



CONNECT4CLIMATE



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CONNECT4CLIMATE'S MISSION



Connect4Climate (C4C), launched in 2009, is a World Bank Group global partnership program dedicated to driving climate action through advocacy, operational support, research and capacity building. Its overarching ambition is to accelerate and consolidate climate action in pursuit of a sustainable future. Climate change is already adversely impacting communities all around the world; Connect4Climate sees it as both a necessity and a privilege to meet the challenge head-on and make a difference today.

Poised at the nexus of climate change, poverty and sustainability, Connect4Climate fills a crucial niche in climate advocacy, and its emphasis

on creative communications enables the program to reach and resonate with audiences in unexpected ways. We have achieved wide-ranging successes with our bold engagement, from a high-profile call to action in Times Square to an unprecedented collaboration with the Vatican, and we will continue to push boundaries in the years ahead.

Through youth-oriented awareness campaigns and sustainability partnerships with the industries at the forefront of the climate conversation, Connect4Climate is catalyzing a social movement intent on ensuring a decarbonized, resilient and sustainable world for the generations to come.



AMPLIFYING YOUNG VOICES

Many of the most striking recent successes in climate activism have been won by passionate youth, and Connect4Climate is committed to amplifying the voices of younger generations as the climate action movement intensifies.

The Youth Unstoppable campaign is a hallmark of C4C's Film4Climate initiative, building on a globe-spanning documentary film on climate activism—Youth Unstoppable—conceived and shot by young filmmaker Slater Jewell-Kemker. The campaign is turning the documentary into a rallying cry to unite young new allies and illuminate the way forward. The creation of lasting partnerships with

influential youth leaders like Swedish climate activist Greta Thunberg, whose forceful speech at COP24 in December 2018 made waves across the internet, is a key priority for Connect4Climate.

With this youth emphasis in mind, C4C is redoubling efforts to engage diverse audiences through creative competitions, spread climate knowledge on social media, live-stream from high-profile events, and generate compelling climate-positive content with our ever-expanding array of strategic partners. We are actively seeking out young activists and innovative entrepreneurs and connecting with broader swaths of the global community every day.



SPURRING CLIMATE-POSITIVE THINKING AND ACTION



Connect4Climate implements an ambitious program of exciting outreach initiatives, with a particular focus on:

- **Film4Climate**, which works to mobilize green commitments within the film industry and acts as a platform for engagement and action, supporting films like Youth Unstoppable and the highly anticipated anti-desertification documentary Great Green Wall;
- **Fashion4Climate**, which raises awareness of the detrimental impact of the fashion industry through projects like the eye-opening X-Ray Fashion VR installation now on global tour with backing from Vulcan Productions and the carbon-neutral company Alcantara;
- **Music4Climate**, which works with the industry to promote emotional messaging in support of climate action and highlight for concertgoers and music-lovers the importance of a transition toward sustainability; and
- **Sport4Climate**, which in the past year refreshed its partnerships with the International Olympic Committee and the Formula E eco-friendly auto racing community.

One goal that these initiatives have in common is the spread of climate action knowledge through novel educational outreach, particularly in less climate-conscious industries like sport, music, film, fashion, advertising, and food. We see an opportunity to integrate climate literacy training in existing industry-specific education programs, pushing climate education beyond the usual channels.

Online, Connect4Climate presents “Digital Media Zones” as tie-ins to major international events on multiple platforms (including Facebook, Twitter and Instagram). We are expanding our website to create a hub of the latest climate and sustainability knowledge and solutions through video, infographics, and original and reprinted content to amplify engagement on these key issues.

Connect4Climate is continually growing its network of allies through direct dialogue as well as the creation of productive fora online. We celebrate climate leadership at all levels, from youth problem-solvers to climate scientists to outspoken influencers and celebrities. Our position within the World Bank Group enables us to speak on prominent international stages and call attention to the undeniable linkages between climate action, the alleviation of poverty, and the promotion of shared prosperity.

OUR GROWING IMPACT

With sustained access to international arenas and an increasing emphasis on social media outreach, Connect4Climate is connecting with more people around the world than ever before.

C4C events reliably garner attention from audiences in more than 100 countries, amassing thousands of reactions, comments and views. Especially noteworthy is the exponential year-to-year growth Connect4Climate has witnessed in its Facebook Live engagement. Film4Climate's partnership with film festivals to support films made sustainably and pertaining to climate issues potentially connected with as many as 350 million people during Cannes in 2018, and Connect4Climate's channels are likely to have reached even more during the UN Climate Change Convention's COP23 and COP24 conferences.

Connect4Climate's network of "Knowledge Partners" committed to the diffusion of climate knowledge and the end goal of universal climate

literacy has blossomed to include more than 500 discrete companies, institutions and organizations from all corners of the world.

Our partners run the gamut from private sector pioneers like Vulcan Inc., Alcantara, and Building Energy to civil society collectives like Artists' Project Earth and the PVBLIC Foundation; from multilateral groups like UN Climate Change, the Global Environment Facility and the International Finance Corporation to educational institutions such as Columbia University, University of Cape Town and the University of Warsaw.

We at Connect4Climate believe that the boldest and most innovative solutions arise from intensive collaboration between members of disparate sectors, and we are committed to the continued cultivation of an expansive climate-minded community in which that sort of creative cross-pollination is possible.





LOOKING AHEAD

Research points to the irrefutable need to step up climate action now. The facts are striking: the last 10 years have been the warmest on record, and impacts are already evident everywhere. We urgently need to keep global warming to 1.5°C.

Connect4Climate realizes that rapid and far-reaching transitions in land, energy, industry, construction, transport, and urban infrastructure are required to decarbonize society

and build resilience. We aim to connect with citizens of the world on an emotional level and support these accelerated transitions over the next decades.

As we look forward to 2020 and beyond, we know the imperative to create a social movement in support of ambitious climate action has never been more urgent. Together with our partners, Connect4Climate is uniquely positioned and ready to help build this movement.



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