



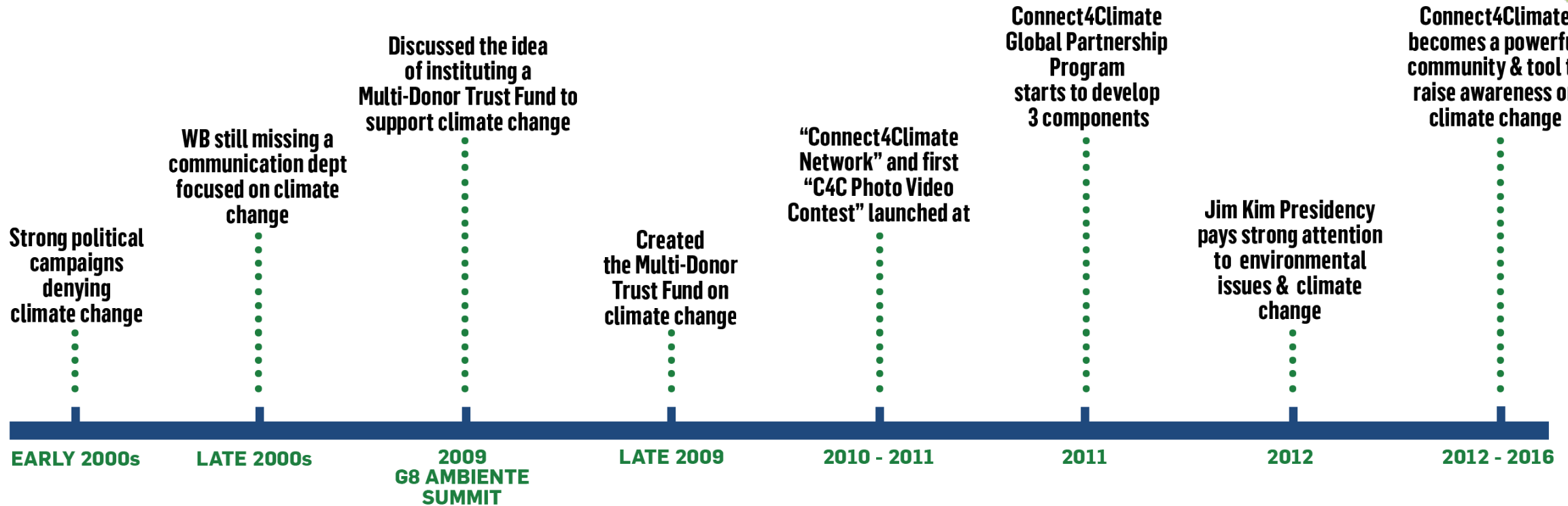
Connect4Climate Overview Presentation

July 2016

connect4climate@worldbank.org



Development of the Communication for Climate Change Multi-Donor Trust Fund



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Multi-Donor Trust Fund main objectives:

- **Raise awareness** about climate change and its impacts at various levels: public at large, private sector, policy and decision-makers
- **Promote commitment** among the public, private sector and policy-makers to take action
- **Build coalitions** for advocacy efforts – 400+ partner organizations as part of Connect4Climate coalition



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Connect4Climate coalition recognized and empowered

Connect4Climate is important because we have to take this struggle to a different level...What we need is a social movement, a social movement that will finally and for once get serious about tackling this epidemic...We have got to connect on an emotional level...That is the whole purpose of Connect4Climate.

- President Jim Kim



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2012 – 2016 → Growth of Connect4Climate

- **From a few partners to 400** including international and local NGOs, academic institutions, media networks, multilateral organizations, and various private sector companies.
- From COP17 to the participation in **high level events** around the world (including COPs, Cannes Film Festival, Paris Agreement Signing Ceremony)
- From 300,000 tweet reach during ‘Connect4Climate at the Newseum’ in 2012 to a potential **audience of 4.4 billion** with the Fiat Lux Public Art Projection at the Vatican, December, 2015

“Fiat Lux” Video on BBC: <http://bit.ly/28Xmflq>



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Video: Building Connect4Climate



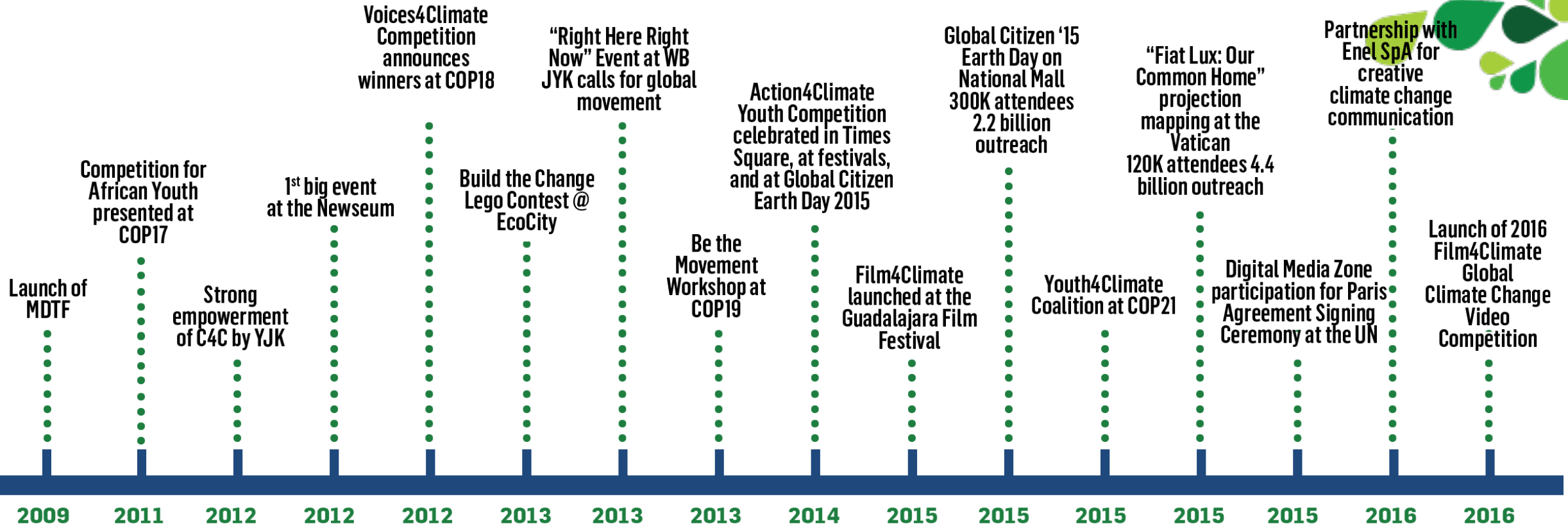
<https://vimeo.com/95452926>



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Connect4Climate Highlights

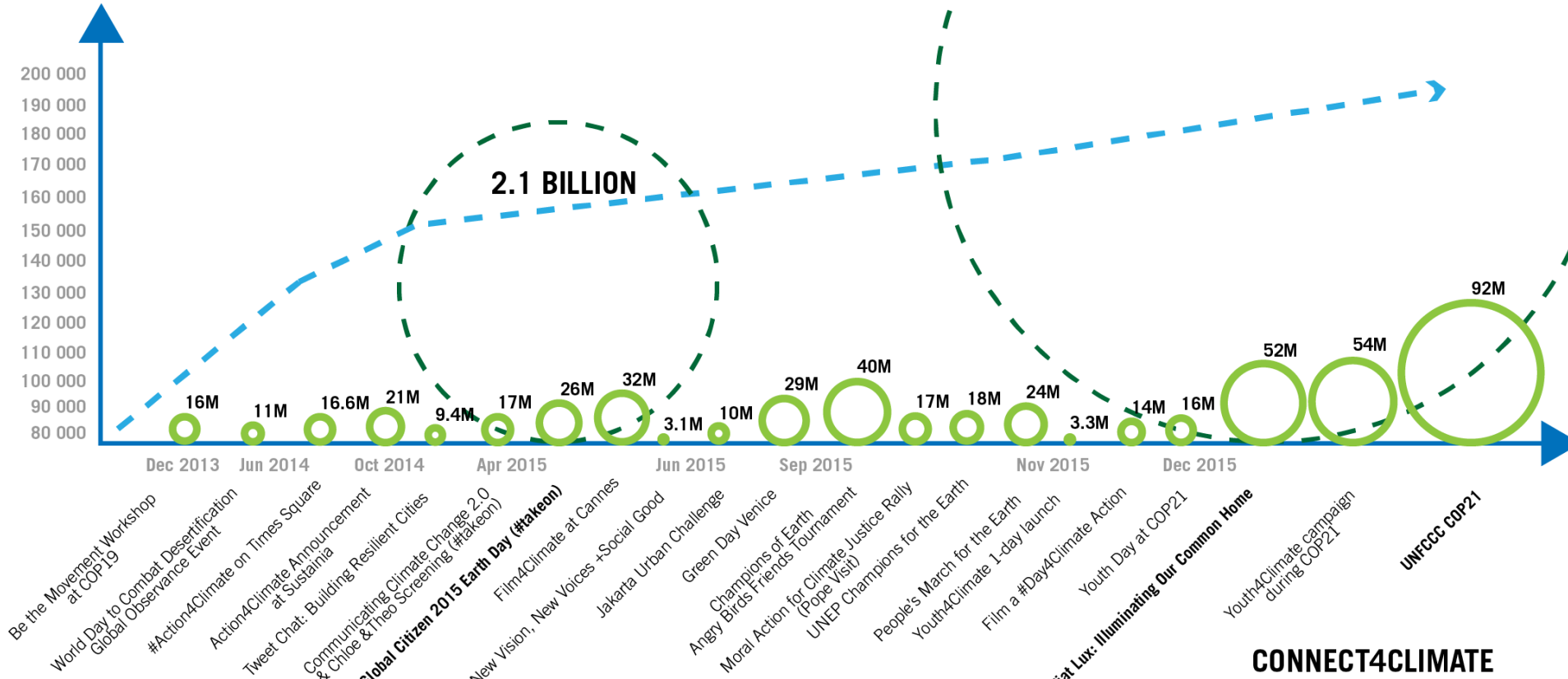


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f t v i g+ /CONNECT4CLIMATE



FOLLOWERS ON TWITTER



CONNECT4CLIMATE MASS PUBLIC OUTREACH ACTIVITIES, HIGH-PROFILE & KNOWLEDGE EVENTS



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Connect4Climate Today

A Methodology for Global Engagement:
Driving Global Action on Climate Change

- **Connect and amplify** global and local climate change initiatives.
- **Engage the private sector**, tap into its creativity and encourage companies to innovate and respond to demand for sustainable products and services.
- Tap into the rich potential of **global youth** and **influential leaders** as powerful agents of social change.
- Inspire citizens to create an **enabling environment** for policymakers.
- **Support the World Bank Group's advocacy** on climate change.



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What We Do

Three components of the MDTF



**ADVOCACY &
FUND LEVERAGING**



**RESEARCH &
CAPACITY BUILDING**



**SUPPORT TO
OPERATIONS**



Advocacy and Fund Leveraging

OBJECTIVE

OUTPUT

Maintain strong presence in international events (e.g. Earth Day, Grand Prix, Expo Milano, Milan Fashion Week, Cannes festival)

More than **30 high-profile** events launched since 2013, with millions of social media impressions and international coverage

Launch specific activities related to collaboration with creative industries

Film4Climate, Sport4Climate, Leaders4Climate, Music4Climate, Fashion4Climate, Youth4Climate, Cities4Climate, Innovation4Climate

Consolidate Connect4Climate's platform and associated social media channels

New Connect4Climate.org platform
FiatLux: Our Common Home projection reached an audience of **billions** worldwide

Advocacy Initiatives



<https://vimeo.com/156322100>

#Youth4Climate



#Music4Climate



#Film4Climate



#Sport4Climate



#Fashion4Climate



#Cities4Climate



#Leaders4Climate



#Innovation4Climate





#Film4Climate: spreading climate messages and promoting sustainability in the film industry

“Theo’s Message to the World” Video: <https://vimeo.com/124714194>






#Music4Climate: drawing on interest in climate change among musicians and songwriters

“Not Afraid – TS1 & Eminem” Video: <https://vimeo.com/69227576>





CONNECT
4 CLIMATE

#Fashion4Climate: collaborating with trend setters of the fashion sector for sustainability

“Connect4Climate at Milan Fashion Week” Video: <https://youtu.be/ALm0fLUluxY>



#Sport4Climate: capitalizing the fame of athletes and the popularity of the sports industry
“Sport4Climate” Trailer: <https://vimeo.com/99650447>





#Leaders4Climate: engaging influential figures to speak out on climate change

“Fiat Lux: Our Common Home” Recap: <https://vimeo.com/148381415>





#Youth4Climate: inspiring young people to join together to take on the climate challenge

“Action4Climate Times Square Takeover” Video: <https://vimeo.com/101737739>



#YOUTH4CLIMATE





#Cities4Climate: building on local initiatives to make urban areas more climate smart
“Build the Change with LEGO” Video: <https://vimeo.com/76853017>





#Innovation4Climate: highlighting the role of businesses and technology for climate solutions
“Connect4Climate at Global Citizen 2015 Earth Day” Video: <https://vimeo.com/127057936>



Support to Operations

OBJECTIVE

Produce guidance notes and other communication materials to support development of operational component

Coordinate operational support through strategic partnerships

OUTPUT

Produced Communication material for **20+ ongoing WBG operations**;
Supported **training programs** to build communication capacity in the West Africa region

Organized SAWAP Conferences (March 2014 & Feb 2015) and technical workshops (May 2014 and Feb 2015);
Support Great Green Wall for Sahara & Sahel Initiative

SAWAP Fieldtrip Video: <https://vimeo.com/120534964>



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Research & Capacity Building

OBJECTIVE

OUTPUT

Develop global communication in support to the environmental footprint evaluation of production and consumption patterns

Built baseline for Communication in WB-financed operations;
Organized and participated to **20+ knowledge events** in partnership with universities

Research on operational impact of communication interventions; development and publication of case studies, training modules

Produced and published **knowledge material** for events and conferences



Knowledge Partners: 400+ partners

#Solutions4Climate: presenting latest research and innovations for climate solutions



#Knowledge4Climate: promoting educational outputs and build capacity



**"If we don't confront
climate change,
we won't end poverty."**

- Jim Yong Kim



Thank you!



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