



**UNITING 4 CLIMATE**

**WE ARE UNITING FOR CLIMATE ACTION**



**Join the call for unity in the lead up  
to and through COP23.  
We are uniting for climate action.  
Share your stories, events and  
messages with #Uniting4Climate.**



## DESCRIPTION

World Bank's Global Partnership Program, Connect4Climate is joining the Government of the Republic of Fiji's incoming Presidency of COP23 in collaboration with Germany's Federal Ministry for Economic Cooperation and Development, and other partners to present the #Uniting4Climate communications campaign. The campaign is meant to highlight unity in support of climate solutions: countries, cities, regions, businesses, civil society and individuals are "Uniting for Climate Action."

In the lead up and during COP 23 (Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC) partners will share messages, host events and showcase climate solutions under the #Uniting4Climate hashtag.

The communications campaign could include solutions to rising oceans and managing vulnerability, the opportunities in climate action, and how low-carbon resilient economies are being built through united actions. Events and activities around COP23 will be presented as part of the campaign.

Website: [www.connect4climate.org/initiative/uniting4climate](http://www.connect4climate.org/initiative/uniting4climate)

Social Media: [#Uniting4Climate](#) [@Connect4Climate](#)

## COMMUNICATION CAMPAIGN RESOURCES

Hashtag: **#Uniting4Climate**

Twitter handles: **@Connect4Climate @COP23 @BMZ\_Bund**

Article: [www.connect4climate.org/initiative/uniting4climate](http://www.connect4climate.org/initiative/uniting4climate)

Visuals: <https://drive.google.com/drive/folders/0B3ukZg8IOjuTMkZWdlhpWjVrWHc>



# VR/360-VIDEO PITCH COMPETITION



As part of the #Uniting4Climate communications campaign Connect4Climate presents a VR/360-video competition under a customized logo.

The #Uniting4Climate competition invites visionaries, creatives, developers worldwide (18+) to send their videos in the form of a video pitch on the solutions to deal with the climate change challenge.

The jury will be announced at the Venice Film Festival.

The competition will go live at [www.uniting4climate.org](http://www.uniting4climate.org)



## SOCIAL MEDIA SAMPLES



Be part of a global climate call! Join the @Connect4Climate #Uniting4Climate campaign w your message, event or story <http://bit.ly/2h6ij8m>

Join the call for unity in the lead up to & through @COP23. Share stories, events & messages using #Uniting4Climate: <http://bit.ly/2h6ij8m>

.@Connect4Climate invites you to join the #Uniting4Climate campaign on the lead up to & during @COP23. Here's how: <http://bit.ly/2h6ij8m>

What's your message to @COP23? Do you have a story to share? An event? Then be part of the #Uniting4Climate campaign <http://bit.ly/2h6ij8m>



## SOCIAL MEDIA SAMPLES



Together we can tackle #climatechange. #Uniting4Climate campaign is looking for your solutions, stories and events: <http://bit.ly/2h6ij8m>

Do you have solutions4climate? Share them w the world through #Uniting4Climate campaign. We'll bring them to @COP23 <http://bit.ly/2h6ij8m>

We are #Uniting4Climate action! Join us by sharing your stories, events & messages to & during @COP23. See how: <http://bit.ly/2h6ij8m>



## SOCIAL MEDIA SAMPLES



In support of climate solutions we are uniting for climate action! Join the Connect4Climate and partners call for climate unity in the lead up to and through COP23. Share your stories, events and messages with the #Uniting4Climate campaign. Here's how: <http://bit.ly/2h6ij8m>

Connect4Climate and partners invite you to be part of the #Uniting4Climate campaign. In the lead up and during COP23 we encouraged you to share your climate actions and solutions, events and stories towards building a low-carbon resilient future. See how you can join the campaign: <http://bit.ly/2h6ij8m>





## SOCIAL MEDIA SAMPLES



We are uniting for #climateaction! Join @connect4climate on the call for unity in the lead up and during #COP23. #ClimateChange affects every portion of #Earth. Climate change is an issue that threatens each and everyone of us. @connect4climate and its partners will share messages, events and stories under the #Uniting4Climate hashtag. Do it as well! Know more on our website or through our social media channels.

## LOGO GUIDELINES

The Uniting4Climate logo comes in only one format: horizontal.

The mark can never be used by itself, without the Uniting4Climate wordmark.

We recommend to use a black shadow when contrast between the logo and the background is needed.



# LOGO GUIDELINES

Uniting4Climate clean version logo



Uniting4Climate Campaign logo



Uniting4Climate Campaign logo w/ black shadow



DOWNLOAD LOGO [HERE](#)



The [Uniting4Climate communications campaign](#) invites all partners and all audiences to share their climate change experiences online with the hashtag [#Uniting4Climate](#).

# Join the call!

