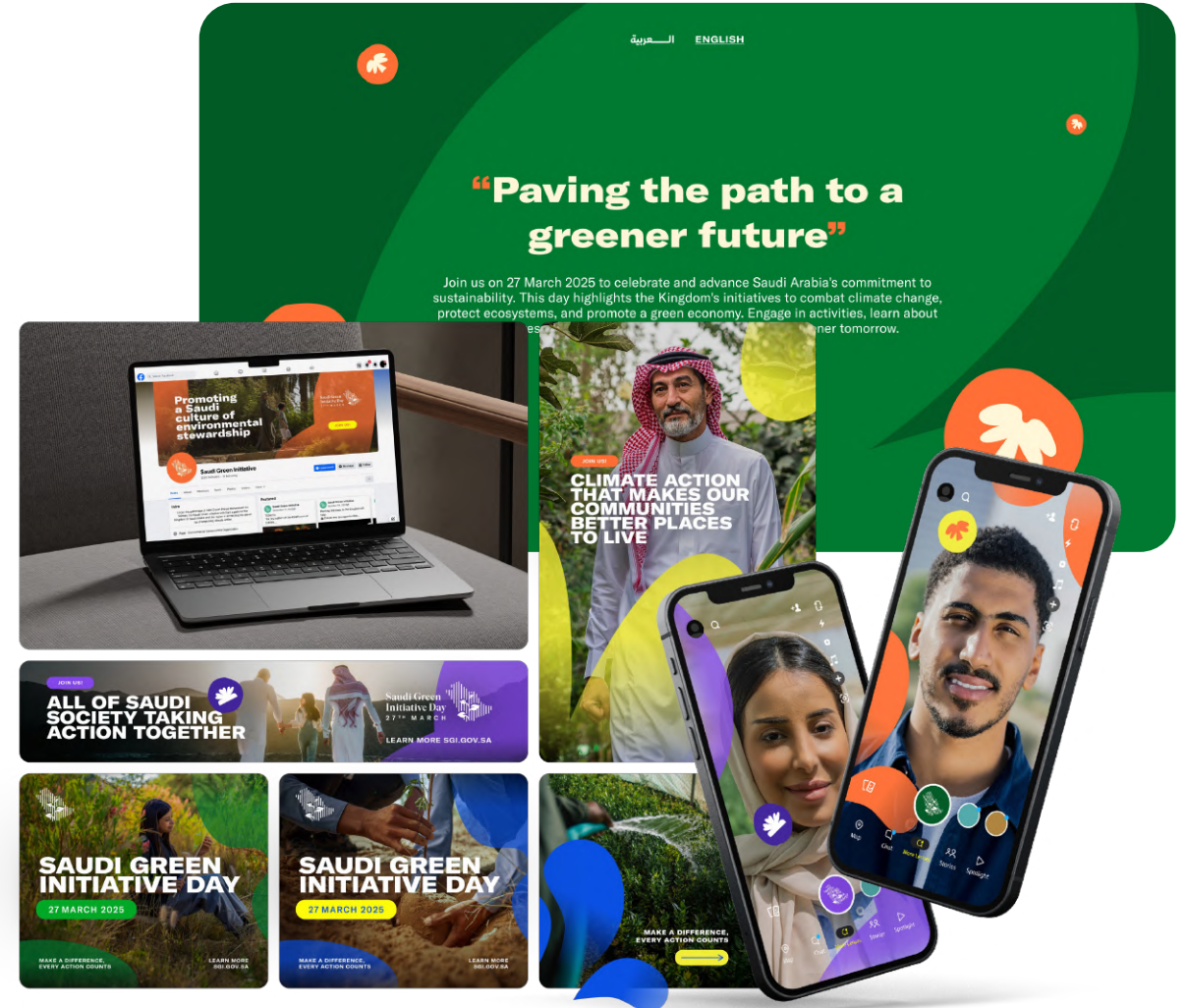
## BRAND ASSETS



This file contains all the necessary materials to enhance media engagement

<https://linktr.ee/saudigreeninitiative>

[https://linktr.ee/saudigreeninitiative\\_arabic](https://linktr.ee/saudigreeninitiative_arabic)



# SGI DAY LOGO



The official SGI Day logo used when creating content for social media platforms



[https://linktr.ee/saudigreeninitiative\\_arabic](https://linktr.ee/saudigreeninitiative_arabic)

<https://linktr.ee/saudigreeninitiative>



## CONTACT AND SUPPORT

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# THANK YOU