



PRESS RELEASE

New public-private partnership will help shine a light on climate change action around the world

(Bonn, 10 September 2013) – Worldwide action on climate change will get greater visibility thanks to a new public-private partnership agreement between the United Nations Climate Change secretariat and global communications company Brodeur Partners.

The agreement aims to strengthen the secretariat’s Momentum for Change initiative, which showcases concrete examples of how businesses, governments and other stakeholders are tackling climate change. Brodeur Partners will provide expert communications advice and support to the Momentum for Change initiative to help it better deliver its goals of highlighting on-the-ground climate action and building broad-based support for a universal global agreement on climate change by 2015, to take effect from 2020.

“Building the case for faster action and deeper ambition on climate change requires good communications,” UNFCCC Executive Secretary Christiana Figueres said. “Our new relationship with Brodeur Partners will help refine and strengthen our communications efforts so we can shine a light on the many inspiring examples of climate action underway and build a groundswell of support that makes it easier for others to take similar action.”

Under the terms of the agreement, Brodeur Partners will provide pro-bono communications support to the United Nations Climate Change secretariat until December 2013. The secretariat and Brodeur Partners will work together to develop a strategic plan that guides Momentum for Change’s communications activities. Brodeur will rigorously analyze the Momentum initiative and its social media efforts, as well as work with key secretariat staff to fine tune Momentum’s overall messaging. The secretariat plans to leverage its enhanced communications capacity to inspire decision makers to support immediate and ambitious climate action.

“Brodeur Partners is proud to partner with the United Nations Climate Change secretariat to help build visibility for the innovative projects highlighted by the Momentum for Change initiative,” said Brodeur Partners Executive Vice President David Zucker. “We design communications programs that don’t just change minds, they change behaviours - in this case, taking action to address climate change.”

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About Momentum for Change

Momentum for Change aims to create a public platform that raises awareness about concrete mitigation and adaptation actions being implemented by a wide range of stakeholders at the regional, national or local levels. The initiative seeks to demonstrate the multiple benefits of addressing climate change and to transform misperceptions surrounding taking action on climate change.

About the UNFCCC

With 195 Parties, the United Nations Framework Convention on Climate Change (UNFCCC) has near universal membership and is the parent treaty of the 1997 Kyoto Protocol. The Kyoto Protocol has been ratified by 192 of the UNFCCC Parties. For the first commitment period of the Kyoto Protocol, 37 States, consisting of highly industrialized countries and countries undergoing the process of transition to a market economy, have legally binding emission limitation and reduction commitments. The ultimate objective of both treaties is to stabilize greenhouse gas concentrations in the atmosphere at a level that will prevent dangerous human interference with the climate system.

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