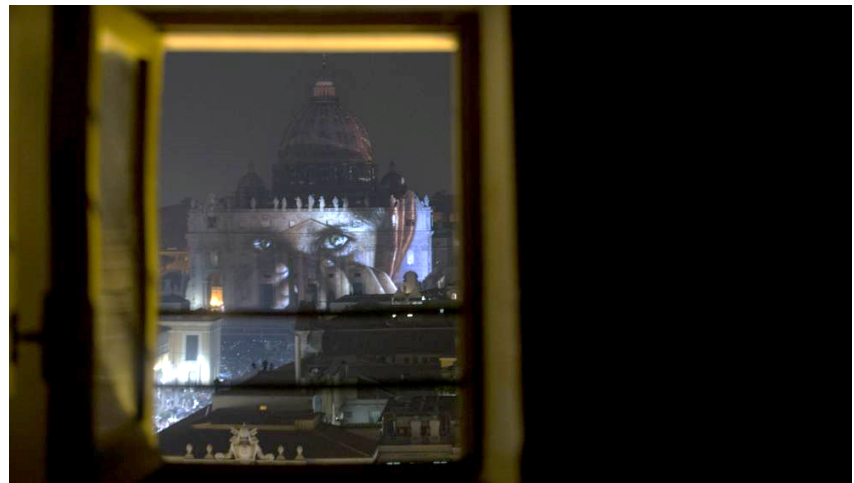


Communication for Climate Change Multi- Donor Trust Fund of the World Bank Group

Donor Report

March 2013 - July 2016



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Scope of this report

This report concerns activities of the World Bank Group (WBG) Communication for Climate Change Multi-Donor Trust Fund (MDTF) from March 2013 through July 2016 (Financial Years 2014, 2015 & 2016).

A separate report concerns activities since establishment of the MDTF prior to February 2013.

Executive Summary

The overall aim of the Communication for Climate Change MDTF is to complement World Bank-financed operations and initiatives on climate change, by advancing the theory and practice of communication for development in support of climate change awareness.

The main objectives of the MDTF are to:

- Raise awareness about climate change and its impacts at various levels: public at large, private sector, and policy and decision-makers
- Promote commitment among the public, private sector and policy-makers to take action
- Build coalitions for further advocacy efforts

The Communication for Climate Change MDTF grew its reach and impact over the past three years. Many successful activities were completed under each of the three components of the MDTF: **Support to Operations, Research and Capacity Building** and **Advocacy and Fund Leveraging**.

From having launched with a photo and video competition targeting African youth in 2011, to running global youth competitions, to building a knowledge network of more than 400 partners, to supporting World Bank operations across the African continent, to organizing high-profile and mass public outreach events that reached a potential audience of 4.4 billion during the UNFCCC COP21 in 2015, the MDTF has grown to be an influential program advocating for climate action to end poverty and promoting climate solutions through diverse and creative means to help promote shared prosperity.

The MDTF complements the World Bank Group (WBG) Strategy to achieve its twin goals to end extreme poverty and promote shared prosperity by building effective and strategic partnerships with the private sector, civil society and foundations focused on climate change. Below are some highlights from each component of the MDTF.

Support to Operations Highlights

The Communication for Climate Change MDTF has expanded its support to operations by providing strategic communication advice to the natural resources management portfolio and climate change activities in Ethiopia and Mozambique.

Communication support has been provided to **more than 20** ongoing WBG operations in different phases, from inception to supervision, by carrying out countrywide communication based assessments and informing the design of comprehensive communication and



stakeholders' engagement strategies, to training programs to build the communication capacity of 80 development practitioners in the West Africa region.

The MDTF has been supporting the Building Resilience through Innovation, Communication, and Knowledge Services (BRICKS) project, a regional communication project of the Sahel and West Africa Program (SAWAP) launched in 2014. Under this the MDTF has helped to organize annual regional conferences for the SAWAP community (100 participants) and in 2016 the first Great Green Wall Conference, a high-profile event is expected to attract 250 participants from the African region and international development organizations.

The MDTF actively brought online communication support to many different units and activities of the World Bank Group (WBG). The team worked closely with the Office of the President, the Climate Change Cross-Cutting Solutions Area, and multiple Global Practices, including: Environment; Social, Urban, Rural and Resilience; Transportation and ICT; Agriculture, Energy and Water. The MDTF also worked with other trust funds in the WBG, including TerrAfrica and the Global Facility for Disaster Risk Reduction, as well as the Global Environment Facility (GEF) and a number of youth organizations at the WBG.

Being a part of the World Bank's Global Engagement Team (ECRGE), the MDTF supports the Bank's corporate advocacy and campaign initiatives to drive awareness of institutional priorities, foster global debate and mobilize action as well as resources. The MDTF helps the ECRGE to manage corporate-level relationships and builds partnerships with key external stakeholders and networks of civil society and faith-based organizations, foundations, parliamentarians, the private sector, students and local communities.

Research & Capacity Building Highlights

The MDTF has been very proactive in establishing **knowledge partnerships** with a wide range of stakeholders, including Academia, media networks, influential non-profit organizations, international development agencies, foundations, and leading private sector organizations. While these partnerships entail primarily knowledge exchange and mutual promotion of initiatives, they enable the MDTF to effectively leverage a considerable amount of resources through the cost-sharing of activities and in-kind contributions from partners.

The number of MDTF's knowledge partners has increased to **more than 400 organizations**. The large growth in partners is largely due to the Fund's engagement with the film industry, yet also due to more private sector companies and organizations working with the MDTF on the multitude of events since 2013.

Knowledge partnerships and educational programs are key to providing the substance for behavior change. The MDTF’s Research and Capacity Building works is presented through two initiatives:

- **Solutions4Climate** aims to highlight the latest research and innovations around climate solutions
- **Knowledge4Climate** aims to work with the MDTF’s knowledge partners to promote educational outputs and build capacity around climate change knowledge.

The MDTF has worked with partners to produce climate knowledge outputs. Three major knowledge publications were published with the fourth in the making. A number of infographics were designed, numerous blogs and articles were published and climate-training modules of the WBG were supported.

Since 2013 the Communication for Climate Change MDTF organized and participated in **more than 20 major conferences and workshops** to discuss latest developments around climate change communication, including knowledge sharing, public outreach, public participation, training and education.

The MDTF Connect4Climate engagement strategy for advocacy and non-formal education activities was presented as a best practice communication program for climate outreach and public participation. Speaking opportunities were created for senior management at the WBG, for representatives of Donors to the MDTF and for influential climate change communicators.

Connect4Climate’s growing visibility has also raised the interest of University students. In 2013, several groups of graduate students from Columbia University and Boston University selected the program as a case study, analyzing it from various angles. In 2014, students from the University of Groningen in The Netherlands conducted a 360 evaluation of Connect4Climate as their capstone project.



Advocacy and Fund Leveraging Highlights: Connect4Climate

Since inception of the MDTF, greater focus has been given to the advocacy component through participation in or organization of high-profile events, and the launch of **Connect4Climate** – a global partnership program that brings together a wide variety of organizations and individuals committed to taking action on climate change.

As the network of knowledge partners continues to grow in size and relevance, the Connect4Climate partnership program will continue to raise the profile of climate change communication through the organization of high-level activities and events. The partnership program is also an open space to share and exchange knowledge and the latest thinking around advancing climate solutions.

Connect4Climate, the Communication for Climate Change MDTF's umbrella advocacy initiative, has been very successful in bringing together a global online community of about a million individuals who care about climate change. The partnership program's website, connect4Climate.org, has featured partner's knowledge and advocacy activities and will be given a new look in 2016.

Advocacy Initiatives

The MDTF has actively supported and organized advocacy activities that seek to raise awareness of climate change issues among a diverse range of stakeholders, while also advocating for the integration of communication in climate change policy and programs.

The Advocacy activities have been packaged to target large and influential audiences, broken down into eight initiatives. These initiatives target specific interests, industries or audiences:

- **Film4Climate** works with the film industry to spread climate messages and promote sustainability
- **Sport4Climate** capitalizes on the fame of athletes and the popularity of the sports industry
- **Leaders4Climate** engages influential and well-known figures to speak out on climate change
- **Music4Climate** draws upon interest in climate change among musicians and songwriters
- **Fashion4Climate** collaborates with trend setters of the fashion sector to set new sustainability parameters
- **Youth4Climate** inspires young people to join together to take on the climate challenge
- **Cities4Climate** builds on local initiatives to make urban areas more climate smart
- **Innovation4Climate** highlights the role of the private sector and technology for climate solutions



Mass Public Outreach activities

More than **a dozen** mass public outreach activities were organized and co-organized by the MDTF. These included screenings on Times Square jumbo screens and at airports, mass public marches, and the Global Citizen 2015 Earth Day on the Washington DC National Mall in April 2015, which reached an audience of more than **2 billion people**.

This also included the Champions of the Earth Angry Birds Friends tournament, and the “Fiat Lux: Illuminating Our Common Home” public art projection on St. Peter’s façade on the opening of the Extraordinary Jubilee of Mercy, which reach a potential audience of **4.4 billion people**.

High-profile events

The MDTF organized and participated in more than **30 high-profile** events since 2013. Connect4Climate has engaged with creative industries, through participation in Cannes Film Festival and Milan Fashion Week, for example. In six successive UNFCCC Conferences of the Parties Connect4Climate has played an increasingly relevant role, in particular with regards to advocacy, education, outreach and public participation.

Many of these were a first for the World Bank, bringing in influential personalities, discussing substantial issues and reaching broad audiences. The events created opportunities for leaders, not least Jim Yong Kim, President of the WBG, to speak for climate action, promote climate solutions and development practice to end poverty and promote shared prosperity. The “Right Here Right Now” event at the World Bank Headquarters for example brought together four World Bank Vice-Presidencies, celebrated youth stories and featured a Flashmob.

The MDTF has been an influential participant at all the major UNFCCC Conferences of Parties (COPs), has been a part of the UN General Assemblies, and had organized impactful events at the Spring and Annual Meetings the of the World Bank Group. It has also engaged with high-profile events relating to the creative industries to further the outcomes of its initiatives and reach broad audiences with climate change communications.

Social Media Impact

Connect4Climate reaches a global audience through its social media platforms and the knowledge-sharing website www.connect4climate.org.

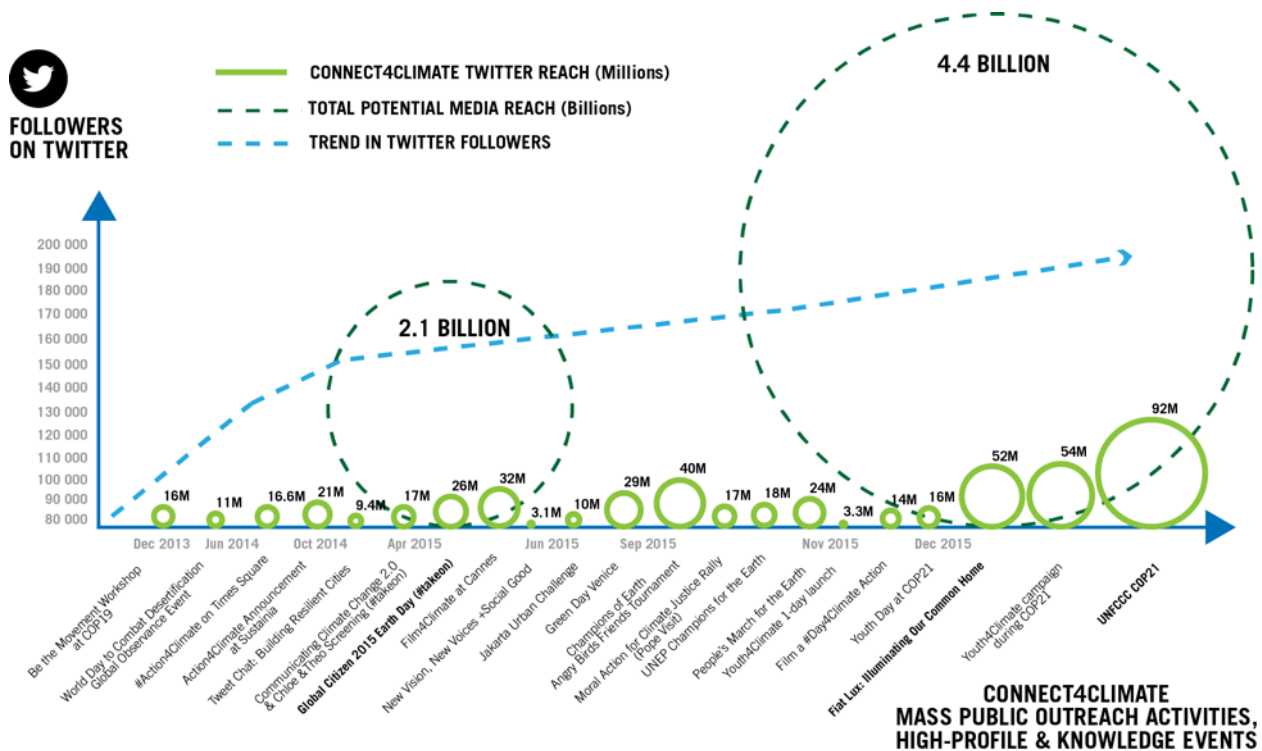
A strong growth in followers to Connect4Climate’s new social media platforms Instagram, LinkedIn, Vimeo and YouTube has been recorded. Instagram, only launched in 2014, already has over 2700 followers.

Both Vimeo and YouTube accounts have grown since their establishments in 2012 and 2011 respectively. Viewership on each of these platforms has also increased, especially in relation to video content from Connect4Climate youth competitions and from videos of Connect4Climate activities. The most viewed video on YouTube has reached 30,000 views.

The Connect4Climate’s Facebook page is one of the largest climate-specific campaign pages on Facebook with close to 600,000 likes. Two Connect4Climate Facebook groups have increased in membership to more than 1,000 members combined.

Strong growth has been seen in the Twitter following for Connect4Climate. From less than 25,000 followers in 2013, Connect4Climate now has more than 199,000 followers. Each mass public outreach event, high-profile event, and youth competition, resulted in huge interaction on Facebook, Twitter and Instagram, reaching millions of impressions.

Below is a graph indicating the impact of events on Twitter. Events generally reached 10 million to 30 million impressions, while the Angry Birds tournament reached 40 million, and *Fiat Lux: Illuminating Our Common Home* reached more than 52 million impressions. The Youth4Climate campaign reached 54 million impressions during the UNFCCC COP21 meeting, while the Connect4Climate account reached a staggering 92 million with live updates from COP21.





Overall Fiat Lux had the greatest potential media reach with a potential audience of 4.4 billion impressions. Videos of the event were viewed more than 10 million times, all major media outlets reported on the event with approximately 1,000 articles in more than 20 languages in more than 40 countries. Similarly the Global Citizen 2015 Earth Day event reached a potential audience of 2.1 billion with about 1600 articles and more than 450 broadcast placements.

Fund Leveraging highlights

The MDTF has effectively partnered with numerous organizations on Mass Public Outreach activities and High-profile events. While most partnerships entail primarily knowledge exchange and mutual promotion of initiatives, many have also enabled Connect4Climate to effectively leverage a considerable amount of resources through the cost-sharing of activities and in-kind contributions from partners.

Contributions include goods, professional services, logistical services, promotional services, travel, venues, staff time, and honoraria.

Summary Conclusion

As a result of all the work carried out, the MDTF's Connect4Climate brand is now an established player in the global climate change agenda, making a substantial contribution to the public discourse, bringing new voices into the dialogue, and enabling conversations and connections that would not have been possible through conventional approaches.

The MDTF will support the WBG's growth in climate to 28 percent by 2020 in response to client demand. This will respond to the strong support requested by clients to implement their national climate plans and, as shown in the WBG's Shock Waves Report, will be critical to meet the WBG mission of reducing extreme poverty and increasing shared prosperity.

The MDTF program is invested in supporting countries to achieve ambitious climate action by empowering public support through climate education, training, outreach and participation. The MDTF aligns itself with the WBG Strategy by connecting groups and individuals towards delivering on the global climate change and poverty movement called for by World Bank President Jim Kim.



Communicating Climate Change Multi-Donor Trust Fund of the World Bank Group

Donor Report: March 2013 – January 2016

Trust Fund Context

Communication for Development has a key role to play in raising awareness and in building coalitions that amplify advocacy efforts among policymakers, the private sector and grassroots communities. It is a fundamental tool for sharing knowledge in a culturally sensitive manner and appropriate language, managing expectations, and changing perceptions and attitudes, toward the necessary behavior change.

It was with these principles in mind that the Ministry of Environment and Territory of the Government of Italy established the Communication for Climate Change Multi-Donor Trust Fund (MDTF) at the World Bank in January 2009.

Initially set up as a pilot program with a pledge of €2,400,000, this MDTF seeks to reach out to other donors interested in contributing to the advancement of the theory and practice of climate change communication. The lessons learned through this program are being shared in real time with the wider development community through the global Connect4Climate platform. In the World Bank Group's 2013, 2014, and 2016 Fiscal Years, additional contributions allowed for an extension of the TF Program until June 2020.

In 2014, the MDTF was honored to announce the addition of a new donor to the TF program; The Federal Ministry for Economic Cooperation and Development (BMZ) of Germany.

The main objectives of the MDTF are to: raise awareness about Climate Change and its impact at various levels: public, private sector, and policy and decision-makers; promote commitment among the public, private sector and policy-makers to take action; and build coalitions for further advocacy efforts. MDTF activities focus primarily on three key groups of stakeholders: **policy-makers, the private sector, and grassroots organizations.**

The MDTF is organized in three components

The **Support to Operations** component finances the integration of communication components in World Bank-financed projects related to climate change. Its expected outcomes are improved design of climate change operations; stronger buy-in and responsiveness to projects from various stakeholders (including local communities and the private sector); and smoother and more effective implementation of sustainable operations, *inter alia*. During the first three years of the MDTF, operational support was provided through a Call for Regional Proposals. For the remainder of the MDTF, operational support will be provided primarily through strategic partnerships with high-profile initiatives, e.g., the Global Environment Facility, the Small Island Developing States Network, and the TerrAfrica partnership.



The **Research and Capacity Building** component supports research on the theory and practice of climate change communication, as well as the design and delivery of capacity building activities. It aims to aggregate climate knowledge and promote climate solutions. Its expected outcomes are, *inter alia*, an increased capacity of operational staff to design, implement, and supervise communication strategies in climate change operations.

The **Advocacy and Fund Leveraging** component finances global advocacy efforts for the adoption of communication programs in climate change related operations, including the production and sharing of knowledge, and the establishment of partnerships and coalitions. The expected outcomes include an increased awareness of climate change among development partners, policy and decision makers, practitioners, private sector, academics and the public at large; and increased commitment to invest in climate change awareness, policies, projects and other interventions. Given the visibility and replication potential of advocacy activities, this component has been the most prominent since activation of the MDTF under the Connect4Climate global initiative (www.connect4climate.org).

World Bank Climate Change Context

The MDTF program aims to complement World Bank Group-wide initiatives on climate change, and as such it is strategically aligned with the World Bank's Climate Change strategy and initiatives.

The *World Development Report 2010: Development and Climate Change*, for example, which called for the integration of Climate Change into development agendas, identified barriers to action at several levels, and stressed the role of strategic communication programs in overcoming those barriers. "Policy makers need to be aware of these barriers to action and treat policy options accordingly. Three policy areas are relevant here: **communications**, institutional measures, and social norms."¹

The report goes on to state that "Well-designed communication campaigns that address individuals as members of a local community—and not as powerless members of an unmanageably large group—can empower them to act," and stresses the importance of shifting from the "information-driven approach" to an "audience-centric" approach in communicating climate change.

More recently, in the *Turn Down the Heat² reports*, World Bank President Jim Yong Kim reiterated the World Bank's role as "a leading advocate for ambitious action on climate change." Kim also expressed his "hope that this report shocks us into action. Even for those of us already committed to fighting climate change, I hope it causes us to work with much more urgency." President Kim has called for a global movement dedicated to fighting poverty and climate change.

The *Shock Waves³* report, released in 2015 before the UNFCCC COP21 meetings, shows that climate change is an acute threat to poorer people across the world, with the power to push more than 100 million people back into poverty over the next fifteen years. And the poorest regions of the world – Sub-Saharan Africa and South Asia – will be hit the hardest.

With the historic Paris Agreement on Climate Change setting a path to keep temperature rise well below 2°C rise the UNFCCC COP21 in Paris in 2015 was recognized as a success,. The

¹ World Development Report 2010: Development and Climate Change, World Bank, 2009 (327).

² Commissioned by the World Bank to the Potsdam Institute for Climate Impact Research and Climate Analytics. November 2012.

³ Shock Waves: Managing the Impacts of Climate Change on Poverty - <https://openknowledge.worldbank.org/bitstream/handle/10986/22787/9781464806735.pdf>



Paris Agreement, agreed on by 195 nations, aims to combat climate change and unleash actions and investment towards a low carbon, resilient and sustainable future, and for the first time brings all nations into a common cause based on their historic, current and future responsibilities.

“The Paris Agreement allows each delegation and group of countries to go back home with their heads held high. Our collective effort is worth more than the sum of our individual effort. Our responsibility to history is immense,” said Laurent Fabius, President of the COP 21 UN Climate change conference and French Foreign Minister.

The World Bank Group is producing a Climate Action Plan to clarify its commitment to working with recipient countries to implement post-Paris development plans. The MDTF program is invested in supporting countries to achieve ambitious climate action by empowering public support through climate education, training, outreach and participation.

Strategy to influence and reach broad audiences

The overall aim of the Communication for Climate Change MDTF is to complement World Bank-financed operations and initiatives on climate change, by advancing the theory and practice of communication for development in support of climate change awareness.

The main objectives of the MDTF are to:

- Raise awareness about climate change and its impacts at various levels: public at large, private sector, and policy and decision-makers
- Promote commitment among the public, private sector and policy-makers to take action
- Build coalitions for further advocacy efforts

A global partnership program

At the core of the MDTF is the global partnership program. By connecting like-minded organizations and initiatives the MDTF is able to leverage the power of the collective. Knowledge Partners share their experience, their research and activities. Through creative collaborations the MDTF can reach broad audiences and impact international processes. The partners are connected online at www.connect4climate.org, and on social media, and in person at events and through mass public outreach activities.

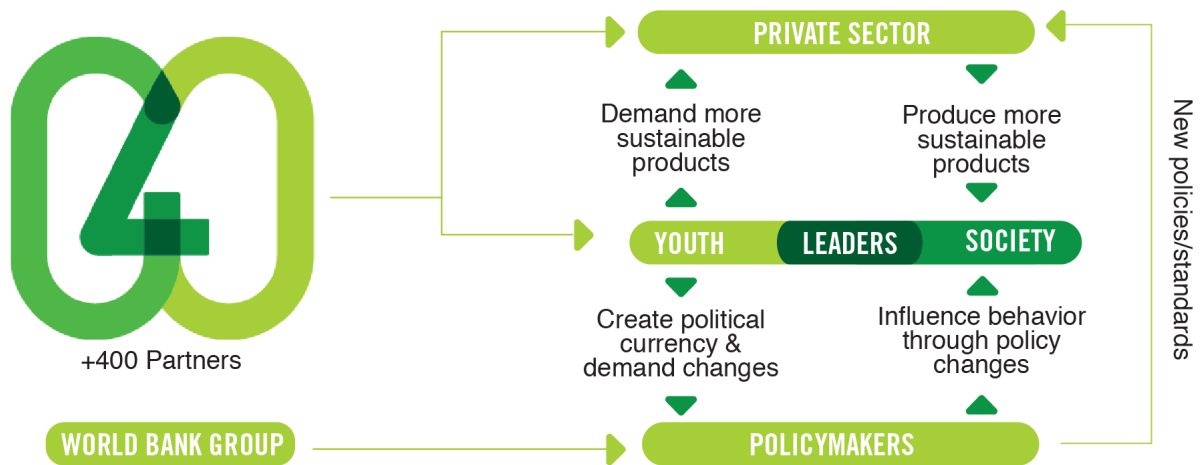
Partners include, inter alia, multiple UN agencies including FAO, UNDP, UNEP, UNESCO, UNFCCC, and UNICEF’s Climate Ambassador Program; leading academic institutions such as Columbia University’s Center for Research on Environmental Decisions, American University’s

School of Communication, George Mason University’s Center for Climate Change Communication, Georgetown University’s Center for Social Impact Communications, Johns Hopkins University’s School of Advanced International Studies, University of Massachusetts Boston Center for Governance and Sustainability, New York University’s Heyman Center for Philanthropy and Fundraising, MIT’s Center for Collective Intelligence, and Yale University’s Project on Climate Change Communication; leading private sector organizations, including Alcantara, AutoGrill, the Camera Nazionale della Moda Italiana, and Microsoft; several leading media outlets, including MTV, Thomson Reuters, Television Trust for the Environment, and Inter Press Service; and leaders in the entertainment industry, including SONY Pictures.

These partnerships are also the foundation for the MDTF’s research and capacity building activities. Knowledge products are generated from research with partners and these are used for capacity building activities in support to operations and otherwise.

6 steps to drive global action on climate change

The MDTF has devised six broad steps to advance global climate action:



1. Connect and amplify global and local climate change initiatives. 400 partners and counting.
2. Engage the private sector with innovation and creativity.

3. Tap into the rich potential of global youth and influential leaders as powerful agents of social change.
4. Encourage companies to innovate and respond to demand for sustainable products and services.
5. Inspire citizens to create an enabling environment for policymakers.
6. Support the World Bank Group’s direct engagement with policymakers.

Connect4Climate advocates through 5 pillars

Through the Connect4Climate advocacy program the MDTF engages diverse sectors to reach unusual audiences to call for global climate action. Activities are structured around 5 pillars:



1. **Knowledge** is aggregated through the MDTF’s research, from the global partnership program and from the WBG and packaged as climate communication outputs
2. **Youth Competitions and Challenges** are organized to showcase climate solutions and experiences, as well as build the Connect4Climate online community
3. **High-profile and Knowledge Events** are organized and participated in to share latest thinking on climate change and promote climate solutions. Industry experts and leaders in the field are accommodated to make an impact.
4. **Mass Public Outreach** activities are organized through creative collaborations with influential organizations to reach the broadest audience possible. Financial and exposure resources are leveraged from the participating partners.
5. **Advocacy Initiatives** define the audience and focus of all activities. Connect4Climate works with creative and influential industries, such as *Film, Fashion, Sports, and Music*.



It works with *Leaders* and *Youth* to share knowledge, and advocates for climate solutions in *Cities* and through *Innovation* in the private sector.

I: Support to Operations

The **Support to Operations** component of the Communication for Climate Change MDTF was initially activated through a World Bank Group-wide regional call for proposals. In this initial phase, a desk review of the World Bank's Carbon Finance portfolio also provided insight into how communication strategies had been supporting Carbon Finance operations, and the challenges and opportunities that lied ahead. In addition, a stocktaking exercise was carried out of the communication support provided by the World Bank's Communication for Sustainable Development in Operations Unit from 2002 to 2008, to draw lessons that could benefit the operational component of the MDTF. The **Support to Operations** component finances the integration of communication components in World Bank-financed projects related to climate change.

This component was then remodeled to work primarily through strategic partnerships. The first of its kind has been the partnership with TerrAfrica, which resulted in a number of interventions to advance the combat against desertification, land degradation and drought in the African region.

In this context, Connect4Climate contributed since its inception to the establishment of the first regional communication and knowledge management hub through the BRICKS project, *Building Resilience through Innovation Communication and Knowledge Services* that facilitates sharing of best practices among the twelve country projects of the GEF-WBG's Sahel and West Africa Program in support of the Great Green Wall Initiative (SAWAP).

The communication support has been expanded and deepened at country level to include the entire climate change related WB portfolio in Ethiopia and Mozambique where communication-based assessment have been conducted to help design comprehensive communication strategies for projects and programs.

In addition, this component and the Connect4Climate platform have raised the interest of several key operational teams, including the Agriculture and Environmental Services Sector Board, and the Climate Change Community of Practice.

At the UNFCCC COP21climate conference in Paris, the WBG announced a new *Africa Climate Business Plan*, welcomed by African leaders at a key event with Bank Group President Jim Yong Kim on the COP's opening day. The estimated US \$16 billion plan, to be raised by 2020, is expected to be supported by US \$5.7 billion from the World Bank's fund for the poorest the International Development Association, bilateral and multilateral sources, dedicated climate finance, and the private sector. It proposes action in over a dozen areas and includes a new Africa Facility for Climate-Resilient Investment with support of the African Union and the UN

Economic Commission for Africa for better design and planning of infrastructure to withstand a changing climate.

Overall, the WBG has committed to growing its climate work by a third to 28 percent by 2020 in response to client demand. Taken together with other mobilized resources into account, this means potentially US\$29 billion a year in climate financing in 2020. This will respond to the strong support requested by clients to implement their national plans, the INDCs, and as shown in the recent *Shock Waves* Report will be critical to meet the WBG mission of reducing extreme poverty and increasing shared prosperity.

Support to Sahel and West Africa Program

The MDTF is providing operational support to the \$1.1 billion Sahel and West Africa Program (SAWAP) in support of the Great Green Wall. It is a flexible investment umbrella with 12 country-led investment operations financed by the World Bank and GEF in Benin, Burkina Faso, Chad, Ethiopia, Ghana, Mali, Mauritania, Niger, Nigeria, Senegal, Sudan and Togo. The SAWAP is reinforced by a regional hub project, BRICKS to facilitate south-south cooperation on knowledge and operational services among the country projects and the broader Great Green Wall partnership. Strategic communication is an essential component of BRICKS and the MDTF has been substantially involved in the project preparation and the ongoing implementation.



Activities include the following:

- Design of BRICKS Project communication strategy; participation in project appraisal mission and support to implementation missions; Advice and support to BRICKS communication working group and establishment of the community of practice
- Training of SAWAP project communicators
- Liaison work among the BRICKS implementing agencies and the GGW partners
- Overall communication support to the organization of three SAWAP Conferences (March 2014, February 2015 and April 2016) and technical workshops (May 2014 and February 2015), as well as development of communication materials, knowledge



management, and knowledge sharing tools, such as sawap.net and SAWAP Facebook page

- Design of consultation process during the preparation of Senegal country project (Sustainable and inclusive Agribusiness project - PDIDAS); Design of project communication component and advice on strategy design and implementation arrangements; Participation in support to implementation missions
- Advice to communication strategy design of SAWAP country projects

Support to the Great Green Wall Initiative

The Great Green Wall for the Sahara and the Sahel Initiative (GGWSSI) includes more than 20 countries of the African region determined to transform the Sahel into a stable, sustainable, resilient region through improved management of natural resources, land, water, and climate risks. Recent security, migration and climate crises have amplified its strategic relevance for the World Bank and the other partners of this initiative led by the African Union. In Paris, at the UNFCCC COP21, the World Bank Group announced its support for the second phase of the Great Green Wall Initiative, which helps countries from Senegal to Ethiopia reverse land degradation for more resilient livelihoods, with an additional US\$1.9 billion for projects in the environment and natural resources, agriculture, disaster risk management, social protection, and water sectors. The support provided by this component of the MDTF in this context includes:

- Establishment of a communication network among main GGWSSI partners (AU, FAO, GM-UNCCD) to coordinate on communication activities, messaging, tools and materials
- Organization of the first GGW conference (April 2016), a high-level event aimed at scaling up the successful investments on the ground (such as SAWAP) and strengthening the community of practice

Support to TerrAfrica

The Communication for Climate Change MDTF has been continuing the long-standing partnership with TerrAfrica through the following activities:

- Coordination with United Nations Convention to Combat Desertification (UNCCD) for the UNCCD event on June 17, 2014, including overall logistic support, social media & promotional marketing, follow-up activities to support the event;
- Support to TerrAfrica event with Jane Goodall during the 2014 Spring Meetings;
- General support to revamp TerrAfrica.org website and blog;
- Promotion of TerrAfrica initiatives at international events (UNCCD CRIC, UNFCCC Climate Change Conference).

Communication support in Ethiopia

The MDTF has been supporting the *Programmatic Advisory Services* in support of the Climate Resilient Green Economy (CRGE) Facility by conducting a communication-based assessment, providing strategy advice and developing a communication action plan for the Facility. Contextually, advice and support has been provided to Ethiopian REDD+ for development and implementation of its communication strategy. Moreover, the MDTF has been involved in the preparation of an innovative carbon financing operation by designing the strategic communication component of the project.

The Oromia Forested Landscape Program (OFLP) is being designed to be Oromia Regional State's strategic programmatic umbrella and coordination platform for multi-sector, multi-partner intervention on all forested landscapes in Oromia. The 10-year program would contribute to a transformation in how forested landscapes are managed in Oromia to deliver multiple benefits such as poverty reduction and resilient livelihoods, climate change mitigation, biodiversity conservation, and water provisioning.

OFLP would foster equitable and sustainable low carbon development through a series of: (i) on-the-ground activities that address deforestation, reduce land-use based emissions and enhance forest carbon stocks; and (ii) state-wide and local enhancements to institutions, incentives, information, and safeguards management to upscale investment (enabling environment), including coordinating multiple REDD-relevant interventions across the regional state.

Once approved OFLP would function as a “scale-up engine” for funding coming from several different sources, including carbon finance, grants and investment project financing, foreign and domestic investment, GoE budget and the CRGE Facility, as well as the private sector.

Communication support in Mozambique

A Communication-based Assessment for the Natural Resources Management portfolio and climate change activities has been the first step in the operational support to Mozambique. The combination of high exposure and high vulnerability makes Mozambique one of the countries at highest risk from the impacts of climate change and natural disasters, therefore, the World Bank has developed a substantial portfolio which includes development policy lending (\$125 million), investment financing (with PPCR - Pilot Program on Climate Resilience - funding of \$91 million), recipient-executed technical assistance (\$2 million) and a small Bank-executed non-lending technical assistance (\$0.3 million) on a broad range of issues – conservation, tourism, forestry, climate change. The communication support has been focused in particular on the following operations:

- The Conservation Areas for Biodiversity and Development Project (MozBio), aiming to increase the effective management of the Conservation Areas and enhance the living conditions of communities in and around the Conservation Areas;
- The REDD+ Readiness project establishing the institutional and human resource capacities to contribute to the reduction of emission of GHG from deforestation and forest degradation;
- The Climate Change Technical Assistance Project (CCTAP), strengthening institutional and technical capacity of the Government of Mozambique to mainstream climate change resilience into key economic sectors and to improve the evidentiary basis for future development policy;
- The Forest Investment Program (FIP) providing bridge financing for on-the-ground activities that advance Mozambique's REDD+ Strategy;
- The Dedicated Grant Mechanism for Forest Dwellers ((DGM), a financing and learning mechanism to enhance local communities' participation in the REDD+ agenda and to complement the FIP investment programs and projects;
- The Zambezia landscape initiative (similar to the OFLP in Ethiopia) that would cover 5 districts and around 2.5 million ha of forests, and would bring up to US\$50 million in carbon payments to Mozambique should deforestation be reduced in the targeted area.

The MDTF has been working closely with the implementing agencies for the aforementioned projects and the World Bank teams to develop communication outputs, in particular in the lead up to and at the UNFCCC climate conference, COP21, in Paris. Letters of intent were signed with Mozambique to purchase carbon emissions reductions to support livelihoods in forest areas. Healthy forests and landscapes play a key role in absorbing excess CO₂ and providing natural protection for vulnerable communities. The MDTF has been guiding the implementation of the REDD+ communication strategy and providing advice and support to the consultation process at local community level.

Support to the Ibadan Urban Flood Management Project (IUFMP)

The MDTF is providing operational support the World Bank operation Ibadan Urban Flood Management Project (IUFMP). The IUFMP is a \$200 million International Development Association (IDA) credit that aims to repair and improve several of the critically damaged infrastructure affected by the floods of 2011, strengthen community-based resilience capacity, and provide support for risk assessment and early warning systems to mitigate any future flood occurrences. Team members of the MDTF traveled to Ibadan, Nigeria with the IUFMP team in February 2016 to provide communication support for the project, reviewing of TOR's that are focused on communication and stakeholder engagement. During the mission, Connect4Climate gave a presentation on the innovative use of social media to engage audiences and how social media can be used to gather data for projects such as IUFMP.

Online Communication Support

The MDTF actively brought online communication support to many different units and activities of the World Bank Group (WBG). The team worked closely with the Office of the President, the Climate Change Cross-Cutting Solutions Area (CCSA), and multiple Global Practices (GP), including: Environment; Social, Urban, Rural and Resilience (SURR); Transportation and ICT; Agriculture, Energy and Water. The MDTF also worked with other trust funds in the WBG, including TerrAfrica and the Global Facility for Disaster Risk Reduction (GFDRR), as well as the Global Environment Facility (GEF), the International Finance Corporation (IFC) and a number of youth organizations at the WBG. As part of the Global Engagement Unit (ECRGE) of the WBG the MDTF has supported a number of campaigns, including the End Poverty Campaign and Action2015.

Below is a list of units that the MDTF worked with, mentioning some of the highlight activities:

1. Office of the President
 - a. On-going social media support
 - b. Live tweeting and coverage during high level events, such as Climate Week NYC
 - c. Social media support of internal World Bank events
2. CCSA & GP ENV – Environment & Natural Resources
 - a. Social media support and multi-media support during COP21
 - b. Featured in blog article about climate change programs in Mozambique
3. TerrAfrica
 - a. Social media support and web support to SAWAP program and BRICKS project
 - b. Live online support during conferences
4. The GEF
 - a. Support for the GEF council event and announcements
 - b. Coverage of GEF CEO events, talks, quotes
 - c. Support to the GEF three integrated approach pilot (IAP) – sustainable cities, deforestation, food security
 - d. Focused promotion on the cities IAP
5. IFC: EDGE program
 - a. Created a blog article highlighting the EDGE program and need to create universal green guidelines for buildings. Feat C4C, sustainablecitiescollective.com
 - b. Online social media support through-out the year
 - c. Presented elements of the program at events including at The Hospital Club
6. GP SURR & Climate Change – City Creditworthiness Program
 - a. Online social media support through-out the year
 - b. Featured in blog articles of examples of WB efforts to create creditworthy cities
 - c. Featured during presentations – Hospital Club, Maryland University students
7. GP Transport and ICT – Transforming Transportation

- a. Social media support during the two-day event
 - b. Social media support for the 'Railways and Climate Change' event
 - c. Wrote article for WRI's City Fix platform focused on the Jakarta Urban Challenge (Improving mobility/transportation)
8. GP SURR – EcoCity World Summit
 - a. Assisted with the presentation for the event, including C4C activities (Lego)
 - b. Provided social media support during the 3 day event
 - c. Co-authored a blog article about the event and Arab becoming sustainable
9. GP Environment – Spoleto Knocking out Waste
 - a. Tweet chat on The Guardian platform including several WB experts
 - b. Promoting the WB report 'What a Waste'
10. GFDRR – Code for Resilience
 - a. Featured in blog article, and mention of using young people to innovate issues such as climate change and building resilience.
11. Climate Change Group
 - a. Social media support for leadership events and presentations
 - b. Online social media support through-out the year
 - c. Social media and online content support and partnership leverage during COP21
 - d. Partnership support – introducing GLG Partners Investment Management (33 billion dollars under management) to join Climate Group's Carbon Pricing Leadership Program
 - e. Social media support (promotion and live tweet) of the Shockwaves report
 - f. Social media support of the Climate Change Knowledge's report and MOOC "Turn Down the Heat"
 - g. Social media support of the "GreenBonds report – Climate Finance
12. ECRGE
 - a. Social media support during Annual Meetings
 - b. Social media support during Spring Meetings
 - c. Social media support of the initiative #Music4Dev
 - d. Continuous social media support of the #EndExtremePoverty campaign
13. GP Agriculture
 - a. Social media support during the event "Food security and climate change"
14. Social media promotion
 - a. Blog post, infographics, reports, studies, etc - across various units in the bank
15. Youth Organizations
 - a. On-going social media support to the Y2Y team, the annual Youth Summit event and Young African Society.

II: Research & Capacity Building

The **Research and Capacity Building** component supports research on the theory and practice of climate change communication, as well as the design and delivery of capacity building activities. The MDTF spreads current climate knowledge from its partners and contributes to international events. For example, in partnership with the UN Foundation Connect4Climate hosted the New Voices, New Vision +Social Good event at the World Economic Forum in Africa, and in Washington, Connect4Climate brought together some of the best climate communicators for the Communication for Climate Change 2.0 conference with Columbia University.

Leveraging the collective intelligence of the Connect4Climate network climate knowledge products are produced and the latest thinking and developments for climate solutions are spread through the advocacy and fund-leveraging component of the MDTF.



Connect4Climate Knowledge Initiatives

Solutions4Climate

Climate change is real and affecting everyone, the poor the most. We will not end poverty if we do not tackle climate change. Climate solutions are at hand. It costs less to take on climate change now compared to dealing with the consequences. We are switching to low-carbon energy sources, addressing deforestation, creating climate-smart cities and using resources more efficiently. We are on the path to zero carbon economies. We need to accelerate the climate movement for a sustainable future. Connect4Climate leverages the knowledge of its partners to communicate latest solutions for climate change, under the framework of #Solutions4Climate.

Knowledge4Climate

Knowledge4Climate is a network made up of academics, researchers, and professionals in the climate change arena. The network taps the most current thinking on effective climate change

communication, pools the resources of the members, and enables all to share knowledge in order to educate anyone affected by our changing world—from government leaders to the communities they serve in the best, most down-to-earth way possible.

Knowledge Products

As part of the MDTF’s capacity building activities a number of climate change knowledge products are produced and disseminated. For the promotion of the knowledge activities and products the MDTF uses its brand name “Connect4Climate.”

Visualizing a Warming World (October 2013)

At the World Bank Group’s annual meeting in Washington, D.C., Italian artist Laura Canali offered a unique *Vision of a Warming World*. Using bold colors and fresh, unusual designs, Canali designed five maps that graphically and beautifully illustrate what she called her “interpretation of current and future climate threats to livelihoods, ecosystems, and human well-being.” The climate challenges depicted were gained from the knowledge presented in the *Turn Down the Heat* reports of the World Bank.

Guardian Connect4Climate Partner Zone (2013-2015)

Connect4Climate partnered with the Guardian’s Global Development Professionals Network to present latest thinking on climate change. The *Connect4Climate Partner Zone* posted articles relating to Connect4Climate’s Initiatives, from events or activities completed under the MDTF. It also featured Partner content and opinion pieces by influencers. A number of online climate-discussions were also completed under the Connect4Climate Partner Zone.

Communicating Climate Change: Policy and Practice, UNFCCC side-event (June 2014)

Effective communication on climate change is crucial for inspiring climate action. It helps create political capital for policy makers to propose ambitious climate actions on the road to COP21. A wealth of climate information is produced every year, though it is not always accessible to those who need it most. Targeted communication is one of the key prerequisites to ensure that Public

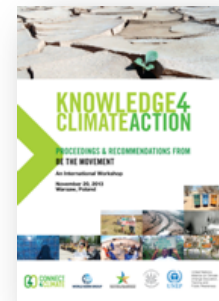


Participation, Outreach and Education under the Convention can be fulfilled. This stipulates that the public needs to become aware of and involved with climate change issues.

On June 11, 2014, at the UNFCCC Climate meetings in Bonn, Connect4Climate teamed up with the European Climate Foundation, BBC Media Action, Climate Action Network International, and the Government of Peru. The practical session explored strategies, experiences and challenges of understanding and meeting the information needs of diverse audiences including governments, young people, business groups and vulnerable communities on the frontline of global warming. The collaborating partners presented leading case studies and a lively discussion with a full audience followed the panel discussion.

Knowledge4Climate Action Report (June 2014)

Connect4Climate and the University of Warsaw co-hosted Be The Movement, an international workshop addressing the means of expanding and strengthening the global climate change movement during the November 2013 United Nations-sponsored climate change talks (UNFCCC COP19). The workshop was an inspiring gathering of climate change activists, youth and concerned professionals. The report *Knowledge4Climate Action - Proceedings and Recommendations from Be The Movement* synthesizes proceedings and recommendations from the workshop.



What is Climate Change? Infographic (April 2015)



Connect4Climate produced an infographic to help explain climate change to children visiting the *Alcantara Magic Garden-Conenct4Climate Pavilion* near the Washington Monument. The information presented is based on the World Bank Group *Turn Down the Heat* reports and climate solutions are emphasized. Connect4Climate also works with partners to produce other visual knowledge products, including info-videos and presentation.

“How to Get Cli-Fi To Hit the Mark” Literature Review Article (November 2015)

The article draws on analytical concepts from both academic research and popular media coverage of climate change-related films, and their possible impact on behavior change and climate change action. The objective of the article is to better inform the understanding of how

film can communicate climate change so that filmmakers can make better decisions about how climate change issues and solutions can be incorporated into their work.

Green Film Shooting COP 21 Film4Climate Special Issue (November 2015)

Connect4Climate partnered with *Green Film Shooting* magazine to publish a COP21 Special Issue highlighting best practices, challenges, and opportunities related to sustainable film production. The special issue has been presented at the Film4Climate Conference in Paris in November 2015, and was widely distributed at COP 21.



Knowledge Events

Be The Movement workshop at COP 19 (November 2013)

Be The Movement was a workshop organized by Connect4Climate in cooperation with the University of Warsaw in parallel to COP19. The workshop brought together a variety of climate change professionals: educators, youth, civil society organizations, private sector representatives and Connect4Climate partners. Together, the more than 500 participants identified practical and useful strategies for igniting a more energetic, robust global movement to combat climate change that were covered by diverse media outlets resulting in **approximately 30 articles**. The #c4cMovement hashtag for the event reached **more than 16 million impressions**.

Greening the Silver Screen at the Palm Springs International Film Festival (January 2014)

The Film4Climate initiative was devised during the *Greening the Silver Screen* climate change workshop with Oscar nominated film directors held at the Palm Springs International Film Festival Director's Retreat in January 2014. Organized in partnership with the Annenberg Retreat at Sunnylands, the three-hour workshop was led by Connect4Climate Program Manager Lucia Grenna together with Marc Forster, renowned director of hit movies as *The Kite Runner* and *World War Z* and committed climate change activist. The conversation focused on the role of cinema in raising climate awareness, and highlighted the need to further explore ways for the industry to address climate change.

Cambridge Climate Forum (March 2013 & February 2014)

Connect4Climate participated in the Cambridge Climate Forum in 2013 and 2014. The iChange competition was promoted in 2013 and the Action4Climate competition in 2014. Connect4Climate's strategy for climate advocacy and engagement was presented and debated on high-level academic panels. Connect4Climate also hosted a stall for students to learn more about climate change and how to get involved in promoting solutions.

International Symposium on Sustainability, New Automotive Value-Chain (October 2014)

Connect4Climate was invited to present at the International Symposium on Sustainability and the New Automotive Value Chain, hosted by the Venice International University and Connect4Climate's partner Alcantara. The International Symposium was conceived to explore fundamental topics for better understanding the challenges that the automotive industry will face in years to come, focusing on consumer perceptions, sustainability indicators, and products technology. In addition, its goal was to explore the possible trajectories and development paths the industry could take to achieve its sustainability goals.



Oxford Climate Forum, Spring & Autumn (February & November 2014)

Connect4Climate joined the Oxford Climate Forum in February and November to present the program's engagement strategy and to showcase the Action4Climate videos.

Lucia Grenna spoke on the role of communication for climate action at the February event, while Max Edkins participated on a panel on the role of businesses and green investments to tackle climate change during the November event. Key partnerships were established with the Oxford University and organizations based in Oxford and London.

Sustainability Summit at City University of Hong Kong (October 2014)

Connect4Climate participated in the Sustainability Summit at the City University of Hong Kong in 2014. The summit drew upon multiple disciplines, including the arts and humanities, business and social sciences, and science and engineering. Its structure was designed to illustrate how these disciplines can contribute to a sustainable process of policy-making and implementation that will lead to effective policy design, efficient execution, and enhanced impacts. The



partnership with City University of Hong Kong was officially announced and Connect4Climate was presented at the Sustainability Projects Exhibitions during the Summit.

MIT Climate CoLab Conferences (October 2014 & October 2015)

Connect4Climate joined the Massachusetts Institute of Technology (MIT) Climate CoLab's *Crowds and Climate* conference in 2014 and 2015. The Program Manager Lucia Grenna served on the judging committee for CoLab contests and presented as a panelist at the Mobilizing Citizens for Climate Action session in 2015.

Youth for Climate Action Workshop - Role of Sport4Climate (January 2015)

Thirty students from U.S. colleges and universities took part in a workshop organized by the Connect4Climate at the World Bank headquarters. The students came from many disciplines, and from all around the world. Few participants had background knowledge of climate change issues. The workshop occurred on January 15 2015 to celebrate the launch of Action/2015, a global movement of thousands of organizations, coalitions and partnerships that reflect the diversity of injustice, inequalities, poverty and climate change all over the world.

Climate change and sustainability at the Berlinale (February 2015)

At the Berlinale (Internationale Filmfestspiele Berlin), one of the world's leading film festivals, Connect4Climate teamed up with organizers of Guadalajara International Film Festival (FIGG-30) to announce the Film4Climate 2-day event, part of an initiative to green the film industry, initiated by Connect4Climate. FIGG-30 will also honor the country of Italy at their event held on March 5 – 15, 2015. Connect4Climate also participated in a group workshop on how to integrate sustainability into the film industry.

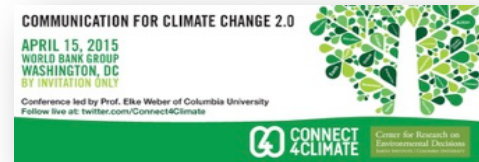
Tweet Chat: Building the Resilient City (February 2015)

Connect4Climate teamed up with the New Cities Foundation to participate in a tweet chat on *Building the Resilient City*. The main questions covered included: What are the greatest risks that cities face today? Which challenges must vulnerable cities overcome when implementing resilience strategies? How should urban leaders invest capital to best prepare for future disasters? Can cities help win the battle against climate change?

Overall the #ncs2015 hashtag reached **9.4 million impressions** with @Connect4Climate being one of the main contributors with @citi and @newcitiesfoundation.

Communication for Climate Change 2.0 Conference (April 2015)

In the lead up to 2015 Spring Meetings of the World Bank Group and the International Monetary Fund, Connect4Climate hosted a conference addressing climate change communication. In partnership with the Center for Research on Environmental Decisions (CRED) at the Earth Institute, Columbia University, the event brought together a unique, multi-disciplinary group of scholars and multi-sector leaders who are experts in communicating climate change to a broad audience.



The goal was to create a diverse international committee to advance research & best practices for climate change communication.

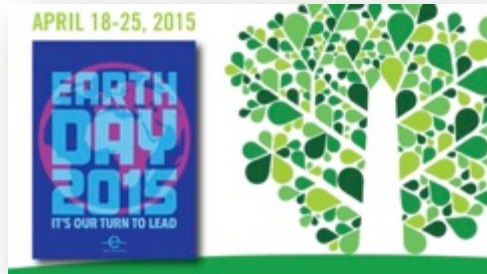
Inspirational case studies were followed by a roundtable discussion, led by Prof. Elke Weber of Columbia University, allowing participants to share insights, engage in discussion, and receive targeted feedback. Dr. Adam Bumpus, University of Melbourne, co-facilitated the conference. Rachel Kyte, Vice President and Special Envoy for Climate Change, World Bank Group, delivered opening remarks.

Earth Day Network and Connect4Climate e-Discussion on Climate Communication (April 2015)

To help build a movement of active and engaged citizens Earth Day Network and Connect4Climate presented an online e-Discussion, *Let's Talk Climate: Innovative Solutions to Communicating Climate Change*. A panel of climate communication experts discussed innovative strategies to enhance climate communication. Topics ranged from technology and the new media's influence in spreading awareness, to the power of solution stories and the impact of influential role models. The - panelists included Andrew Revkin, NY Times environment blogger and Pace U Senior Fellow for Environmental Understanding; Courtney St. John, Associate Director of Outreach at Center for Research on Environmental Decisions (CRED) at Columbia University; Andrew Schenkel, Managing Editor & Director of Special Projects at tcktcktck; Aimee Sison, Manager of Social Media Strategy at Climate Nexus; Lucia Grenna, Program Manager at Connect4Climate; Max Edkins, Climate Change Expert at Connect4Climate.

Outcomes of this e-Discussion were integrated into the Communicating for Climate Change 2.0 workshop, hosted in tandem with the World Bank Spring Meetings and during the high-level backstage roundtable at Global Citizen 2015 Earth Day at the National Mall on April 18.

Climate Education Week (April 2015)



Connect4Climate, in partnership with Earth Day Network, brought the *Climate Education Week Toolkit* to schools all over the United States. The toolkit is a free, easy-to-use resource with a week's worth of lesson plans, activities, and contests for K-12 students.

In addition, Connect4Climate presented the third annual Earth Day at Union Station in Washington DC, marking the 45th anniversary of Earth Day. There were hands-on exhibits headlined by NASA scientists and astronauts,

designed to educate children and families about the environment.

International Conference “Greening the Silver Screen: Towards a New Way of Filming” (November 2015)

On November 25th, Connect4Climate collaborated with EcoProd, the environmental arm of the Ile de France Film Commission, and CeSeR, the Economic, Social and Environmental Council of the Ile de France to bring together film industry representatives from all over the world in the lead-up to the United Nations Climate Conference COP21 for a focused debate at the historical Cinema Balzac in Paris. The aim was to determine a collective approach to sustainable filmmaking in the future and to refine a Charter of practical intent for the film industry to be presented to an international audience at COP21.

Film4Climate knowledge partners from the United States, France, Belgium, Germany, Sweden, Norway, Italy, Switzerland, Mexico, Kenya and the United Kingdom presented their perspectives in five different sessions reviewing European and global involvement, and demonstrating specific approaches already being applied through case studies from a number of countries.

The conference was instrumental in revising and defining the Film4Climate international Charter based on the partners' contributions, before the official announcement at COP21.



Education and Training at COP21 (December 2015)

On December 4, Connect4Climate joined the UNFCCC to organize the first ever *Education Day* at a climate conference in support of Article 12 of the Paris agreement, to enhance climate change education, training, public awareness, public participation and public access to information. The main message was that climate education is a fundamental pre-requisite to advance climate solutions to achieve a resilient, low-carbon future.



The Connect4Climate strategy was presented at the *Non-formal Education* side-event and *Fiat Lux: Illuminating Our Common Home* was announced. Examples of educational outreach through the Youth4Climate and Film4Climate initiatives were also presented and Connect4Climate’s role in building capacity and supporting World Bank Group operations was highlighted.

The overarching message is that Conenct4Climate’s strength lies in its partnership network and ability to leverage partners to reach broad and diverse audiences with non-formal education and outreach activities.

During the event Francesco La Camera, Director General of the Italian Ministry for Environmental, Land and Sea emphasized the role of climate communication: **“Climate Change Education must be seen in the broader framework of Sustainable Development Education: it should be able to stimulate knowledge and critical thinking about the inter-linkages between the environmental, social and economic aspects of the global challenges we face. It should follow a ‘lifelong’ and ‘life-wide’ approach. It should include all educational and learning processes, formal and non-formal, and reach all relevant target groups: not only children and students, but also teachers, workers, communities, private companies, banks, public administrations and, even politicians.”**



International Conference “Communication/Culture and The Sustainable Development Goals: Challenges for a New Generation” at Ching Mai University, Thailand (December 2015)

Connect4Climate participated in the international conference on Communication/Culture and The Sustainable Development Goals: Challenges for a New Generation held in Chiang Mai University in Thailand. About 100 participants, coming from ASEAN and other Asian countries like China, India, the UAE, and Taiwan, in addition to scholars from the US, Canada, Australia, France, Germany, and The Netherlands. The Action4Climate winning films were showcased in one afternoon as well as presentations on “the Mekong Land Forum”, “Indigenous People and Communication”, “Migrant Workers and Communication”, and “Human Trafficking.”



The new role of corporates for a sustainable future (January 2016)

With partners in Italy Connect4Climate organized a workshop bringing together industry, government and academic leaders on January 28, 2016, to present the results of three years of research on collaboration between governments, international organizations and corporations for a more sustainable economy.

The participants debated key questions related to the organizational change and learning challenges that companies face when they attempt to make sense of, and manage, sustainability issues as well as rapidly evolving stakeholder expectations in corporate behavior. The main focus of the discussion addressed: How do firms learn to integrate and manage sustainability and climate change issues in their business model?

Guardian Live Q&A: How can the creative industries encourage climate action? (April 2016)

On April 21st, the day the Paris Agreement was signed by world leaders, Connect4Climate hosted a Guardian Live Q&A with an expert panel to discuss how the arts can engage the public to ensure it holds governments accountable. The panel included Slater Jewell-Kemker, filmmaker, *An Inconvenient Youth*; Guy Abrahams, CEO and co-founder, Climarte; Margaret Badore, web director, *Years of Living Dangerously*; Catherine Rodgers, youth activism coordinator, ActionAid International; and Aditi Sinha, communications manager, Shakti Sustainable Energy Foundation.

Webinar “What is the real role of the Creative, Media & Entertainment and Advertising Industries in addressing climate change awareness?” (May 2016)

As a follow on to last year’s joint seminar on creative industries, Connect4Climate/Columbia University Center for Research on Environmental Decisions (CRED) held a webinar on May 19 on the real role of creative, media and entertainment and advertising industries in addressing climate change awareness. The issue was set to a panel of climate organization leaders that included: Elke Weber, from CRED, who facilitated the panel discussion, Kenneth Berlin, CEO of Climate Reality Project, Connect4Climate’s Program Manager Lucia Grenna, and David Astley from The Media Alliance.

The involvement of business in the New Agenda, post-2015, will imply the emergence of radically different models of business enterprise. Connect4Climate works to encourage business leadership and innovation for climate solutions.

Francesco La Camera, Director General of the Italian Ministry of the Environment, Land and Sea, opened the workshop explaining the strategic role of governments in the future. He emphasized that sustainability and climate change issues will be the focal point of every country in the future: “In 2016, a Nation cannot play any international role without a clear sustainability strategy.”

III: Advocacy & Fund Leveraging – the Connect4Climate

partnership program

Connect4Climate is the umbrella advocacy initiative of the Communication for Climate Change MDTF. Building a global community of individuals and organizations that care about climate change, Connect4Climate strives to create an open knowledge platform and engage the global community in an inclusive conversation to drive local action.



Connect4Climate has also built a robust **network of more than 400 knowledge partners**, ranging from multilateral organizations, to academic institutions, to key media outlets, to the private sector.

Partners include, inter alia, **multiple UN agencies**, including FAO, UNDP, UNEP, UNESCO, UNFCCC, and UNICEF’s Climate Ambassador Program; **leading academic institutions** such as Columbia University’s Center for Research on Environmental Decisions, American University’s School of Communication, George Mason University’s Center for Climate Change Communication, Georgetown University’s Center for Social Impact Communications, Johns Hopkins University’s School of Advanced International Studies, University of Massachusetts Boston Center for Governance and Sustainability, New York University’s Heyman Center for Philanthropy and Fundraising, MIT’s Center for Collective Intelligence; and Yale University’s Project on Climate Change Communication; **leading private sector organizations**, including Alcantara, AutoGrill, the *Camera Nazionale della Moda Italiana*, and Microsoft; several **leading media outlets**, including MTV, Thomson Reuters, Television Trust for the Environment, and Inter Press Service; and **leaders in the entertainment industry**, including SONY Pictures and Vulcan Productions.



Connect4Climate has also engaged high-profile **international personalities and influencers**, including Nobel Peace Prize Laureate Betty Williams, American award-winning actors Forest Whitaker, Don Cheadle, and Sonam Kapoor, film directors Bernardo Bertolucci, James Cameron, and Alfonso Cuaron,

media personalities Bianca Jagger and Livia Firth, supermodel Liya Kebede, Miss Colombia 2007 Taliana Vargas, Malian singer Rokia Traore' and Kenyan rapper Juliani to join the climate change conversation and inspire local and global action.

Social Media Impact

Connect4Climate dramatically changed the landscape of the climate discourse. Connect4Climate's Facebook page peaked at about **600,000 followers**, reaching a combined total of more than 130 million Facebook users - this provides an approximation for the program's potential reach.

Across multiple online platforms, Connect4Climate has **approximately one million** active online users and reaches millions of people around the world. Connect4Climate reaches a global audience through its social media platforms and the knowledge-sharing website www.connect4climate.org.



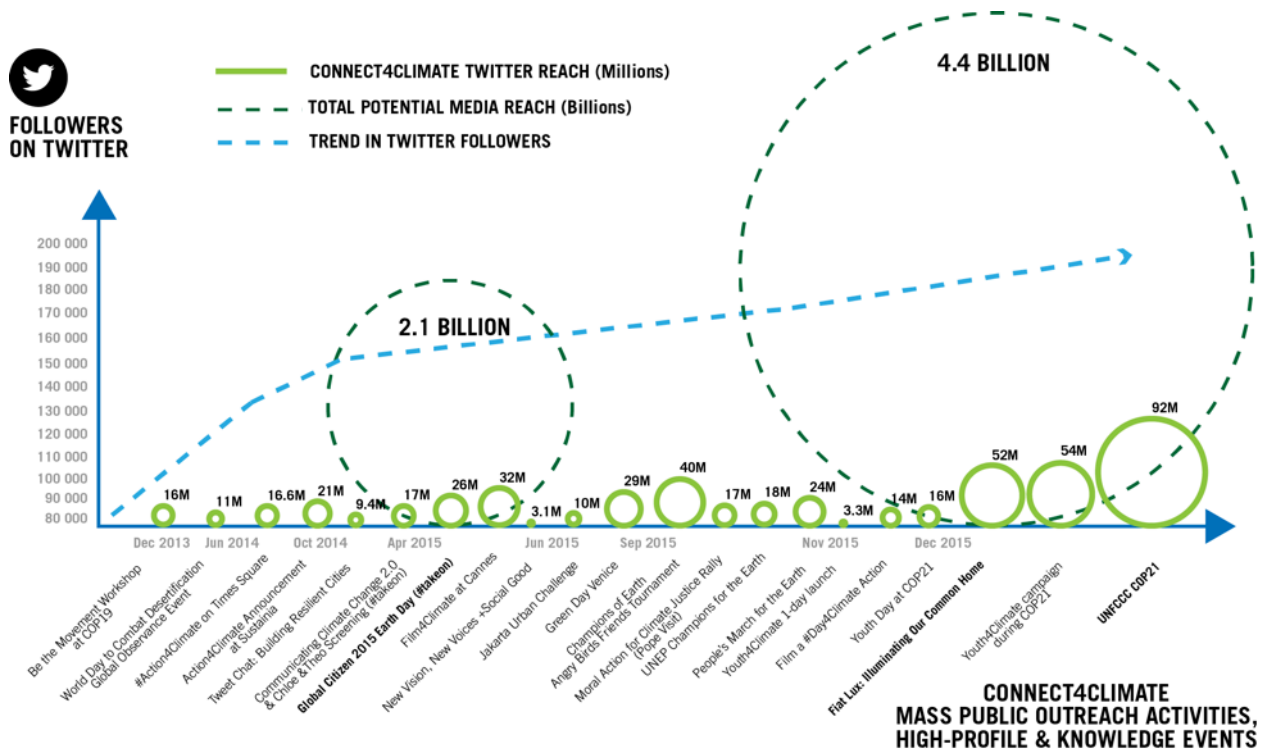
Since 2013 strong impressive growth has been seen in followers on Connect4Climate's new social media platforms Instagram, LinkedIn, Vimeo and YouTube. The Connect4Climate Instagram account was launched in 2014, and has grown to over 2,700 followers, regularly achieving more than 30 likes per post. Similarly, the LinkedIn account has grown from less than 200 to more than 300 members.

Both Vimeo and YouTube accounts have grown since their establishment in 2012 and 2011 respectively. Viewership on each of these has also increased, especially in relation to the video content from Connect4Climate youth competitions and from videos of Connect4Climate activities. The most viewed video on YouTube has recorded reached 30,000 views.

The Connect4Climate's Facebook page is one of the largest climate-specific campaign pages on Facebook with close to 600,000 likes. While the page has shown little growth recently, largely due to a change in Facebook's algorithm, the two Connect4Climate Facebook groups have increased in membership to over 1,000 members combined. The Connect4Climate Student group has 377 members and the Connect4Climate Group has 750 members.

Strong growth has been seen in the Twitter following for Connect4Climate. From less than 25,000 followers in 2013 Connect4Climate now has more than 199,000 followers. Each mass public outreach event, high-profile event, and youth competition results in huge interaction on Facebook, Twitter and Instagram, reaching millions of impressions.

Below is a graph indicating the impact of events on Twitter. Events generally reached between 10 and 30 million impressions, while the Angry Birds tournament reached 40 million, and *Fiat Lux: Illuminating Our Common Home* reached more than 52 million impressions. The Youth4Climate campaign reached 54 million impressions during the UNFCCC COP21 meeting, while the Connect4Climate account reached a staggering 92 million with live updates from COP21.



Overall *Fiat Lux* had the greatest potential media reach with a potential audience of 4.4 billion. Videos of the event were viewed more than 10 million times, all major media outlets reported on it with about 1000 articles in more than 20 languages in more than 40 countries. Similarly the

Global Citizen 2015 Earth Day event reached a potential audience of 2.1 billion with about 1600 articles and more than 450 broadcast placements.

The Table below gives an overview of some social media and media impacts from a selection of Mass Public Outreach activities, High-profile Events and Knowledge Events from 2013 until January 2016.

Date	Event	Twitter mentions (thousands)	Twitter impressions (millions)	Highest C4C Twitter post engagement	Video Views	Languages/ countries	Media Coverage - number of articles	Total potential media impressions
1-Mar-13	Right Here Right Now				1000	1000 entries		
28-Sep-13	Build the Change				30000			
20-Nov-13	Be the Movement Workshop		16		2000		30	
1-May-14	Action4Climate at Cannes				2500		20	
8-Jun-14	Communicating Climate Change: Policy and Practice			92				
17-Jun-14	World Day to Combat Desertification Global Observance Event	0.63	11	162				
22-Jul-14	#Action4Climate on Times Square	1.2	16.6	665	3000			
30-Oct-14	Action4Climate Announcement at Sustainia		21	7006			188	
7-Dec-14	Mandela Tribute Album			39000				
24-Feb-15	Tweet Chat: Building Resilient Cities		9.4					
12-Mar-15	Film4Climate launch at Guadalajara Film Festival						40	
15-Apr-15	Communicating Climate Change 2.0 & Chloe & Theo Screening	0.6	17	78	3500			
18-Apr-15	Global Citizen 2015 Earth Day (#takeon)	1.7	26	4333	2 M		1610	2.1 billion across all media
15-May-15	Film4Climate at Cannes	1.2	32				35	
1-Jun-15	New Vision, New		3.1			40		

15	Voices +Social Good					countries		
1-Jun-15	Jakarta Urban Challenge		10					
11-Sep-15	Green Day Venice	1.1	29			6 languages, 12 countries	127	
1-Sep-15	Champions of Earth Angry Birds Friends Tournament	1.1	40		2 M	214 countries & territories		150 million on Twitter
24-Sep-15	Pope Rally		17					
25-Sep-15	Climate Week - UN General Assembly							
27-Sep-15	UNEP Champions for the Earth		18					150 million on Twitter
8-Nov-15	People's March for the Earth	0.994	24					
12-Nov-15	Youth4Climate launch	0.23	3.3	138				
20-Nov-15	Hospital Club Sustainability Week	0.5	0.1					
29-Nov-15	Film a #Day4Climate Action	0.7	14	171				
3-Dec-15	Youth Day at COP21	5.6	16	150				
8-Dec-15	Fiat Lux: Illuminating Our Common Home	2.6	52	907	10 M	20+ languages; 40+ countries	998	4.4 billion across all media
9-Dec-15	UNFCCC COP21	4.4	92	112			6837 WBG articles	
12-Dec-15	Youth4Climate campaign during COP21	5.7	54					
16-Mar-16	IMAX in LA	0.2	8.5	166			13	
11-18 Apr-16	Spring Meetings	0.8	34	3,225				
20-24 Apr-16	UN Paris Agreement Signing Ceremony	1	28	3,901				

Funds Leveraged

The MDTF has effectively partnered with numerous organizations on Mass Public Outreach activities, High-profile events and Knowledge events. While most partnerships entail primarily knowledge exchange and mutual promotion of initiatives, many have also enabled Connect4Climate to effectively leverage a considerable amount of resources through the cost-sharing of activities and in-kind contributions from partners.



Partners' contributions include promotional materials, screening of PSAs, staff time, space rental, travel costs, and more.

Connect4Climate Advocacy Initiatives

Film4Climate

Born as a natural follow-up to the success of the Action4Climate competition, the Film4Climate global campaign spearheaded by the World Bank Group's Connect4Climate initiative is a commitment to develop a concrete plan to mitigate the environmental impact of film production as well as raise awareness about climate change through cinema.

Film4Climate was devised during the *Greening the Silver Screen* climate change workshop with Oscar nominated film directors held at the Palm Springs International Film Festival Director's Retreat in January 2014. Organized in partnership with the Annenberg Retreat at Sunnylands, the 3-hour workshop was led by Connect4Climate Program Manager Lucia Grenna together with Marc Forster, renowned director of hit movies as *The Kite Runner* and *World War Z* and committed climate change activist. The conversation focused on the role of cinema in raising climate awareness, and highlighted the need to further explore ways for the industry to address climate change.

In early 2014, Connect4Climate established a successful partnership with Sony Picture Television's multi-platform entertainment network Crackle and the Fluminense Federal University (UFF) in Niteroi, Rio de Janeiro, to launch the Cinema Green Project, a series of five short films airing on April 22nd exclusively on Crackle's platforms in Brazil. At the Berlinale,

February 2015, Connect4Climate announced its intention to launch the Film4Climate initiative.



Film4Climate was officially launched in March 2015 at the Guadalajara International Film Festival. The discussion ignited concrete proposals for actions to reduce the environmental impact of film productions and to raise awareness about climate change through films,

including the first "Film4Climate declaration" prepared and endorsed by a committee of Film4Climate representatives.

At events during the 2015 Cannes Film Festival, key film industry leaders announced their support to Film4Climate and Connect4Climate established knowledge partnerships with more than 160 film industry's organizations, executives, and representatives. Partners have pledged

to work together to reach a consensus on industry standards to reduce film production’s impact on the environment and raise climate change awareness through film.

Film4Climate has continued to expand the reach of the initiative with both film industry representatives and the public at large. At the UNFCCC COP21 the *Film4Climate International Charter* was announced at the high-level session on Climate Change Communication.

Under the Film4Climate initiative Connect4Climate has engaged in a number of workshops on sustainability in the industry, including at the following festivals: Guadalajara, Chicago, Hong Kong, Valladolid, Seoul, Trinidad, Montreal, Palm Springs, Cannes, Venice, and more.

Sport4Climate

Connect4Climate is challenging the global sport community for the race against climate change with the #Sport4Climate initiative.



Building on the successful global campaigns with the entertainment, advertising, film and music industries and their audiences, it’s time to embrace the untapped industry of sport. As winter sports are melting and summer sports are stressed due to climate change, it is time to form another creative and influential alliance to tackle global climate. The sport industry employs millions, captivates and inspires billions, and is inclusive for all regardless of age, sex or religion. We invite athletes, coaches and spectators to join forces with Connect4Climate to tackle one of the greatest challenges of our generation, climate change.



The initiative was officially launched in partnership with Forum of the Americas and Insituto E on June 5, 2014, World Environment Day during an event at the Fluminense football club in Rio de Janeiro. The initiative is garnering the participation of high-level sporting personalities of national and international sport, including Brazilian goalkeeper Neto (Fiorentina, Italy), the Paralympic champion in football for the blind,

Anderson Dias and cycling team Funvic-Brasilinvest. In July 2014 the #Sport4Climate hashtag reached over 1 million accounts.

Leaders4Climate

Launched in 2013, Connect4Climate's Global Leaders Program aims to recognize extraordinary individuals who are making positive and bold contributions to raising awareness and driving action on climate change at local and global level. Global leaders are selected from a wide range of fields including the arts, entertainment youth, public policy, business, sport, and more.

Forest Whitaker, Malian singer Rokia Traore, Italian pop sensation Marco Mengoni, Don Cheadle, Liya Kibede, Livia Firth and a number of other influencers are supporting Connect4Climate as Global Leaders.



Music4Climate

What is more universal than music? Songs speak to our souls, they tell stories, and they share sorrows and messages of hope. When musicians act to share their thoughts on climate change, they make their voices heard through melodies and harmonies—and bring people together in a way no other medium can.

Since the beginning Connect4Climate has been engaging the music industry to spread the climate message. In 2011, in partnership with Artists Project Earth, Connect4Climate launched the successful *Rhythms Del Mundo: Africa CD* that brought to life creative mixes of established and African artists.

With MTV, Connect4Climate featured some of these songs on Times Square, and in 2012 we hosted the *Voices4Climate* competition, also for music videos. The competition received more than 1,000 entries from around the world and the prize ceremony at the World Bank, Right Here Right Now, was a powerful call by youth for climate action. At the Global Citizen 2015 Earth Day musicians came together with politicians and influencers to call for climate action in front of the White House in Washington DC. Connect4Climate also partnered with Artists Project Earth to produce the *Remember Mandela EP*, a collection of songs to highlight the legacy of Nelson Mandela and his lessons for the climate movement. The songs were released in time for the UNFCCC COP20 conference; Mandela's message "**Let us stand together to make of our world a sustainable source for our future**" inspired the conference.

Fashion4Climate

Fashion and style are ever-present reminders of our values. We see, wear, feel and smell our clothes every day. Companies that turn once-polluting manufacturing processes into sustainable ones demonstrate that we can take care of the planet, and your basic needs at the same time.

Designed and donated pro-bono by Italian fashion icon *Cruciani*, one of Connect4Climate's partners, this bracelet is used to encourage youth to join the climate movement and implement solutions. According to a recent Yale study, family and friends have the greatest ability to convince people to take climate action. Youth are being encouraged to take a "selfies" with their Connect4Climate bracelet and tweet or Instagram the images with the hashtag #Connect4Climate.



In 2013, Connect4Climate was part of the Next competition and featured the young sustainable designers at the Milan Fashion Week. With the Italian Ministry for Environment and the National Chamber for Fashion the first *Manifesto of Sustainability for Fashion* was signed.

Youth4Climate

Building on past engagement with young audiences, Connect4Climate partnered with a network of organizations including the National Oceanic and Atmospheric Administration (NOAA), the U.S. Department of Energy, the Association of Science-Technology Centers (ASTC), the CLEAN Network, The Wild Center, Climate Generation: A Will Steger Legacy, the Alliance for Climate Education, Earth Day Network, and Climate Interactive to launch the #Youth4Climate social media campaign in November 2015.

Youth4Climate is an online initiative dedicated to inspire young people around the world to take action on climate change in the lead-up to the United Nations Conference on Climate Change COP21, and beyond.

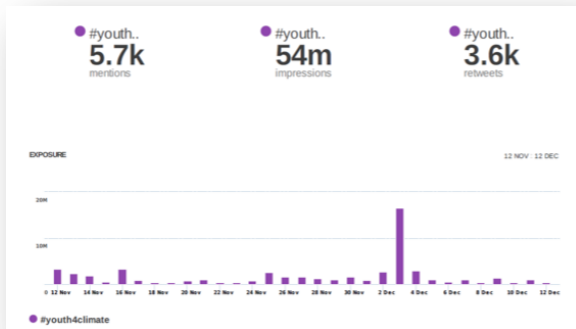
Designed as an open discussion for all to join the youth call for climate action, the campaign focused on climate education by empowering



young people to act through social media – their preferred channel of communication.

As the UNFCCC says: “Education contributes to the solutions being developed to respond to the challenges and opportunities presented by climate change.”

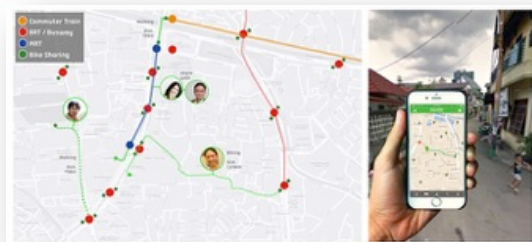
Young people are one of the largest demographics in the world — more than one billion youth roam the globe today. Climate education is a necessary foundation for youth all over the world. With their knowledge, young people are the leaders of this generation. They are already demanding ambitious action on climate change and leading a youth climate movement. The #Youth4Climate coalition is supporting them all the way on the road to and through Paris.



Connect4Climate empowers youth climate messages with the hashtag #Youth4Climate. The month-long #Youth4Climate campaign reached **54 million impressions**, peaking at **16 million impressions** on Dec 3. Overall #Youth4Climate was mentioned more than **5.7 thousand** times. The #Youth4Climate initiative keeps evolving after the successful outcomes of COP21 in Paris, and upcoming activities are currently being discussed.

Cities4Climate

Urban centers around the globe may be repositories of carbon emissions, but they’re also great opportunities. How can we turn brown cities into oases of green? Connect4Climate features climate solutions in urban environment, spreading their partner’s knowledge and engaging in events on urban-related issues.



The Fund supports the World Bank Group in its drive to explore urban-level climate and development solutions. In partnership with the New Cities Foundation Connect4Climate brought innovative transport solutions to Jakarta through a youth-focused competition. Connect4Climate has also featured its engagement with cities at different events, including at the EcoCities Conference in 2013 and 2015.

Innovation4Climate

What difference can one group, one company, or one individual make in the massive battle to stop our climate from changing? Brilliant ideas and solutions come from every corner of the planet, and work in ways that will surprise and amaze you.

Connect4Climate has managed to present climate solutions, driven by individuals, civil society, or the private sector. From presenting sustainability design discussions at the Milan Design 2013 Week to building the first solar plant on the National Mall in Washington DC to help power the *Global Citizen 2015 Earth Day* attended by about 200,000 people we aim to inspire change and build the social capital that shifts a society to a more sustainable future. The iChange 30-second video competition supported by multiple partners emphasized the importance of individual choice in advancing climate solutions.

Connect4Climate Youth Competitions

Connect4Climate uses competitions to raise awareness about climate change and engage youth worldwide in the climate change conversation. Connect4Climate's successful competitions include the Africa competition (2011), Voices4Climate (2012), iChange (2013), and Action4Climate (2014).

iChange, a contest for the best 30 seconds video ads on climate change (April 2013)

The iChange video challenge in partnership with TVN Media Group was noteworthy for the results it achieved: 248 entries from students enrolled in 165 universities from 66 countries, produced in a short 2-month period.

The competition is note-worthy for how it succeeded in engaging two unusual constituencies for the Bank: the youth who participated in the competition, and the advertising agencies that influence the way companies around the world communicate and understand sustainability issues.



Prizes were awarded at the 26th International GrandPrix Advertising Strategies event in Milan on May 29, 2013, and the winning video will be shown at film festivals in Cannes, New York, and Beijing. Four finalists received a € 2000 euro scholarship, the iChange grand prize winner received a € 3000 scholarship (total € 5000), and internships were also awarded to the winning teams.

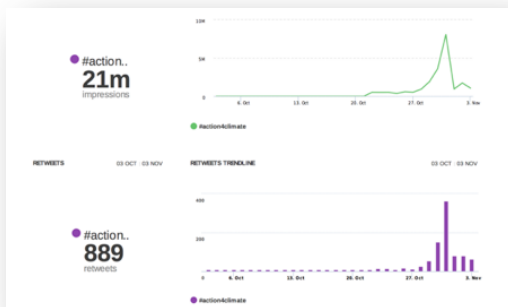
Action4Climate, a short documentary contest for young aspiring filmmakers (October 2014)

Action4Climate invited young aspiring filmmakers to produce short video documentaries telling a story about climate change. An amazing total of **230 submissions** were received from **70 countries**, with the competition having received global media coverage, with **188 articles** posted.

The winners were selected by a high-level jury presided by master filmmaker Bernardo Bertolucci, and which included such celebrated directors and producers as Atom Egoyan, Marc Foster, Fernando Meirelles, Walter Salles, and Wim Wenders, among others.



Connect4Climate’s Action4Climate competition was shared on **219 websites** and translated in **15 different languages**.



Winners were announced on October 30 2014 at the Sustainia100 Awards Ceremony reaching **21 million impressions** on Twitter. Winners were awarded in Chicago, USA, Buenos Aires, Argentina, in Tbilisi, Georgia, and in Vanuatu, Samoa.

Winning entries are being shown around the world at high profile events, film festivals, and climate related happenings, including for example the UNFCCC COP20 in Lima, Peru.

See a full list below.

Action4Climate Award Ceremonies

- South Pacific Award Ceremony with Australia Broadcasting Corporation
- Buenos Aires Ceremony at Ventana Sur Film Festival with Pablo Trapero and Argentine WB resident mission
- Tbilisi, Georgia ceremony at WB resident mission and link up with TV

Action4Climate Film Screenings

15 October 2014 – Chicago International Film Festival, Chicago, USA

- Balud by Panx Solajes
- The Trail of a Tale by Gonçalo Tocha
- Global Warning by Dobrin Kashavelov
- Cook Forward by François Veltin
- Desplazada by Patrick Riggs
- Snows of the Nile by Nathan Dappen

30 October 2014 - Sustainia Award Ceremony, Copenhagen, Denmark

- The Trail of a Tale by Gonçalo Tocha

7 November 2014 – Oxford Climate Forum Film Night

- The Trail of a Tale by Gonçalo Tocha
- Tinau by Victoria Burns

11 November 2014 – Shortcutz Lisboa, Lisbon, Portugal

- The Trail of a Tale by Gonçalo Tocha

1 December 2014 – Ventana Sur Film Market, Buenos Aires, Argentina

- The Violin Player by Francina Ramos and Benjamin Braceras

2 December 2014 – **International Events & Relational Strategies GrandPrix**, Milan, Italy

- The Trail of a Tale by Gonçalo Tocha

1-12 December UNFCCC COP20, Lima, Peru – Voces Por El Clima

- Desplazada by Patrick Riggs
- Back to Paoyhan by Lucía Florez
- The Trail of a Tale by Gonçalo Tocha

6-7 December UNFCCC COP20, Lima, Peru – Global Landscapes Forum

- At the Desert's Edge by Kit Gillet

- Snows of the Nile by Nathan Dappen

2 – 9 December 2014 – AfriDocs Climate Change Week

- The Trail of a Tale by Gonçalo Tocha
- Global Warning by Dobrin Kashavelov
- Snows of the Nile by Nathan Dappen

27 February 2015 – Stockfish European Film Festival in Reykjavík, Reykjavík, Iceland

- Trail of a Tale by Gonçalo Tocha
- Global Warning by Dobrin Kashavelov
- Snows of the Nile by Nathan Dappen
- Pachamama by Andressa Nowasyk, Luiza H. M. Stalder, Mauricio Iwaoka, Thiago C. Castro
- The Violin Player by Francina Ramos and Benjamin Braceras
- Facing the Flood by Constantin Huet
- It's Easy If You Try by Zura Tegerashvili
- Balud by Panx Solajes
- The Change Ha Uyen, Huong Tra, Quang Dung and Quang Phuc
- Tinau by Victoria Burns
- Cook Forward François Veltin
- Desplazada by Patrick Riggs
- All in the Same Boat by Rob Key
- The Climate Game by Petri Luukkainen
- Yukon Kings by Emmanuel Vaughan-Lee
- Vanishing World by Marianne Hougen-Moraga

9-10 March 2015 – FIGG – Guadalajara International Film Festival, Guadalajara, México

- The Trail of a Tale by Gonçalo Tocha
- The Violin Player by Francina Ramos and Benjamin Braceras
- Global Warming by Dobrin Kashavelov
- Facing the Flood by Constantin Huet
- Snows of the Nile by Nathan Dappen
- Balud by Panx Solajes
- The Change by Ha Uyen, Huong Tra, Quang Dung and Quang Phuc
- Tinau by Victoria Burns

26 February 2015 – Central School, Port Vila, Vanuatu (Action4Climate award ceremony)

- We Talk Too Much, But You Gotta Listen! **by** Mariah Nasak, Melissa Bule, Chelsea Vuke, Royline Jacob, Felicity Abbil

28 February 2015 - Climatica Climate Week – Manchester Museum, Manchester, UK

- Trail of a Tale by Gonçalo Tocha
- Global Warning by Dobrin Kashavelov
- Snows of the Nile by Nathan Dappen
- Pachamama by Andressa Nowasyk, Luiza H. M. Stalder, Mauricio Iwaoka, Thiago C. Castro
- The Violin Player by Francina Ramos and Benjamin Braceras
- Facing the Flood by Constantin Huet
- It's Easy If You Try by Zura Tegerashvili
- Balud by Panx Solajes
- The Change Ha Uyen, Huong Tra, Quang Dung and Quang Phuc
- Tinau by Victoria Burns

16, 18 and 19 April 2015 - Festival Internacional de Cine y Medio Ambiente, Cuernavaca, Mexico

- The Trail of a Tale by Gonçalo Tocha
- Global Warning by Dobrin Kashavelov
- Snows of the Nile by Nathan Dappen
- The Violin Player by Benjamin Braceras
- Facing the Flood by Constantin Huet
- The Change by Ha Uyen, Huong Tra, Quang Dung and Quang Phuc
- Tinau by Victoria Burns
- It's Easy If You Try by Zura Tegerashvili

17 April 2015 – Special Climate-KIC Alumni Association Screening at DKT Politechnika (Wroclaw University of Technology), Wroclaw, Poland

- The Trail of a Tale by Gonçalo Tocha
- Global Warning by Dobrin Kashavelov
- Snows of the Nile by Nathan Dappen
- Facing the Flood by Constantin Huet
- Tinau (My Mother) by Victoria Burns

7 and 11 May 2015 – Green Film Festival in Seoul, Seoul, Korea

- Vanishing World by Marianne Hougen-Moraga
- The Trail of a Tale by Gonçalo Tocha
- Tinau (My Mother) by Victoria Burns
- If You Build It by Jake Beed
- Global Warning by Dobrin Kashavelov
- The Change by Ha Uyen, Huong Tra, Quang Dung and Quang Phuc
- Balud by Panx Solajes
- Back to Paoyhan by Lucía Florez

4-5 June 2015 - MEDCOP21 (www.medcop21.com), Marseille, France

- Cook Forward by François Veltin
- Jatrova: A Source of Green Energy by Noran Sakr
- Zbélé by Nadia Asfour
- South Moroccan Oases in Confrontation of Climate Change by Students of High School sidi Ahmed Benaceur Zagora: Chayma Bencekri, Hind Elgdaoui, Loubna Salaheddine, Fatima Yassine, Yassir Tabti
- Un Brutto Male (A Bad Evil) by Davide Rossi
- How to Reduce Your Footprint in One Week by Javier Lopez
- The Trail of a Tale by Gonçalo Tocha

27 August – 6 September - INKAFEST Mountain Film Festival in Peru

- The Trail of a Tale by Gonçalo Tocha
- The Violin Player by Francina Ramos and Benjamin Braceras
- Global Warming by Dobrin Kashavelov
- Facing the Flood by Constantin Huet
- Snows of the Nile by Nathan Dappen
- Balud by Panx Solajes
- The Change by Ha Uyen, Huong Tra, Quang Dung and Quang Phuc
- Tinau by Victoria Burns
- Pequeño by Diego Martinez, Ana Gutierrez, Juan Pablo Mayorga
- The Teacher and Scenitists by Nandha Curiel
- Back to Paoyhan by Lucia Florez
- Desplazada by Patrick Riggs

October 2015 ECOFILM Festival, Mexico

- The Trail of a Tale by Gonçalo Tocha
- The Violin Player by Francina Ramos and Benjamin Braceras
- Global Warming by Dobrin Kashavelov
- Facing the Flood by Constantin Huet
- Snows of the Nile by Nathan Dappen
- Balud by Panx Solajes
- The Change by Ha Uyen, Huong Tra, Quang Dung and Quang Phuc
- Tinau by Victoria Burns

18 December 2015 – Communication/Culture and The Sustainable Development Goals (CCSDG): Challenges for a New Generation," Chiang Mai University, Thailand

- The Trail of a Tale by Gonçalo Tocha
- The Violin Player by Francina Ramos and Benjamin Braceras
- Global Warming by Dobrin Kashavelov
- Facing the Flood by Constantin Huet

- Snows of the Nile by Nathan Dappen
- Balud by Panx Solajes
- The Change by Ha Uyen, Huong Tra, Quang Dung and Quang Phuc
- Tinau by Victoria Burns

Festivals

- **Festival International du Film Documentaire de Zagora – 3rd Edition** - South Moroccan Oases in Confrontation of Climate by students of High School sidi Ahmed Benaceur Zagora: Chayma Bencekri, Hind Elgdaoui, Loubna Salaheddine, Fatima Yassine, Yassir Tabti (Coordinated by Prof. Adil Moumane) – Winner
- **Goričko Film Fest** - Global Warning by Dobrin Kashavelov
- **10th Mindanao Film Festival** – Hope in a Garden by Breech Asher Harani
- 4-5 February 2015 – 32e Festival International du Film d’Environnement - Global Warning by Dobrin Kashavelov

Jakarta Urban Challenge (June 2015)

The Jakarta Urban Challenge is a USD \$20,000 contest championing the most effective solutions to mobility and traffic problems in Jakarta, one of the world’s most congested cities.

The New Cities Foundation and Connect4Climate came together ahead of the *New Cities Summit* 2015 in Jakarta to launch a challenge that would tackle this urgent problem by seeking out homegrown solutions.



Finalists will be invited to present their projects in June 2015 at the *New Cities Summit*, Jakarta, in front of an international judging panel. In the lead up to the challenge Connect4Climate supported the New Cities Foundation twitter discussion on resilient cities, facilitating just under **10 million impressions**.

Film a #Day4Climate Action Challenge (November 2015)

A day before the global climate talks in Paris, on November 29, 2015, Connect4Climate, in partnership with Vimeo, hosted a one-day film challenge to showcase people's climate story from all over the world. Stories from many countries including Ireland, Brazil, Finland, Chile, France, Qatar, UAE, Poland, and UK show what we should do to prevent dangerous climate change and save our planet.

Winning entries of the *Vimeo/Connect4Climate Film a Day4Climate Action* challenge were



shown at the United Nations climate conference COP21, where young voices from around the world were celebrated at a youth ceremony.

#Photo4Climate Instagram Challenge

Connect4Climate launched a weekly photo challenge on Instagram with different themes: capture moment, landscape, idea, solution or person that is raising awareness and taking on climate change. The winning entries are featured on our Instagram page, @Connect4Climate, on Facebook and Twitter, and on our newsletter and website.

Film4Climate Global Video Competition



Announced at the Cannes Film Festival 2016, the Film4Climate Global Video Competition opens to promote sustainability in the creative industries through active engagement with young people in finding solutions to climate change.



The competition opens through September 15, with the winners to be announced at a high-profile awards ceremony at the United Nations COP22 Climate Summit in Marrakesh, Morocco in November 2016.

The winning entries will receive cash prizes of \$8,000, \$5,000, and \$2,000 for first, second and third place in each of two categories: an under one-minute Public Service Advertisement (PSA) or a Short Film up to five minutes.

The competition is the outcome of a partnership between the **Connect4Climate**, the **United Nations**, **Vulcan Productions**, and the Italian energy company **Enel**, which has endorsed the **UN's Sustainable Development Goals** and targeted carbon neutrality for its operations by 2050. Other presenting partners include the **UNFCCC**, **UNEP**, **The Global Brain**, and the **Government of the Kingdom of Morocco**. In addition, more than 50 collaborating partners are supporting the competition.

Just during the launch day, #Film4Climate was received more than **4.2 million impression** and **211 mentions**. The Film4Climate website received about **2000 visitors**.

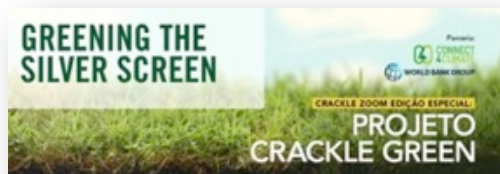
Mass Public Outreach activities

Milan Fashion Week 2013 (February 2013)

Connect4Climate was represented at *Milan Fashion Week* with a bold call for sustainable fashion to tackle climate change. Connect4Climate partnered with The National Chamber of Italian Fashion and the creative designers from the Next competition to raise climate change awareness during *Milan Fashion Week*. The first *Manifesto of Sustainability for Italian Fashion* was signed by members of The National Chamber to promote sustainable practices throughout the production processes.



Cinema Green Project with Sony (April 2014)



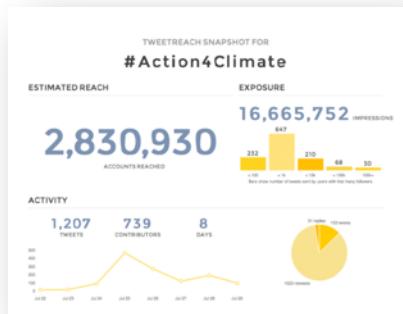
In early 2014 Connect4Climate established a successful partnership with Sony Picture Television's multi-platform entertainment network Crackle and the Fluminense Federal University (UFF) in Niteroi, Rio de Janeiro, to launch the Cinema Green Project, a series of five short films airing on 22 April 2014, exclusively on Crackle's platforms in Brazil.

Action4Climate youth films celebrated on Times Square and in Airports (July 2014)

Connect4Climate ran a high visibility, high impact screening of Action4Climate in Times Square with a donation of screen time for a week from Viacom. The video collage focused on the youth stories from the Action4Climate competition and featured World Bank Group President Jim Yong Kim calling for action to take on climate change. The Tweetreach for



#Action4Climate during the screening in Times Square in July 2014 **reached 2,830,930 accounts, generating more than 16 million impressions.**



Another Action4Climate video was shown for a month, in September 2014, in airports around the US to coincide with the UN General Assembly Climate Conference in New York, asking passengers to “take on climate change.” Overall Action4Climate films were covered strongly in the media, with **close to 200 articles published.**

People’s Climate March in New York (September 2014)

Connect4Climate joined more than 400,00 people to march in the New York *People’s Climate March*, including youth associations, faith groups, non-profit groups and celebrities like Leonardo DiCaprio, Mark Ruffalo, Sting and Edward Norton.



Global leaders, including Ban Ki-moon, Christiana Figueres, Mary Robinson, Al Gore, and Jane Goodall also joined the march. Chief Oren Lyons of the Onondaga Nation and many indigenous community representatives marched with the celebrities.

2014 New York City Marathon (November 2014)

On November 2, 2014, Connect4Climate teamed up with Achilles International, a global program encouraging disabled athletes to participate in long distance road racing, and ran for the *New York City Marathon* along with 50,000 other runners from around the globe to support #Sport4Climate initiative engages athletes to take on climate change.

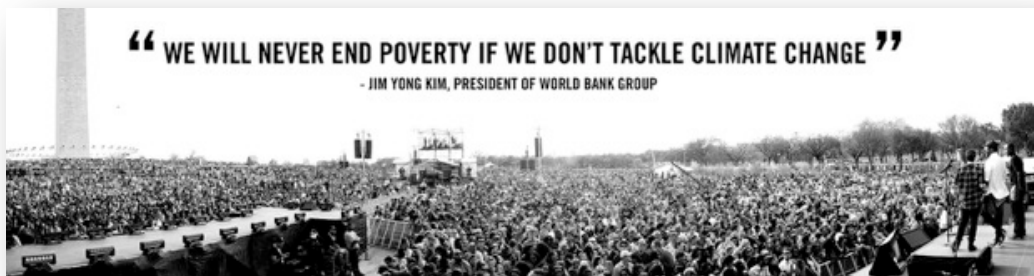
Special Edition of Rhythms Del Mundo: Mandela Tribute Album (December 2014)

Artists Project Earth (APE), one of Connect4Climate's key partners, is a UK-based charity comprised of artists, scientists, journalists, environmentalists, filmmakers and authors. APE has funded over 300 projects and climate change awareness-raising initiatives around the world. In 2012 Connect4Climate partnered with APE in the release of a special edition of their charity compilation *Rhythms del Mundo: Africa*.



As a follow up to the successful partnership Connect4Climate and APE are launching a *Rhythms del Mundo: Mandela Tribute Album* to celebrate the life of Nelson Mandela. His leadership, wisdom and his ability to unite people are key messages needed to advance the global climate movement: **"Let Us Stand Together to Make Our World a Sustainable Source for Our Future." - Madiba**

Global Citizen 2015 Earth Day (April 2015)



Organized by the Earth Day Network and the Global Poverty Project, *Global Citizen 2015 Earth Day*, a massive tribute to the 45th anniversary of Earth Day, celebrated on the National Mall in Washington, D.C., brought awareness to the combined plights of global poverty and climate change, and introduced ideas to tackle both.

Throughout the day, rock groups Train, No Doubt, My Morning Jacket, Fall Out Boy and singers Mary J. Blige, Coldplay front man, Chris Martin, and Usher (who performed a 20 minute set with a broken foot and a crutch) took turns energizing the **crowd of an estimated 270,000 people**.



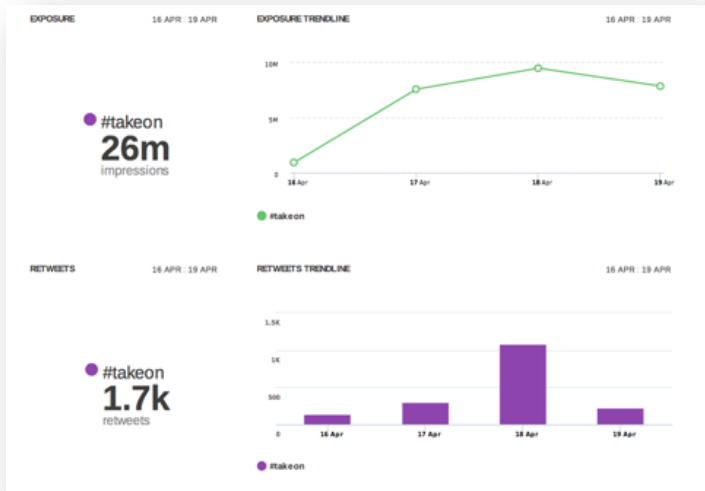
Groups of local school children visited the *Alcantara Magic Garden-Connect4Climate Pavilion*, where they learned about climate change and were challenged to make commitments to help. The tent showcased some of Connect4Climate’s initiatives, including Action4Climate, a video competition that challenges young filmmakers to tell their climate stories; Film4Climate, an effort to green the film industry one movie at a time; Sport4Climate, a campaign that harnesses the influence of athletes and sports figures; and Fashion4Climate, an initiative that uses a bracelet to initiate conversations about climate change.

Building Energy, a Connect4Climate partner, built the first-ever solar field on the National Mall, the power source of the *Alcantara Magic Garden-Connect4Climate Pavilion*. Instead of using fossil fuels to light the overhead lights and electrify computers, this Earth Day attraction was powered by the sun. The 3,000 square-foot solar field stood right next to the Washington Monument.



Connect4Climate and the Earth Day Network organized a roundtable that brought together a diverse group of business and nonprofit heads, and recognizable names to discuss best practices from their various backgrounds. With the soulful vocals of Mary J. Blige drifting into the tent, the participants grappled with bringing “unusual suspects” into the climate change conversation, looking at climate change as a moral issue, and emphasizing the profitability of sustainable technology.

The highlight for Connect4Climate happened when actor and United Nations Goodwill Ambassador Don Cheadle took the stage and introduced Connect4Climate Program Manager Lucia Grenna. With the Washington Monument in the background, Grenna paid a rousing tribute to the winners of the Action4Climate competition.



It is estimated that **two million viewers** tuned in from around the world to watch the live stream of the event. In addition, the Connect4Climate social media channels broke all records with **over 26 million impressions and more than 1.7 thousand retweets** for the Connect4Climate promoted message to #takeon climate change. Overall the event reached well **over two billion media impressions**, see table below.

Global Citizen 2015 Earth Day Coverage		
	Placements	Impressions
BROADCAST	458	13,391,806
PRINT	9	1,672,375
ONLINE	1,601	2,117,130,993
TOTAL	2,068	2,132,195,174

Champions of Earth Angry Birds Friends Tournament (September 2015)

In September 2015, Connect4Climate partnered with Earth Day Network and Rovio Entertainment Ltd, the creator of the Angry Birds online game, to launch the *Champions of Earth Angry Birds Friends Tournament*, a weeklong tournament challenging Angry Birds players around the world to champion the environment and fight climate change. The tournament was launched on September 21, 2015, to coincide with Climate Week and the UN General Assembly in New York City.

The initiative saw the support of many “Champions for Earth” such as *UNEP Goodwill Ambassadors* actors Don Cheadle and Ian Somerhalder, as well as fellow actors Matt Damon, Danny DeVito, Anil Kapoor, Sonam Kapoor, and the members of Korean pop sensation VIXX. In the course of gameplay, the afore-mentioned celebrities encouraged fans to take action by inviting Angry Birds players to compete against them on the leaderboard and share facts about climate change. The Champions for Earth also starred in a video narrated by

Christiana Figueres, Head of the United Nations Framework Convention on Climate Change (UNFCCC).



During the tournament and game, players had the opportunity to learn about climate change through climate fact cards developed by climate experts from NASA, NOAA, Yale, University of South Carolina, The White House, the Smithsonian and others, and were available in English, Spanish, Portuguese, Russian and Korean.

Thanks to the partnership with Earth Day Network, and in light of the tremendous success of the Tournament, the Canopy Project planted 150,000 trees in East Africa. The game registered an outstanding **20 million game sessions** in more than **200 countries** worldwide in one week only, generating immense media coverage and **150 million** Twitter impressions, with **40 million** on Connect4Climate’s Twitter channel.

Moral Action for Climate Justice Rally (September 2015)

With Pope Francis' visit to Washington DC, Connect4Climate joined the *Moral Action for Climate Justice Rally* on the National Mall in Washington DC and announced the People’s March for Earth, in support of the Vicariate of Rome’s *Day for the Custody of Creation* celebration. Earth Day Network organized the rally with top musicians, faith leaders, and



climate justice activists to support moral action for climate justice and demand of leaders to follow Pope Francis in his support for bold action on climate change.

Connect4Climate was joined by top musicians, faith leaders and climate justice spokespeople. Speakers included The Most Reverend Pedro Jimeno Barreto, Archbishop of Huancayo, Dolores Huerta, and Reverend Barber. Featured musicians included Moby, Sean Paul, Natasha Bedingfield, Christina Grimmie, Eric Paslay, Victoria Justice, Q'orianka Kilcher and Toby Gad, and there was a special live performance of "Love Song To The Earth."



People's March for the Earth (November 2015)



Connect4Climate continued the successful partnership with Earth Day Network and Earth Day Italy in response to the Vatican invitation to organize a People's March for the Earth taking place in Rome, Italy, on November 8, 2015.

Scheduled to coincide with the Vicariate of Rome's *Day for the Custody of Creation* and right before the United Nations Conference on Climate Change (COP21), the march showcased global citizens' undivided support of

Pope Francis' "Laudato Si" Encyclical, while helping bringing his message of peace and Care for Our Common Home to the attention of all Global Leaders.

The march saw an enthusiastic and overwhelming response, populating the streets of the Eternal City with thousands of citizens and more than a hundred associations united to celebrate Pope Francis' messages and the *Laudato Si'* and Encyclical. Affirming that the destiny of the Earth is at stake and encouraging world leaders to reach an agreement at COP21 in December – the event drew the participation of people from all walks of life, and stretched from the Coliseum until the Fori Imperiali to demand solid policies and concrete actions.

Earth Day Italy's President Pierluigi Sassi delivered a heartfelt message to Pope Francis, who greeted the participants of the March during the Angelus in San Peter's Square. The Holy Father's message was joyfully received also in Piazza SS Apostoli, where participants were able to watch the Angelus on a maxi screen after the Sunday Mass celebrated by Cardinal Vallini.

Connect4Climate and Earth Day Italy also partnered with the Vatican publishing house (Libreria Editrice Vaticana) to produce a special edition of the *Laudato Si'* Encyclical that was distributed during the march.

Fiat Lux: Illuminating Our Common Home (December 2015)



On December 8, 2015, Connect4Climate brought together a humanitarian coalition comprised of Paul G. Allen's Vulcan Inc., the Li Ka Shing Foundation and Okeanos, in partnership with The Oceanic Preservation Society and Obscura Digital, to present a gift of contemporary public art entitled *Fiat Lux: Illuminating our Common Home* to Pope Francis on the opening day of the *Extraordinary Jubilee of Mercy*.

At this unprecedented and historic event, beautiful images of our shared natural world were

projected onto the façade of St. Peter's Basilica in a contemporary work of public art that told the visual story of the interdependency of humans and life on earth with the planet, in order to educate and inspire change around the climate crisis across generations, cultures, languages, religions and class.

The large-scale architectural public art installation was inspired by the themes of climate change, human dignity and the earth's living creatures in the **Encyclical "Laudato Si"** of Pope Francis. Programmed to coincide not only with the Jubilee, but also with the United Nations COP21 in Paris, the historic occasion called on citizens of the world to join a global movement to protect our common home.

The projections featured the work of some of the world's most notable humanistic and nature photographers and filmmakers including Sebastião Salgado (*Genesis* and *Contrasto*), Joel

Sartore (National Geographic Photo Ark), Yann Arthus Bertrand (*Human*), David Doubilet, Ron Fricke and Mark Magidson (*Samsara*), Howard Hall, Shawn Heinrichs, Greg Huglin, Chris Jordan, Steve McCurry, Paul Nicklen and Louie Schwartzberg.

A crowd of **over 100,000 people** stretched from Via della Conciliazione to St. Peter’s Square to witness this historical moment and see the projections live. Footage was also available to the international audience via live global television broadcasts and online streaming.

The event reached a potential **4.4 Billion people worldwide** (source: Edelman independently prepared report) through traditional and social media. Internationally and regionally, the story was represented with robust coverage and outstanding distribution on all major newswires including *Reuters*, *AFP*, *AP*, *EFE*, *ANSA*, *Getty*, and more. The *International New York Times* cover story was delivered in the Weekend print edition for two consecutive days on Saturday, December 5 and Sunday December 6, 2015 worldwide.

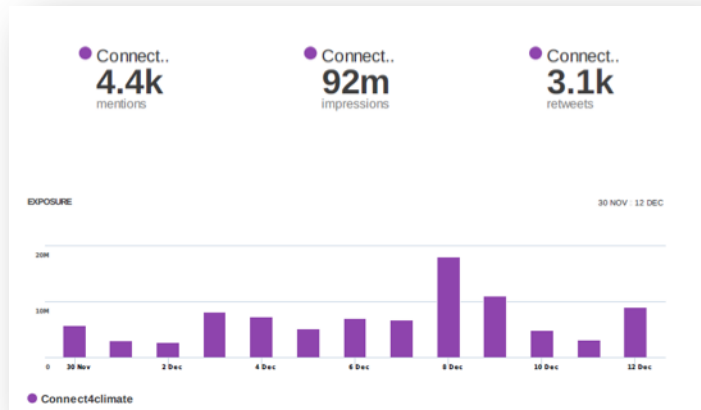


UNFCCC COP21 (December 2015)

Connect4Climate brought the voices of the young to COP21 with a special preview of the documentary *An Inconvenient Youth*, and the Youth4Climate social media campaign. The film industry also committed to tackling climate change with Connect4Climate’s announcement of the *Film4Climate International Charter*.

Ahead of COP21 the WBG emphasized that we cannot end extreme poverty or boost shared prosperity without tackling climate change. Poor people are the most vulnerable to the extreme weather and other impacts of climate change. Paris must show real ambition and is critical opportunity to galvanize support for urgent action, as funding needs for a low carbon and resilient future is expected to be in the trillions of dollars.

Connect4Climate supported the top WBG messages coming out of COP21; in summary that the Paris agreement is a game-changer for development around the world. The WBG is already working on climate action and stands ready to do more to help developing countries meet their Paris commitments. This agreement sends a very strong signal that the world is committed to a low carbon and climate-resilient future – and the private sector will have a vital role to play.



Worldwide conversation on Twitter using #COP21 amounted to **4.3 million posts** from Nov. 8 to Dec. 14, 2015. Connect4Climate contribute the total **2,932 posts** on all WBG Twitter accounts.

The top 5 most influential Twitter accounts using #COP21 were, Forbes, Twitter, World Bank, United Nations, and Microsoft.

Conenct4Climate contributed to the online discussion at COP21, reaching **92 million**

impressions, with **4.4 thousand mentions** on Twitter. Our @connect4climate Twitter handle was amongst the top accounts that received the most retweets/mentions with the @jimkim_WBG, @worldbank, @thegef,@undp, @cif_action, @unfccc, @bancomundial, and @cop21.

Connect4Climate supported various WBG unites at the COP, in particular the President Jim Kim, Previous Vice President Rachel Kyte, and Senior Director John Roome. Connect4Climate delivered photographs and video messages from different WBG interventions at the COP, which were widely used on social media and media.

Social media activity and media coverage demonstrated the high level of interest in the WBG’s climate change role, action, and messages. More than **25,028 posts**



from **176 countries** mentioned and retweeted our posts. The top 50 authors that engaged with us had a combined 65 million people followers.

A Facebook post by President Kim after the agreement was finalized, received more than 250 likes and was shared 109 times, and when shared by the World Bank corporate account, received another 280+ likes. A Facebook post sharing a feature story published after the agreement was approved likewise received nearly 200 likes, and was shared 58 times.

March4Earth in Virtual Reality

The People's March for Earth, starting at the Colosseum and progressing through the wide avenues of Rome to later arrive at St. Peter's Square where Pope Francis would greet and bless the gathering, reflected the history of the eternal city and indicated both the advances in civilization but also the toil that humanity has taken on our natural world. These rich concepts inspired the creation of a Virtual Reality (VR) experience so many more people could feel the same impact and energy that the marchers felt, long after the final participants had left. Connect4Climate partnered with RYOT, one of the leading content studios creating documentary-style virtual reality films, to produce a truly immersive film. It was also the **World Bank Group's first virtual reality** experience. Anglo-Italian actress **Greta Scacchi** kindly gave her talents to produce a powerful narrative fully evocative of both the location and the cause.

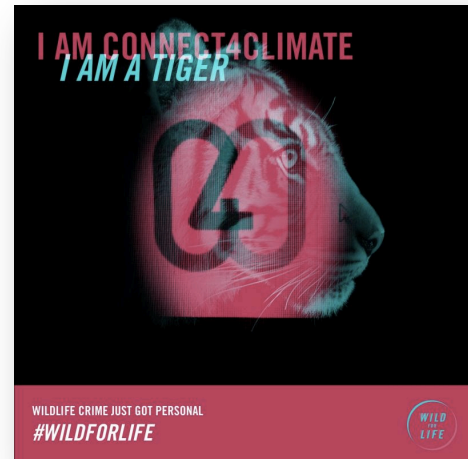


#WildforLife campaign (May 2016)

Connect4Climate joined the #WildforLife campaign - launched by UNEP - to tackle illegal trade in wildlife, warning that such trade is driving many species to the brink of extinction. This initiative aims to mobilize people to make commitments and take action in striving against illegal trade in wildlife. The campaign is part of an ambitious agenda that is being driven by the UN, which recognizes wildlife crime as a serious crime and a threat to our shared sustainable development.

UNFCCC second annual Global Youth Video Competition on Climate Change (May 2016)

UNFCCC opened the second annual [Global Youth Video Competition on Climate Change](#) as part of the UNFCCC's Action for Climate Empowerment and Momentum for Change initiatives. The winners will be celebrated at a high-profile awards ceremony in November 2016 at the UN Climate Change Conference (COP22) in Marrakech, Morocco. Connect4Climate is also joining forces to support the Connect4Climate Minecraft Sustainable World category. It will allow young people to send in their climate change story in relation to the Sustainable Development Goals created through the Minecraft game. Three finalists will get to share their worlds with Minecraft users across the globe. The world, which gains the most votes from other Minecrafters, will win US\$1500.



High-profile events



Connect4Climate organizes high-profile climate change and communication events, and participates in global events organized by Connect4Climate partners.

Below is a brief summary of the latest events.

Right Here, Right Now event at the World Bank to celebrate Voices4Climate winners (March 2013)

The winners of the Voices4Climate competition (launched in 2012) were celebrated at a high-profile event at the World Bank headquarters. The

Right Here, Right Now event brought together World Bank leaders, influencers and the youth winners. In the words of Jim Kim: **“We have got to get serious. We have got to connect on an emotional level, so that the young people here today know that they are going to be living in a time that is unrecognizable today. We have to listen to them. We have to listen to the scientists. But we have to connect. That is the whole purpose of Connect4Climate.”**



The *Connect4Climate/MTV Voices4Climate Global Photo, Video, and Music Video* competition challenged young people aged 18-35 from all over the world to shoot, sing, snap, and rap about climate impacts or local solutions. The competition also included a special podcast category, in partnership with TerrAfrica. More than **1000 entries** were submitted from **116 countries**.



Alcantara Dialogues/Connect4Climate: Re-think, Re-design, Re-new (April 2013)

Connect4Climate and Alcantara co-hosted the *Connect4Climate/Alcantara Dialogues: Re-Think, Re-Design, Re-New* – a series of panel discussions on sustainability featuring high-profile innovators from the worlds of design, architecture, fashion, Corporate Social Responsibility, global advocacy, entertainment, and the arts during Milan Design Week 2013.



Connect4Climate opened a 300-square meter pavilion space at the Temporary Museum for New Design. Internationally renowned architect and art director Giulio Cappellini designed the Conenct4Climate/Alcantara pavilion using carbon-neutral Alcantara materials to create a sensory experience that will also feature a Connect4Climate exhibition on climate change issues and action for more than **300,000 visitors**.

26th International GrandPrix Advertising Strategies chose iChange winners (May 2013)

Out of 248 entries to the iChange competition, from 165 universities from 66 countries, five finalists were selected by the international jury. They attended the GrandPrix of Advertising Strategies in Milan for live voting on 29 May 2013. The iChange Grand Prize Winner went to "What's More Precious?" by Nadia Asfour, Selina Chaouki, and Elias El Hage from the Lebanese American University.



Build the Change (September 2013, October 2015)

The #BuildTheChange Call for Designs invited individuals and groups from all over the world to showcase their talents and create LEGO® brick sustainable cities. These were put on display during the five-day LEGO Build The Change workshops at ECOCITY2013 in Nantes, France,

attended by **4,000 children**, and featured in at least **15 articles online**. The Connect4Climate produced videos on the activity have collectively been viewed **more than 30,000 times**.

ECOCITY2013 conference in Nantes, France, was the collective place and moment to build a common culture among sustainable city players, a platform to accelerate the transition on a global scale, in partnership with UN Habitat and UNEP. Connect4Climate’s work on cities was again presented at the ECOCITY2015 conference in Abu Dhabi.




Years of Living Dangerously Screening & Discussion (October 2013)

The Washington, DC, Premiere of the climate change TV series *Years of Living Dangerously*, was held at the World Bank Preston Auditorium before an audience of more than 700 people, in collaboration with Vulcan Productions, the Avatar

Alliance Foundation, and the Showtime cable network. WBG President Jim Yong Kim delivered the opening remarks before the screening and celebrated film director James Cameron delivered a recorded message. A high level panel discussion led by WBG Vice President Rachel Kyte included New York Times columnist and author Thomas Friedman and scientist M.J. Sanjayan.

Film4Climate at Cannes Film Festival (May 2014)

In 2014, thanks to a creative partnership with the Festival’s Marche’ du Film, Connect4Climate was able to directly engage with producers, actors, and film commissions from around the world through a dedicated exhibition space at the *Next Pavilion* as well as high-profile events during the Festival’s *Doc Corner Brunch*, which celebrated the success of the Action4Climate documentary competition, receiving good press coverage, see some below.

	<p>Bertolucci To Head Jury Of New Connect4Climate Online Fest – 05/21/2014 (English) https://variety.com/2014/film/news/cannes-bertolucci-to-head-jury-of-new-connect4climate-online-fest-1201187767/#</p>
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	https://movies.yahoo.com/news/cannes-bertolucci-head-jury-connect4climate-online-fest-101246409.html
	http://dailyme.com/story/2014052100001755/cannes-bertolucci-to-head-jury-of-new-connect4climate-online-fest
	http://www.news.nom.co/cannes-bertolucci-to-head-jury-of-9591805-news/
	http://www.movieballa.com/news/2014/05/head-jury-new-connect4climate-bertolucci-online-cannes-fest
	http://viralnewschart.com/ShowLink.aspx?linkId=46830258
	http://article.wn.com/view/2014/05/21/Cannes_Bertolucci_To_Head_Jury_Of_New_Connect4Climate_Online/
	http://movieandtvextras.com/cannes-bertolucci-to-head-jury-of-new-connect4climate-online-fest/
	http://fresh--news.com/fresh-news/cannes-bertolucci-to-head-jury-of-new-connect4climate-online-fest
	http://www.congoo.com/news/2014May21/Bertolucci-Head-Jury
	Incontra Cineuropa al NEXT di Cannes – 05/12/2014 (Italian) http://www.cineuropa.org/nw.aspx?t=newsdetail&l=it&did=257142
	Documentary screenings rise in Cannes Marche – 05/16/2014 (English) http://www.screendaily.com/news/doc-screenings-rise-in-marche/5071870.article
	Almeida's film scoop Doc Alliance prize (page 6) - 05/20/2014 (English) http://issuu.com/mb-insight/docs/ofc_screen_day7?e=9535811/7917534
	Andre Valentim Almeida wins award at Cannes Marche's Doc Corner – 05/20/2014 (English) http://www.screendaily.com/news/almeida-wins-cannes-doc-prize/5072165.article
	Almeida wins Cannes' Doc prize – 05/19/2014 (English) http://www.imdb.com/news/ni57202753/
	Il cinema ecosostenibile di Edison Green Movie al festival di Cannes insieme all'Action4Climate della World Bank e il Ministero dell'Ambiente – 05/19/2014 (Italian) http://www.edisontrading.com/it/media/comunicati-stampa/2014-05-19-il-cinema-ecosostenibile-di-edison-green-movie-al-festival-di-cannes-insieme-allaction-4-climate-della-world-bank-e-il-ministero-dellambiente.shtml

	Bertolucci guiderà la giuria del Connecc44Climate – 05/22/2014 (Italian) http://www.buongiorno.ilsole24ore.com/italia-nel-mondo/art/2014-05-22/bertolucci-guidera-la-giuria-del-connect4climate.php
	Pacific Youth Films get exposure at Cannes Film Festival – 05/23/2014 (English) http://www.pacmas.org/blog-post/pacific-youth-films-get-exposure-at-cannes-film-festival/

Knocking Out Waste and World Environment Day 2014 (April 2014)

Connect4Climate partnered with Cittadinanzattiva for the *Cittadinanza in Festa*, which was dedicated to inspiring innovative ways for solving the world’s waste challenge. Panel discussions focused on various aspects of waste including food waste, environmental waste, and waste in the health sector.

To celebrate *World Environment Day 2014* a number of panel discussions were arranged by Earth Day Italia at the FAO Palace in Rome for an event titled: Smart Regions, investment opportunities in the future. The debate focused on social, environmental and financial innovation.

World Day to Combat Desertification Global Observance Event (June 2014)

The event provided the opportunity to engage high-profile leaders and experts on the human factors fueling ecosystem degradation and to share solutions. It featured a high-profile call for action on desertification, in depth panel discussions, action-orientated film screenings including multi-award winning Solar Mamas, and it was webcast live.

The event was organized by the United Nations Convention to Combat Desertification (UNCCD), and hosted at the World Bank in partnership with the Global Environment Facility (GEF), TerrAfrica and



Connect4Climate. **More than 11 million impressions** were achieved on Twitter for #wdcd2014.

Interreligious Match for Peace (September 2014)

On September 1st 2014, through its long-standing partnership with Televisionet (TVN), Connect4Climate helped to host the first Interreligious Match for Peace with world-famous football players. The match was organized by Pope Francis at the Stadio Olimpico in Rome and showcased the talents of superstars such as Javier Zanetti, Lionel Messi, Zinedine Zidane, Samuel Eto'o, Andrea Pirlo and Roberto Baggio.



Pope Francis has championed global peace and the struggle against poverty. Connect4Climate recognizes that poverty is inextricably linked to climate change, with the poorest most affected. With the increasing

impact of climate change, there is a higher risk of conflict due to population displacement and resource scarcity.

Chicago International Film Festival screening of Action4Climate films (October 2014)

A special program to celebrate the entries to the Action4Climate competition was set up at the Chicago International Film Festival.

The following films were shown Balud by Panx Solajes, The Trail of a Tale by Gonçalo Tocha, Global Warning by Dobrin Kashavelov, Cook Forward by François Veltin, Desplazada by Patrick Riggs and Snows of the Nile by Nathan Dappen. Young filmmakers Patrick Riggs and Nathan Dappen joined the screenings for a discussion about their film and joined Connect4Climate in a training workshop with film students.



Sustainia Awards Ceremony (October 2014)



Connect4Climate was invited to announce the winning entries of the Action4Climate documentary at the *Sustainia Awards Ceremony* and participate in the Sustainia Solutions Alliance Workshop in Copenhagen on October 30, 2014. The Sustainia Awards Ceremony is a celebration of enterprises taking on climate change.

The *Sustainia Awards Ceremony* is an annual international award given to a solution, technology or project with a significant potential to help build a more sustainable future. During the event, ten finalists from the SUSTAINIA100 report were presented,

with Fairphone winning the community award and Wecyclers, a recycling scheme in Nigeria, winning top honors.



Action4Climate's Violin Player awarded at Ventana Sur Film Festival (December 2012)

Francina Ramos and Benjamín traveled to Buenos Aires to attend the Ventana Sur 2014 Festival, one of the most important cinema markets in the region, where their winning Action4Climate film "Violin Player" was showcased for hundreds of professionals from the cinema industry. There, the Argentinian film director Pablo Trapero – also member of the Action4climate jury

– congratulated the filmmakers and handed over the award.

COP 20 in Lima, Peru (December 2014)

At COP 21 in Lima, Connect4Climate supported several high-level sessions, in particular the Global Landscapes Forum organized by Center for International Forestry Research (CIFOR), the Sustainable Innovation Forum, and events hosted by Connect4Climate partners such as TerrAfrica's panel discussions, UNFCCC youth sessions and the Italian Ministry of the Environment's high-profile events.

On December 6, the *Global Landscapes Forum* featured a dynamic youth session around four main themes: Green Economy, Climate Change, Sustainable Development and Integrated

Landscape Approaches. The session's main goal was to give youth opportunities to express their ideas, concerns, and solutions through short pitches.

On December 8 and 9, the Italian Ministry of the Environment and the Italian Presidency of the Alpine Convention hosted two high-profile events: The role of mountain forests to climate adaptation, which brought attention to areas often overlooked when addressing climate issues, and the challenges of local adaptation and initiatives for communities, which focused on cross-cutting solutions and guidelines for local adaptation in mountain areas.

Connect4Climate also brought Action4Climate short documentaries to Lima. Several films by young filmmakers were showcased at the Global Landscapes Forum and *Voces por el Clima* (Voices for Climate).

World Summit of the Nobel Peace Laureates (December 2014)

Connect4Climate was honored to salute the leadership of Nelson Mandela with a tribute album at the 14th Annual World Summit of the Nobel Peace Laureates in Rome.

The *World Summit of Nobel Peace Laureates* is an annual event in the field of peacemaking, attracting Nobel Peace Prize laureates, high-profile leaders and organizations from around the globe.



Film4Climate launch at Guadalajara International Film Festival (March 2015)



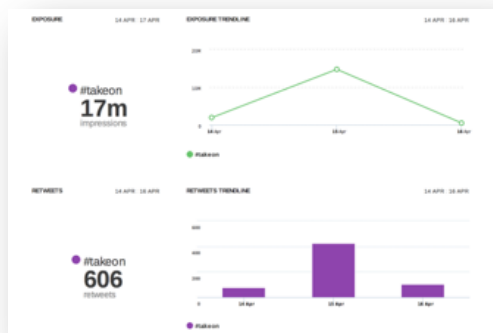
Film4Climate was officially launched in March 2015 at the *Guadalajara International Film Festival* through screenings and panel discussions exploring the challenges, opportunities, and strategies to create a greener film industry.

The discussion ignited concrete proposals for actions to reduce the environmental impact of film productions and to raise awareness about climate change through films, including the first "Film4Climate declaration" prepared and endorsed by a committee of Film4Climate representatives, with media coverage of **more than 40 articles**.

Entertaining Climate Action: “Chloe & Theo” Special Preview and Panel

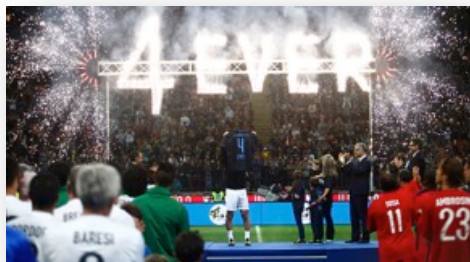
Discussion (April 2015)

As part of the Film4Climate initiative, Connect4Climate hosted a dynamic discussion to emphasize the value of the entertainment industry, in particular the film industry, to address climate change solutions, at the WBG Headquarters. The event included a special preview screening of *Chloe & Theo*, a comedy that addresses a serious issue and highlights how powerful storytelling can motivate people to tackle climate change.



In the film, a homeless girl befriends an Inuit, who has traveled to New York City from his tiny Arctic hometown with a big message for world leaders: My world is melting. The event was promoted with the call to “#takeon climate change,” resulting in **17 million impressions on Twitter and 606 retweets.**

Match for Expo (May 2015)



Connect4Climate was proud to support the *Match for Expo*, a game that pitted the best present and recent-past players in a historic football match held in Milan in May 2015. Internationally renowned footballer Javier Zanetti lent his leadership to the match, which was attended by more than 35,000 spectators, and opened the Milan Expo 2015, the world’s fair that will focus on “Feeding the Planet” and showcase global culture and technology.

Connect4Climate took the opportunity to talk with some of the participating players – Luis Figu, Cristian Ledesma, Dejan Stankovic, Damiano Tommasi and Paolo Cannavaro – about climate change and Connect4Climate’s Sport4Climate initiative.

Cannes International Film Festival highlights Film4Climate (May 2015)

Connect4Climate’s partnership with the Cannes international film festival successfully continued in 2015, when Film4Climate was officially presented to film industry’s leaders and practitioners during meetings and through the Film4Climate panel discussion at the *Next Pavilion*. As a result, **more than 160 organizations joined Connect4Climate through the Film4Climate knowledge partnership program.**



During a

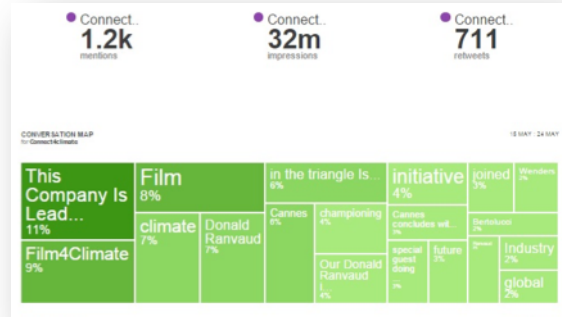
Film4Climate panel discussion organized by Connect4Climate on May 19, 2015, several speakers agreed to support the initiative, including: Cannes Jury Member and Connect4Climate Global Ambassador, the Malian singer-songwriter Rokia Traoré; the Director of the Guadalajara International Film Festival, Ivan Trujillo; the CEO of the Ile-de-

France Film Commission Olivier-René Veillon; Publisher & Chief Editor of Green Film Shooting Brigit Heidsiek; Head of Training and Film Education of the Flanders Audiovisual Fund Siebe Dumon; the Chief Executive Officer of the Sardinia Film Commission & Vice President of the Italian Commission Association (IFC) Nevina Satta; and Michael Geidel of Climate Media Factory and the Green Film Initiative, Potsdam Institute. They joined filmmakers Bernardo Bertolucci, Wim Wenders, Fernando Meirelles, and Pablo Trapero who have also endorsed and lent their support to the initiative.

At events during the 2015 Cannes Film Festival, key film industry leaders announced their support to Film4Climate and Connect4Climate established knowledge partnerships with more than 160 film industry’s organizations, executives, and representatives. Partners have pledged to work together to reach a consensus on industry standards to reduce film production’s impact on the environment and raise climate change awareness through film.

As a result, Film4Climate received great media coverage worldwide, contributing to expand the reach of the initiative with both film industry representatives and the public at large. Press releases and ensuing activities generated extensive social media coverage and further publicity from our partners, with more than 35 articles posted online. Highlights include **media coverage on Variety, Screen International (both printed and online versions), and the Guardian.**

In particular, The Guardian issued a detailed article on the importance of climate change action and the part Film4Climate was playing alongside major filmmakers such as Luc Jacquet (Oscar winning Director of Ice and the Sky, the film chosen to close the festival), and the producers of Chloe & Theo (the film previewed at the World Bank HQ during the 2015 Spring Meetings).



On Twitter the Connect4Climate hashtag #Film4Climate was **mentioned more than 1.2 thousand times**, resulting in **32 million impressions**.

New Vision, New Voices +Social Good event in Cape Town (June 2015)

During the World Economic Forum in Africa, Cape Town, Connect4Climate partnered with the UN Foundation and the Bertha Centre at the University of Cape Town’s Graduate School of Business to raise the profile of the Sustainable Development Goals and Climate Change to a broad public audience.

The full-day *New Vision, New Voices +Social Good* event was held in the MTN Solutions Space at the School of Business. With four panels and multiple spark-up speakers the event captured a diverse audience in person and online, with an estimate audience reach of multiple thousand. The agenda emphasized the role of African Entrepreneurs and Businesses in achieving the SDGs and tackling climate change. The event’s hashtag #NewVision was trending in Cape Town for the day.



Experiences from leading voices, such as Ashish Thakkar, Nwabisa Mayema, and Elizabeth Gould were showcased. Industry leaders from media organizations, the private sector, civil society and academia contributed to empowering panel discussions around the challenges of implementing the SDGs and advancing solutions to climate change. It explored global transitions to shape the future we want. The #NewVision hashtag **reached 3.1 million in 40 countries, trending in Cape Town and South Africa**. Online the event had more of an impact than the official #WEFAfrica15 hashtag.

Connect4Climate lead the panel discussion on climate change, emphasizing the integral nature of climate change and poverty eradication. On that day, Connect4Climate moderator Max Edkins quoted World Bank President Jim Kim’s message that “climate change is not just an environmental challenge; it is a fundamental threat to economic development.”

Green Day Venice: How is the film industry taking on climate change? (September 2015)

In September 2015, Connect4Climate partnered with Green Cross Italy to organize the series of events “Green Day Venice” during the 72nd Venice International Film Festival taking place in Venice, Italy.



The events included a *Film4Climate One-on-One discussion* with Oscar-winning film director and President of the festival jury, **Alfonso Cuarón**, and his brother, renowned environmental scientist **Alfredo Cuarón**. The captivating dialogue, facilitated by Connect4Climate’s Creative Producer Donald Ranvaud, emphasized the strong interrelations between art and science, and that all individuals within their respective industries should get involved in advancing ambitious climate action.

The discussion was followed by a **roundtable dialogue on the role of film for sustainability** facilitated by Green Cross Italy and featuring contributions by both Italian and international Film Commissions’ representatives.

Connect4Climate’s Program Manager Lucia Grenna was among the members of the jury of the *Green Drop Award*, an annual award that Green Cross Italy assigns to the film that best interprets sustainability among those competing at Venice Film Festival. The *Green Drop Award* jury included distinguished practitioners from the worlds of cinema, culture, and science who are well known for their commitment to environmental protection and world peace.



The award is the creation of a master glassmaker from Murano. It represents a drop of water and contains a sample of soil coming from a different country each year. For past awards, the soil came from Brazil, Egypt, and Antarctica. For the 2015 edition, the soil came from Senegal, seeking to focus global attention on the problem of drought and climate change impact.

The series of events generated great media coverage and social media engagement. **127 articles were posted online**, in six languages and in 12 countries. On September 11 alone, the #film4climate hashtag reached almost five million impressions, and for the whole week Connect4Climate recorded **29 million impressions with 1,100 mentions on Twitter**.

Climate Week during the UN General Assembly (September 2015)

Connect4Climate covered multiple events during climate week at the UN General Assembly. Climate Week kicked off in New York City with the Empire State Building lit up in green. Connect4Climate covered discussion all across Manhattan, on an ambitious and binding agreement at the UNFCCC COP21 meeting in December in Paris, on the different sustainable development goals, on sustainable fashion, the role of civil society in reaching the goals and how influencers can leverage their power to advocate for more action on climate change.



On September 26, the United Nations adopted the *2030 Agenda for Sustainable Development*, referencing the 17 sustainable development goals. Influencers including Leonardo DiCaprio and Alec Baldwin as well as country leaders spoke out in support of the SDGs. At the *Climate Week Flagship* event WGB President Jim Kim presented the five main areas in which the World Bank Group support action on climate change: price on carbon; end fuel subsidies; smarter cities; climate-smart agriculture & forests; support for access to energy, renewable energy and energy efficiency.

During the week the Connect4Climate Twitter handle recorded **2.1 thousand mentions** and averaged a daily exposure of **6.3 million impressions**.

Social Good Summit 2015 (September 2015)

During the Climate Week in New York City 2015, Connect4Climate supported the exciting event, Social Good Summit 2015. The goal of the *Social Good Summit* is to empower people everywhere to have their voices heard, both during and after UN Week. The Summit provides a shared platform for a global call to action to create the kind of world we want and to identify innovations that can help make this world a reality.

UNEP Champion of the Earth Award (September 2015)

Connect4Climate supported the *UNEP Champion of the Earth Award 2015* during the Climate Week in New York City. The Champion of the Earth award is the United Nations highest environmental honor recognizing visionary people and organizations all over the world that exemplify leadership and advocate action on sustainable development, climate change and a life of dignity for all.



Connect4Climate celebrated five inspirational environmental leaders from the worlds of government, business, research, and grassroots activism. During a one-night event, **Connect4Climate reached 18 million impressions and 1,000 mentions** by prominent organizations including Vogue Italia and UNEP France. Overall the event’s hashtag #UNEPChampions recorded **almost 150 million impression** from September 27 – 28.

Hospital Club Sustainability Week (November 2015)

From November 14-20, 2015, Connect4Climate partnered with the Hospital Club, a social venue in central London created by Microsoft’s Co-founder Paul Allen and Dave Stewart of the Eurythmics, to co-host the Club’s 2015 *Sustainability Week*.

The events brought together climate experts, industry leaders, city administrators and



influencers with the creative minds of the Club's members to discuss climate change solutions and opportunities in the run-up to COP21.

The week-long series of panel discussions also provided an ideal opportunity for many Connect4Climate knowledge partners to present their perspectives and engage in a creative discussion around several themes, including climate change, smart cities, climate for entrepreneurs, and pervasive communication.

Sustainability Week saw the participation of The Climate Group, SciDev.net, Virgin Unite, Bianca Jagger Human Rights Foundation, Fishlove, Westminster University, CBRE, the Grantham Institute, the Tyndall Centre, Bio Bean Ltd., BBC, and more.

From November 15 – 20, Connect4Climate recorded **29 million impressions** from 852 retweets. The #Planettalk hashtag recorded 81 thousand impressions reaching 680 thousand accounts.

Film4Climate Presentation at IDFA – International Documentary Film Festival (November 2015)

Thanks to the partnership with the International Documentary Film Festival (IDFA), Connect4Climate was offered a spot to screen the Film4Climate trailer before every film showing on Green Day, November 26, 2015.

The day included screenings of a number of significant environmentally conscious and successful films such as *How to Change the World*, *This Changes Everything*, *Banking Nature* and *Racing Extinction*. Film4Climate gained maximum exposure to capacity audiences, including the over 2,500 delegates attending this year's edition of IDFA.

At the Festival, Film4Climate also presented the *Film a #Day4Climate Action* challenge to film makers, in collaboration with partner Vimeo, to produce short videos on climate action related to the *Global Day of Marches for Climate* scheduled to take place in more than 500 cities around the world on November 29th at the start of the United Nations Conference on Climate Change in Paris.

The Festival also offers a training academy, pitching sessions and a wide range of very well attended presentations covering a vast variety of subjects.

Film4Climate made its presentation in between a session on how to apply for the Oscars and another encouraging filmmakers to collaborate with a new Japanese production and exhibition house. The work being done on establishing universal green guidelines in film production and

encouraging more climate conscious content was of received with great interest and obtained enthusiastic feedbacks.

Film4Climate Presentation at Cinema Italian Style (November 2015)

Connect4Climate strengthened its relationship with the Italian film industry by partnering with *Cinema Italian Style*, the annual celebration of Italian film co-presented by the **American Cinematheque** and **Luce Cinecittà**, that took place in Los Angeles from November 12th through November 16th, 2015 with the support of the Italian Ministry of Culture and under the Auspices of the Consulate General of Italy in Los Angeles.

Now in its eleventh edition, the appointment opened on November 12, 2015 at the Egyptian and Aero Theatres with Italy's official Oscar submission for Best Foreign-Language Film 2016, Claudio Caligari's final film DON'T BE BAD (Non Essere Cattivo).

C4C's Film4Climate initiative was presented before the screening, reaching a diverse audience and contributing to strongly position the campaign within the Italian movie industry. Luce Cinecittà officially expressed its support of the initiative.

Youth Empowerment at COP21 (December 2015)



Young people today are growing up with the effects of climate change and within this generation the world will have to transition to a resilient, low-carbon future.

Connect4Climate joined the UNFCCC to organize the *Young and Future Generations Day* on December 3. Youth were given space to add their voices to the negotiations at the morning launch, and during the flagship Intergenerational Inquiry with Christiana Figueres and Ahmad Alhendawi.

A number of other youth-focused events took place including the Connect4Climate-organized preview screening of the documentary *An Inconvenient Youth* in the German Pavilion. Under its Film4Climate initiative, Connect4Climate is supporting the production of *An Inconvenient Youth*, a feature documentary about youth on the front lines of climate change, and the global climate change movement.

The film was introduced by Laura Tuck, World Bank Group Vice President for Sustainable Development, Laura Tuck stated, **“we need youth to be inconvenient, to push the world on climate action.”**

This was followed by a discussion on Creativity and Film for the Climate Movement with Kumi Naidoo, Bianca Jagger, Fernando Meirelles, young filmmaker Slater Jewell-Kemker, and Max Edkins as moderator.



“We must listen to the powerful, eloquent voices of young people, not just today, but everyday... It is they who have most at stake,” emphasized Ms. Jagger.

Kumi Naidoo gave a passionate take on the climate negotiations and encouraged more ambitious action. Fernando Meirelles emphasized the role of film to speak beyond the “converted,” to reach audience that would not necessarily embrace climate action.



The *Youth and Future Generations Day* emphasized that, **“we cannot afford to fail this generation and future generations...nobody has the right to gamble with your future,”** as stated by Ahmad Alhendawi. Throughout the day and for the rest of the conference about 500 young people wore Connect4Climate and UNFCCC T-shirts with the slogan **“We Must, Can, Will Take Action Now,”** encouraging the negotiators to reach an ambitious outcome.

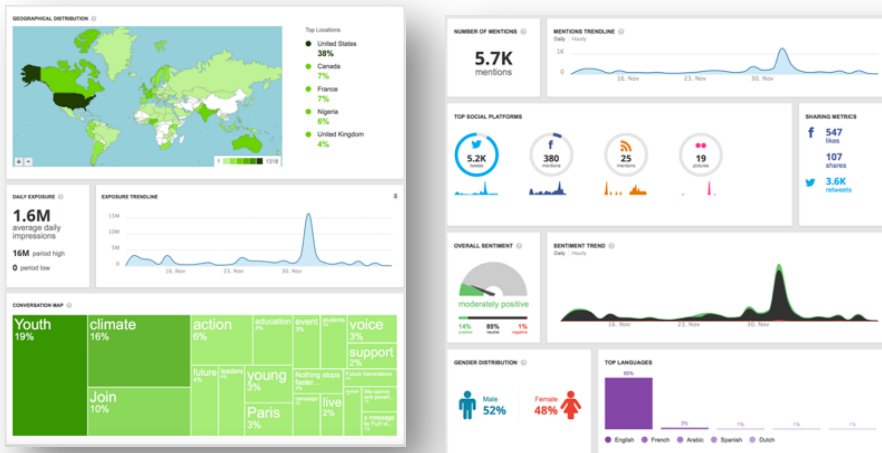


On December 4, Connect4Climate congratulated young leaders who submitted their videos to the UNFCCC challenge, as well as to the *Connect4Climate/Vimeo Film a Day4Climate Action* challenge, which received submissions from around the world. John Roome, Senior Director, Climate

Change, World Bank Group, presented the awards and emphasized the need for young people to embrace climate change opportunities.

John Roome inspired young people to advance the climate solutions required to transition to a low-carbon resilient future. He compared youth engagement for change during the anti-

Apartheid struggle in South Africa to the need for youth to get involved in the climate movement: **“Be flexible and ready to adapt, there is a real opportunity for young people to engage and find solutions.”**

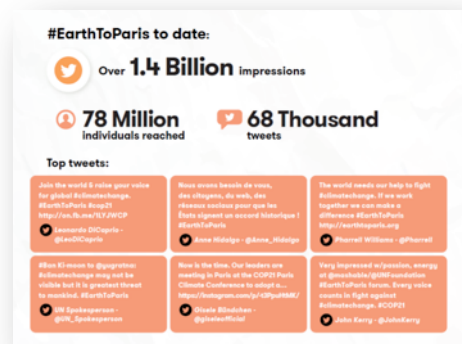


The *Young and Future Generations Day* at COP21 was integral to the #Youth4Climate social media campaign with **16 million impressions were recorded on Twitter on December 3**. For the month, from November 12 - December 12, **more than 5,000 #Youth4Climate mentions were seen on Twitter**, from most countries around the world, with an emphasis to the United States.

Earth to Paris coalition (December 2015)

Connect4Climate joined the UN Foundation and more than 100 partners for the *Earth to Paris* coalition to call for an ambitious outcome at the UNFCCC Paris COP. In unity we stood together to encourage action now. *Earth to Paris* is a global movement for bold climate action emphasizing connections between people and planet, climate solutions and innovation, communities, global engagement and collaboration.

The #EarthToParis hashtag was used in over 68 thousand tweets, for a total reach of more than 78 million individuals, and over **1.4 billion impressions**. Top contributors included Leonardo DiCaprio, Pharrell, John Kerry, and Richard Branson.



Film4Climate International Charter Announced at High-Level Communication Event (December 2015)

Connect4Climate announced the *Film4Climate International Charter* at the COP21 high-level Climate Change Communication Event on December 9. The event was organized by the UNFCCC in partnership with Connect4Climate and Earth Day Network, and featured Angelique

The Charter has been in the making for a number of months, the emerging document is the result of lengthy discussions among film executives, film makers and film administrators at workshops and presentations around the world over the past two years, culminating in an international conference on November 25th in Paris organized by EcoProd, the environmental arm of the Ile de France Film Commission; CESAR, the Social, Economic and Environmental Council for the Ile de France and Connect4Climate.



The aim is for the Charter to form the base for action in conjunction with COP 21 decisions where working groups will determine the details of how best to implement widespread 'green' production guidelines internationally, and also propagate further integration of sustainable lifestyle decisions into content and storylines.

“The document responds to a general feeling among the participants that it is something the industry can and should do universally to answer the challenges of climate change, while at the same time recognizing the importance of flexibility when it comes to specifics, specifics especially with regards to the vast differences in scale of production and regional or local customs and requirements” noted Donald Ranvaud, creative producer at Connect4Climate.

Film4Climate presentation at Berlin International Film Festival (February 2016)

The Film4Climate initiative presented the green production best practices at the Berlinale - Berlin International Film Festival for more than 100 producers and film commission.

Film4Climate presentation at Filming Europe Annual Meeting (February 2016)

Connect4Climate presented at the Filming Europe annual meeting, among an incredible group of European film commissions, to enlarge our #Film4Climate community.

C4C received a special recognition at the 13th Annual Global Green Pre-Oscar Party (February 2016)

Program manager Lucia Grenna and members of the Connect4Climate team attended the Global Green Pre-Oscar party in Los Angeles on February 24th, 2016 in order to receive **special recognition** from Global Green, the US affiliate of Green Cross International, for the program's public outreach, youth engagement and advocacy work with the creative industries in particular.

It was praised especially for its Action4Climate competition which brought their local stories to a global audience, and for its ongoing Film4Climate campaign that unites over 170 film industry organizations to green the silver screen.



The event took place during one of Hollywood's biggest weeks leading up to the Oscars and Stevie Wonder, Paula Abdul, Emily Ratajkowski, Charlie Puth and Courtney Love, among others, attended. The evening was highlighted by an exclusive performance from Stevie Wonder who created a new song for the occasion that focused on climate and environmental issues and after receiving a Global Green Hero award himself, encouraged "young people of the new generation to value our planet wherever they go."

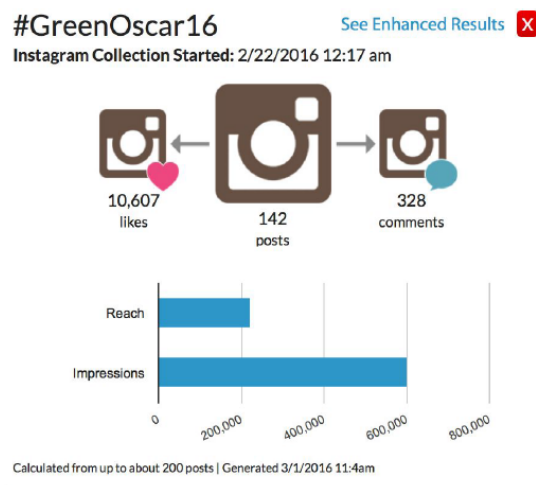
The event also generated coverage in more than **33 publications in 7 different countries including Variety**, the Hollywood trade magazine, which gave front page prominence to the event, noting the World Bank as winners together with a photo of Lucia Grenna alongside Stevie Wonder.

Coverage in social media was also extremely strong for both Connect4Climate and #GreenOscar16. Connect4Climate was **mentioned 1.1K times** and approximately 800 retweets. It generated **47 million impressions** and **more than 10 million exposure**.

The hashtag #GreenOscar16 generated the **total reach of more than 13 million**. It was one of the **highest trends of the day** following the event.

Trends - Change

- #WhichHillary**
@latimes is Tweeting about this
- #LEED**
@USGBC is Tweeting about this
- #GrmBz**
@AndreaLearned, @nature_org and 1 more are Tweeting about this
- #COLORSVIDEO**
33.3K Tweets
- #greenoscar16**
@ECONYL, @luxandeco and 10 more are Tweeting about this
- Joe Johnson**
21.9K Tweets
- Melissa Click**
Just started trending
- Iron Fist**
@drvov and @THR are Tweeting about this
- David Duke**
@MotherJones is Tweeting about this
- Nevada Gov**
@NOLANews and @washingtonpost are Tweeting about this



Film4Climate presentation at Guadalajara International Film Festival (March 2016)

One year after its official launch, Film4Climate returned to Guadalajara International Film Festival as a section of the official program. The Film4Climate section at FIGG this year presented a selection of out-of-competition environmental and climate-related movies to many filmgoers, industry representatives, and critics attending the festival. The films include “Sila and the Gatekeepers of the Arctic”, “How to Change the World”, “Landfill Harmonic”, “Racing Extinction”





and many other movies, followed by dedicated Q&A sessions with the filmmakers and high-profile speakers and ambassadors, including actresses and activists Bianca Jagger, Victoria Abril, and Assumpta Serna.

In addition, Connect4Climate announced the partnership with the University of Guadalajara and its plan to set up two Master Class in sustainable film and production that is offered by the University.

IMAX's Power of Film to Effect Change (March 2016)

Recognizing its long-standing and successful engagement of global youth and creative industries in the climate change conversation, Connect4Climate was invited to the live-streaming panel discussion on the **Power of Film to Effect Change**, hosted by the University of Southern California (USC) School of Cinematic Arts, in partnership with IMAX and UNEP. Program Manager Lucia Grenna presented some highlights from the Action4Climate Short Film competition and other engagement with the creative industries.

The panel included IMAX's CEO Rich Gelfond, UNEP's DCPI Director Naysán, and Producer Lawrence Bender. The discussion was moderated by Elizabeth Daley, Dean of USC's School of Cinematic Arts.

Digital Media Zone at UN High-level Signing Ceremony for Paris Agreement (April 2016)

Connect4Climate joined the world leaders in celebrating the signing of the Paris Climate Change Agreement at the United Nations.

In the United Nations Digital Media Zone, Connect4Climate worked with youth activists including Xiuhtezcatl Martinez of Earth Guardians and Victoria Barrett, a 17-year-old Honduran-American with roots in the Garifuna Indigenous culture and Alliance for Climate Education Action Fellow. In addition, with Alliance for Climate Education youth reporters, Connect4Climate led interviews with celebrities and leaders including Actor Forest Whitaker, United Nations Youth Envoy Ahmad Alhendawi, Mogens Lykketoft, President of the United Nations General Assembly, Achim Steiner, United Nations Environment Programme (UNEP) Executive Director, John Roome, Senior Director, Climate Change, World Bank Group, Kathleen Rogers, President, Earth Day Network, and Rosemary Kalapurakal from United Nations Development Programme (UNDP).

Connect4Climate also presented its Virtual Reality video, [March4Earth](#), to several high-profile world leaders, including Gian Luca Galletti, the Italian Minister for Environment, Land and Sea. The winners of [#Photo4Climate](#) Instagram Challenge were also exhibited in the Digital Media Zone.

During the week, Connect4Climate account generated more than 28 million impressions, 1K mentions, and 800 retweets. The [#Youth4Climate](#) hashtag received 8.4 million impressions and 1.8K mentions.

Panel Discussion “Media as a Force for Change” at the United Nations (April 2016)



Lucia Grenna, Connect4Climate Program Manager, was invited to 'Media as a force for Change' panel discussion at UN Digital Media Zone during the UN Climate Signing Ceremony in April 2016.

The panel included Pat Mitchell, Molly Swenson Co Founder RYOT, Bob Pylon Participant Media, Stacy Smith, Jody Gottlieb Vulcan Inc., John Rutherford Seydel Turner Foundation.

Climate Action 2016 Summit (May 2016)

A month after the Paris Signing Ceremony in New York, the Climate Action Summit 2016, held in Washington D.C. on 5-6 May gathered mayors and governors, academia, business leaders and world leaders to discuss one of the most defining issues of our time.

Throughout the conference, Connect4Climate engaged with several organizations and partners, promoted youth empowerment and presented ambitious climate solutions. Connect4Climate hosted a booth at People’s Haus and conducted more than 10 interviews including Ministers of Morocco and France, Rachel Kyte, John Roome, and other climate experts.

In talking about the People+Planet Project Natalia Berry, from The Global Brain



highlighted the knowledge partnership with Connect4Climate to communicate climate change to diverse audiences by engaging creative industries.

Connect4Climate account generated more than 27 million impressions, 850 mentions and 700 retweets.

UNFCCC's 4th Dialogue on Action for Climate Empowerment (May 2016)

A series of real-world success stories that have raised awareness and mobilized action on climate change were shared at the 4th Dialogue on Action for Climate Empowerment at the UNFCCC in Bonn, Germany in May 2016.

Connect4Climate presented Fiat Lux: Illuminating Our Common Home as best case example. From a massive art installation projected onto the walls of the Vatican to a radio programme that reaches rural communities across Africa to a series of powerful videos narrated by celebrities, presenters at the Dialogue proved that there is no shortage of efforts that promote more sustainable ways of living.

Film4Climate at Cannes Film Festival (May 2016)

Film4Climate Conference and Working Group Meeting

On May 16th, Connect4Climate hosted the Film4Climate Conference and Working Group Meeting, which brought together high-level representatives from the film industry as well as international organizations. The 3-hour high-profile event was a great success, with over 180 people in attendance throughout the day.



The event was introduced by C4C Program Manager Lucia Grenna, and featured inspirational remarks by high-profile speakers, including Oscar-winning Producer and Environmentalist **Lawrence Bender** (“An Inconvenient Truth”), **Daniel Thomas**, UNGA’s Communication Director, United Nations, and **Ms. Ghizlane Haloui**, COP22’s Advisor for Cultural Mobilization, representing Morocco’s Minister Hakima El-Haite.

The first ever Doc Day Conference "Global Awareness for Social Justice - Impact Making Documentaries"

Connect4Climate, in partnership with the Marche' du Film and the Ford Foundation's Just Films Program, organized the first ever Doc Day Conference "Global Awareness for Social Justice – Impact Making Documentaries" at the Olympia Theater on May 17th.

The conference represented a milestone for the Cannes Film Festival, introducing for the first year a day-long program focusing global attention to social issues and visual storytelling. This was also possible thanks to the work Connect4Climate started three years ago by establishing a solid partnership with the Festival's Marche' du Film.

The event featured a keynote from "Fire At Sea" director Gianfranco Rosi, interviewed by Cara Mertes, director of JustFilms.

Director Askold Kurov and "Clouds Over Sidra" director Gabo Arora presented excerpts from their latest films before sharing their views about advancing social change with moderator Thierry Garrel.

The conference also featured a panel on connecting impact-making documentaries with global audiences. Daniela Elstner (Doc & Film International), Josh Braun (Submarine Entertainment), Signe Byrge Sorensen (Final Cut For Real) participated in the discussion, moderated by Wendy Mitchell (Screen International).

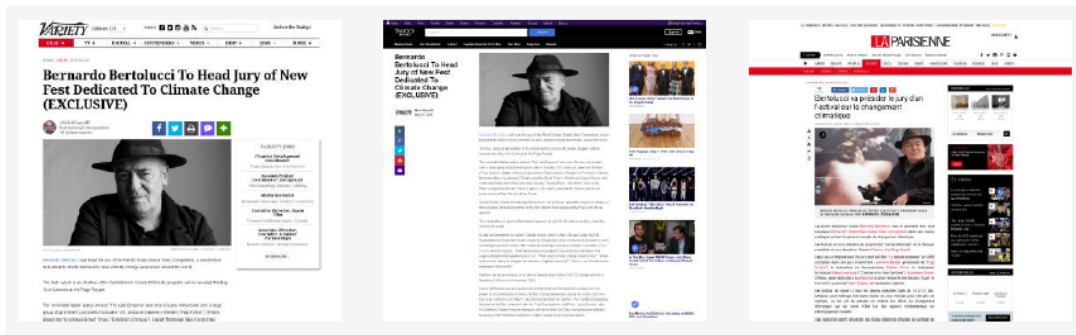
The announcement of "Film4Climate Global Video Competition"



Connect4Climate announced the launch of a new competition, Film4Climate Global Video Competition, and received great exposure at the above-mentioned events, contributing to create great momentum towards the official launch of the competition on June 15th. The participation of Daniel Thomas and Ghizlane Haloui resulted in meaningful agreement and the active partnership with both the UNGA and the Moroccan Ministry for the Environment in support to the video contest.

Overall, the conference and workshop drew considerable attention from international media covering the event. Press releases and ensuing activities generated extensive coverage both on traditional and social media, as well as further publicity from our partners.

Highlights include coverage on Screen International (both on-line and printed version) and Yahoo News, over 20 pieces of coverage in **eight languages**; **164 million estimated online visits**, and a total **print circulation of 120,000 copies**.



High School Game final round in Italy (May 2016)

Connect4Climate was present at the final of the Italian competition High School Game, where 800 teenagers challenged each other on the issues of Climate Change. The 8 winners will meet Papa Francisco in September 2016, representing the generation working to tackle climate change in support of the implementation of the Encyclical Laudato Si, with C4C



Business & Climate Summit (June 2016)

Connect4Climate partnered on the Business & Climate Summit 2016. The Business & Climate Summit is the leading annual forum for businesses, investors and policymakers on climate action. It is where business and governments come together to agree a roadmap for reaching net zero emissions over the next half-century. It demonstrates how low carbon strategies are good for business and good for growth – and builds the partnerships needed to scale up and accelerate the low carbon transition.



Conclusion

In conclusion, it is clear that the Communication for Climate Change MDTF has inspired a global audience to take on climate change.

The MDTF has aligned itself with global climate processes, supported the WBG in its ambition to build a movement to end poverty and promote shared prosperity and effectively leveraged a network of more than 400 knowledge partners to inspire climate action and advance climate solutions.

The donors to the MDTF have gained large visibility from all the activities completed and have been positioned as progressive institutions in the movement to tackle climate change.