

Information about how to participate in the climate campaign '1,5C: The record we must not break'.



➤ What is the goal of the campaign?

The campaign aims to create a sense of curiosity in the wider audience around the **1.5°C** goal set in the Paris Agreement, complementing and expanding the successful and ongoing #1o5C campaign, promoted by the Climate Vulnerable Forum. It also builds on the #Sport4Climate campaign, launched in 2014 to leverage the influence of sports persons to advocate for climate action. It will raise awareness about the impacts of global warming and the need for a substantive increase in ambition by governments and business to hold the global temperature increase below 1,5 C and meet the Paris Climate Agreement targets. It will call for action to prevent warming beyond 1,5 C and therefore avoid risks such as inundation of low lying territories, failed crops and other social, economic and health threats.

➤ Main Hashtags

#1o5C and #Sport4Climate

➤ When it will be launched?

On July 28th, 2016 during the Symposium "Climate Change: What the Olympics have to do with that", to be hosted in Rio de Janeiro. For more information about the event you can find [here](#).

➤ How can you participate?

1. Raise Your Hand For The World!

- Take a picture of 1.5°C on your hand like in this photo
- Send a copy by email to Renee & Joao at Purpose to be uploaded at www.1o5c.org
- After July 28th post it on Twitter, Instagram & Facebook with #1o5C and #Sport4Climate



Suggested Tweets/Short Messages:

- #Sport4Climate Competing for Gold. United for #ClimateAction. #1o5C
- The smallest temperature increase can make the biggest difference for some people's survival. #1o5C
- #ClimateChange affects all, the poor the most. Stay below #1o5C with #Sport4Climate
- Keeping #GlobalWarming below 1.5C keeps us in the race. #1o5C #Sport4Climate
- Raise the bar. Not the Sea Level. #1o5C
- #ClimateChange: I am doing my part to stay below #1o5C. #Sport4Climate
- #Sport4Climate is United for Climate. Support #1o5C

2. Hold This Sign For The World!



- Print the campaign file and take a photo holding this sign. Materials are available in 3 languages here:

[English](#), [French](#), [Portugese](#)

- Send a copy to [Renee](#) & [Joao](#) at Purpose to be uploaded at www.1o5c.org
- **After July 28th** post it on Twitter, Instagram & Facebook using the #1o5C and #Sport4Climate



3. Share your Video with the World!

- Record a 10' – 30' second video of yourself telling the world why you're standing up for climate change and why 1.5°C is the record we must not break.
- Send a copy to [Renee](#) & [Joao](#) at Purpose to upload at www.1o5c.org
- **After July 28th** post it on Twitter, Instagram & Facebook using #1o5C and #Sport4Climate

Suggested Messages:

- The smallest numbers can make the biggest difference. Keeping #GlobalWarming below 1.5C keeps us in the race. #1o5C for #Sport4Climate
- Raise the bar with #Sport4Climate. Not the Sea Level. Stay below #1o5C
- Competing for Gold. United for Climate. #Sport4Climate calls for a #1o5C target



4. Invite others to join!

Invite athletes, your colleagues, family, and friends to participate and amplify the campaign reach! Let's join all the efforts to avoid breaking this record!

5. Let us take your picture or record a video for the campaign (for athletes in Rio, only)

Send a message to alice@gip.net.br & delciorodrigues.dr@gmail.com or call to +55 21 99982-6485 or +55 11 98374-8000 and they will arrange everything. The image will be uploaded to www.1o5c.org and added to social media channels of the campaign.

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