



THE BIGGEST ISSUE FACING THE WORLD TODAY

Did you know? According to a recent poll undertaken by Kantar across 10 countries, 95% of respondents agreed that the world is currently in grips of climate change.

89% of respondents agreed they have been personally impacted by climate change and well over half (62%) say it's the biggest issue facing the world today.

And yet over a third (35%) of those asked had never heard of the most important global deal to address climate change – the Paris Agreement.

To raise awareness, The UN has come up with a way to give people from around the world a new way to join the global conversation on climate change – The People's Seat, and to let the world know they want action.

**THE
PEOPLE'S
SEAT**

FACTSHEET FOR MEDIA
#TAKE YOUR SEAT

THE PEOPLE'S SEAT. THE NEW GROUND-BREAKING INITIATIVE.

The UN is launching a new seat; the People's Seat that will give everyone a voice at Cop24.

The People's Seat will allow people to "virtually sit" and share their views alongside leaders, governments and representative organizations at the UN Climate Change Conference COP24, December 2-14.

Recognising that climate change is a global challenge that requires a global solution, the UN is working to engage all citizens to add their voices and actions in support of efforts to help raise ambition to tackle climate change.

In 'taking a seat', people from around the world have a unique opportunity to have their voices heard in The People's Address. The People's Address will be shaped by thousands of people from around the world who use the hashtag #TakeYourSeat to join the conversation on climate change.

The People's Address will be delivered by Sir David Attenborough from The People's Seat at the COP24 plenary on 3 December and will be broadcast on social media around the world. The People's Address will also trigger the launch of a Climate Action Facebook Messenger ActNow.bot.

ActNow.bot will make it easier than ever before for people to understand what actions they can take personally in the fight against climate change. ActNow.bot will recommend everyday actions – like taking public transport and eating less meat – and track the number of actions to highlight the impact that collective action can make at this critical moment in our planet's history.

THE PARIS AGREEMENT. PUT SIMPLY.

The historic Paris Climate Change Agreement is essential to address climate change.

It has the central goal of keeping global average temperature rise this century to well below 2 degrees Celsius above pre-industrial levels and to as close as possible to 1.5 degrees Celsius.

The 2015 Paris Agreement marked a historic turning point. World leaders from across the globe clinched a new, universal agreement under the umbrella of the UN Framework Convention on Climate Change (UNFCCC).

This December at the UN Climate Change Conference COP24 in Poland, governments are set to agree the implementation guidelines of the Paris Agreement, thereby unleashing its full potential.

As of November 2018, 184 states and the European Union have joined the Agreement, which entered into force with record speed.

Countries have designed their own national climate action plans under the Paris Agreement, but the sum of these plans are not sufficient to limit climate change to well below 2°C. It is critical for countries strengthen their strategies to reach the targets set in the Paris Agreement, and raise ambition to tackle climate change.

Everyone must contribute to the effort to address climate change, but it must happen quickly. Global warming is happening faster than expected and time is running out.

To be effective, we need to all come together: citizens and leaders alike to commit to change.

#TAKE YOUR SEAT

WHAT ARE WE ASKING PEOPLE TO DO?

We are asking people to change the world by addressing the defining issue of our time.

The truth is, we can all do more. People see that climate change is happening—but they feel that not enough is being done to tackle it. This initiative, The People's Seat, has the potential to be the vehicle that empowers people to be involved in the process through their voices and in the solution, through their actions.

It's far more than contributing your voice, but it starts with that.

This week, Sir David Attenborough is launching the campaign with a video inviting viewers to share their thoughts on climate change. Over the next two weeks, thousands of influencers from around the world will also use polling and the hashtag #TakeYourSeat on social media to gather people's experiences and opinions.

We think this message needs to be heard far and wide, by as many people as possible. We're asking people to use #TakeYourSeat to send their messages on climate change.

By sharing the initiative's video and images, you will be helping to spread the message and to convey to the world's leaders the importance of making the right choices at this crucial time.

THE PEOPLE'S SEAT
#TakeYourSeat

THE
PEOPLE'S
SEAT

MAKE YOUR VOICE HEARD
#TAKE YOUR SEAT