



# HOSTING A CLIMATE CHAMPIONS CAMPAIGN EVENT



**RACE TO  
RESILIENCE**



**RACE TO ZERO**

# CONTENTS

WELCOME	3
WHY HOST A CAMPAIGN EVENT	4
EVENT GUIDING PRINCIPLES	5
HOW TO GET INVOLVED	6
DIVERSITY AND INCLUSION	7
CREATIVE CAMPAIGN EVENTS	8
OUR PARTNERSHIP ETHOS	9
HOW WE WORK WITH YOU	10
JOIN US	10

# WELCOME

In a time of unprecedented uncertainty, one thing is for sure: building a climate-neutral and resilient world remains as urgent as ever. Collaboration between Parties and non-Party stakeholders (businesses, cities, subnational regions, investors and civil society) is essential to grapple with the complexities of global transformation and promote high ambition of all stakeholders in the course of recovering better.

The High-Level Climate Champions invite non-Party stakeholder partners to host 'Climate Champions Campaign events' to drive a crescendo of climate action and outcomes towards COP26 in Glasgow.

Hosting a Campaign event offers the chance to focus on impact around the following campaigns:

[Race to Zero](#)

[Race to Resilience](#)

[Race to Zero Breakthroughs](#)

Events should endorse and drive action aligned with the [Marrakech Partnership Climate Action Pathways](#) (MPGCA).

**Together, we can amplify action from all sectors and corners of the globe to accelerate the transition to a net zero, resilient world.**



# WHY HOST A CAMPAIGN EVENT?

Rather than duplicating efforts, we aim to amplify the work of our peers and colleagues who have already committed so much to addressing climate change. We value the strength of diverse, global perspectives that enable us to activate truly widespread transformative change.

**GENERATE CONVERGENCE** around campaigns (Race to Zero, Race to Resilience, Race To Zero Breakthroughs) + MPGCA pathways.

**ENHANCE COORDINATION** across the climate network and connect events into a journey of outcomes that builds to maximum impact at COP26.

**STRENGTHEN THE QUALITY AND DEPTH OF DIALOGUES** and collective action between non-Party stakeholders and government.

**CONVENE DIFFICULT CONVERSATIONS** to unblock conflict and drive momentum.

**DEMONSTRATE ACTION AND EVIDENCE** of transformation across diverse parts of the NPS community.





# 10 EVENT GUIDING PRINCIPLES

## **1. URGENCY AND AMBITION**

Catalytic events that drive outcomes towards a 1.5 degree net-zero, resilient world ASAP and aligned with science.

## **2. IMPACT FOCUSED**

Evidence-based, action-oriented, and building a lasting legacy towards COP27 and beyond.

## **3. RADICAL COLLABORATION**

Balancing deep listening to diverse perspectives, with driving convergence towards shared goals.

## **4. DIVERSITY AND INCLUSION**

Raising the bar on what this means, and demonstrating how it contributes to better outcomes.

## **5. HUMAN**

Inspiring solidarity through meaningful, interactive formats that spark creativity, shared learning and collective problem solving.

## **6. DIGITAL**

Harnessing the best of technology to showcase innovative solutions, and broaden reach and inclusion.

## **7. SYSTEMS LEADERSHIP**

Actors across sectors achieving exponential progress together on mitigation and resilience.

## **8. AMBITION LOOP**

Showcasing the positive feedback loop between business leadership and bold government policy through active participation and co-creation.

## **9. AMPLIFY SCIENCE AND INDIGENOUS KNOWLEDGE**

Drawing on diverse and proven sources of climate information to chart the way forward.

## **10. DISRUPTERS / INCUMBENTS**

Holding a generous space for disrupters and incumbents that inspires constructive challenge, shared learning and collective action.

# HOW TO GET INVOLVED

In order to host a Climate Champions Campaign event, partners should meet the following criteria:

1. Be signed up to the [Race to Zero](#) (RTZ) or [Race to Resilience](#) (RTR) campaign

or

2. A member of the [Marrakech Partnership Climate Action Pathways](#)

or

3. An industry coalition that is aligned with and working towards the [Race to Zero Breakthroughs](#)

We'll also consider other partners who wish to get involved on a case by case basis.

## Events should:

**Align with Race campaigns and designed to drive climate action and outcomes including:**

- Sign ups to Race to Zero / Race to Resilience
- Endorsements of the Marrakech Partnership Global Climate Action 1.5C climate pathways
- Progress towards the Race to Zero Breakthroughs

**Represent a diverse range of actors, stakeholders and sectors with a regional and/or global focus (see page 7 for details).**

**Recognise the interdependence of resilience and mitigation.**

**Where possible events should showcase cross-cutting issues like innovation, tech and finance.**

***Please note the Climate Champions will not be able to offer any financial support for partners to host these event.***



# DIVERSITY AND INCLUSION

We work with partners to raise the bar on what diversity and inclusion means. From driving greater inclusion of priorities and voices from developing nations, to drawing on perspectives from across the gender spectrum. We want to demonstrate how true diversity contributes to better outcomes.

## CAMPAIGN EVENTS SHOULD:

Address priorities and themes at a global and/or regional level.

Include a range of speakers representing business, investors, cities, regions, civil society, government, youth/intergenerational, grassroots and indigenous communities.

Include geographies and nationalities across developing and developed countries.

Balance across the gender spectrum. **Single gender panels must not be included.**

Consider time zones and cultural sensitivities, e.g. check a multi-faith calendar to see that your event does not fall on religious holidays / festivals.

State the language the event will be conducted in and expand your reach with closed captions subtitles (and / or translations). These costs must be borne by the organisers.

Ensure accessibility for a range of individuals, countries and regions across developed and developing countries - including locations with limited connectivity and bandwidth.



# CREATIVE CAMPAIGN EVENTS

We encourage interactive, fun and meaningful events, using creative formats to keep the audience engaged.

## DIFFERENT FORMATS

- One-on-one interviews
- Ted-style interventions
- Fireside chats
- Smaller thematic group discussions
- Deep-dives to illustrate examples in the process of transformation.
- Hackathons
- World cafe
- Open Space event
- Citizen Assemblies with learning and problem solving at their heart

## INTERACTIVE TECHNOLOGY

- Live polls and surveys using tools like Mentimeter, Slido.
- Collaborate with Mural, Miro, or whiteboard in big group sessions or breakout groups.
- Use videos and photos to drive engagement
- Use the chat function on your video conferencing tool
- Have participants introduce themselves via chat
- Share questions/comments

## CREATIVE ARTS

- Play music as people join the call or during breaks.
- If appropriate, have a poetry recital as part of the session.
- Use energizers, get people to stand up and move around between sessions.
- Begin the event with a short mindfulness session





# OUR PARTNERSHIP ETHOS

We ask partners to commit to the following ethos as we work together, which describe what we expect of one another and ourselves.

## **UNITE BEHIND THE SCIENCE**

We commit to make the changes scientists tell us are needed

## **BUILD UPON THE INCREDIBLE WORK TO DATE**

We will cross-fertilize and amplify the work of the many heroes who have already committed so much to addressing climate change.

## **CONSIDER DIFFERENT IDEAS AND PERSPECTIVES**

We're willing to be challenged and to challenge. We look for the best in people and the best, most sound and most credible ideas - wherever they come from.

## **PRACTICE STUBBORN OPTIMISM**

We recognize the scale of the problem, combined with an absolute determination to address it head-on.

## **SEEK PROGRESS NOT PERFECTION**

All of us can be criticized and many of those best able to advance this issue are currently the biggest causes of it. We can't allow cynical greenwashing, but all who are serious about tackling climate change positively will be welcomed.

## **BE HUMBLE AND GENEROUS**

We keep our egos in check and work together for the good of the whole.



# HOW WE WORK WITH YOU

The Climate Champions offer partners hosting Campaign events the following support:

## Host Toolkit:

- Guidelines and Templates
- Campaigns Overview
- Climate Action Messaging Guide
- Branding Guidelines
- Social media kit

Promotion / amplification via social media and relevant websites

Point of contact for support and queries

# JOIN US

To express interest in hosting a Climate Champions Campaign event please click the logos below

For any queries please email  
[christinayin@climatechampions.team](mailto:christinayin@climatechampions.team)

