



FRANKFURT, GERMANY | MAY 22-24, 2018

## #Innovate4Climate Social Media Assets

**Main Twitter accounts - Whenever possible tag the social media postcards with the following handles**

[@WBG\\_Climate](https://twitter.com/WBG_Climate)

[@Connect4Climate](https://twitter.com/Connect4Climate)

[@WorldBank](https://twitter.com/WorldBank)

The Innovate4Climate Digital Media Zone (DMZ) is hosted by [Connect4Climate](https://www.connect4climate.org). We will be running a series of **Facebook live interviews**, presentations and networking events with top climate finance influencers and global experts. The DMZ is located on the level 2 next to the German Pavilion. See conference program:

<http://www.innovate4climate.com/en/agenda-2018>

**Twitter** will be the primary social media platform used for the Summit. We will be “feeding” the [#Innovate4Climate](https://twitter.com/#Innovate4Climate) hashtag with content and key information regularly, so please follow [@WBG\\_Climate](https://twitter.com/WBG_Climate) [@Connect4Climate](https://twitter.com/Connect4Climate) and [#Innovate4Climate](https://twitter.com/#Innovate4Climate).

### Main promotional assets

**Website:** <http://www.innovate4climate.com/en/home> or <https://www.connect4climate.org/event/innovate4climate-finance-market-week-2018-frankfurt-germany>

**Download all the social media postcards:** <http://wrlld.bg/Zzdo30k4LIJ>

**Promotional feature story:** <http://wrlld.bg/neMA30k3ng1>

**Event Live streaming:** <http://wrlld.bg/mFor30k4Kzt>

**Digital Media Zone Livestream:** <http://bit.ly/2oBHzmY>

**Promotional blog** by Hartwig Schafer, Vice President, Global Themes, World Bank: <http://wrlld.bg/BXYB30k4tGy>

**Download Twitter header to brand your channel:** <http://wrlld.bg/V34630k3nt4>

**Conference Animation:** <https://vimeo.com/266743574>

**Digital Media Zone Animation:** <https://vimeo.com/266743315>



#Innovate4Climate



**DIGITAL MEDIA ZONE**



FRANKFURT, GERMANY | MAY 22-24, 2018

## TWITTER

### Digital Media Zone promotional tweets:

1) [May 22-24] Join @Connect4Climate on Facebook Live for exclusive #Innovate4Climate interviews. Learn more: <http://wrlld.bg/Qtht30k42nF>

**Please download and attach this card:** <http://wrlld.bg/yTL730k4JRl>

2) Not in #Frankfurt? You can still take part in #Innovate4Climate! Join @Connect4Climate exclusive interviews on Facebook Live: <http://wrlld.bg/Qtht30k42nF>

**Please download and attach this card:** <http://wrlld.bg/yTL730k4JRl>

3) What's happening today at the #Innovate4Climate Digital Media Zone? Check the program and watch LIVE: <http://wrlld.bg/Qtht30k42nF>

**Please download and attach this card:** <http://wrlld.bg/yTL730k4JRl>

4) #Innovate4Climate Digital Media Zone: Join @Connect4Climate live from #Frankfurt to learn more about the latest trends on climate-smart investment, markets & innovation. <http://wrlld.bg/Qtht30k42nF>

**Please download and attach this card:** <http://wrlld.bg/yTL730k4JRl>

5) [● LIVE] #Innovate4Climate -> Where finance, business, technology, and policy leaders meet to drive climate investment. Join the conversation on Facebook LIVE: <http://wrlld.bg/Qtht30k42nF>

**Please download and attach this card:** <http://wrlld.bg/yTL730k4JRl>

6) Can't make it to #Innovate4Climate? @Connect4Climate's Digital Media Zone has an exclusive Facebook Live lineup for you. WATCH: <http://wrlld.bg/Qtht30k42nF>

**Please download and attach this card:** <http://wrlld.bg/yTL730k4JRl>

7) What's happening today at #Innovate4Climate? Check the Digital Media Zone program for exclusive Facebook Live interviews: <http://wrlld.bg/Qtht30k42nF>

**Please download and attach this card:** <http://wrlld.bg/yTL730k4JRl>

8) . @Connect4Climate is on the ground in #Frankfurt DE! Join us on Facebook Live and take part in #Innovate4Climate: <http://wrlld.bg/Qtht30k42nF>

**Please download and attach this card:** <http://wrlld.bg/yTL730k4JRl>



#Innovate4Climate



DIGITAL MEDIA ZONE



FRANKFURT, GERMANY | MAY 22-24, 2018

9) . @Connect4Climate is LIVE from #Innovate4Climate in #Frankfurt DE! Tune in, ask your questions and join the discussion: <http://wrlld.bg/Qtht30k42nF>

**Please download and attach this card:** <http://wrlld.bg/yTL730k4JRl>

### Facebook/LinkedIn

Not in Frankfurt DE? Join @Connect4Climate live from the #Innovate4Climate Digital Media Zone to learn more about the latest trends on climate-smart investment, markets & innovation: <http://wrlld.bg/Qtht30k42nF>

**Please download and attach this card:** <http://wrlld.bg/yTL730k4JRl>

### Generic promotional tweets

1) Do you want to be a part of the future of #ClimateFinance? Join us in #Frankfurt for #Innovate4Climate, May 22-24 → <http://wrlld.bg/wrtv30k4Jky>

**Please download and attach this card:** <http://wrlld.bg/LzHY30k4Jof>

2) [May 22-24] Business, finance, policy & technology leaders will meet at #Innovate4Climate to discuss innovative approaches to mobilizing climate finance. Join the conversation! <http://wrlld.bg/wrtv30k4Jky>

**Please download and attach this card:** <http://wrlld.bg/LzHY30k4Jof>

3) What is happening this year at #Innovate4Climate? The go-to place for public and private actors sharing innovative and non-traditional approaches to investing in climate solutions. Find out more: <http://wrlld.bg/wrtv30k4Jky>

**Please download and attach this card:** <http://wrlld.bg/LzHY30k4Jof>

4) ~40 exhibitors + workshops + high-level summit ► What can we expect from #Innovate4Climate in #Frankfurt? Find out: <http://wrlld.bg/wrtv30k4Jky>

**Please download and attach this card:** <http://wrlld.bg/LzHY30k4Jof>

### Facebook/LinkedIn



#Innovate4Climate



**DIGITAL MEDIA ZONE**




FRANKFURT, GERMANY | MAY 22-24, 2018

The future of climate finance, investment and innovation will be discussed at #Innovate4Climate in Frankfurt on May 22-24. Don't miss out on a dialogue and networking with the best global minds from the private sector, governments, finance, and technology to accelerate Climate Action. Hosted by the World Bank, the Spanish and German Governments. Check out the program: <http://wrlld.bg/wrtv30k4Jky>

**Streaming promotional tweets:**

[May 22-23] How can we accelerate climate investment? Watch #Innovate4Climate live from #Frankfurt to find out more on the latest trends on climate-smart investment, markets & innovation. <http://wrlld.bg/mFor30k4Kzt>

**Please download and attach this card:** <http://wrlld.bg/jOXO30k4KDo>

[ Livestream] How are public and private sectors collaborating around climate-smart investment, markets & innovation? Find out at #Innovate4Climate: <http://wrlld.bg/mFor30k4Kzt>

**Please download and attach this card:** <http://wrlld.bg/jOXO30k4KDo>

[ Livestream] How can we #Innovate4Climate and drive climate investment? Join the discussion live from #Frankfurt: <http://wrlld.bg/mFor30k4Kzt>

**Please download and attach this card:** <http://wrlld.bg/jOXO30k4KDo>

**Facebook/LinkedIn**

How can we #Innovate4Climate and drive climate investment? On May 22-23, join #Innovate4Climate, live from #Frankfurt, to find out more about the latest trends on climate-smart investment, markets & innovation: <http://wrlld.bg/mFor30k4Kzt>

**Please download and attach this card:** <http://wrlld.bg/jOXO30k4KDo>

**I4C App download tweets:**



#Innovate4Climate



**DIGITAL MEDIA ZONE**

# INNOVATE4 CLIMATE

FRANKFURT, GERMANY | MAY 22-24, 2018

1. Attending #Innovate4Climate in #Frankfurt? Download the free event app to check all the info about the agenda, speakers, exhibitors & more. 📱  
<http://wrlld.bg/EqAn30k4L9Z>
2. Don't miss your favorite #Innovate4Climate sessions, workshops and talks this week in #Frankfurt. Download the free #Innovate4Climate event app. 📱  
<http://wrlld.bg/EqAn30k4L9Z>
3. At #Innovate4Climate and looking forward to making new connections? Join the networking area on the free #Innovate4Climate event app. 📱  
<http://wrlld.bg/EqAn30k4L9Z>

Please download and attach this card: <http://wrlld.bg/Zzdo30k4LlJ>



#Innovate4Climate



DIGITAL MEDIA ZONE