

# Global Ethics Day Toolkit

## Contents

<b>How to Participate</b> .....	2
<b>Key Messages</b> .....	4
<b>Logos</b> .....	6
<b>Social Graphics</b> .....	7
<b>Posters</b> .....	9
<b>Suggested Social Media Posts</b> .....	10
<b>Additional Resources</b> .....	12



# Overview

This year, #GlobalEthicsDay will take place on **October 16, 2024**, with the theme of **Ethics Empowered**. Join us and use the power of ethics to build a better future!

Established by Carnegie Council for Ethics in International Affairs, Global Ethics Day is an annual moment to **empower ethics** through the actions of both individuals and organizations.

Since 2014, citizens, businesses, professional organizations, schools, governments, and nonprofits from over 100 countries have participated in Global Ethics Day.



# How to Participate

Carnegie Council is calling on individuals, schools, businesses, governments, nonprofits, etc. to join us on October 16, 2024 in taking action to empower ethics. Your own Global Ethics Day activities can include organizing debates and panel discussions, sharing videos, publishing articles, conducting interviews, launching #GlobalEthicsDay social media campaigns, and even environmental clean-ups, canvassing, film festivals, and time capsules . . . there are countless ways to participate.

## Ideas for Global Ethics Day 2024 might include:

- Sharing what ethics means to you on social media using #GlobalEthicsDay or #EthicsEmpowered;
- A financial services firm hosting a public panel on the future of ESG;
- An art class visualizing ethical action and sharing on social media;
- A fashion brand creating a video on the ethical and environmental challenges in the industry; or
- A group of computer science students going live on Instagram to discuss the ethical questions surrounding artificial intelligence.



Use X, LinkedIn, Instagram, Facebook, or any other social media platform to share your activities with the world. Copy and paste sample social media messages provided below or create your own customized post using the hashtags #GlobalEthicsDay or #EthicsEmpowered. Carnegie Council will repost highlights on our social media channels:



[@CarnegieCouncil](#)



[Carnegie Council  
for Ethics in  
International Affairs](#)



[@CarnegieCouncil](#)



[@Carnegie\\_Council](#)



[@Carnegie\\_Council](#)

## Get Involved

Visit [our website](#) to access resources and learn about other ways to [get involved](#). Make sure to [contact us](#) to be listed as a featured participant on our website.





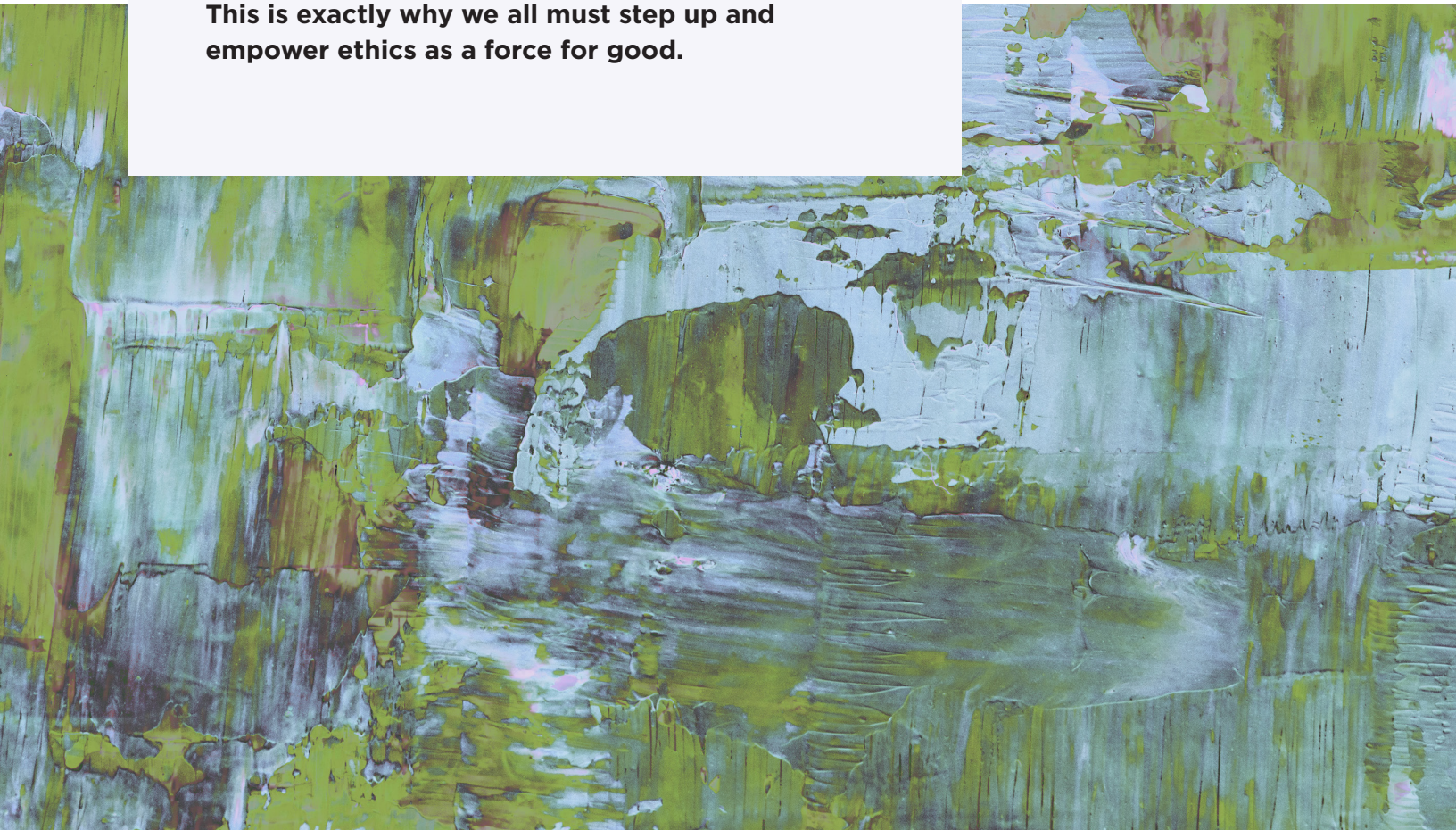
## Key Messages

### Why Do We Need Ethics Today?

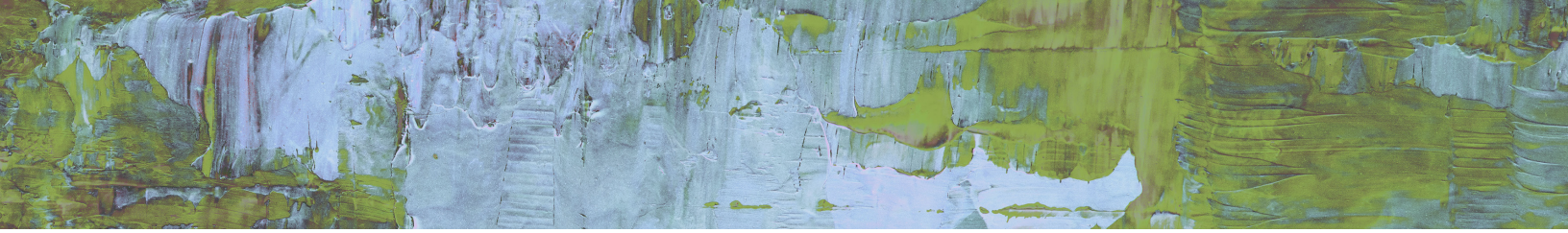
Society is facing some extraordinary challenges. Partisanship and nationalism are on the rise, autocrats are deploying new technologies to crush dissent, climate change is accelerating, war is raging in multiple parts of the world, and racial, gender, and economic injustice continue—just to name a few issues.

Further exacerbating these trends is the fact that we seem to be living in a zero-sum, winner-take-all society, i.e., if you disagree with me, not only are you wrong, but you are also a bad person.

**This is exactly why we all must step up and empower ethics as a force for good.**







# Key Messages

## Debunking Misconceptions About Ethics

- First off, ethics is not just some abstract area of study for philosophers and academics. It is an active process that each of us can engage in to improve our lives, strengthen our communities, and build a better world.
- That all sounds great, but then we are hit with the reality that our personal values, needs, and goals often conflict with those of our neighbors, colleagues, or social media connections. However, this doesn't mean we have to be enemies or that we can't work collaboratively to address challenges that impact us all.
- Good ethics recognizes that personal differences are okay and that we can still work together in pursuit of a better world, even if our proposed solutions are imperfect or do not fully satisfy all involved. It really is the good-faith effort at the center of ethical reflection, engagement, and action that counts.
- Ethics is not some cure-all for the world's problems, but it is an actual process for finding solutions in a more collaborative and respectful manner vs. the winner-take-all approach that dominates life today.
- We can use ethics to guide personal decisions, mitigate harmful outcomes, create a more respectful structure for debate, develop helpful public policy, build and deploy technologies responsibly, and address some of the world's most pressing challenges.
- Remember that ethics is not about getting everyone to agree on one way to live or even a single set of values. It's about how we learn to live together, celebrate our differences, and face the global challenges of both today and tomorrow.

**“Good ethics recognizes that personal differences are okay and that we can still work together in pursuit of a better world . . .”**



# Logos



2024 Logo

2024 Logo Transparent



2024 Logo



2024 Carnegie Council Logo



2024 Hashtag

2024 Hashtag Transparent



# Social Graphics

Ready-made images for social media



[Facebook, LinkedIn, X](#)



[Facebook, LinkedIn, X](#)



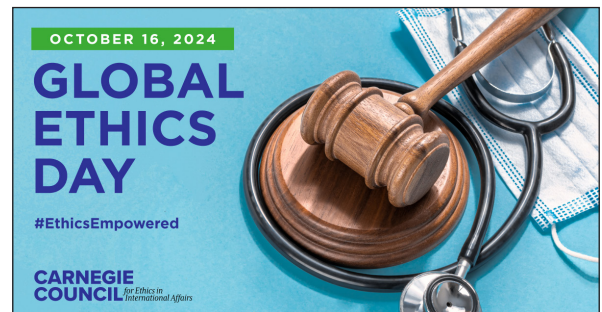
[Facebook, LinkedIn, X](#)



[Facebook, LinkedIn, X](#)



[Facebook, LinkedIn, X](#)



[Facebook, LinkedIn, X](#)



[Facebook, LinkedIn, X](#)



[Facebook, LinkedIn, X](#)



# Social Graphics

Ready-made images for social media



[Instagram, Threads](#)



[Instagram, Threads](#)



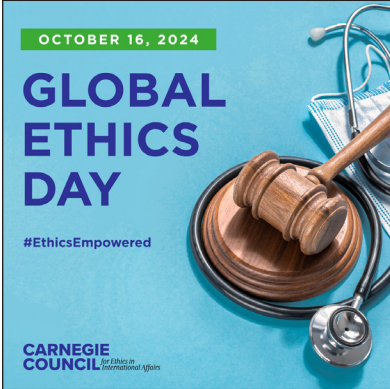
[Instagram, Threads](#)



[Instagram, Threads](#)



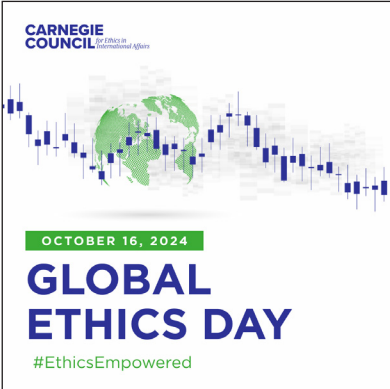
[Instagram, Threads](#)



[Instagram, Threads](#)



[Instagram, Threads](#)



[Instagram, Threads](#)



# Posters

Print out these posters and write in your own thoughts and ideas about the role of ethics in everyday life.



[png](#) | [pdf](#)



[png](#) | [pdf](#)



[png](#) | [pdf](#)



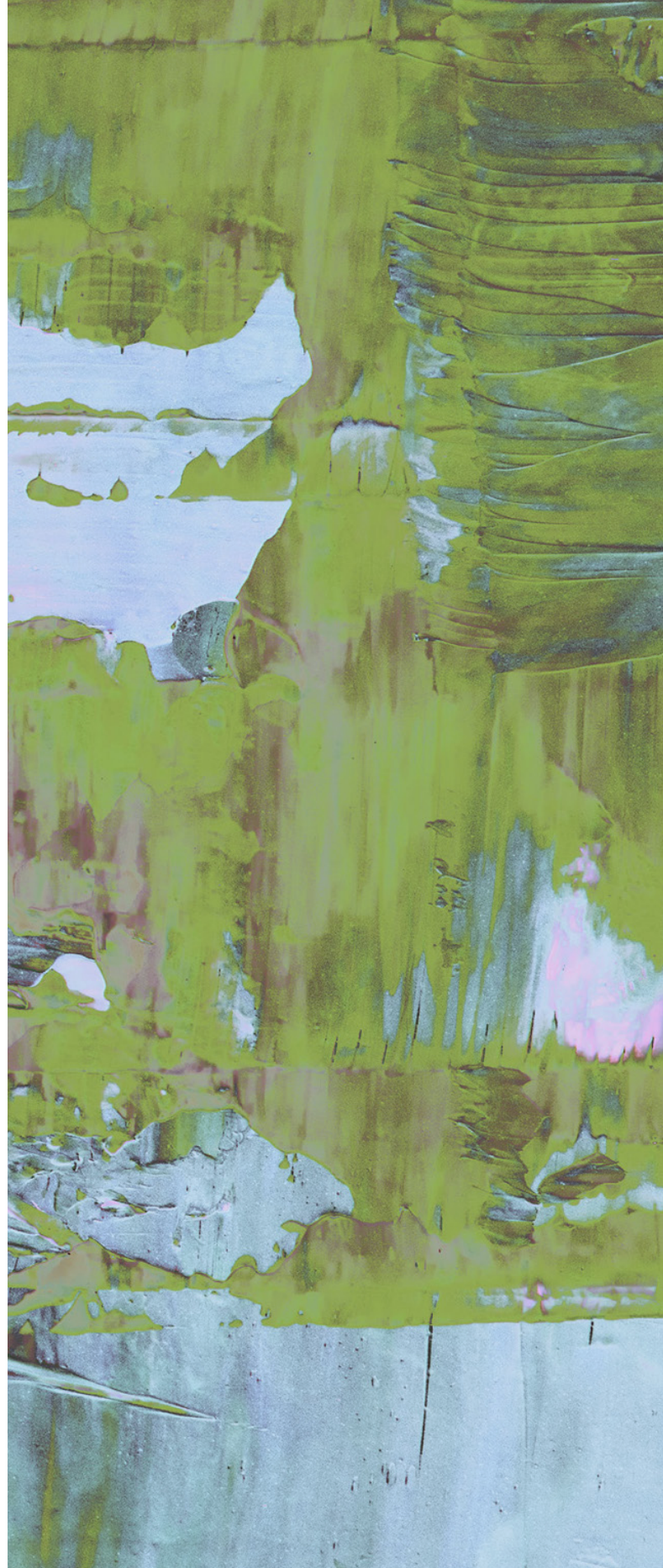
[png](#) | [pdf](#)



# Suggested Social Media Posts

## Facebook, LinkedIn, and X

- From climate change to the global refugee crisis, ethics can help us address some of the world's most pressing issues. That's why this #GlobalEthicsDay, we're joining @CarnegieCouncil to empower ethics and build a better future: [link to video or GED website]
- This #GlobalEthicsDay, I/we pledge to empower ethics by [insert activity/action]
- On #GlobalEthicsDay, we're reflecting on how ethics can be used to improve our lives, strengthen our communities, and build a better world. How can you take ethical action in your daily life?
- As society faces extraordinary challenges, ethics is more important than ever. On #GlobalEthicsDay, we're committing to empowering ethics and using it as a force for good. Learn more about how you can participate: [link to video or GED website]
- What does ethics mean to you? Join us in empowering ethics this #GlobalEthicsDay.







## Instagram and Threads

- Today is #GlobalEthicsDay! We're proud to be supporting @Carnegie\_Council to empower ethics. Check out the link in our bio to learn how you can take part. #EthicsEmpowered
- From climate change to the global refugee crisis, ethics can help us address some of the world's most pressing issues. That's why this #GlobalEthicsDay, we're joining @Carnegie\_Council to empower ethics and build a better future. Learn more through the link in our bio. #EthicsEmpowered
- On #GlobalEthicsDay, we're reflecting on how ethics can be used to improve our lives, strengthen our communities, and build a better world. How can you take ethical action in your daily life? Let us know in the comments! #EthicsEmpowered
- As society faces extraordinary challenges, ethics is more important than ever. On #GlobalEthicsDay, we're committing to empowering ethics and using it as a force for good. Learn more about how you can participate through the link in our bio. #EthicsEmpowered
- What does ethics mean to you? Join us in empowering ethics this #GlobalEthicsDay by clicking the link in our bio. #EthicsEmpowered



# Additional Resources

Stay up-to-date on the latest insights on ethics and international affairs:

Subscribe to the [Carnegie Ethics Newsletter](#) for timely ethical analysis, Global Ethics Day announcements, and more.

Follow us on [LinkedIn](#), [X](#), [Facebook](#), [Instagram](#), and [Threads](#)

Subscribe and listen to our podcasts: [Apple](#), [Spotify](#), and [YouTube](#)

**GLOBAL**  
**ETHICS**  
DAY 2024

**CARNEGIE**  
**COUNCIL** for Ethics in  
International Affairs

[carnegiecouncil.org](http://carnegiecouncil.org)