



## Connect4Climate and Vimeo call for action: Film a #Day4Climate action on November 29

Connect4Climate, the global partnership program of the World Bank Group, the online platform Vimeo, and partners have joined forces to challenge citizens around the world to film Climate Action on one day, November 29.

Dedicated to driving climate action around the world, the 24-hour Film a #Day4Climate Action challenge ([connect4climate.org/competition/day4climate](http://connect4climate.org/competition/day4climate)) asks aspiring filmmakers and citizens worldwide to document climate actions, solutions and conversations happening on a day dedicated to global climate mobilization.

On November 29<sup>th</sup>, a day before the UNFCCC 21st Conference of the Parties (COP21) meeting starts in Paris with a gathering of global leaders, citizens all around the world will get out and call for an ambitious outcome in Paris. COP21 is expected to adopt a binding agreement on the long-term reduction of greenhouse gas emissions.

As part of Connect4Climate's Film4Climate Initiative, Film a #Day4Climate Action invites people globally to share their story from November 29<sup>th</sup> on what we should do to prevent dangerous climate change and save our planet. The stories all need to be filmed and edited down to no more than 3 minutes in 24 hrs and submitted on the Vimeo's group channel: **Film a #Day4Climate Action – 29 November 2015** (<https://vimeo.com/groups/day4climate>), by the next day.

*"Video is a powerful way for people to document activism and share their message with others. We're excited to support Connect4Climate in their efforts to raise awareness for the steps we need to take to address climate change around the world,"* said **Vimeo's Community Director, Darnell Witt**.

Submitted video messages will be featured during the Youth Day at COP21 and at events across the city. The videos will also be brought together in a documentary telling the story of how citizens around the world showed their support for climate action. A celebrated editor and filmmaker will lead this effort for a launch at the World Bank Group in 2016.

*"Telling stories in a way which allows others to experience a world, which they never would have otherwise seen, changes people. It has the power to change their perspectives, opinions and hearts."*



*This is why film is such a powerful tool to encourage climate action.*” -**Lucia Grenna, Program Manager, Connect4Climate**

### **Why now?**

Just one day before the crucial climate negotiations in Paris (COP21) begin, coinciding with the Global Climate March - a decisive call for bold actions on climate change, this challenge represents an opportunity for people to come together through the power of video and share their messages, pledges and solutions for climate change. Everyone, everywhere, united to build a resilient clean future!

Connect4Climate aims to raise global awareness about climate change in line with the World Bank’s mission to end extreme poverty within a generation and boost shared prosperity. As **World Bank Group President Jim Yong Kim** said, “*We will never end poverty if we don’t tackle climate change.*”

### **Help us spread the word through your social media channels**

Blog post: <http://connect4climate.org/blog/connect4climate-and-vimeo-call-for-action-film-a-day4climate-action-on-nove>

#Day4Climate page: [connect4climate.org/competition/day4climate](http://connect4climate.org/competition/day4climate)

Vimeo’s group channel Film a #Day4Climate Action – 29 November 2015:  
<https://vimeo.com/groups/day4climate>

See the trailer here: [vimeo.com/groups/day4climate/videos/141448890](https://vimeo.com/groups/day4climate/videos/141448890)

### **Tweet samples**

.@Connect4Climate and @Vimeo call for action: Film a #Day4Climate action on November 29  
<http://ow.ly/Tvmum> [+Postcard Image]

Film a #Day4Climate Action on November 29 and tell @Connect4Climate & @Vimeo your story  
<http://ow.ly/TvtXf> [+Image]

What should we do to tackle climate change and save our world? Tell us ur story  
<http://ow.ly/Tvun3> #Day4Climate @Vimeo @Connect4Climate

.@Connect4Climate & @Vimeo invites you to share your #Day4Climate action on November 29:  
<http://ow.ly/TvvAj>

Film a #Day4Climate Action invites citizens to share their story from Nov 29th, a day of global climate mobilization  
<http://ow.ly/Tvuaf>



"Video is a powerful way for people to document activism" - Darnell Witt @Vimeo. Join #Day4Climate: <http://ow.ly/TvuSp> @Connect4Climate

"Telling stories change perspectives and hearts", @LuciaGrenna @Connect4Climate. Submit yours: <http://ow.ly/Tvvkx> #Day4Climate w @Vimeo

### **Facebook/LinkedIn post**

Connect4Climate and Vimeo have joined forces to challenge citizens around the world to film climate action on one day, November 29. The 24-hour Film a #Day4Climate Action challenge asks aspiring filmmakers and citizens worldwide to document climate actions, solutions and conversations happening on a day dedicated to global climate mobilization. Show your story from the day on what we should do to prevent dangerous climate change and save our planet: <http://ow.ly/TvrKX> [+Postcard Image]

### **Download images here:**

<https://www.flickr.com/photos/connect4climate/albums/72157659531337848>