

**Communication for
Climate Change
Multi-Donor Trust
Fund**



WORLD BANK GROUP



Activities Update

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Scope of this report

This report concerns activities of the World Bank Group Communication for Climate Change Multi-Donor Trust Fund since March 2013. A separate report concerns activities since MDTF establishment through February 2013.

Context

Communication for Development has a key role to play in raising awareness and in building coalitions that amplify advocacy efforts among policy-makers, 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 (CCC MDTF) at the World Bank in January 2009. In 2014, the CCC MDTF was honored to announce the addition of a new donor to the Trust Fund program; The Federal Ministry for Economic Cooperation and Development (BMZ) of Germany.

The main objectives of the Multi-Donor Trust Fund (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 CCC MDTF is organized in three components (lines of business).

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. Its expected outcomes are, *inter alia*, an increased capacity of operational staff to design, implement and supervise communication strategies in climate change communications, and to create a open knowledge space to share the CCC MDTF's climate knoweldge.

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).

The CCC MDTF program aims to complement Bank-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

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

importance of shifting from the “information-driven approach” to an “audience-centric” approach in communicating climate change.

More recently, in *Turn Down the Heat: Why a 4°C Warmer World Must be Avoided*,² part of a series of climate change 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 CCC MDTF program is deeply invested in this effort.

The Connect4Climate Program

Since inception of the MDTF, greater focus has been given to the advocacy component, through participation in or sponsorship 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 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 or sponsorship of high-level activities and events.

The Multi-Donor Trust Fund on Communication and Climate Change has been very active in organizing and sponsoring advocacy activities that seek to raise awareness of climate change issues among a range of stakeholders, while also advocating for the integration of communication in climate change policy and programs.

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

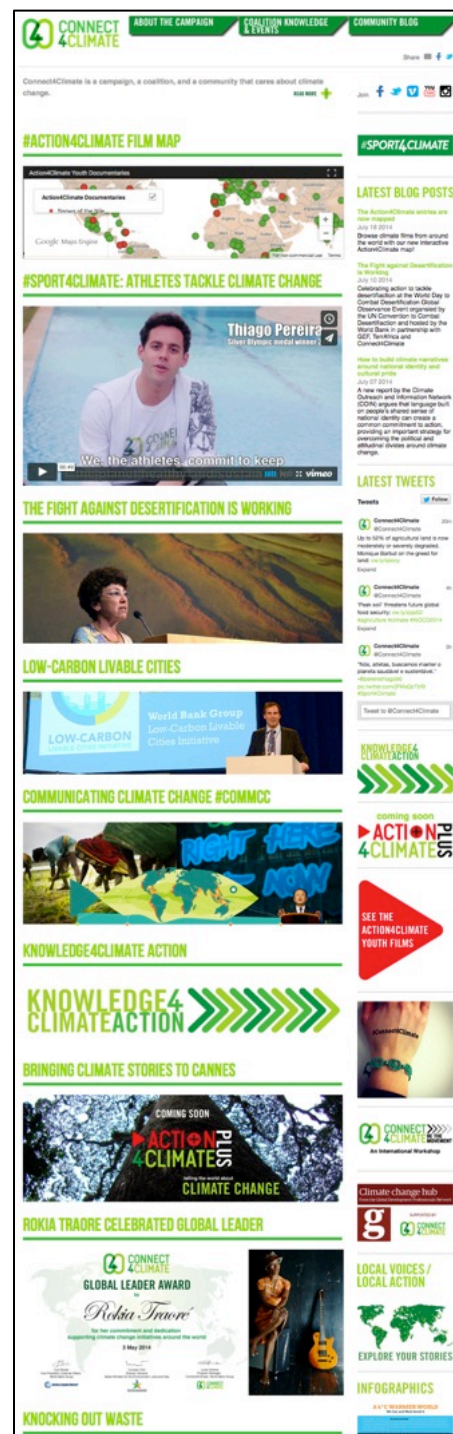
The MDTF has also been very proactive in seeking knowledge partnerships with a wide range of stakeholders, including Academia, media networks, influential non-profit organizations, international development agencies, and leading private sector organizations. While these partnerships entail primarily knowledge exchange and mutual promotion of initiatives, they have enabled Connect4Climate to effectively leverage a considerable amount of resources through sharing costs of activities.

Highlights to date include participation in five UNFCCC Conferences of the Parties; participation at the Cannes Film Festival and at Milan Fashion Week; screening public service announcements in Times Square and in 14 major airports across the US during the Christmas season; hosting panel discussions at the World Bank/IMF Annual and Spring Meetings; organizing high-profile events at the Newseum and at the World Bank Headquarters in partnership with four other World Bank Vice-Presidencies; being a key partner to the Global Citizen 2015 Earth Day event, and hosting a high-profile panel discussion at a G8 Ministerial Meeting of Environment.

Connect4Climate, the MDTF's umbrella advocacy initiative, has also been very successful at creating a global community of a million individuals and more than 200 organizations who care about climate change.

Connect4Climate's growing visibility has also raised the interest of University students. In 2012, several groups of graduate students from Columbia University and Boston University selected the program as a case study, analyzing it from various angles. In 2013, students from the University of Groningen in The Netherlands conducted a 360 evaluation of Connect4Climate as their capstone project.

As a result of all the work carried out, Connect4Climate is



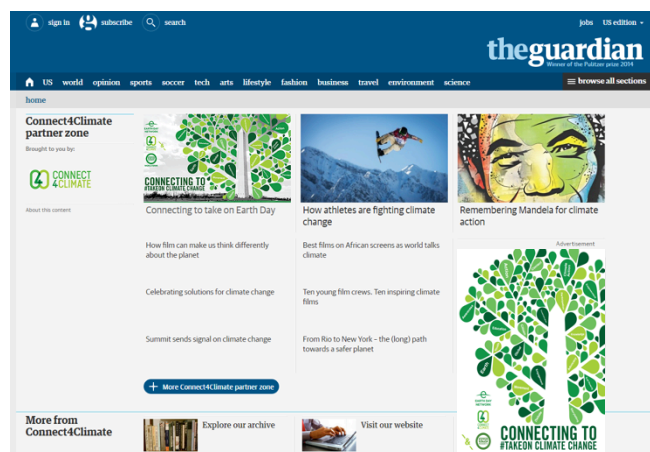
now an established player in the global climate change agenda, making a substantive contribution to the discourse, bringing new voices into the dialogue, and enabling conversations and connections that would not have been possible through conventional approaches. Connect4Climate is connecting groups and individuals toward delivering on the global climate change and poverty movement supported by World Bank President Jim Kim.



Connect4Climate global platform and partnership program

Connect4Climate is the umbrella advocacy initiative of the CCC MDTF that seeks to build 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 a conversation to drive local action.

Since 2011, Connect4Climate dramatically changed the landscape of the climate discourse. Connect4Climate's Facebook page has **more than 650,000 followers**, reaching a combined total of over 130 million Facebook users - this provides an approximation for the program's potential reach. Across multiple online platforms, Connect4Climate has a million active online users and reaches millions of people around the world.



Connect4Climate has also built a robust **network of more than 200 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.

Connect4Climate has also engaged high-profile regional and **international personalities**, including Nobel Peace Prize Laureate Betty Williams, American award-winning actors Forest Whitaker and Don Cheadle, film directors Bernardo Bertolucci and James Cameron, media personalities Bianca Jagger and Livia Firth, supermodel Liya Kebede, Miss Colombia-2007 Taliana Vargas, and Kenyan rapper Juliani to join the climate change conversation and inspire local and global action.

More recently Connect4Climate, as a key part of the World Bank Group's Global Engagement Unit supported the Global Poverty Project and Earth Day Network in putting together the Global Citizen 2015 Earth Day event on the National Mall, Washington DC. It was a star-spangled event featuring familiar faces such as Usher, No Doubt, Fall Out Boy, Mary J. Blige, and Train—to name a few—who shouted and sang out the message that we need to take action on climate change now. More than 150,000 citizens attended, making it one the largest climate-focused events this year. We facilitated a educational youth pavilion, the Alcantara-Connect4Climate Magic Garden, visited by hundreds of children, and built the first solar plant on the National Mall with partners Building Energy.

Connect4Climate Initiatives

#Film4Climate

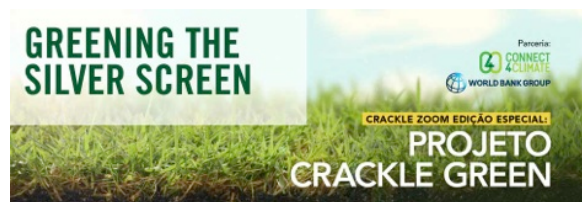
Film4Climate, a global campaign spearheaded by the World Bank Group's Connect4Climate initiative, is a commitment to develop a concrete plan to mitigate the environmental impact of film production as well as raise awareness about climate change through cinema.

At Cannes more than 100 partners signed up to the Film4Climate initiative, a panel discussed the opportunities and challenges for a sustainable film industry and the closing film, *Ice and the Sky*, made a lasting impression. At the World Bank Headquarters we held the World Premier of *Chloe and Theo*, a humorous story about an Inuit who aims to address the world's leaders on climate change. His story was also presented to hundreds of thousands at the Global Citizen 2015 Earth Day event, where the winners of our Action4Climate documentary youth competition were celebrated with the support of Don Cheadle and Will.i.am.



Thanks to the partnership with the Guadalajara International Film Festival, on March 9-10, 2015, Film4Climate held 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 a "Film4Climate declaration" prepared and endorsed by a committee of Film4Climate representatives (see Appendix 1 for media coverage).



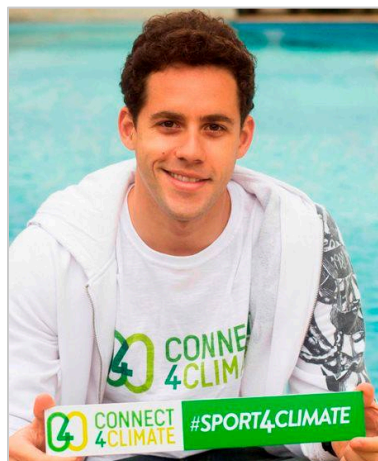
In 2013, thanks to a partnership with the Palm Springs International Film Festival Director's Retreat" and Annenberg Retreat at Sunnylands, Connect4Climate held a climate change training workshop. Marc Forster, renowned director of "The Kite Runner" and "World War Z" and a

committed climate change activist, led a 3-hour "Action4Climate" workshop that explored ways for the industry to address climate change. Since then a number of discussions on Greening

Film Industry has been held at different festivals, including Guadalajara, Chicago, Berlinale, and Cannes.

Connect4Climate has also partnered with Sony Picture Television's multi-platform entertainment network Crackle and 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.

#Sport4Climate



Athletes and sports professionals have an up close and personal relationship with the climate—they are, quite literally, in it all the time. To train or to compete, skiers and snowboarders need snow. Bicyclists and soccer players need good weather. Runners and surfers require particular conditions for training. This is why many athletes are signing on to spread the word about climate change, and advocating that governments, business leaders, and everyday global citizens act now.

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 sport industry. 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 Instituto E on 5 June 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 1,000,000 accounts (Appendix 2).

#Leaders4Climate

Launched in 2013, Connect4Climate's Global Leaders Program aims to recognize extraordinary individuals who are making a positive and bold contribution to raising awareness and driving action on climate change at the 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 brings people together in a way no other medium can.

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

With MTV we managed to feature some of the songs on Times Square, and in 2012 we hosted the Voices4Climate competition, also for music videos. It received over 1000 entries from all 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.

#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 you 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 selfie with their Connect4Climate bracelet and tweet or Instagram it with the hashtag #Connect4Climate.



In 2012 we were 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



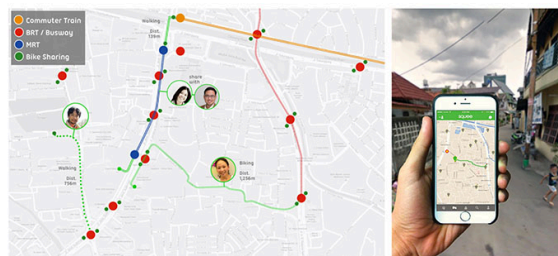
This initiative celebrates the power of youth. Global citizens under-30 are inheriting a hotter, more unpredictable climate that has enormous implications for the future. But they also have the power to change the course of history at the polls-- and the energy, drive, and creative force to carry out any mandate they deem important.

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, Voices4Climate, iChange, and Action4Climate.

#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.



#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 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 competition supported by multiple partners emphasized the importance of individual choice in advancing climate solutions.

#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.



Connect4Climate spreads current climate knowledge from its partners and contributes to international events. 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 we brought together some of the best climate communicators for the Communication for Climate Change 2.0 conference with Columbia University.

Connect4Climate Youth Competitions

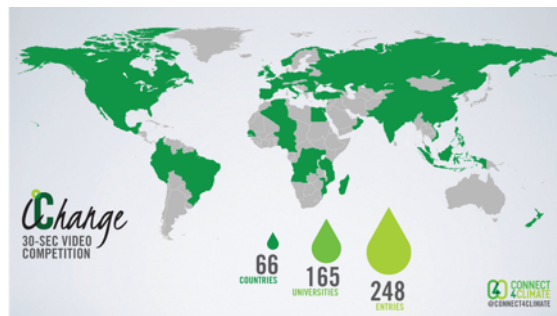
The Voices4Climate photo, video, and music video competition

The Connect4Climate/MTV Voices4Climate (V4C) 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. The winners were celebrated at a high profile event at the World Bank headquarters. 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.”



iChange, a contest for the best 30 seconds video ads on climate change

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. Furthermore, this initiative was remarkable 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.



Action4Climate, a short documentary contest for young aspiring filmmakers

Action4Climate invited young aspiring filmmakers to produce short video documentaries telling a story about climate change. An amazing total of 260 submissions were received from 70 countries, with the competition having received global media coverage (Appendix 3).

JURY

Bernardo Bertolucci
President of the Jury

Atom Egoyan
Marc Forster
Mika Kaurismäki
Rose Kuo
Rachel Kyte
Cynthia López
Fernando Meirelles
Mira Nair
Bob Rafelson
Walter Salles
Pablo Trapero
Wim Wenders

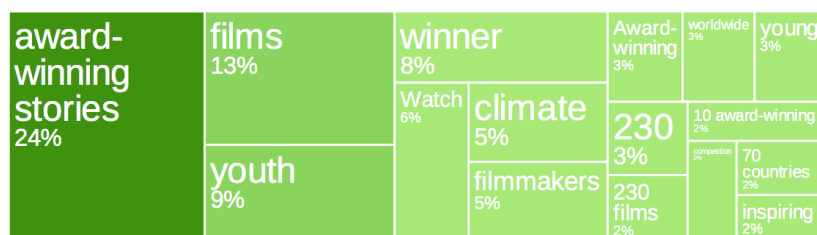
The winners were selected by a high-level jury presided by master filmmaker Bernardo Bertolucci, and which included such celebrated directors and producers as Atom Egoyan, Marc Foster, Fernando Meirelles, Walter Salles, and Wim Wenders, among others. Connect4Climate's Action4Climate competition was shared on 219 websites and translated in 15 different languages.

Winners were announced on October 30 2014 reaching 21 million impressions on Twitter (Appendix 4). 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 in Appendix 5), or at the Global Citizen 2015 Earth Day.

CONVERSATION MAP

03 OCT - 03 NOV

for #action4climate



Jakarta Urban Challenge

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 (Appendix 6).



Mass public outreach

Screening of Connect4Climate messages in major public venues

Through its network of media partners, Connect4Climate was able to screen its public service announcement (PSA) for the Voices4Climate competition in Times Square and in 14 major airports across the US during the high Christmas season.

MTV/Viacom's donation of two of the giant screens in Times Square – one of the most iconic places in the world – for a full day on December 18, enabled the 25-second video to be played once every 2 minutes for the entire day. The PSA was estimated to have been seen by millions of visitors and Christmas shoppers.

The Traveler's Information Network kindly donated the screening of the PSA in over 125 screens in 68 newsstands and bookstores in 14 major US airports. Connect4Climate's announcement was played an average of 216 times per day, with a potential audience of over 500 million passengers

Special Edition of Rhythms Del Mundo: Mandela Tribute Album

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*.



"LET US STAND TOGETHER TO MAKE OF OUR WORLD
A SUSTAINABLE SOURCE FOR OUR FUTURE." - MADIBA

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**

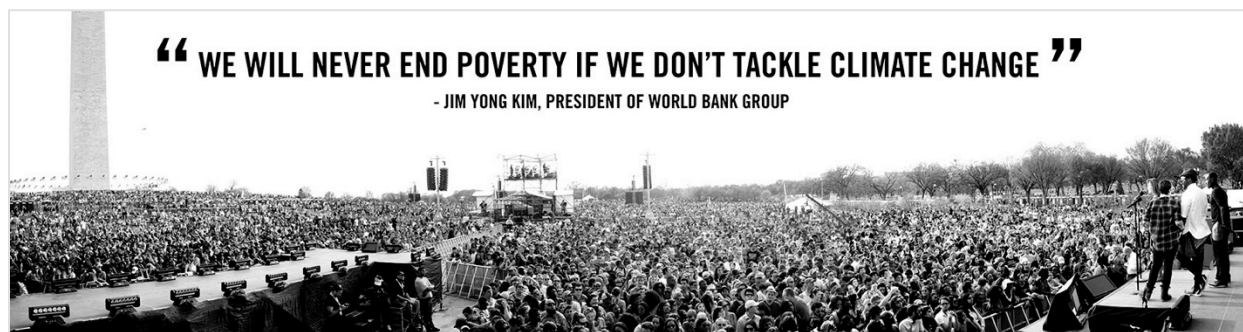
Action4Climate youth films celebrated on Times Square and in Airports

Connect4Climate ran a high visibility, high impact screening of Action4Climate on 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 16,000,000 impressions (Appendix 7).



Another Action4Climate video was shown for a month in airports around the US at the time of the UN Climate Conference in New York asking passengers to “take on climate change.” Overall Action4Climate films were covered strongly in the media (Appendix 8).

Global Citizen 2015 Earth Day



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 feet solar field lay right by the Washington Monument.



Connect4Climate and the Earth Day Network organized a roundtable that brought together a diverse group of business leaders, 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 2 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 2 thousand retweets for the Connect4Climate promoted message to #takeon climate change (Appendix 9). Overall the event reached well over 2 billion 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

High-profile events

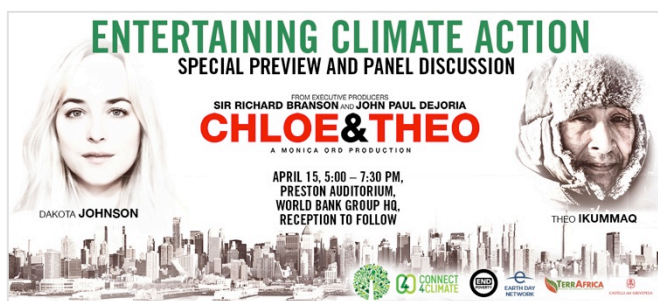
Connect4Climate organizes high-profile climate change and communication events, and participates in global events organized by Connect4Climate partners. Below is a brief summary of the latest events.

Communication for Climate Change 2.0 conference

The Communication for Climate Change 2.0 conference convened university academics and environmental influencers to share their insights into effective climate communication. Inspirational case studies in the short “Pecha Cucha” form* invigorated conversation and allowed for further, targeted feedback on research and implementation. The event assembled a diverse international committee to advance research, exchange best practices, and create a continued network of experts on climate communication to advance the Knowledge4Climate initiative.

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

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 World Bank HQ. 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 (Appendix 13).



Years of Living Dangerously

The Washington, DC, Premiere of the climate change TV series **“Years of Living Dangerously,”** was held at a 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. World Bank Group 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 WB VP Rachel Kyte included New York Times columnist and author Thomas Friedman and scientist M.J. Sanjayan.

Cannes Film Festival

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 a high-profile event during the Festival’s Doc Corner Brunch, which celebrated the success of the Action4Climate documentary competition and announced Film4Climate, receiving good press coverage (Appendix 10).

Build the Change



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 5-day LEGO Build The Change workshops at ECOCITY2013 in Nantes, France, attended by 4,000 children (see

media coverage in Appendix 11). ECOCITY 2013 is 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.

“Be The Movement” workshop at COP 19

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 (Appendix 12).

Knocking Out Waste and World Environment Day 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

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 (Appendix 12).

Knowledge Products

As part of Connect4Climate's capacity building activities a number of climate change knowledge products are produced and disseminated.

Turn Down the Heat series

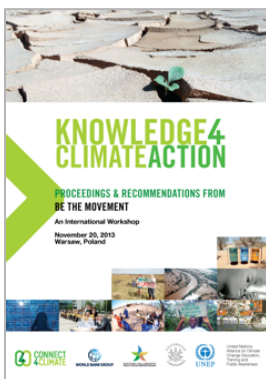


Connect4Climate helped distribute and publicize the reports produced under the Turn Down the Heat series. We supported the multi-lingual translations and used the series outcomes in our training and knowledge products.

Visualizing a Warming World

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.

Knowledge4Climate Action Report



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.

Communication for Climate Change 2.0

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.

COMMUNICATION FOR CLIMATE CHANGE 2.0

APRIL 15, 2015
WORLD BANK GROUP
WASHINGTON, DC
BY INVITATION ONLY

Conference led by Prof. Elke Weber of Columbia University
 Follow live at: twitter.com/Connect4Climate



Center for Research on
 Environmental Decisions
Earth Institute, Columbia University

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

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 Director 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.

Youth for Climate Action Workshop - Role of Sport4Climate

Thirty students from U.S. colleges and universities took part in a workshop organized by the Connect4Climate group at the World Bank headquarters. The students came from many disciplines, and from all over the world. Few had any kind of a background in 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.



What is Climate Change? Infographic

Connect4Climate produced an infographic to help explain climate change to children visiting the Alcantara Magic Garden-Conenct4Climate pavilion. The information presented is based on the World Bank Group Turn Down the Heat reports and climate solutions are emphasized.

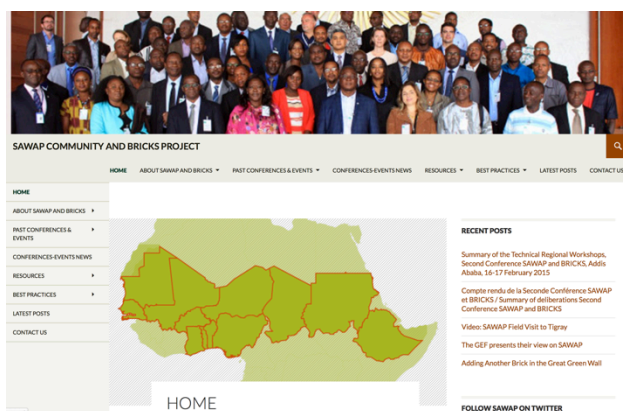
Support to Operations

The Support to Operations component of the CCC MDTF was initially activated through a Bank-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.

This component has recently been remodeled to work primarily through strategic partnerships. The partnership with TerrAfrica through the World Bank's Sahel and West Africa Program in support of the Great Green Wall Initiative is the first of its kind to get underway.

In addition, the 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.

Support to Sahel and West Africa Program



The CCC MDTF is providing operational support to Sahel and West Africa Program (SAWAP) country projects and its regional project, with a particular focus on Technical support to the Building Resilience through Innovation Communication and Knowledge Services (BRICKS) project.

Activities under implementation include the following:

- Design of BRICKS Project communication strategy; participation in project appraisal mission and support to implementation mission; Advice and support to BRICKS communication working group
- Training of SAWAP project communicators
- Liaison work among the BRICKS implementing agencies and the GW partners

- Overall communication support to the organization of 2 SAWAP Conferences (March 2014 and February 2015) and technical workshops (May 2014 and February 2015), as well as development of communication materials and KM and knowledge sharing tools such as sawap.net
- Advice on communication strategy design and implementation arrangements of Senegal country project (Sustainable and inclusive Agribusiness project - PDIDAS); Participation in support to implementation mission
- Coordination with GWSSI partners (AU, FAO, GM) on communication activities, tools and materials including brochure, logo as well as online platform

Support to TerrAfrica

The CCC MDTF has been continuing the long-standing partnership with TerrAfrica through the following activities:

- Coordination with 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 side event with Jane Goodall during 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 strategy development in Ethiopia

Recently, The Multi-Donor Trust Fund has been supporting the Programmatic Advisory Services in Support of the Climate Resilient Green Economy (CRGE) Facility by helping establishing a communication-based assessment, strategy advice and immediate communication action plan.