



4 CONNECT
4CLIMATE

a campaign, a coalition, a community
that cares about climate change

PRESENTATION OVERVIEW

Motivation: To end poverty we need to tackle climate change

Strategy: Campaign, Coalition & Community

Competitions & Social Media: Youth Empowerment to Reach Diverse Audience

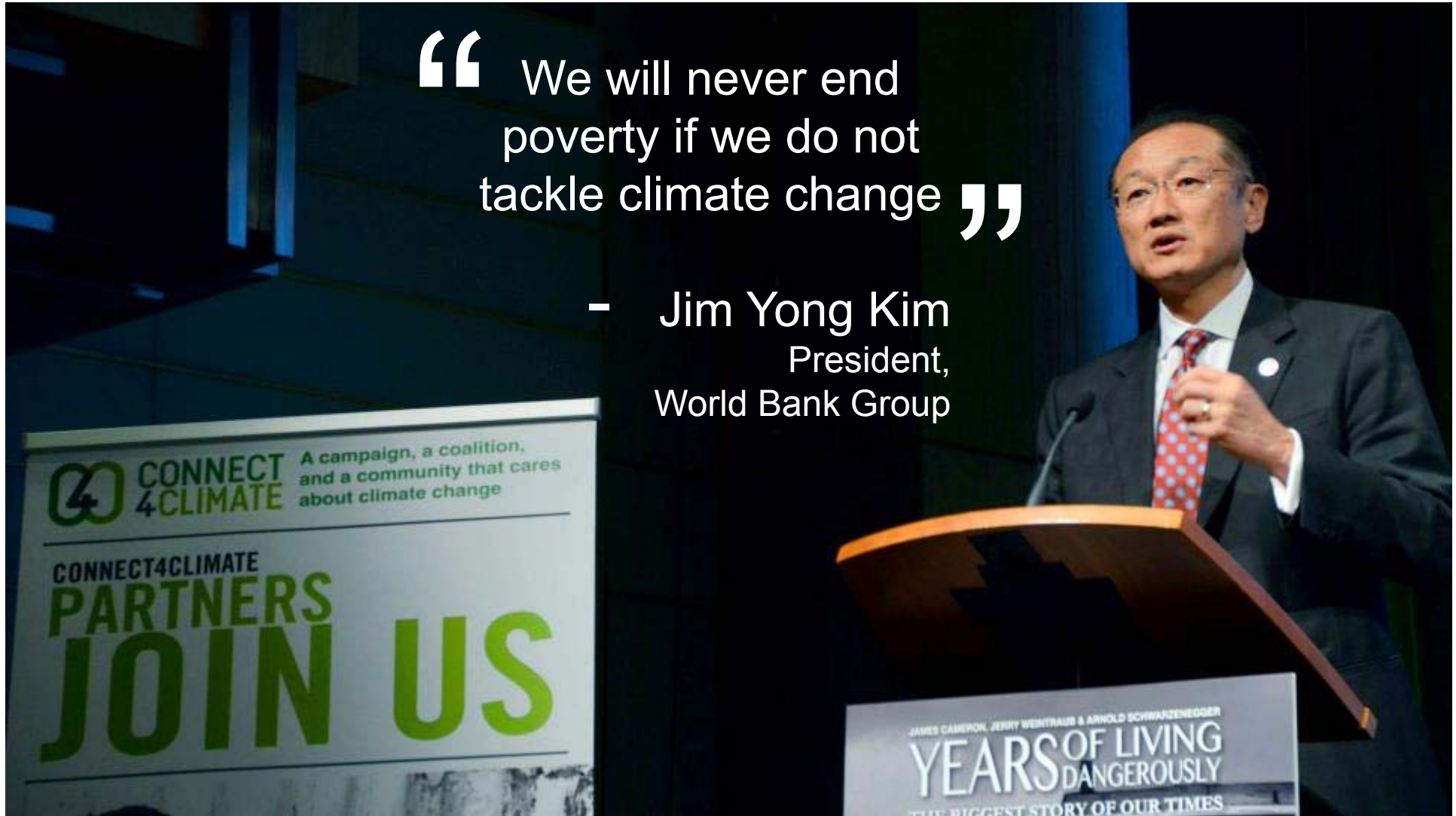
Events/Workshop/Training: Private Sector and Opinion Leaders Engagement

Connect & Amplify: Advancing Global Action



“ We will never end poverty if we do not tackle climate change ”

- Jim Yong Kim
President,
World Bank Group



CORE VALUES THAT GUIDE OUR STRATEGY

Inspiring global climate action

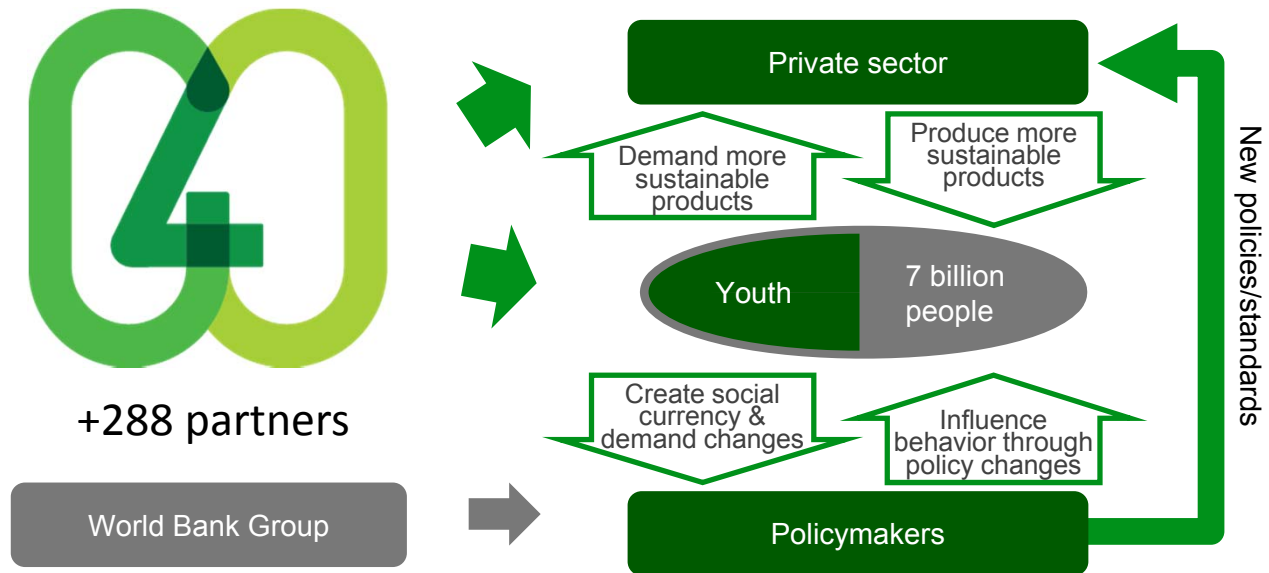
Promoting behavioral and social change

Environmental education

Youth empowerment



STRATEGY: GLOBAL ACTION ON CLIMATE CHANGE



“
It is not our intention to create a new movement or initiative. Rather, use the resources of the World Bank to connect the successful programs, amplify the message and reach new audiences.”

- Lucia Grenna,
Connect4Climate
Program Manager



CONNECT 4CLIMATE
GLOBAL LEADER AWARD
for
Rokia Traoré
for her commitment and dedication
supporting climate change initiatives around the world



25th
ANNUAL
PALM SPRINGS
INTERNATIONAL
FILM FESTIVAL
JANUARY
13-13, 2014



CONNECT 4CLIMATE >>>>
BE THE MOVEMENT



ALCANTARA
DIALOGUES 2013
CONNECT4CLIMATE
— Re-think, Re-design, Re-new





“ We need to
make climate
action cool ”

- Christiana
Figueres

CONNECT AND AMPLIFY: ADVANCE GLOBAL ACTION ON CLIMATE CHANGE

Increase collaboration and cooperation

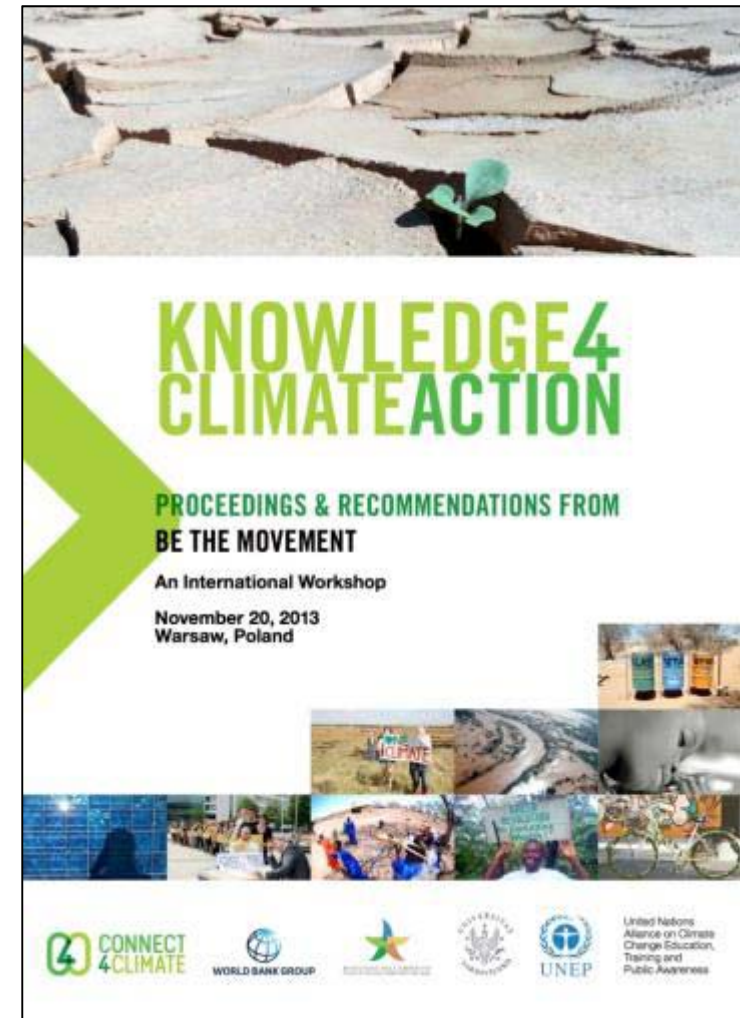
Recognize the intimate and unavoidable link between eradicating extreme poverty and climate change

Emphasize early climate action to avoid high future costs

Show that mitigation will not hinder economic development

Emphasize that every individual can make a difference

Support educators and change makers



CONNECT

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