**Egg Industry Sustainability Toolkit**

**What is sustainability?**

The United Nations define sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs”. Sustainability is holistic and encompasses environmental, economic, and social factors.

**What are the UN Sustainable Development Goals (SDGs)?**

In 2015, 193 world leaders committed to the United Nations' 17 Sustainable Development Goals (SDGs). These goals represent a shared vision to eradicate poverty and social inequality and tackle climate change by 2030.

Of the 17 goals, the IEC’s Global Initiative for Sustainable Eggs (GISE) have identified at least 7 primary objectives where the global egg industry are already making an impact – these are reflected in the graphics to follow.

**Why focus on sustainability?**

As an industry, we are in a great position to communicate about sustainability since egg production is already one of the most environmentally sustainable forms of agricultural production. Hens convert feed into protein very efficiently and require a relatively small land base to do so.

Our industry is also very circular – our waste products are often recycled back into our production systems. For example, manure waste can be manufactured into fertiliser and used to produce the crops that feed our poultry.

Sustainability is a hot topic and is set to be a factor that will increasingly play a role in influencing consumers’ food choices in the future. We need to be ahead of this and ensure sustainability is fully integrated through every element of the egg industry and aspire to a global egg value chain that is environmentally sound, socially responsible, and economically viable. The more sustainable egg production becomes, the more value the egg will have for future generations.

It is important that we demonstrate to consumers how we are positively contributing to the UN Sustainable Development Goals, and one way we can do this is through social media.

**Social media content suggestions**

To help you communicate about the sustainability credentials of eggs and the egg industry, the IEC have developed a range of social media posts and matching graphics for you to share across your company platforms.

**Check out your downloaded toolkit for all the social media graphics for Instagram, Facebook, and Twitter.**

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|  | Did you know? Eggs are a low-impact and sustainable protein source ♻️🌎  Plus, the egg industry is committed to meeting the UN Sustainable Development Goals (SDGs) 🥚✅  Of the 17 SDGs, the global egg industry has identified 7 focus areas where it is already making an impact!  Find out more: <https://bit.ly/3GMjr8N>  #EggSustainability #Ecofriendly #SDGs #SustainableDevelopmentGoals #LowImpactProtein #SustainableProtein #Eggs |
|  | UN Sustainable Development Goal (SDG) 2 aims to end hunger by 2030 by increasing access to safe, nutritious, and sufficient food🍽️  Eggs can help contribute to this - they are sustainable, versatile, and contain most vitamins, minerals and antioxidants required by the body 🥚💪  Learn more about the egg industry’s commitment to the SDGs: <http://bit.ly/40f7CBY>  #Sustainability #SDG2 #ZeroHunger #EggProtein #EggNutrition #SustainableProtein |
|  | Eggs are a high-quality protein source and contain 13 vitamins and minerals, including commonly deficient micronutrients such as Vitamin D and B12 🥚⭐  Their bioavailability and nutrient density mean eggs can directly improve human health and well-being at all stages of life, contributing to UN Sustainable Development Goal 3 🧓👶💪  Learn more about the nutritional value of the egg: <https://bit.ly/3KKBZsH>  #SDG3 #GoodHealthAndWellBeing #EggProtein #EggNutrition #VitaminD #VitaminB12 #Health |
|  | Global access to quality education provides people with the knowledge and skills necessary to stay healthy, get jobs and foster tolerance 📚✏️  The egg industry is dedicated to increasing awareness of the value eggs can provide in terms of nutrition, environment, and livelihoods🥚  Eggs also make a great addition to the diets of students of all ages – they contain choline which supports brain development and concentration! 🧠  Learn more about the unbeatable power of choline: <https://bit.ly/3Sy64hS>  #SDG4 #QualityEducation #EggNutrition #EggProtein #Choline #BrainHealth |
|  | Did you know? 🤔The egg industry employs over 4 million people globally! 🧑‍🌾  UN Sustainable Development Goal (SDG) 8 aims to promote inclusive and sustainable economic growth, employment and decent work for all, and the egg industry can play a positive role in this 📈  Egg production is an inclusive industry and provides a significant source of income for rural populations around the world in low-, middle-, and high-income countries 🥚💰  Find out more about the egg industry’s commitment to the SDGs: <http://bit.ly/40f7CBY>  #SDG8 #DecentWork #EconomicGrowth #EggIndustry #EggFarmers |
|  | Responsible consumption and production are essential to sustaining the livelihoods of current and future generations by reducing threats such as climate change, biodiversity loss and pollution ♻️🌎  Egg production has a lower environmental impact than other forms of agricultural production, with hens efficiently converting feed into protein and requiring a relatively small land base to do so 🥚🐔  Egg businesses are continually looking for ways to improve production, with many investing in renewables such as solar and wind energy to power barns💚  Find out more about the egg industry’s commitment to the SDGs: <http://bit.ly/40f7CBY>  #SDG12 #SustainableEggs #EggIndustrySustainability #ClimateChangeReduction #SustainableDevelopment #RenewableEnergy |
|  | According to the World Resource Institute, eggs are a low-impact protein source, making them the perfect partner for a sustainable diet! 🥚♻️  Egg businesses continually strive to reduce their resource use whilst ensuring the same level of output, and many are investing in renewable energy as a way of reducing greenhouse gas emissions 💚  Find out more about the egg industry’s commitment to Sustainable Development Goal 13: <https://bit.ly/3GMjr8N>  #GlobalGoals #SDG13 #ClimateAction #SustainableProtein #EggProtein #LowImpactProtein |