****

**Climate:Red**

**#ClimateRed**

**9-10 September 2020**

**Location: Everywhere at** [**https://climate.red/**](https://climate.red/)

**Background**

The network of the International Federation of Red Cross and Red Crescent Societies is running [**Climate:Red**](https://climate.red/atrium), a fully virtual and global climate change summit ***on 9 – 10 September 2020***. It is the largest and the first ever virtual climate summit that the Red Cross and Red Crescent has organised.

Our global network of 192 National Societies, 165,000 local branches and 14 million volunteers has been helping communities prepare for, reduce the risks of, and recover from climate- and weather-related disasters and crises for decades. As the risks continue to rise, the Red Cross and Red Crescent is committed to massively scale up our collective action and integrate climate across all areas of our work.

Climate change affects everyone, everywhere - therefore no person, country or time zone is excluded from the virtual Climate:Red Summit. This will be a summit with no flights. We will accommodate all time zones, and it will run for 30 consecutive hours, so no one will miss out. The summit is open to all members of the public to participate and attend, and all of the ‘main stage’ sessions at [climate.red](https://climate.red/) will be available in English, French, Arabic and Spanish.

Climate:Red has a crowdsourced programme with more than 200 compelling sessions and speakers from all over the Red Cross and Red Crescent network and our partners. The summit brings together people from all around the world, creating a truly global platform to debate and inspire climate action, providing a space for learning, sharing, exploring and strategizing on how we can support each other to reduce the humanitarian impacts of the climate crisis and support people to adapt.

**Key messages**

Short

* The Climate:Red Summit is the first of its kind, a truly global and virtual Red Cross and Red Crescent climate conference available in all time zones, connecting people from all over the world without using flights.
* While the world's attention has been turned to COVID-19, the climate crisis continues to unfold. Climate change is already a humanitarian crisis, and the scale of the suffering it causes is only going to get worse. The Red Cross and Red Crescent is committed to massively scaling up our climate action, and this Summit will mobilise our global network to meet those commitments.
* Climate:Red has a crowdsourced programme with more than 200 interesting sessions and a fascinating array of speakers ranging from ministers to scientists to youth champions to people in remote communities driving climate change initiatives every day.
* The Climate:Red Summit enables a true exchange of climate experiences, ideas and solutions, providing an opportunity to engage with thousands of change agents around the globe. It will lay the ground for our network and the wider humanitarian field to massively scale up climate action both locally and globally. Register now at [climate.red](https://climate.red/) and join us!

General

**Climate change is already a humanitarian crisis, and the scale of the suffering it causes is only going to get worse.**

While the world's attention has been turned to COVID-19, the climate crisis continues to unfold. Millions of people around the world are already suffering the humanitarian consequences of climate change. The impacts are occurring earlier and more frequently than predicted, and recent decades have seen a sharp increase in climate and weather-related disasters. Already, on average, more than 25 million people are displaced every year by sudden-onset disasters, and millions more are at risk of displacement from slow-onset hazards.

The climate crisis threatens lives, physical and mental health, food and economic security, and development gains the world over. It is a risk multiplier that exposes the world’s most at-risk people and communities to shocks and hazards that may overwhelm their ability to cope, and it can aggravate existing conflicts and vulnerabilities.

**We - the world’s biggest humanitarian network of 192 National Red Cross and Red Crescent Societies, 165,000 local branches and 14 million volunteers - are committed to massively scale up our collective climate action and integrate climate across all areas of our work.**

Red Cross and Red Crescent volunteers and staff see the impacts of the climate crisis on communities at risk every day. For many years we have been engaging in the climate change agenda, bringing local perspectives on how climate change is affecting communities to national and global policy processes. In our [Strategy 2030](https://future-rcrc.com/s2030-framing/), adopted at the General Assembly in December 2019, our network agreed that climate change is one of the most critical challenges facing us all. Also earlier this year, we published a bold new set of [Ambitions to address the Climate Crisis](https://media.ifrc.org/ifrc/wp-content/uploads/sites/5/2020/02/Movement-Climate-Ambitions-2020-final.pdf), committing to massively scale up our collective action and integrate climate across all areas of our work.

**Climate change affects everyone, everywhere. Therefore, our summit accommodates all time zones and countries, connecting people from all around the world without any flights.**

Running for 30 consecutive hours, the Climate:Red programme will accommodate all time zones. We believe that cost, location or connectivity should not stop anyone from joining conversations and taking action on one of the most important issues of the century, so we will offer options for people with high and low-internet connectivity to participate. The summit has sessions in English, Spanish, French and Arabic, and all of the ‘main stage’ sessions will be available in all four languages. By bringing together people from all around the world, we create a truly global platform to debate and inspire climate action.

**Our crowdsourced, interactive programme has over 200 interesting sessions and a fascinating array of speakers from around the globe.**

People from around the world will host different engaging sessions such as high-level plenaries, interactive panel discussions and participatory virtual co-creation sessions and workshops, digital games, live podcasts, virtual tours and more. We have a fascinating array of speakers ranging from ministers to scientists to CEOs to youth champions to climate activists to people in remote communities driving climate change initiatives every day. (See below for more info about speakers and sessions)

The full schedule with all speakers and sessions will be announced at the beginning of September in [climate.red](https://climate.red/). Some selected sessions and confirmed speakers are already announced in the event platform- note that you have to be registered and logged in to see those. Once the programme is published, participants will be able to select the sessions they want to participate in and build their own online conference schedule. In addition to our compelling agenda, participants can network with each other through Coffee Chats during breaks.

**Climate:Red will bring forward new, innovative ideas and local perspectives to inspire and support global climate action.**

During the event, the shortlisted candidates of our [Climate:Red innovation competition](https://future-rcrc.com/2020/06/16/climatered-innovation-competition/) will pitch their innovative ideas and new ventures to address climate change in our Innovation Pitch Tent open on Thursday 10 September at 13:30 CEST. The audience can vote for their favourite, and competition winners will receive funding to help implement their ideas.

**Climate:Red is an unmissable opportunity to engage with and inspire an enormous network of change agents.**

The Red Cross and Red Crescent network has the potential to be a major driver of change in addressing climate change. Our staff and volunteers are accustomed to identifying local solutions to local needs and witnessing first hand the humanitarian consequences of the ongoing climate crisis in all parts of the world. In addition, as auxiliaries to public authorities, National Societies are in a unique position to support their government counterparts in taking necessary climate action.

Climate:Red is your opportunity to engage with thousands, if not tens of thousands of humanitarian professionals, climate activists, scientists, decision makers and community organisations from around the world. Register now at [climate.red](https://climate.red/) and join us!

**Summit programme highlights**

**Speakers**

In addition to leadership, staff and volunteers from the RCRC network speaking and hosting sessions in Climate:Red, the Summit has a fascinating array of speakers, including:

* His Royal Highness The Prince of Wales
* Sheikh Hasina, Prime Minister of Bangladesh
* Mary Robinson, Chair of The Elders and Adjunct Professor for Climate Justice in Trinity College Dublin
* Debra Roberts, IPCC co-chair of working group, head of the Sustainable and Resilient City Initiatives
* Sofia Hernandez from Fridays for Future, Costa Rica
* Tarcila Rivera Zea, Quechua activist, member of the United Nations Permanent Forum on Indigenous Issues
* Sheela Patel, GCA Commissioner and Chair of Slum Dwellers International
* Honorable Casten N. Nemra, Minister of Foreign Affairs and Trade, Republic of the Marshall Islands
* Lauren N. Sorkin, Acting Executive Director, Global Resilient Cities Network
* Laurie Goering, Climate Change editor, Thomson Reuters Foundation
* Krista Mikkonen , Minister of the Environment and Climate Change, Finland
* Maimunah Mohd Sharif, Executive Director, United Nations Human Settlements Programme (UN‐Habitat)
* Michael Köhler, Deputy Director-General, Directorate-General European Civil Protection and Humanitarian Aid Operation (DG ECHO)

… and many more. The full schedule with all speakers and sessions will be announced at the beginning of September in [climate.red](https://climate.red/). Some selected sessions and confirmed speakers are already announced in the event platform in What’s on - note that you have to be registered and logged in to see those.

**Sessions**

The Climate:Red Summit features over 200 intriguing sessions to choose from, such as:

* Roundtable discussion with indigenous leaders from around the world.
* Virtual tour to the French Red Cross solidarity and eco-responsible laundromat.
* Live Q&A with an expert from NASA about visualizing risk from space.
* Messages from young climate champions from various National Societies around the world.
* Fact and fiction game on global warming with Turkish Red Crescent Society.
* Panel discussion about disaster displacement with Bangladesh Red Crescent Society.
* Ignite talk about the role of art in raising awareness about climate change in Sudan.
* Live Q & A with experts from Suriname Red Cross about continuing disaster risk reduction during COVID-19.
* Panel discussion about locally led humanitarian responses in the face of climate change, natural disasters and COVID-19 in Australia and the Pacific.
* Live Q&A about building resilient cities with a group of experts hosted by the Guatemalan Red Cross.
* Workshop about climate change, vulnerability and adaptation with the focus on women’s role in the Arab region, hosted by ARCO.
* Fishbowl session about SDGs and climate action with youth, hosted by Kenya Red Cross Society.
* current people-centred early action initiatives utilising meteorological and climate services in the Pacific.
* Closing panel about creating the future we choose, bringing together some of the renowned female leaders and advocates on climate change with emerging youth and grassroots voices.

… and many more. The full schedule with all speakers and sessions will be announced at the beginning of September in [climate.red](https://climate.red/). Some selected sessions and confirmed speakers are already announced in the event platform in What’s on - note that you have to be registered and logged in to see those.

**Climate Change Innovation Competition**

200 submissions from over 60 countries were received for our Climate:Red Innovation competition. Nine finalists have been chosen to pitch their ideas at the Climate:Red Summit, including five youth category projects and 4 ‘General’ category projects. The finalists come from countries all over the world such as Tunisia, Colombia, Sweden and Pakistan and include proposals such as an integrated VR and social media game from Thailand promoting waste management, a fish farming project in Ecuador and an innovative financing mechanism from Iceland.

**Event promo and social media assets**

1. **For session hosts and speakers:**

The Climate:Red summit encourages you to promote your sessions through your networks and channels to ensure strong attendance. For social media, please use #ClimateRed.

You also have the opportunity to promote your sessions on the Climate:Red channels through video. Please [read the instructions here](https://future-rcrc.com/selfie-video-brief-for-hosts-and-speakers), record your video and send it to solferino.academy@ifrc.org.

**Examples for social media copy:**

* Join me! I’m taking part in @IFRC’s first ever virtual climate summit #ClimateRed. Register here: <https://climate.red>
* I’ll be speaking at @IFRC’s first ever virtual climate summit on xxx. Want to hear me speak? Register here: <https://climate.red>
* 30 non-stop hours of discussing and inspiring climate action. Sounds interesting? Join me in the @IFRC’s first ever virtual climate summit #ClimateRed <https://climate.red>
* Climate change affects everyone, everywhere. I’m hosting a session [title or topic here] in the global, virtual #ClimateRed Summit on 9 and 10 September. Join us and register here: <https://climate.red> @IFRC
* #ClimateRed Summit features over 200 intriguing sessions addressing the climate crisis - including mine about [title or topic here]. Go to <https://climate.red>, register and join 9-10 Sept. See you there! @IFRC
* While COVID-19 continues, so do the impacts of the climate crisis. I’m keeping the ambition up and invite you too to join @IFRC’s global, virtual #ClimateRed Summit 9-10 Sept. <https://climate.red>
* #RedCross #RedCrescent is committed to scale up climate action, and so am I! Meet me in <https://climate.red> on 9-10 Sept to hear more. #ClimateRed @IFRC
* #ClimateRed will bring forward new, innovative ideas to inspire and support global climate action. I’ll be presenting in <https://climate.red> about [title or topic here]. Hope to see you there on 9-10 Sept. @IFRC
* Global, virtual climate summit #Climate:Red is an unmissable opportunity to engage with and inspire an enormous network of change agents. I will be there too - register now at <https://climate.red> and see you there 9-10 Sept! @IFRC
1. **For National Societies and partners**

We encourage you to promote Climate:Red through your networks and channels to ensure strong attendance. For social media, please use #ClimateRed.

The event is an opportunity to demonstrate to the world that the Red Cross and Red Crescent is addressing the climate crisis and is a force for change in this area. We want a large external audience to attend the event so please do encourage your domestic public to attend.

We are also collecting selfie videos to promote the event. Please [read the instructions here](https://future-rcrc.com/selfie-video-brief-for-hosts-and-speakers), record your video and send it to solferino.academy@ifrc.org.

**Examples for social media copy:**

* While COVID-19 continues, so do the impacts of the climate crisis. We're keeping the ambition up and invite you to join us in our global, virtual #ClimateRed Summit 9-10 Sept. <https://climate.red> with @IFRC
* Join us for our first ever virtual climate summit #ClimateRed. Register here: <https://climate.red> with @IFRC
* #ClimateChange is a humanitarian emergency, and we are committed to scale up our climate action. Join us for global, virtual #ClimateRed Summit! Register now at <https://climate.red> @IFRC
* 30 non-stop hours of discussing and inspiring climate action. Sounds interesting? Join us in the @IFRC’s first ever virtual climate summit #ClimateRed <https://climate.red>
* Climate change affects everyone, everywhere. We will be part of the @IFRC’s global, virtual #ClimateRed Summit in <https://climate.red> on 9 and 10 September. Join us!
* #ClimateRed Summit is your opportunity to engage with thousands of humanitarian professionals, climate activists, scientists, decision makers and volunteers from around the world. Register now at <https://climate.red> and join us!
* #RedCross #RedCrescent volunteers and staff see the impacts of the climate crisis on communities at risk every day. Join us in #ClimateRed Summit 9-10 Sept to debate and inspire climate action. <https://climate.red>
* Global, virtual climate summit #Climate:Red is an unmissable opportunity to engage with and inspire an enormous network of change agents. We will be there too - join us now at <https://climate.red> @IFRC
* #RedCross #RedCrescent is committed to scale up climate action. We are in! Meet us in <https://climate.red> on 9-10 Sept to hear more. #ClimateRed
* #ClimateRed Summit features over 200 intriguing sessions addressing the climate crisis. We will be there and ready to amplify our climate action. Go to <https://climate.red> to register and join. See you there! @IFRC
* Climate change affects everyone, everywhere - therefore #ClimateRed Summit is open for everyone to join at <https://climate.red>. See you there on September 9-10!

**Visual assets (more will be added)**

* Canva templates (EN) - please make your own copy before editing
- [Square](https://www.canva.com/design/DAEGFpGc_yY/lgg_zY_bAXMG1a7MopfbDA/view?utm_content=DAEGFpGc_yY&utm_campaign=designshare&utm_medium=link&utm_source=homepage_design_menu)
- [Landscape](https://www.canva.com/design/DAEGLIvsFIc/d22Qpvi30SUWtS593ay-iw/view?utm_content=DAEGLIvsFIc&utm_campaign=designshare&utm_medium=link&utm_source=homepage_design_menu)
- [Banner](https://www.canva.com/design/DAEGLD_-a1k/CFUzivW2xuB43ca3KHQX5g/view?utm_content=DAEGLD_-a1k&utm_campaign=designshare&utm_medium=link&utm_source=homepage_design_menu)
* [Animations](https://www.dropbox.com/sh/09p3tl6ny9oz5x4/AABAF_jcq6IHIBye63dm8by6a?dl=0) (EN, FR, ES, AR)
* [Banners](https://www.dropbox.com/sh/vzf8d9r34wh28d4/AAAKwazhR9Pzwfa8wN4tZjp9a?dl=0) (EN, FR, ES AR)
* [Images](https://www.dropbox.com/sh/irtdvvd1dspg4t9/AAAN88aCuKayY_8H4oc2aRJFa?dl=0)
* [Emojis](https://www.dropbox.com/sh/c9nbhzxztk0e17p/AACP9RjFLvkTUy3TWFRNpsMna?dl=0)
* [Gifs](https://www.dropbox.com/sh/8rjf146pzvkakvd/AADjO31sKfbgw7Q_urD6EZHUa?dl=0)
* [Logo](https://www.dropbox.com/sh/jigonplx8kiguzc/AABgVONO-GQPbQaabLbdh_0xa?dl=0)s
* [Icons](https://www.dropbox.com/sh/3l5umt01wepaqpg/AAAJsWOkBgw6pwbbNW2uHskca?dl=0)

**Resources and links**

[Ambitions to address the Climate Crisis](https://media.ifrc.org/ifrc/wp-content/uploads/sites/5/2020/02/Movement-Climate-Ambitions-2020-final.pdf) (pdf)

[Strategy 2030](https://future-rcrc.com/s2030-framing/)

[Faces of Climate Change](https://media.ifrc.org/ifrc/facesofclimatechange/)

[The cost of doing nothing](https://media.ifrc.org/ifrc/wp-content/uploads/sites/5/2019/09/2019-IFRC-CODN-EN.pdf) (pdf)

[Climate Training Kit](https://www.climatecentre.org/training)

[Overlapping Vulnerabilities - The impacts of climate change on humanitarian needs](https://reliefweb.int/sites/reliefweb.int/files/resources/rk_overlapping-vulnerabilities_digital_singles.pdf) (pdf)

**For more information:**

In Geneva: Shaun Hazeldine, shaun.hazeldine@ifrc.org, +41 (0) 79 217 3391

In Helsinki: Mirva Helenius, mirva.helenius@ifrc.org, +358 (0) 40 592 4114