



# SUSTAINCHAIN™

## QUICKSTART REFERENCE GUIDE

### IDENTIFICATION PROTOCOL

When joining SustainChain™, please **identify yourself with your:**

- **Full Name**
- **Local organization, City, State** (if appropriate), **Country**

For example:

*Jen Brady, Patchogue Peace Project, New York, USA*  
*Ayo Ayoola-Amale, Lagos State Network, Lagos, Nigeria*

Clearly noting who and where you are will be a key step in enabling us to build regional connections, direct resources, and demonstrate the global span of ICP. As we connect internally with our ICP community and within the larger SustainChain™ universe, implementing this protocol will be vital in ensuring productive communications, as well.

### TYPES OF POSTS

When sharing on SustainChain™, you will select whether you wish to post an **Announcement**, such as a press release or update, or a:

- **Need** (introductions, resources, partners, tools, or expertise with the chain to catalyze your efforts)
- **Lead** (a resource (expertise, tools, data sets, investment or free services to advance the goals)
- **Solution** (an existing resource such as a tool/resource/framework that can be adopted or used right away)
- **Initiative** (a project in development where partners and stakeholders can come together to advance their respective goals)

Accurately classifying and clearly describing these specific needs, goals, and solutions will allow you to leverage SustainChain™'s virtual roadmap and help guide you to relevant partners and resources.

In cases when you are prompted to select **your focus and labels** that relate to your particular post, consider how they **can link you to the players, actions, and funding** to reach the SDG goals you are working towards. These tags help feed SustainChain™'s digital technology and machine learning. Effectively using them will increase the likelihood of fueling more concerted action, as well as establishing new connections and partnerships.

## WHAT CAN WE SHARE ON SUSTAINCHAIN™?

There are many possibilities!

Success stories  
Progress Reports  
Challenges  
Future Goals  
Ideas for Collaboration  
Highlights from City-to-City Relationships

### CHARACTER LIMITS

As you write up your posts, you will need to keep the following character limits in mind:

#### Need, Leads, Solutions, Initiatives

- Title 100 characters
- Description 500/characters

#### Announcements

- 1000/characters

It is a common practice to limit characters on social media platforms, including SustainChain™. However, we understand that you may have a great deal of information to share about your work. Our recommendation is to **present brief summaries or overviews and then link to additional information, resources, etc.** You may want to **link to your pages on the International Cities of Peace website or your own website.** As we move forward with SustainChain™, we will do our best to work on finding additional solutions for hosting crucial content that you may wish to share.

### DISCLAIMERS

Please be aware **the following ICP disclaimers also apply to all communications on SustainChain™:**

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The **following terms and conditions also apply:**

<https://www.internationalcitiesofpeace.org/terms-and-conditions/>