

BRAND STORY

Everything you need to know about Climathon and how to communicate it to the world.

TIME FOR CHANGE.

BE THE CHANGE.

Climathon 2020 is about empowering people to take collaborative climate action within their own communities.

It's not necessarily about finding the perfect solutions or quick-fixes for climate change.

Instead, it's about a global movement that is collaborating and creating ideas to raise awareness.

It's about bringing communities and decision-makers together to work towards long-lasting behavioural change at home.

It's about having fun in the face of this challenge.

This is the story we hope you will tell in your communications with partners, participants and press.

We hope this language helps with your social posts, presentations and pitches.

Key messages:

- Seeds of change can sprout from a single idea.
- Unprecedented times call for new heroes. Heroes like you.
- Our cities must be carbon neutral by 2030.
- We can unite the world's cities in the face of this challenge.
- Join us on the Climathon journey.
- Time for change. Be the change.
- At the core of Climathon, is you.
- Climathon offers a clear pathway to action.

OUR MANIFESTO

Unprecedented times call for new heroes.
Heroes like you.

The impacts of climate change are all around us, coming even harder and faster than the models predicted. When global climate politics is stifling, **it's your turn to move.**

When business-as-usual is blind to the scale of the crisis we're facing, you have the ability to envision.

When faith in policies to fix the problem is fading, **our hope rests in people like you.**

Seeds of change can sprout from a single idea. That is what Climathon is about.

Climathon is a stage for **those that want to act on behalf of the needs of our planet.**

The Time to Act is Now

Already, there is momentum on the streets. There is an inner fire among people to self-organise and take the climate crisis into their own hands. And home is where it counts.

Real change is made within the communities and cities you take part in every day.

By 2050, **more than two-thirds** of the world's population will live in cities.

Our cities must be **carbon neutral by 2030**, and the people that live in them are a powerful driving force towards that goal.

Together, **cities and their citizens** are forming a global wave of change-makers.

Only a combined effort can help humanity achieve the zero-emissions goal over the next 20 years.

Through Climathon you have an opportunity to propel this wave forward.

What is Climathon?

Climathon is a city-based programme that offers a clear pathway to action and interaction - an opportunity for cities and citizens to co-create local ideas to shared climate challenges. Its intent is to raise climate awareness, disrupt the status quo, and rethink the places we live in and the future we want as citizens.

Climathon, a global movement



On one day, over anything from 12 to 72 hours



In hundreds of cities across 6 continents and many timezones



Global Climathon Day brings together a diverse group of participants



Ranging from policymakers to entrepreneurs, youth to business leaders

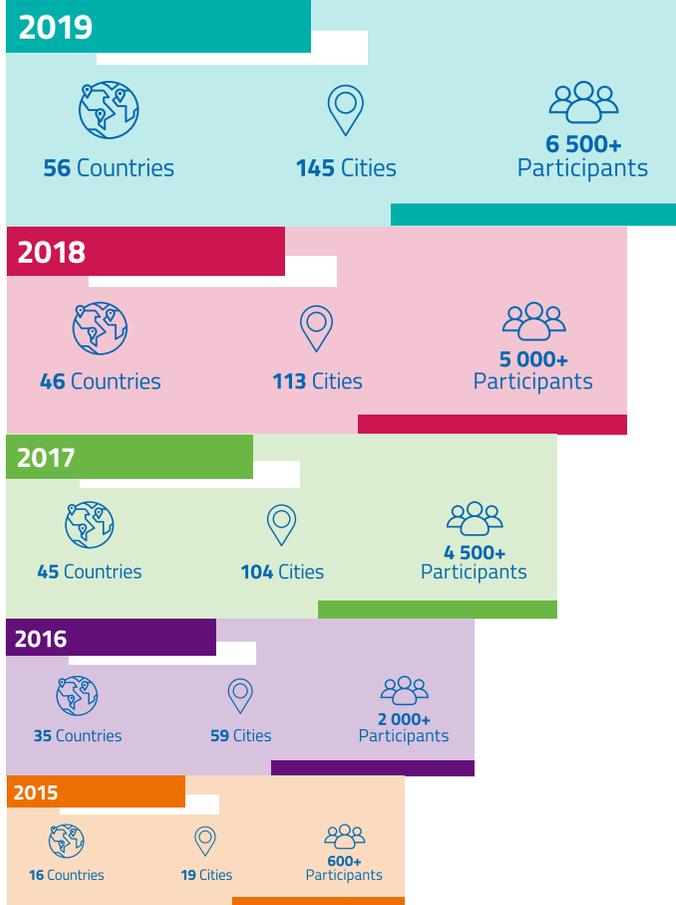


Hackers to academics, students to professionals

At the core of the programme is an ideathon powered by local organisers; the people who know their cities and climate challenges the best.

Our Climathonians' community

In the last five years, the Climathon movement has grown from 600 to 6500+ participants worldwide and the momentum is still building.



Our Climathon online community

We are present across different social media platforms to elevate our voice and share our mission and vision with the world. Be part of our community:



LinkedIn:
[linkedin.com/company/climathon/](https://www.linkedin.com/company/climathon/)



Facebook:
[facebook.com/Climathon/](https://www.facebook.com/Climathon/)



Youtube:
[youtube.com/channel/UCvhHrBdXjaDTQrUrAinqxow](https://www.youtube.com/channel/UCvhHrBdXjaDTQrUrAinqxow)



Instagram:
[instagram.com/globalclimathon/](https://www.instagram.com/globalclimathon/)



Twitter:
twitter.com/GlobalClimathon

If you want us to amplify your Climathon, tag us in your social media posts, we will share your messages on our main channels:



Facebook / LinkedIn / Youtube:
@Climathon



Twitter / Instagram
@globalclimathon

Want to cast our net wider?
Use the main hashtag
#Climathon :

And get in touch with the Climathon team if you have any questions at all.

Join us on the Climathon journey, and together let's make our cities a better place to live in!