



CONNECT 4 CLIMATE

a campaign



FOREST WHITAKER
UNESCO GOODWILL AMBASSADOR
FOR PEACE & RECONCILIATION



[Connect4Climate PSA](#)



CONNECT4CLIMATE

Asia-Pacific


Climate Change Adaptation
Forum

March 12-13, 2012

C4C

OBJECTIVE

To create a participatory, open-knowledge platform that engages a global community in climate change conversation to drive local action.

- 
- 1.Support to operations (advisory)
 - 2.Research and capacity building (knowledge management)
 - 3.Advocacy and fund leveraging (partnerships)



C4C LAUNCH - BAMAKO & DC

On September 21, 2011, the C4C team hosted the “Smart Crowding4Climate Change” event at the Bank, which included:

- Global panelists
- Media
- Guests included NGOs/Bank staff
- Live tweet wall
- Live Facebook updates
- Skype interaction
- Live Facebook questions



WASHINGTON, DC - SEPTEMBER 21:

Paul Sparrow attends the 'Smart Crowding4Climate' panel discussion at The World Bank on September 21, 2011 in Washington, DC. (Photo by Riccardo S. Savi/Getty Images)

CREATING THE C4C COMMUNITY



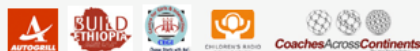
- Facebook page
- Twitter account
- YouTube channel
- Flickr account
- LinkedIn group
- Online photo/video competition platform
- E-newsletter

C4C Sponsors



C4C Global Partners

(View List of Partners and Link to Sites)



PARTNERS AND SPONSORS

C4C has aggregated more than 120 Partners and Sponsors, including:

15 UN agencies and initiatives

25 Academic Institutions

7 Media Networks

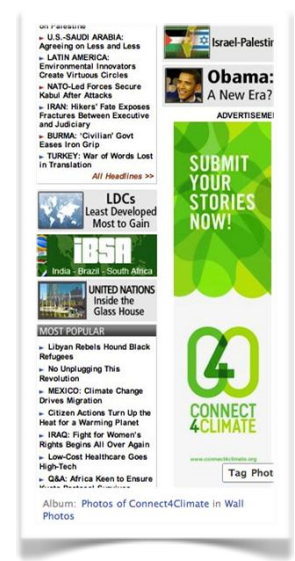
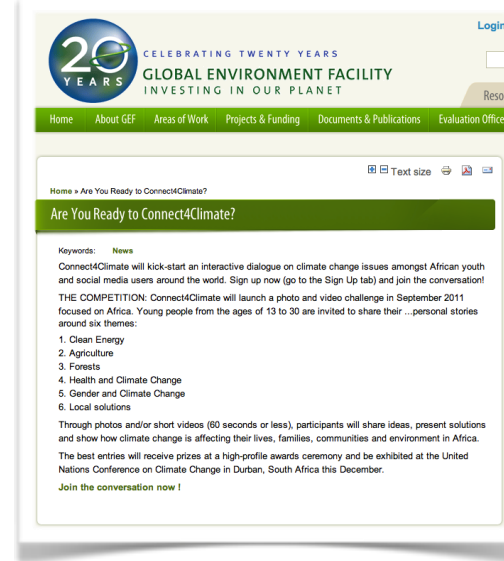
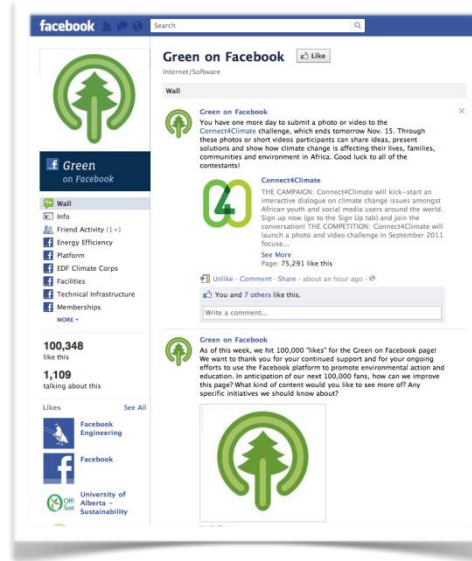
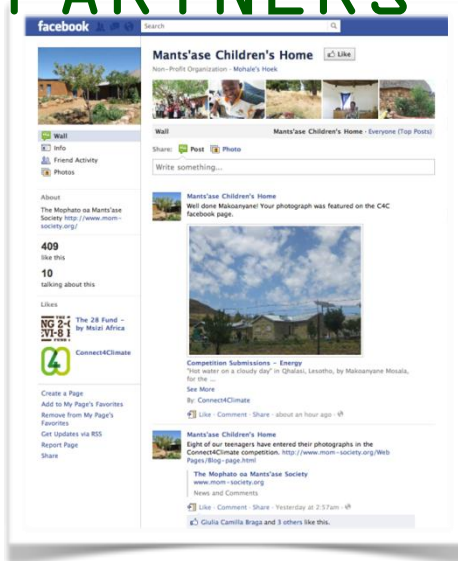
7 Private Sector

50 Local and global CSOs/NGOs

Partners consistently cross promote C4C content on their social media platforms.



C4C UNIVERSITY PARTNERS



University partners include:

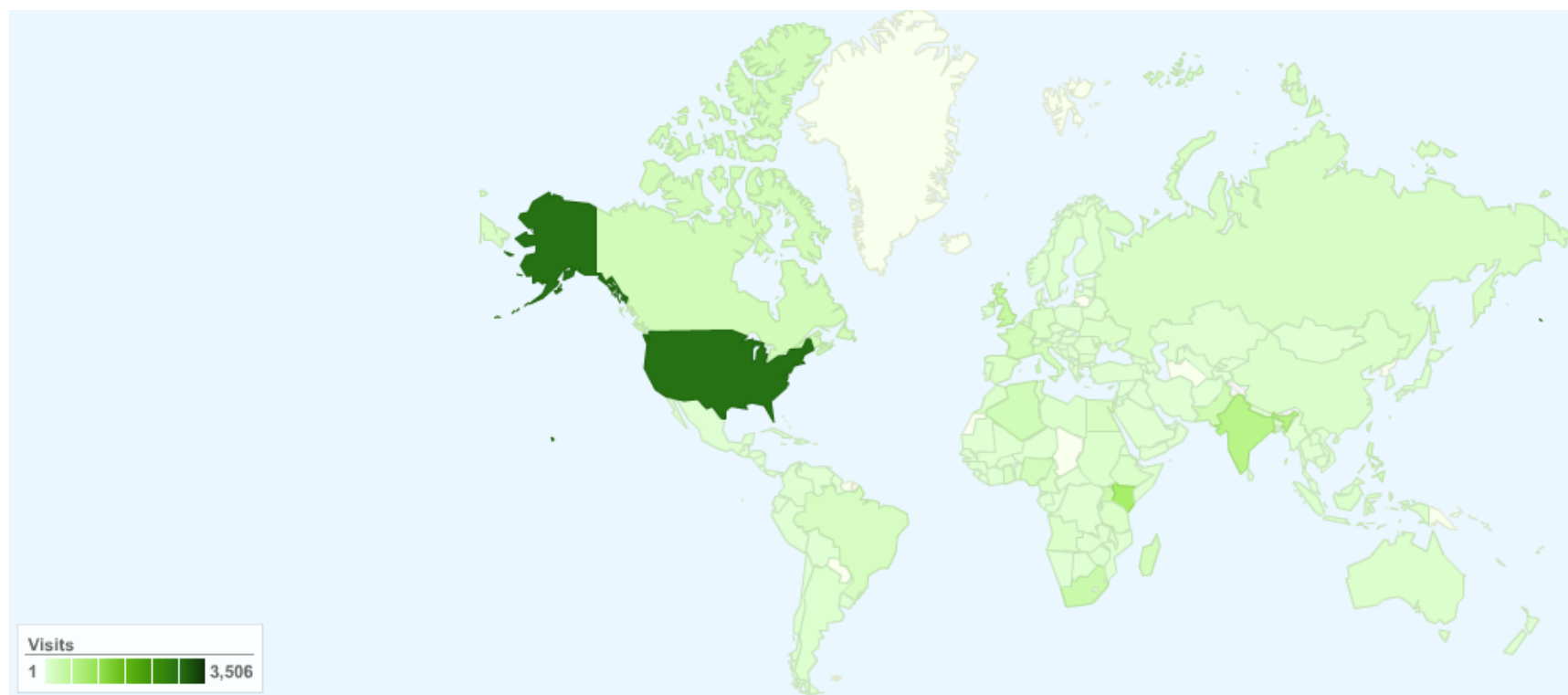
- American University School of Communication
- MIT Climate CoLab
- Yale School of Forestry & Environmental Studies
- Columbia University Center for Research on Environmental Decisions
- University of Massachusetts Boston Center for Governance and Sustainability
- Georgetown University Center for Social Impact Communications
- George Mason University Center for Climate Change Communication
- Johns Hopkins School for Advanced International Studies



ANALYTICS:

WWW.CONNECT4CLIMATE.ORG

Visitors from 176 countries have visited connect4climate.org



13,242 visits came from 176 countries/territories



ANALYTICS: CONNECT4CLIMATE

FACEBOOK

Overview Likes Reach Talking About This

Data through Sunday (All dates and times are in Pacific Time)

Export Data



Total Likes?

221,855



3.06%

Friends of Fans?

63,908,901



2.75%

People Talking About This?

8,509



26.25%

Weekly Total Reach?

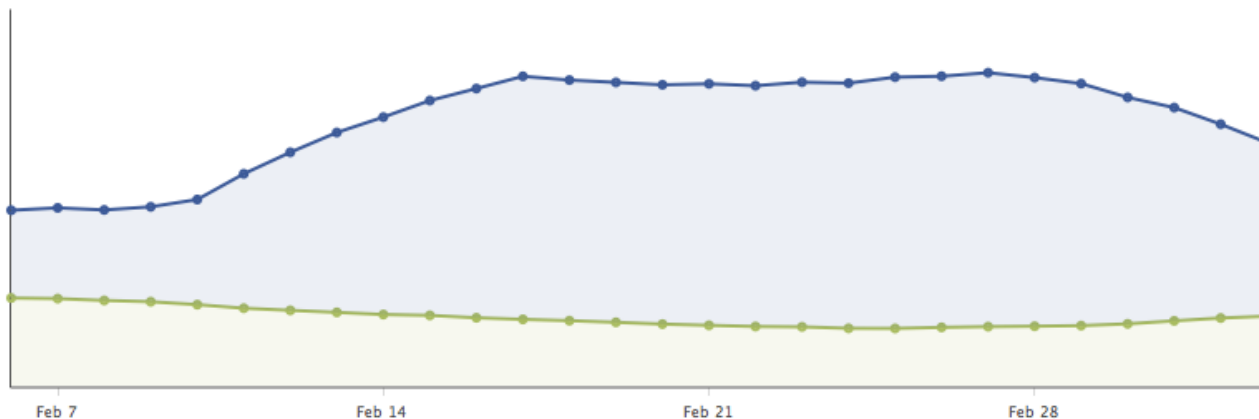
3,103,627



-27.54%

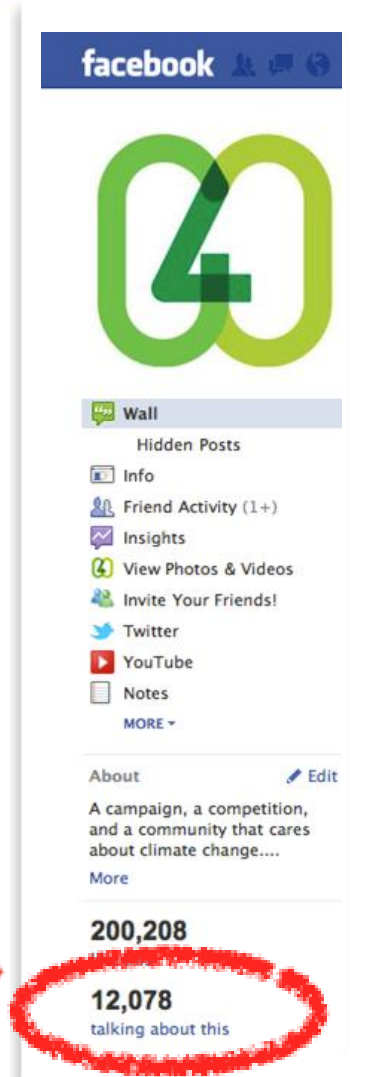
Posts? People Talking About This? Weekly Total Reach?

0 0 0



As of today, the Connect4Climate Facebook page has more than 220,000 fans.

The C4C Facebook page reaches
between 6 and 2 million users
and hosts over 12,000
conversations weekly.





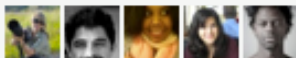
ANALYTICS: AFRICAN VOICES ON C4C CLIMATE CHANGE BLOG

COMPLETE LIST OF AVCC BLOGS

October 24 2011

African Bloggers on Climate Change kicked off this morning and will run through October 31st. Below is a list of all the commentary and blog posts related to AVCC. We will update this list daily with all the blog posts that have been written so far. If you are an African blogger or a climate change, environment blogger, we encourage you to join the conversation. Check out the original **AVCC** posts for guidance on how to engage in the global conversation.

✓ Like Send Leigh Vogel, Gerardo Spatuzzi and 11 others like this.



**24 Climate Change blogs submitted on topics
including energy, gender, and health**

SHARE YOUR STORIES!

Connect4Climate Photo & Video Competition 2011

Submit your stories for a chance to win cool prizes! How is climate change affecting Africa? Your community? You, your friends, and your family? Do you have a new idea for a local solution? Send us your photos and/or videos now!

MOST RECENT

MOST VIEWED

MOST COMMENTED



Women and drudgeries
Anastacia Kamau
2011-10-16 3:12am



Lake Liambezi in Transition
Max Edkins
2011-10-15 12:32pm



Eastern Arc Mountain Refuge
Max Edkins
2011-10-15 11:45am



Childhood
Elena Nikolovska
2011-10-15 4:43am



5th Dimension
Amine Benboubker
2011-10-14 7:40pm



Skulls
Amine Benboubker
2011-10-14 7:37pm



A Noble Habit
Amine Benboubker
2011-10-14 7:28pm



Climate change is just around the corner
Connect4Climate Entry
2011-10-14 6:43pm



Land Use Plan
Max Edkins
2011-10-14 6:31pm

[See more 'Most Recent' entries](#)

**C4C PHOTO &
VIDEO
COMPETITION**
**754 submissions from
all African countries**



C4C PHOTO & VIDEO COMPETITION INNOVATIVE ACTIVITIES:

Promoting photo and video submissions
platforms to create:

- Awareness
- Provide education via captions, and IReport
- Engage followers for long-term next steps

"Girl future" in Mali, by Stephanie Rabemiafara, for the Gender category of the Connect4Climate photo/video competition.

Submit your photos/videos on climate change in Africa here:
<http://apps.facebook.com/connectforclimate>



"RURAL WOMEN, RENEWABLE ENERGY AND ICTs" in Uganda, by Herbert Lwanga, for the Energy category of the Connect4Climate photo/video competition.

Submit your photos/videos on climate change in Africa here:
<http://apps.facebook.com/connectforclimate>



"Rain of no-gender" in Coker Village, Nigeria, by Yinka Adeparusi, for the Gender category of the Connect4Climate photo/video competition.





ANALYTICS: C4C TWITTER

Many C4C Twitter posts are linked to partner sites, ensuring further reach and engagement.

Real-time updates from the Sept. 21 panel made more than 60,000 impressions through Twitter alone. Our peak reached people via Twitter is over 487,000 through just 50 tweets.



Leading communications platform dedicated to development communications. Join the conversation at <http://connect4climate.org>

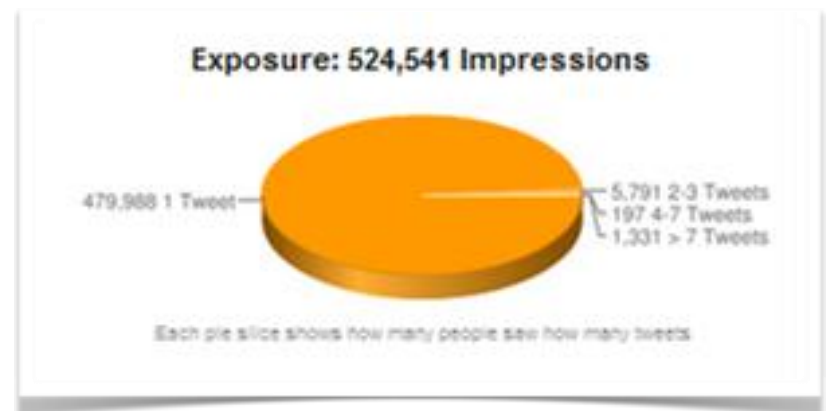
Washington, DC // Global · <http://facebook.com/connect4climate>

Followed by Umou AlBazzaz, Gerardo Spatuzzi, CSIC at Georgetown and 10+ others.

3,873
TWEETS

5,800
FOLLOWING

5,471
FOLLOWERS





TRADITIONAL MEDIA

C4C has been mentioned in traditional media, including:



Publications
All Africa
African Press Organization
News Pakistan
BuaNews Online

Radio
FMSL Multimedia (RITE FM)
Mount Aureol

News Agencies
Getty Images
Voice of America
IPS

gettyimages®

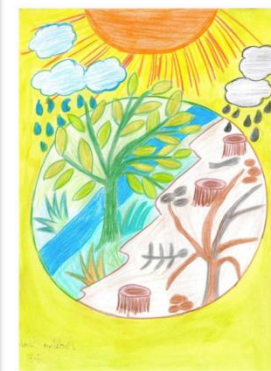


C4C WEBSITE: LOCAL VOICES / LOCAL ACTION



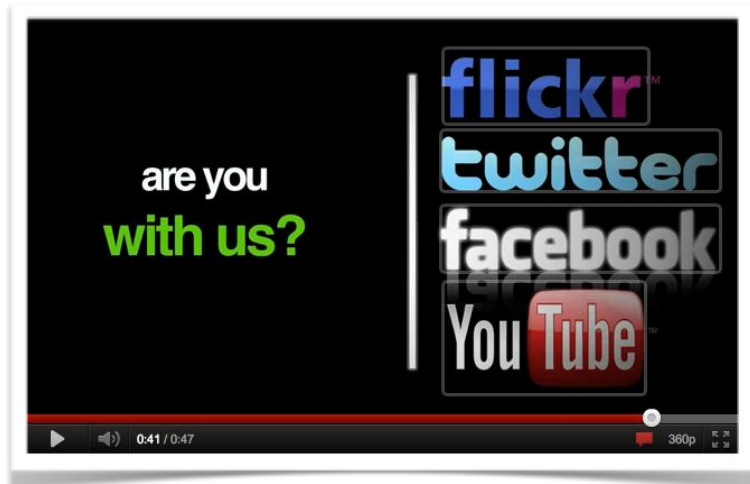
Earth;
The land that gives life its birth;
What have we got?
And what have we not?
Oh! The atrocities against the motherland;
Yet like a mother, it gives us the forgiveness
hand;
Never we're to try;
We made her cry;
And it is only her to go dry;
It is our entire fault;
We are selfish and we can't halt;
Humans kill her to 'gain';
Days of acid rain aren't so far;
What about the children's joy;
All dead in our ploy;
We hurt her gladly;
We do it gladly;
We kill her;
But she gives us all life.

Written by,
Abdul Qadir Chaudhry (20/10/2011)
Oshwal Academy Nairobi - Junior High, Nairobi, Kenya





C4C PUBLIC SERVICE ANNOUNCEMENTS



2 PSAs posted on Facebook, Website, and YouTube



Actor Forest Whitaker
recorded a C4C PSA.

C4C MOVING FORWARD



New Competition: How are you greening your life?

RIO+20 Seven Critical Issues

Rio+20 Seven Critical Issues:

Jobs
Energy
Cities
Food
Water
Oceans
Disasters





JOIN US!