

CONNECT4CLIMATE AND EARTH DAY NETWORK CELEBRATE CLIMATE EDUCATION WEEK CULMINATING IN GLOBAL CITIZEN 2015 EARTH DAY

Connect4Climate brings local stories to a global audience.

Washington, D.C. (April 18, 2015) – Connect4Climate helped young people and previously unheard voices deliver local climate change stories to a global audience on Global Citizen 2015 Earth Day, held on the National Mall on April 18, 2015. More than a quarter of a million people gathered to celebrate Earth Day, listen to notable singers and rock bands including Usher and No Doubt, and hear the 33 commitments by world leaders and corporate executives to end extreme poverty and climate change; more than two million people watched live via YouTube.

Lucia Grenna, program manager for Connect4Climate, gave a rousing tribute to the winners of the global documentary competition, [Action4Climate](#), as select images from the 230 entries filled the giant screen. Action4Climate challenged young filmmakers to tell stories of how they see climate change and offer solutions. The competition received entries from 70 countries and was judged by a jury of award-winning directors and producers, chaired by Italian filmmaker Bernardo Bertolucci.

Grenna then introduced Monica Ord, producer and visionary behind [the film Chloe & Theo](#), which C4C premiered at a special screening on April 15 at the World Bank Group headquarters. The big screens that flanked the stage showed a clip of the film that features an Inuit traveling from his tiny hometown in the Canadian Arctic to New York City with a message from his elders: Our world is melting. Help us.

Across the Washington Monument grounds from April 17 - 19, visitors, including more than 3,000 school children, toured the Alcantara Magic Garden-Connect4Climate pavilion, where they investigated furniture and decorations made out of Alcantara, a material made by the carbon neutral Italian company of the same name. Solar panels furnished by renewable energy provider, Building Energy, based in Milan, Cape Town, and Washington, D.C., powered the pavilion, marking the first time the sun has been harnessed for power on the National Mall.

Inside the pavilion, C4C showcased their ongoing programs through various industries that have reached millions of young people over the past five years, including [Film4Climate](#), an initiative to green the film industry and [Sport4Climate](#), a communications initiative that harnesses the

influence of athletes and other sports figures to tackle climate change, and [Fashion4Climate, an effort that encourages conversations about climate change by wearing a silk green bracelet](#) to prompt taking selfies, tweeting messages, and posting photos on Instagram as an incentive to start conversations about climate change. The children also made commitments to take action to combat climate change, writing their pledges on cards and signing their names.

“What happened behind the scenes at Global Citizen 2015 Earth Day was remarkable,” said Lucia Grenna, program manager of Connect4Climate. “We’re keeping our commitment to help disseminate the stories that we need to tell each other about climate change—the climate stories happening outside our door—that have a big impact on a wide, global audience.”

"Climate education now is a necessary foundation for our future leaders," says Kathleen Rogers, President of Earth Day Network. "Creating climate narratives for our students encourages them to think about risks associated with climate change and their planet's future."

C4C was proud to partner with Earth Day Network, The Global Poverty Project, Alcantara, and Building Energy during Climate Education week in order to disseminate local stories to a global audience, particularly on Global Citizen 2015 Earth Day.

“The Mall is a historic place where people have gathered to demand rights,” says Grenna. “This is the time for the millennials to use their power, their right to vote. They can vote to make a green revolution happen.”

In the week leading up to Global Citizen 2015 Earth Day, C4C and the Center for Research on Environmental Decisions at Columbia University (CRED) hosted a diverse group of scholars and private sector leaders representing seven universities and 12 countries for a roundtable discussion to share climate communication engagement methods and knowledge management practices. The conference was informed by the webinar “Let’s Talk Climate: Innovative Solutions to Communicating about Climate Change,” in which panelists discussed innovative strategies for climate change communication, including the power of solution stories and new media’s influence in spreading awareness. (To listen to the webinar, go to connect4climate.org and scroll to “Let’s Talk Climate.”)

Other partners for *Global Citizen 2015 Earth Day* include: Caterpillar Foundation, Citi, CJ Corporation, iHeartMedia, Clear Channel Outdoor, MSNBC, YouTube and Alcantara.

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ABOUT CONNECT4CLIMATE: Connect4Climate (C4C) is a multi-donor trust fund supported by the Italian Ministry of Environment, Land and Sea (IMELS), the German Federal Ministry for Economic Cooperation and Development (BMZ) and the World Bank Group, along with more than 230 partners that includes civil society, media networks, international organizations, academic institutions, youth groups and the private sector. For more information, visit connect4climate.org.

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