**Climate Action Week 2020**

**#We Are The Climate ....  #We Will Change!**

**What's Going On?**

European Union Delegation to Turkey (EUD) and UNDP Turkey are launching a joint campaign for Climate Action Week. Joining their forces, they are backing their campaign in an historical turning point where there is much at stake and much to do after the Covid-19 pandemic and before 2050.

The campaign will start on 19th October 2020 and reach its peak between 9th-14th November 2020.

**What Are The Actions?**

This is a multi-layered campaign aiming to create a flood effect on different target audiences. The main mechanism is designed as an open chain in order to include as much stakeholder as it is possible and allowing every institution or individual to re-produce the message.

The kick-start will be handled by EUD and UNDP by a series of events: Webinars, Social Media Campaign, press-meetings.

The ripple-effect will be created by the stakeholders and general public by “Everything +1,5 Degrees” challenge and “Max. 90" videos. All will be tied by the hashtags: **#We Are The Climate   #We Will Change**

**What Do We Ask?**

Join our call, raise your voice for the climate!

**A- Support The Main Message:**  
**You can use the formula below, prepare a video and release it on your social media account tagging EUD and UNDP, using the hashtags:**  **#iamtheclimate #iwillchange** or **#wearetheclimate #wewillchange**

Individuals and institutions can put a message forward with the formula below:

*(Individual / institutional story) + (climate crisis link) + (action/promise) + (ownership/responsibility)*

**Individual / institutional story >>>**

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| **Individual example:** | **Institutional example:** |
| **My name is Beyza, I am a painter, a mother and a daughter.** | **As the municipality of a city of 300 years old, the İstanbul Metropolitan Municipality carries the responsibility of 15 million citizens.** |

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**climate crisis link**

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| **Individual example:** | **Institutional example:** |
| **Every day we fall short on the 1,5 degrees target, is a day stolen from my son.** | **We recognize our challenge during systemic shocks and our impact on the climate crisis.** |

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**action/promise**

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| **Individual example:** | **Institutional example:** |
| **From this day forward, I am biking to work, reducing my own footprint.** | **Announcing our Climate Action Plan, we promise to live up to our word.** |

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**ownership/responsibility**

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| --- | --- |
| **individual hashtag:** | **institutional hashtag:** |
| **#iamtheclimate #iwillchange** | **#wearetheclimate #wewillchange** |

**B- Join The Challenge:**

Anything + 1,5 Degrees Challenge:

Individuals can join and spread the +1,5 Degrees Challenge using their daily life routines and binding them to 1,5 Degrees mission using the steps below.

1- Make a home-made video (with your phone, plain and simple and short):

a- Select a routine, a recipe, a ritual, a formula to do something from your life. (For example if you are a cook you can talk about a recipe, a chemist a formula, a craft person a knitting technique… Anything)

b- Give a quick recipe/formula

c- Add the phrase "... And 1,5 Degrees" in the end with a high and exaggerated tone, even it's irrelevant, especially better when irrelevant.

d- Say your last sentence explaining if the 1,5 Degrees is not met, everything we do will be irrelevant. because we have to have a habitable world at first.

Example of a video: A chef is giving a recipe for bread. " 1 pinch of salt, 1 pinch of sugar, 3 glasses of flour, 1 glass of water... aaannnd 1,5 Degrees! Because if we do not keep the temperature rise there, it will not matter if your bread is cooked or not. We fill not have a future to taste it."

2- Release it in your selected social media account as a challenge with post text below and tag your friends to join:

**#1,5DegreesChallange**

I am raising my voice to support the climate action. We have to keep the temperature increase below 1,5 degrees. We have to change our ways to adapt to climate change. Join me in this action. Bind your own story to the climate. Make your own video and add your friends to the circle!  
**#wearetheclimate #wewillchange**