



- SOCIAL MEDIA KIT -

SPECIAL COP22 MOROCCO



LOCATION: Marrakech
DATE: November 7th to 18th



With a landmark Climate Change Agreement achieved last year in Paris, at the 22nd Conference of the Parties (COP22), held this year in Marrakech from 7-18 November, parties will take into account regional and national development priorities, and strategize an urgent international action plan that will turn the Paris Agreement into reality.

Climate change affects every portion of Earth. As so for this Conference of the Parties we want you to take a deeper look into every sector impacted by climate change. For this **Special COP22** we compiled **content related to the 16 subjects** that will be discussed by world leaders in Marrakesh during those 12 days. Read **articles, opinion blog posts and infographics, and watch videos.**

To celebrate them, **Connect4Climate** has created a **call to action 20 seconds video per theme**, by compiling the **#Film4Climate** Global Video Competition films. The **videos are available for download.** This videos will also open the high level discussions at COP22 on each subject.





SOCIAL MEDIA ASSETS

HASHTAGS: #FILM4CLIMATE #YOUTH4CLIMATE

BLOG POST: <http://bit.ly/2fxzZZb>

DOWNLOAD PICTURES: <http://ow.ly/iTmt305KZGR>



CALENDAR - THEMES AT COP22

November 7 – Opening of COP22

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November 11 – Energy & Health

November 8 – Global Climate Action & Forests + Film4Climate trailer

November 12 – Oceans & Waste

November 9 – Water & Agriculture

November 13 – Film4Climate Award Ceremony

November 10 – Cities/Mobility & Young and Future Generations

November 14 – Education & Conservation

November 15 – Gender & Innovation

November 16 – Consumption & Carbon Pricing

GENERAL SOCIAL MEDIA CONTENT



SPECIAL #COP22: articles, opinions, infographics & videos on 16 themes impacted by #climatechange: <http://bit.ly/2fxzZZb> #Film4Climate

Find out what topics will be discussed at #COP22 & the #climatechange impacts in this Special COP22 <http://bit.ly/2fxzZZb> #Film4Climate

Take a deeper look into every sector impacted by climate change before #COP22: <http://bit.ly/2fxzZZb> #Film4Climate

#COP22: know more about every sector's #climatechange consequences and solutions: <http://bit.ly/2fxzZZb> #Film4Climate

It is time to look at #climatechange as an opportunity! 16 themes to pay attention to during #COP22 >> <http://bit.ly/2fxzZZb> #Film4Climate



Climate change affects every portion of Earth. During this COP22 we want you to take a deeper look into every sector impacted by climate. Read articles, opinion blog posts and infographics, and watch videos on 16 themes that will be discussed by world leaders in Marrakesh. <http://bit.ly/2fxzZZb>

NOVEMBER 7th – OPENING OF COP22



Our generation has the unique opportunity to take action on #climatechange & see its benefits <http://bit.ly/2fxzZZb>
#Film4Climate #COP22

#COP22 starts today in #Morocco >> Time to turn the #ParisAgreement into action: <http://bit.ly/2fxzZZb>
#Youth4Climate

#COP22: Youth raised their voices to show that #climatechange poses a major global security threat
<http://bit.ly/2fxzZZb> #film4Climate

#Morocco opens the doors to #COP22. Join world leaders for a more #sustainable tomorrow: <http://bit.ly/2fxzZZb>
#Youth4Climate



COP22 starts today in Morocco. Be part of this important moment. Our generation has the unique opportunity to take action on #climatechange and see the benefits in doing so. Find your solution: <http://bit.ly/2fxzZZb>

NOVEMBER 8th – GLOBAL CLIMATE ACTION & FORESTS + FILM4CLIMATE TRAILER

GLOBAL CLIMATE ACTION



It has been a really unprecedented year for global #climateaction. Read blog by @ngeiling
<http://ow.ly/18ab305lmZZ> #Youth4Climate #COP22

#SDG 13: we need to take urgent action to combat #climatechange and its impacts. How?
<http://ow.ly/68Yx305ln5n> #Youth4Climate #COP22

Want to know your country #emission commitments & what your government is doing? Now you can: <http://ow.ly/mURP305lnBt> #Youth4Climate #COP22

[Video] Only together can we build a global momentum to #takeon #climatechange: <https://youtu.be/DBRhgtcymzg> #Film4Climate #COP22

[Video] We need to connect for #ClimateAction because #climatechange is not an individual problem, it is a #global challenge. #Film4Climate #COP22 Embed video [<https://youtu.be/DBRhgtcymzg>]

FORESTS



Urban #forest: trees clean air, lower stress, boost happiness, reduce flood risk & save money <http://ow.ly/hzz0305lo1y> #Youth4Climate #COP22

#DYK? 1 in 11 people with access to #forests are lifted out of extreme poverty: <http://ow.ly/XD4X305loSl> #EndPoverty #Youth4Climate #COP22

#Forests provide vital resources to 1.3B people >> <http://ow.ly/XD4X305loSl> #Infographic #Youth4Climate #COP22

[Video] #Deforestation is responsible for the loss of more than a half of Earth's #forests: https://youtu.be/v5VLEsOC0_w #Film4Climate #COP22

[Video] Bring #CO2 back to the soil. #Trees absorb CO2 from the atmosphere. Protect our #forests, and revert this tendency. #Film4Climate #COP22 Embed video [https://youtu.be/v5VLEsOC0_w]

FILM4CLIMATE TRAILER PRESENTED AT COP22



Second day of #COP22 opens with the #Film4Climate Competition trailer. Watch it: <http://bit.ly/2fxzZZb>

#Film4Climate Competition trailer will be played as part of the opening ceremonies for #COP22: <http://bit.ly/2fxzZZb> #Film4Climate

Young people have a message to world leaders. #Film4Climate Competition trailer shown today at #COP22 <http://bit.ly/2fxzZZb> #Youth4Climate

Youth voices represented today at #COP22 through the #Film4Climate Competition trailer. Watch: <http://bit.ly/2fxzZZb> #Youth4Climate



COP22 opens its second day with a message sent from young people around the world to Morocco. Connect4Climate is pleased to announce that the #Film4Climate trailer is showcased today at 22nd Conference of



the Parties. Watch the video: <http://bit.ly/2fxzZZb>

NOVEMBER 9TH – WATER & AGRICULTURE

WATER



How can we better value #water as global shortages start to threaten economies? <http://ow.ly/rmqY305Isi4>
#Youth4Climate #COP22

#Water scarcity could cost some regions up to 6% of their GDP, spur migration & spark conflict
<http://ow.ly/zJYP305IsIm> #Youth4Climate #COP22

By 2050 more than 1 billion people will live in cities without sufficient #water: <http://ow.ly/IQ6S305It3T>
#Youth4Climate #COP22

Today #agriculture accounts for 70% of #water use globally: <http://ow.ly/IQ6S305It3T> #Youth4Climate #COP22

[Video] #DYK: #ClimateChange increases #water demand resulting in decreased water supplies: <https://youtu.be/k-3aw3PyLW4> #Film4Climate #COP22

[Video] Managing #water resources is critical if our society wants to successfully mitigate the effects of #climatechange. #Film4Climate #COP22 Embed [<https://youtu.be/k-3aw3PyLW4>]

AGRICULTURE



The world will need to produce about +70% food by 2050 to feed an estimated 9 billion people: <http://ow.ly/B4mV305ItCw> #Youth4Climate #COP22

More pop = more demand for food. RT if agree that we need to foster climate-smart #agriculture
<http://ow.ly/B4mV305ItCw> #Youth4Climate #COP22

Advancing women's land and resource rights IS VITAL. Know why: <http://ow.ly/mqml305lv1H> #Youth4Climate #COP22

#Agriculture must adopt climate-smart practices to better help poverty reduction: <http://ow.ly/tr45305lv7X>
#Youth4Climate #COP22 #EndPoverty

If we lose #livestock diversity we will face a decrease in food availability: <http://ow.ly/fUyR305lvwg> #Youth4Climate #COP22

[VIDEO] We need to work together to change our way of thinking! Make #agriculture climate-smart
<https://youtu.be/zhy-qtwCFpg> #Film4Climate #COP22

[VIDEO] Climate-smart #agriculture: it is time to retransform and reorient agricultural development to adapt to
#climatechange #Film4Climate #COP22 Embed video [<https://youtu.be/zhy-qtwCFpg>]

NOVEMBER 10TH – CITIES/MOBILITY & YOUNG AND FUTURE GENERATIONS

CITIES/ MOBILITY



2 billion more people will live in cities by 2035. This could be good – or very bad: <http://ow.ly/uOly305lvVy>
#Youth4Climate #COP22

#Climatechange may push +77M urban residents into poverty. How can we finance #ResilientCities
<http://ow.ly/uGlr305lw0D> #Youth4Climate #COP22

By 2050 #China is projected to have 900M cars = more than the total nr in the world today:
<http://ow.ly/2w3M305NrxR> #Youth4Climate #COP22

[VIDEO] Build #lowCarbon & #resilient #cities to help cut down #CO2 emissions in the atmosphere:
<https://youtu.be/HalllcZXmpQ> #Film4Climate #COP22

[VIDEO] An effective way to significantly reduce #CO2 emissions into the atmosphere is to create #lowCarbon #resilient #cities. #Film4Climate #COP22 Embed video [<https://youtu.be/HalllcZXmpQ>]

YOUNG AND FUTURE GENERATIONS



Young people hold the key to mobilizing #climateaction. RT if you agree <http://ow.ly/dKuB305lwEa>
#Youth4Climate #COP22

YOU have the power to change the course of history. #Youth4Climate initiative: <http://ow.ly/lsJo305lwR7> #COP22

#COP22: Are you listening to our voices? <http://ow.ly/F1dQ305MMlZ> #Youth4Climate

[Video] Empower #young #climate leaders because the future of our Planet lies in their hands: <https://youtu.be/bIMxSYyiojA> #Film4Climate #COP22

[Video] Today's youth are the 1st generation to feel the impacts of #climatechange and the 1st that can do something about it #Film4Climate #COP22 Embed video [<https://youtu.be/bIMxSYyiojA>]

NOVEMBER 11TH – ENERGY & HEALTH

ENERGY



#Renewables made up 50% of net electricity capacity added last year worldwide: <http://ow.ly/ZqvB305ly53>
#Youth4Climate #COP22

#Renewables surpassed coal & are the largest source of installed power capacity in the world <http://ow.ly/5DxI305lydQ> #Youth4Climate #COP22

#Morocco could see 100% green #energy use by 2050: <http://ow.ly/2jZW305lyCD> #Youth4Climate #COP22

#Renewables will increase but it is likely that use of non-renewable #energy will also rise: <http://ow.ly/KDkb305lyuz>
#Youth4Climate #COP22

[Video] The world needs to replace #FossilFuels. Invest in #clean #renewableenergy! <https://youtu.be/ydah4qBVBLA> #Film4Climate #COP22

[Video] People should have the right to access #cleanenergy and to live a #healthy life. Shift to #renewable energy. #Film4Climate #COP22 Embed video [<https://youtu.be/ydah4qBVBLA>]

HEALTH



#AirPollution is more deadly in #Africa than malnutrition or dirty water, study warns: <http://ow.ly/O5dg305Kcs9>
#Youth4Climate #COP22

92% of the world's population lives in places where air quality levels exceed @WHO limits
<http://ow.ly/1qgW305KcLC> #Youth4Climate #COP22

#ClimateChange expected to cause 250.000 additional deaths per year: <http://ow.ly/oB2j305Kd5F> #Youth4Climate #COP22

[Video] Reducing #airpollution would save lives & help minimize the issues of near-term #climatechange:
<https://youtu.be/pQU3miTINAc> #Film4Climate #COP22

[Video] #ClimateChange has a huge impact on #health. It is vital to reduce climate-related pollution for future generations. #Film4Climate #COP22 Embed video [<https://youtu.be/pQU3miTINAc>]

NOVEMBER 12TH – OCEANS & WASTE

OCEANS



Humanity is driving an unprecedented extinction of #sealife, scientists warns: <http://ow.ly/6ihm305KdJW>
#Youth4Climate #COP22

#DYK: 60-90% of #marine litter is made up of different #plastic polymers: <http://ow.ly/qeqb305KegH>
#Youth4Climate #COP22

#Morocco is protecting its coastline >> limit #overfishing, develop #aquaculture: <http://ow.ly/h82r305KeDP>
#Youth4Climate #COP22

[Video] #CoralBleaching, drowning #wetlands & #ocean acidification are directly linked w/ #climatechange
<https://youtu.be/GJLRbqsFE8M> #Film4Climate #COP22

[Video] #Climatechange is affecting our #oceans resulting in an increase in sea surface temperatures and #sea level rise. #Film4Climate #COP22 Embed video [<https://youtu.be/GJLRbqsFE8M>]

WASTE



#Sustainable food system could lead to new business opportunities totaling \$2.3T annual: <http://ow.ly/P9vc305KfoR> #Youth4Climate #COP22

32% of all food produced in the world is lost or wasted. Crucial to reduce #waste: <http://ow.ly/cTc5305KfS1> @UNFAO #Youth4Climate #COP22

.@BuffetGo: a solution for food #waste, #climatechange and world hunger <http://ow.ly/8Su1305KgjT> #Youth4Climate #COP22

Every year around the globe 1.3 billion tons of #food is lost or wasted. #infographic: <http://ow.ly/YZ6c305Kh4w> #Youth4Climate #COP22

#Morocco aims to increase the rate of #recycled material to 20% by 2022: <http://ow.ly/A4Ff305Khf8> #Youth4Climate #COP22

[Video] Start NOW: #reduce, #reuse and #recycle, because #waste plays a huge role on #globalwarming https://youtu.be/X_aXFrmnGRk #Film4Climate #COP22

[Video] Zero #waste is one of the fastest, easiest and most effective ways to immediately reduce #CO2 emissions. #Film4Climate #COP22 Embed video [https://youtu.be/X_aXFrmnGRk]

NOVEMBER 13TH – FILM4CLIMATE AWARD CEREMONY

Connect4Climate is preparing an award ceremony dedicated to the power of films, announcing the Film4Climate Global Video Competition winners and showcasing documentaries with the presence of renowned producers, filmmakers, climate leaders and others.

A separated social media package will soon be sent with the program and social media assets.

EDUCATION



Our kids learn their ABCs in school. But why not #climatechange? <http://ow.ly/rksk305Kiem> #Youth4Climate #COP22

Teaching young people about climate change is vital >> #Teach4Climate campaign: <http://ow.ly/EU5Y305Kium> #Youth4Climate #COP22.

Two-thirds of #US students are taught #climatechange badly, study finds: <http://ow.ly/UUk7305KiEV> #Youth4Climate #COP22

Learn what can you do take on #climatechange with this #infographic: <http://ow.ly/B6fl305KiXw> #Youth4Climate #COP22

#India: Films as a tool in #Education for sustainable development >> <http://ow.ly/sk79305MMb0> #Youth4Climate #COP22

[Video] Promote #climate literacy because knowledge leads to #action: <https://youtu.be/ND5QsJw09SQ> #Film4Climate #COP22

[Video] Education & capacity building are fundamental to empower #young people to take action on #climatechange. #Film4Climate #COP22 Embed [<https://youtu.be/ND5QsJw09SQ>]

CONSERVATION



#Arctic is changing faster than any other part of the planet. 5 ways to help the Arctic: <http://ow.ly/1Cpj305KkiD> #Youth4Climate #COP22

The future of our planet and all its amazing biodiversity is at risk. #LivingPlanet report: <http://ow.ly/9piS305KAwR> #Youth4Climate #COP22

#Photos: Some of the world's wildlife most endangered species. Help protect them: <http://ow.ly/ifs7305KAXG> #Youth4Climate #COP22

[VIDEO] Protect and conserve your natural #environment, because we are all part of #nature
<https://youtu.be/Y64AATFCqRU> #Film4Climate #COP22

[VIDEO] This is the only #planet we have. We need to protect it and all the living #beings that are part of it.
#Film4Climate #COP22 Embed video [<https://youtu.be/Y64AATFCqRU>]

NOVEMBER 15TH – GENDER & INNOVATION

GENDER



Economic #gender parity is nearly 2 centuries off, @wef finds: <http://ow.ly/6Lcr305KC3o> #Youth4Climate #COP22

Progress is still too slow for realizing the full potential of #women within our lifetimes: <http://ow.ly/dyxT305KCrc>
#Youth4Climate #COP22

Gender labor markets gaps closed = \$28T could be added to global annual GDP by 2025: <http://ow.ly/ihxb305KDo7>
#Youth4Climate #COP22

#Women have a vital role at the forefront of peacebuilding. Know more: <http://ow.ly/o0PK305KDMc>
#Youth4Climate #COP22

#Women still spending 16 million hours per day collecting #water: <http://ow.ly/8TZE305KE5j> #Youth4Climate
#COP22

[Video] Educate #women is key to ensuring that #climate solutions are available for the entire community:
<https://youtu.be/FWLPu702B08> #Film4Climate #COP22

[Video] #Gender: It is necessary to empower #women because they are most vulnerable to the effects of
#climatechange. #Film4Climate #COP22 Embed video [<https://youtu.be/FWLPu702B08>]

INNOVATION



How #VirtualReality can help us feel the pain of #climatechange: <http://ow.ly/j52I305KEuX> #Youth4Climate
#COP22

Develop world, emerging markets among the most exciting places for climate policy & innovation
<http://ow.ly/hlwH305KEWH> #Youth4Climate #COP22

Fog-water harvesting project brings water to +400 ppl on the edge of #SaharaDesert #Morocco:
<http://ow.ly/8Z94305KFNX> #Youth4Climate #COP22

[Video] Innovate for #Climate solutions because #green competitiveness transitions the #economy:
<https://youtu.be/5tieMnt7qdw> #Film4Climate #COP22

[Video] We need to inculcate the value of #social responsibility and a desire to create a positive social impact.
#Film4Climate #COP22 Embed video [\[https://youtu.be/5tieMnt7qdw\]](https://youtu.be/5tieMnt7qdw)

NOVEMBER 16TH – CONSUMPTION & PRICE ON CARBON

CONSUMPTION



Human #consumption of Earth's natural resources has tripled in 40 years: <http://ow.ly/if0N305KIQN>
#Youth4Climate #COP22

#SDGs can only be achieved if we take better care, conserve and use natural resources: <http://ow.ly/8KnT305KJcA>
#Youth4Climate #COP22

30% of planet's surface is used for #livestock production. Do u know the real cost of a steak?
<http://ow.ly/ZVeP305KJlu> #Youth4Climate #COP22

Industrial scars: The #environmental cost of #consumption in pictures: <http://ow.ly/b9Rb305KJSS>
#Youth4Climate #COP22

[Video] We must tackle over-#consumption for a sustainable development: <https://youtu.be/Hk9pLDf4Id0>
#Film4Climate #COP22

[Video] Over-#consumption is one of the biggest contributors to #climatechange. Time to shift your #consumption habits. #Film4Climate #COP22 Embedded video [\[https://youtu.be/Hk9pLDf4Id0\]](https://youtu.be/Hk9pLDf4Id0)

PUT A PRICE ON CARBON



#Carbon trading cooperation could reduce #climatechange mitigation cost by 32%: <http://ow.ly/kjzo305KKNt>
#PriceOnCarbon #Youth4Climate #COP22

The solution to climate change? #PutAPriceOnIt: <http://ow.ly/9nqs305KKZ0> #Youth4Climate #COP22

#Infographic: How can the international aviation mitigate its #CO2 emissions? <http://ow.ly/t4bc305KLsb>
#Youth4Climate #COP22

[Video] Putting a #PriceOnCarbon #pollution is essential to tackle #climatechange: <https://youtu.be/PAMdRe2topY>
#Film4Climate #COP22 #PutAPriceOnIt

[Video] We need to create an economic incentive to move global economy towards sustainability. #Film4Climate
#COP22 #PutAPriceOnIt #PriceOnCarbon Embed video [\[https://youtu.be/PAMdRe2topY\]](https://youtu.be/PAMdRe2topY)

COP22
C4 CONNECT
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