Connect4Climate Overview Presentation
July 2016
connect4climate@worldbank.org
Development of the Communication for Climate Change Multi-Donor Trust Fund

Connecting to take on climate change and end poverty

- Early 2000s: Strong political campaigns denying climate change
- Late 2000s: WB still missing a communication dept focused on climate change
- 2009: G8 AMBIENTE SUMMIT
  - Discussed the idea of instituting a Multi-Donor Trust Fund to support climate change
- Late 2009: Created the Multi-Donor Trust Fund on climate change
- 2010-2011: “Connect4Climate Network” and first “C4C Photo Video Contest” launched
- 2011: Connect4Climate Global Partnership Program starts to develop 3 components
- 2012: Jim Kim Presidency pays strong attention to environmental issues & climate change
- 2012-2018: Connect4Climate becomes a powerful community & tool to raise awareness on climate change
Multi-Donor Trust Fund main objectives:

• **Raise awareness** about climate change and its impacts at various levels: public at large, private sector, policy and decision-makers

• **Promote commitment** among the public, private sector and policy-makers to take action

• **Build coalitions** for advocacy efforts – 400+ partner organizations as part of Connect4Climate coalition
Connect4Climate coalition recognized and empowered

Connect4Climate is important because we have to take this struggle to a different level... What we need is a social movement, a social movement that will finally and for once get serious about tackling this epidemic... We have got to connect on an emotional level... That is the whole purpose of Connect4Climate.

- President Jim Kim
2012 – 2016 → Growth of Connect4Climate

• From a few partners to 400 including international and local NGOs, academic institutions, media networks, multilateral organizations, and various private sector companies.

• From COP17 to the participation in high level events around the world (including COPs, Cannes Film Festival, Paris Agreement Signing Ceremony)

• From 300,000 tweet reach during ‘Connect4Climate at the Newseum’ in 2012 to a potential audience of 4.4 billion with the Fiat Lux Public Art Projection at the Vatican, December, 2015

Video: Building Connect4Climate

COMMUNICATION FOR CLIMATE CHANGE
MULTI-DONOR TRUST FUND PROGRAM

https://vimeo.com/95452926
Connecting to take on climate change and end poverty

Connect4Climate Highlights

- Voices4Climate Competition announces winners at COP18
- "Right Here Right Now" Event at WB JYK calls for global movement
- Action4Climate Youth Competition celebrated in Times Square, at festivals, and at Global Citizen Earth Day 2015
- Global Citizen ‘15 Earth Day on National Mall 300K attendees 2.2 billion outreach
- "Flat Lux: Our Common Home" projection mapping at the Vatican 120K attendees 4.4 billion outreach
- Partnership with Enel SpA for creative climate change communication
- Launch of 2016 Film4Climate Global Climate Change Video Competition

- Launch of MDTF
- Competition for African Youth presented at COP17
- 1st big event at the Newseum
- Build the Change Lego Contest @ EcoCity
- Be the Movement Workshop at COP19
- Film4Climate launched at the Guadalajara Film Festival
- Youth4Climate Coalition at COP21
- Digital Media Zone participation for Paris Agreement Signing Ceremony at the UN

Connect4Climate Today

A Methodology for Global Engagement: Driving Global Action on Climate Change

• **Connect and amplify** global and local climate change initiatives.
• **Engage the private sector**, tap into its creativity and encourage companies to innovate and respond to demand for sustainable products and services.
• Tap into the rich potential of **global youth** and **influential leaders** as powerful agents of social change.
• Inspire citizens to create an **enabling environment** for policymakers.
• **Support the World Bank Group's advocacy** on climate change.
What We Do

Three components of the MDTF

ADVOCACY & FUND LEVERAGING

RESEARCH & CAPACITY BUILDING

SUPPORT TO OPERATIONS
Advocacy and Fund Leveraging

OBJECTIVE

- Maintain strong presence in international events (e.g. Earth Day, Grand Prix, Expo Milano, Milan Fashion Week, Cannes festival)
- Launch specific activities related to collaboration with creative industries
- Consolidate Connect4Climate’s platform and associated social media channels

OUTPUT

- More than 30 high-profile events launched since 2013, with millions of social media impressions and international coverage
- Film4Climate, Sport4Climate, Leaders4Climate, Music4Climate, Fashion4Climate, Youth4Climate, Cities4Climate, Innovation4Climate
- New Connect4Climate.org platform
- FiatLux: Our Common Home projection reached an audience of billions worldwide
Advocacy Initiatives

https://vimeo.com/156322100
#Film4Climate: spreading climate messages and promoting sustainability in the film industry

“Theo’s Message to the World” Video: [https://vimeo.com/124714194](https://vimeo.com/124714194)
#Music4Climate: drawing on interest in climate change among musicians and songwriters

“Not Afraid – TS1 & Eminem” Video: https://vimeo.com/69227576
#Fashion4Climate: collaborating with trend setters of the fashion sector for sustainability

“Connect4Climate at Milan Fashion Week” Video: https://youtu.be/ALm0fLULuxY
#Sport4Climate: capitalizing the fame of athletes and the popularity of the sports industry

“Sport4Climate” Trailer: https://vimeo.com/99650447
#Leaders4Climate: engaging influential figures to speak out on climate change

“Fiat Lux: Our Common Home” Recap: https://vimeo.com/148381415
#Youth4Climate: inspiring young people to join together to take on the climate challenge

“Action4Climate Times Square Takeover” Video: https://vimeo.com/101737739
#Cities4Climate: building on local initiatives to make urban areas more climate smart

“Build the Change with LEGO” Video: [https://vimeo.com/76853017](https://vimeo.com/76853017)
#Innovation4Climate: highlighting the role of businesses and technology for climate solutions

“Connect4Climate at Global Citizen 2015 Earth Day” Video: https://vimeo.com/127057936
Support to Operations

OBJECTIVE

Produce guidance notes and other communication materials to support development of operational component

Coordinate operational support through strategic partnerships

OUTPUT

Produced Communication material for 20+ ongoing WBG operations;

Supported training programs to build communication capacity in the West Africa region

Organized SAWAP Conferences (March 2014 & Feb 2015) and technical workshops (May 2014 and Feb 2015);

Support Great Green Wall for Sahara & Sahel Initiative

SAWAP Fieldtrip Video: https://vimeo.com/120534964
Research & Capacity Building

OBJECTIVE

Develop global communication in support to the environmental footprint evaluation of production and consumption patterns

Research on operational impact of communication interventions; development and publication of case studies, training modules

OUTPUT

Built baseline for Communication in WB-financed operations;

Organized and participated to **20+ knowledge events** in partnership with universities

Produced and published **knowledge material** for events and conferences
Knowledge Partners: 400+ partners

#Solutions4Climate: presenting latest research and innovations for climate solutions

#Knowledge4Climate: promoting educational outputs and build capacity
"If we don't confront climate change, we won't end poverty."

-Jim Yong Kim

Thank you!