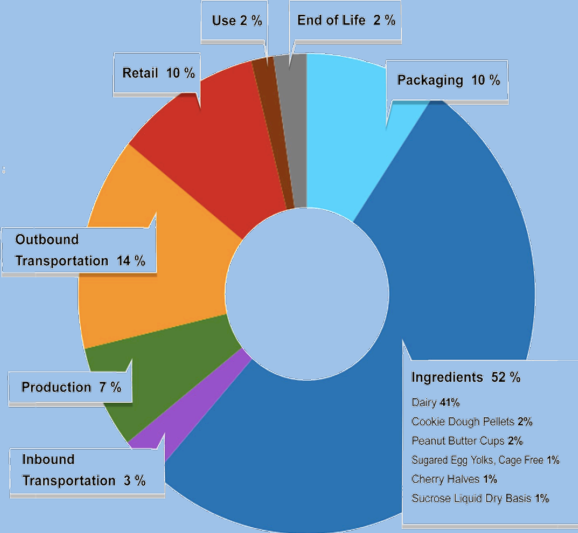




# 3 Activism Pillars

## Doing our homework



## Getting engaged



## Building a movement



# Mobilising the ‘aspiring activists’

- collected 330.000 signatures (Avaaz)
- 365 Mio Social Media Impressions



# Key Learnings



- Ice Cream helps to get attention  
But it doesn't free you from taking a stance
- Progressive actions can inspire others  
but we need to tell the success stories even louder

**UN Climate Action** @UNFCCC · Sep 3  
We're 'udderly' excited to partner with @BenandJerrys to promote #climateaction ahead of #COP21 - #SaveOurSwirled  
You, Ben & Jerry's UK, Ben & Jerry's Oz and jochanan sent

**United Nations** @UN · Sep 5  
New @benandjerrys ice cream flavour h #action2015! @UNFCCC

**Momentum for Change** @Momentum\_UNFCCC · 3h  
ICYMI: Nice blog post from @benandjerrys summarizing yesterday's #SaveOurSwirled stop at #ADP2 ow.ly/RMAiX

**Climate Reality**  
June 7 at 9:24pm · 🌐  
If a two-degree increase in the overall climate doesn't sound very dangerous, this visualization from Ben & Jerry's may change your mind. Check out how they're joining the climate movement: <http://benjerry.com/climate>

**Fairtrade America** @FairtradeUSA  
You know you're serious about...  
@UNFCCC tw...  
twitter.com/UN...  
@benandjerrys

# And now we are supporting local action to get to tangible results - QUICKLY

