



[all4thegreen.net](http://all4thegreen.net)



## DESCRIPTION

A great demonstration on environment and sustainable development spread throughout the city. Bologna from June 5 to 12 becomes the World Capital of the Environment with #All4TheGreen, a "container" of 70 events open to the utmost participation of the public in preparing, introducing and "sensitizing" the G7 Environment 2017, the intergovernmental meeting between the most industrialized countries of the Earth that will take place in the Emilian city on June 11 and 12. National institutions and local authorities, universities, associations and companies are involved in the organization of this dense program of initiatives focusing on environmental protection and the circular economy.

#ALL4THEGREEN is a set of activities and projects backed by World Bank's global partnership program Connect4Climate with the support of the Ministry of the Environment, under the auspices of the Italian Presidency of the G7.

Many companies that have joined the call for the sustainable development of #All4TheGreen providing a direct contribution and commitment: Eni, Building Energy, Terna, Novamont, Edison, Unilever, Gruppo Hera; Alcantara; Ascom; Conai with Ricrea, CiAI, Comieco, Rilegno, Corepla, Coreve.

Together with them, all the main realities of the territory: Comune di Bologna, Regione Emilia-Romagna, Alma Mater Studiorum Università di Bologna, Città Metropolitana di Bologna, Sustainable Development Goals, Fondazione Cineteca di Bologna, Bologna Welcome, Guglielmo Marconi di Bologna Airport, TPER - Trasporto Passeggeri Emilia- Romagna and Città Metropolitana di Bologna with Edizioni Ambiente.

The event also involved the world of environmentalist association with historical realities such as Earth Day Italia, Legambiente, WWF Italia.

See full program: [www.all4thegreen.net](http://www.all4thegreen.net)

Social Media: @All4TheGreen @Connect4Climate

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## SOCIAL MEDIA SAMPLES

**HASHTAG:** #All4TheGreen

**ARTICLE:** <http://bit.ly/2qBgfd6>

**VISUALS:** <https://flic.kr/s/aHsm1YWcWB>

**TRAILER (30 seconds):** <https://vimeo.com/220076511>

**TRAILER (2 minutes):** <https://vimeo.com/220076342>

## TWITTER

### JUNE 5 – WORLD ENVIRONMENT DAY

Today #All4TheGreen week launched in Bologna, under the auspices of the Italian @G7 Presidency <http://www.all4thegreen.net/> #WorldEnvironmentDay

#All4TheGreen Week starts on #WorldEnvironmentDay in Bologna for the #G7Environment w/ @Connect4Climate & partners: <http://www.all4thegreen.net/>

.@g7 Environment brought to a global audience during the #All4TheGreen week, from June 5 #WorldEnvironmentDay: <http://www.all4thegreen.net/>

### GENERAL TWEETS

.@Connect4Climate is proud to present #All4TheGreen: a week of action in the lead up to @g7 Environment, in #Bologna: <http://bit.ly/2qBgfd6>

Join @Connect4Climate for the #All4TheGreen, over 70 events to celebrate the environment in #Bologna, June 5-12: <http://bit.ly/2qBgfd6>

.@Connect4Climate presents #All4TheGreen: +70 events to remember the need to transition to a green economy: <http://bit.ly/2qBgfd6>

From June 5-12 #Bologna becomes the World Capital of the Environment with #All4TheGreen. Join us celebrating nature: <http://bit.ly/2qBgfd6>

#Bologna opens its doors to the Environmental G7: one week full of events on June 5-12 <http://bit.ly/2qBgfd6> #All4TheGreen

#All4TheGreen: +70 events created by an ecology-development alliance to promote sustainable development. Know more: <http://bit.ly/2qBgfd6>

June 5-12 In Bologna we celebrate the environment stressing out the importance

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of a green economy #All4TheGreen <http://bit.ly/2qBgfd6>

#Bologna June 5-12: join @Connect4Climate for a week dedicated to support the @g7 Environment w/ #All4theGreen: <http://bit.ly/2qBgfd6>

To fulfill the #ParisAgreement we need #ClimateAction. Let's discover how together at #All4TheGreen: <http://bit.ly/2qBgfd6>

June 5-12 #Bologna hosts #All4TheGreen: a week of concerts, shows, exhibitions, events & conferences. Be part of it! <http://bit.ly/2qBgfd6>

## **VIDEOS:**

### **Trailer**

30 second: <https://vimeo.com/220076511>

2 minutes: <https://vimeo.com/220076342>

### **Paul Polman, CEO of Unilever**

.@PaulPolman has a message to the youth: "We need to be #All4TheGreen".

Watch: <http://ow.ly/5Tyn30chJTe> #ClimateAction

You can be the first generation that ends poverty and the last that tackles #ClimateChange @PaulPolman <http://ow.ly/5Tyn30chJTe> #All4TheGreen

.@PaulPolman says "we all need to be for the green" on #WED2017 to launch @Connect4Climate #ALL4TheGreen for the @g7 <http://ow.ly/5Tyn30chJTe>

## **EVENTS:**

### **#ALL4THEGREEN SOCIAL MEDIA ZONE**

#Bologna June 5-12, join @Connect4Climate @All4TheGreen at the #SDGLive Media Zone, live on @Facebook <https://www.facebook.com/Connect4Climate/>

#SDGLive invites a cross-sector, solutions-oriented engagement in Bologna during #All4TheGreen week: <http://sdgmediazone.org/all4thegreenweek/>

Watch LIVE from #Bologna experts discussing how we can tackle #climatechange during the #All4TheGreen week:  
<https://www.facebook.com/Connect4Climate/> #SDGLive

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## FILM SCREENINGS:

How has the Earth changed? Discover it during the film screenings "Cinema and the Planet" June 5-14, in #Bologna <http://www.all4thegreen.net/>

Join @Connect4Climate & @cinetecabologna for a week of environmental film screenings in #Bologna: <http://www.all4thegreen.net/> #All4TheGreen

## INTERFAITH DIALOGUE:

June 9th: Watch LIVE the Interfaith Dialogue "Moral Impact for the Environment" at the #All4TheGreen: <http://www.all4thegreen.net/>

Be part of the Interfaith dialogue June 9 on "Moral Impact for the Environment" at the #All4TheGreen: <http://www.all4thegreen.net/>

## FACEBOOK/LINKEDIN

1. Our partner Connect4Climate is proud to announce its involvement in the #All4TheGreen, a week of action in the lead up to the G7 Environment in Bologna, June 5th-12th. For a week Bologna will be the world's environment capital. Join us for more than 70 events on how to make the planet a greener place. Let's be #All4TheGreen! Stay tuned for more information!  
<http://bit.ly/2qBgfd6>

2. From June 5-12, Bologna becomes the World Capital of the Environment with #All4TheGreen, a week of action in the lead up to the G7 Environment. More than 70 events created by an ecology- development alliance to promote sustainable development. Know more and join us: <http://bit.ly/2qBgfd6>

3. "We all need to be for the green. You can be the first generation that ends poverty and the last that tackles climate change", says Paul Polman, CEO of Unilever on #WED2017 to launch @Connect4Climate #All4TheGreen week in Bologna for the @g7 Environment. Watch: <http://ow.ly/5Tyn30chJTe>

## INSTAGRAM

#Bologna #Italy becomes the World Capital of the Environment with #All4TheGreen: a week of concerts, shows, exhibitions, events & conferences to promote sustainable development on June 5-12. Join us on site or through @connect4climate social media channels.

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