

1 Week.

100+ leading Companies.

1 Goal.

**To mobilize 50m people
for Climate Action.**

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Campaign Phases

Reduce & Disclose: Take Climate Action

Requirements

For a successful campaign we need *your* action and transparency: All participating companies set climate action goals for 2021, allocate a time budget to reach them, and disclose their climate efforts publicly to inspire others. We'll help you during the next 2 months with these steps.

Large Scale Public Campaign: One Week from the 19th to 25th of April '21

Use your Product...

Make sustainable actions more accessible on every level: Promote sustainable products/features on your platform, add a voluntary offsetting option in your checkout, or just add a link to our campaign page on a prominent place on your website.

...and Marketing

Generate traffic through your CRM & Socials and send it to our campaign page (see next slide). We will also launch a PR campaign around the topic and activate more people for our cause. With your help we can reach 50m people and make a difference!

Example 1

Spotify

Featuring Green Content during the campaign week

Spotify offered to feature podcasts and content about the climate crisis during the campaign week. Additionally they plan to reach out through their CRM.

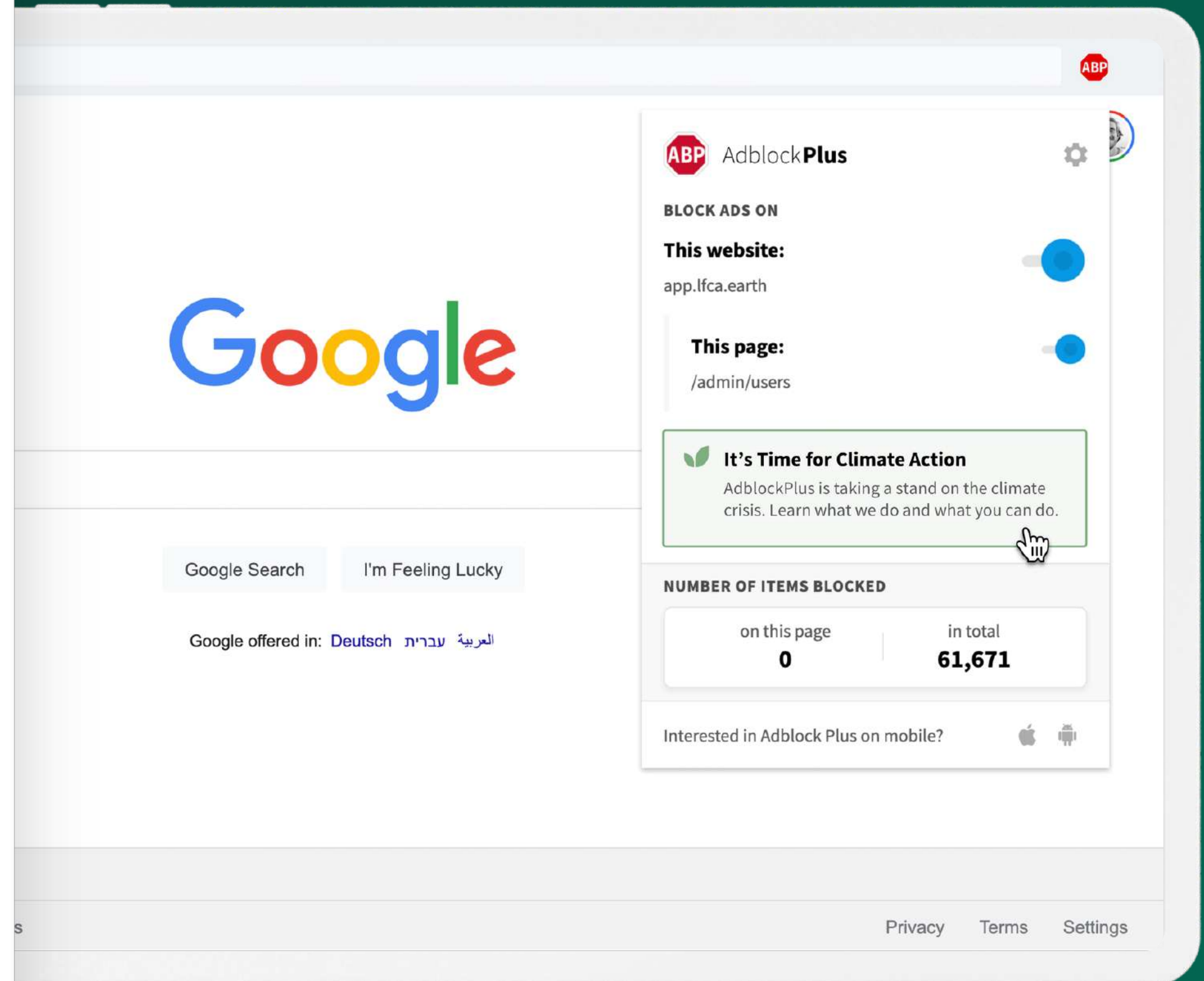
The image displays a composite of digital marketing assets for Spotify's climate action campaign. On the left, a desktop browser window shows the Spotify homepage with a dark green background. The main headline reads "It's Time for Climate Action." with a sub-headline "Learn about the most pressing issue of our time." and a prominent pink "START LISTENING" button. Below the headline, a grid of six content cards is visible, including a podcast cover for "CLIMATE CHANGE" by Béla Szakcsi Lakatos, Tim Ries, Robert Hurst, and Rudy Royston, and a card for "CLIMATE CHANGE FOR BEGINNERS" with a polar bear illustration. On the right, a mobile app interface shows an email notification from Spotify titled "Time for Climate Action" with a yellow arrow icon. Below the notification, the app displays a pink banner with the Spotify logo and the text "Anna, it's Time for Climate Action." followed by a paragraph of text: "We care about our planet and want to accelerate the transformation towards a greener economy. Together with other companies we are launching a campaign to share our learnings in carbon reduction".

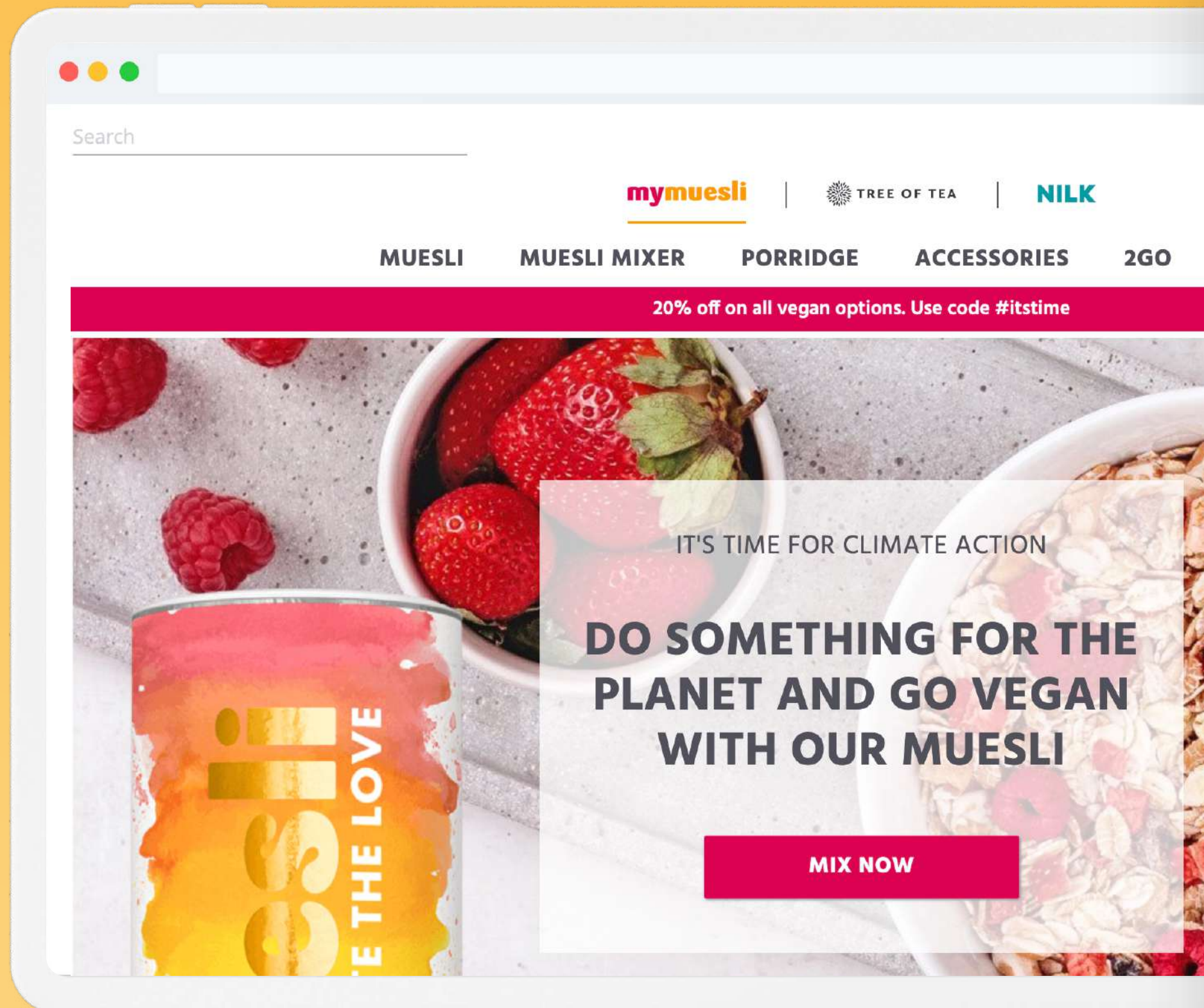
Example 2

Adblock Plus*

Adding a simple banner into your product or service

The Adblock Plus Chrome Extension from the team of Eye-O could show a small banner to their millions of users through during the week. The banner could directly link out to our campaign page.





Example 3

my muesli*

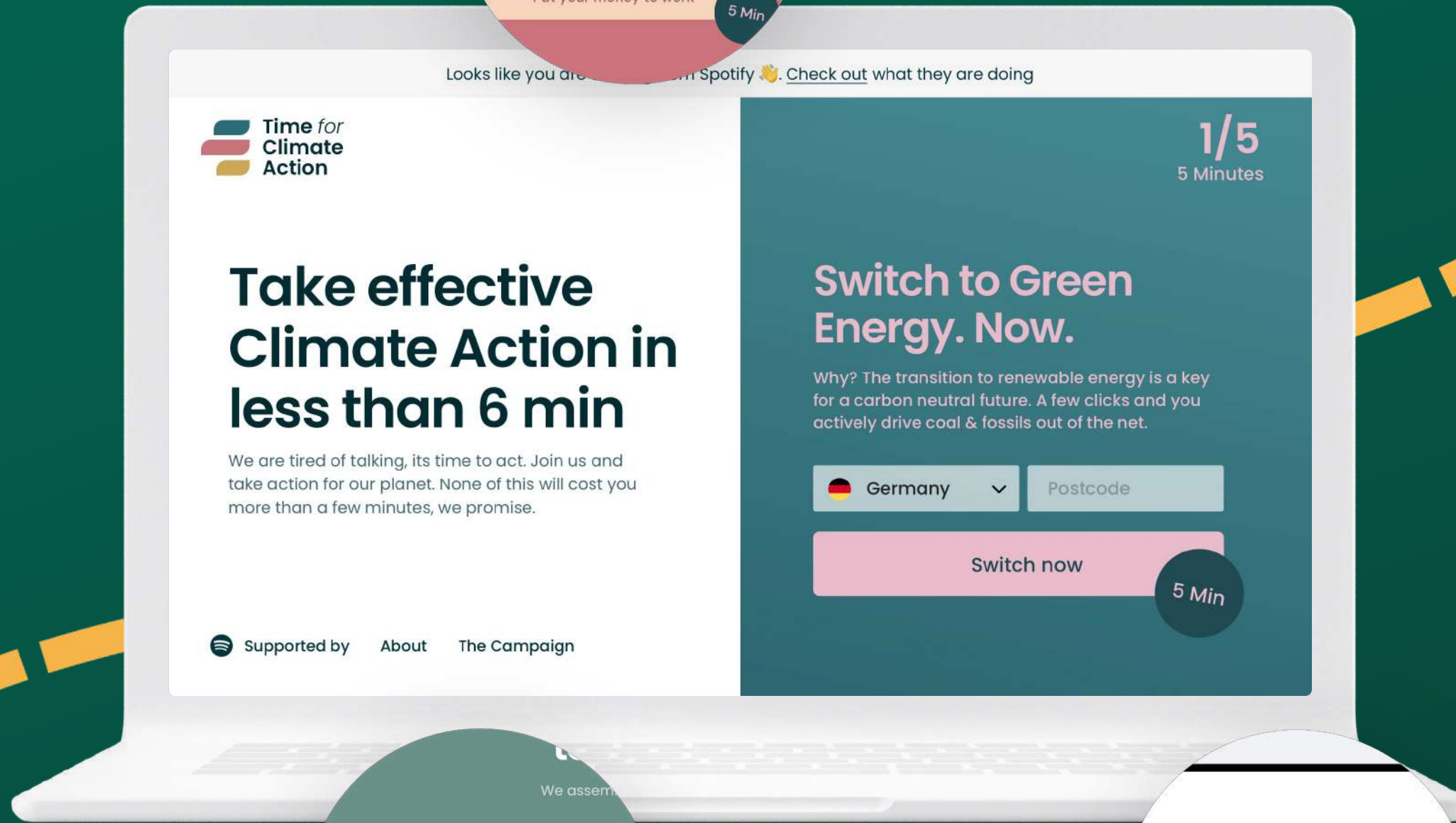
Feature sustainable products or services in your shop or product.

Mymuesli could promote their vegan options, add discounts and highlight sustainable choices. Ecommerce companies could also offer an offsetting option in the checkout or offer all shipments during this week as a onetime promotion.

*This is a not confirmed idea that serves as inspiration

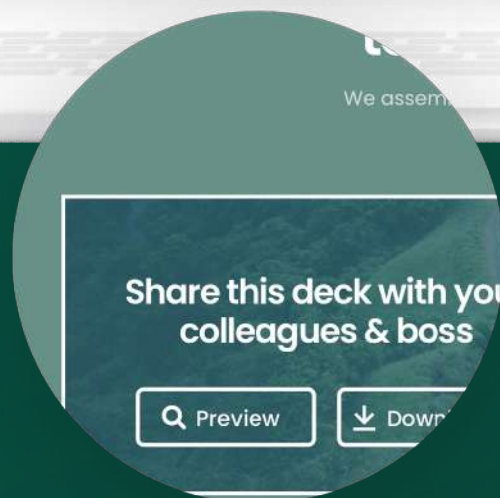
Immediate Action

with time element



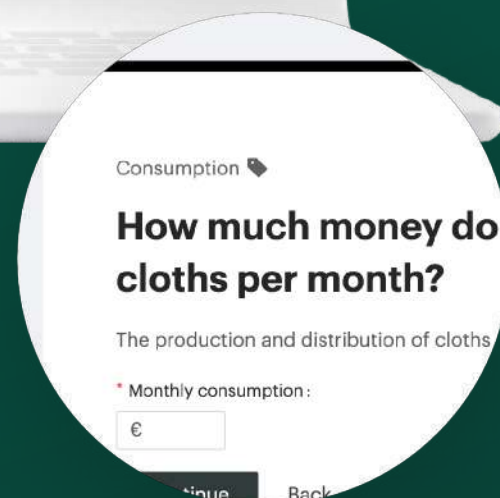
Shareable Pitch Decks

to convince your boss



Interactive Calculator

for carbon emissions



Campaign Page

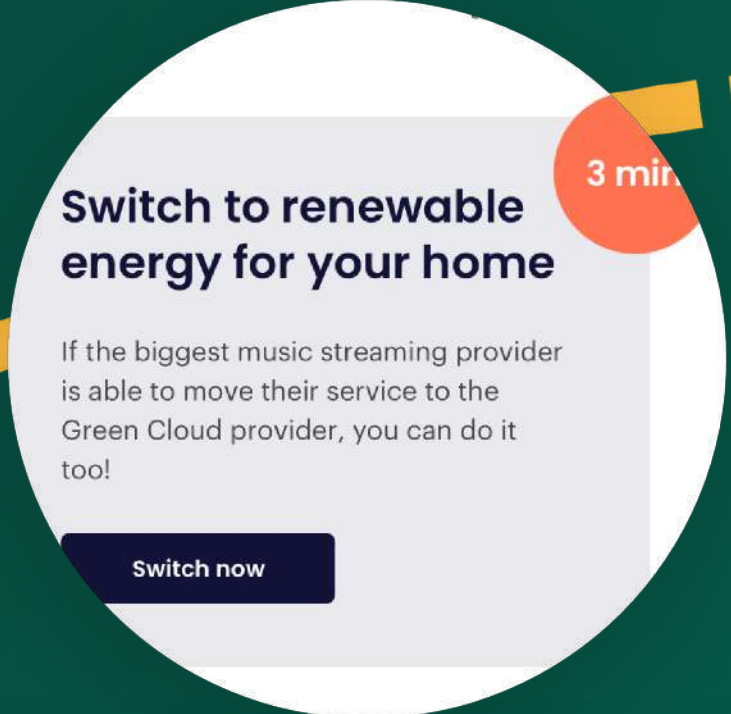
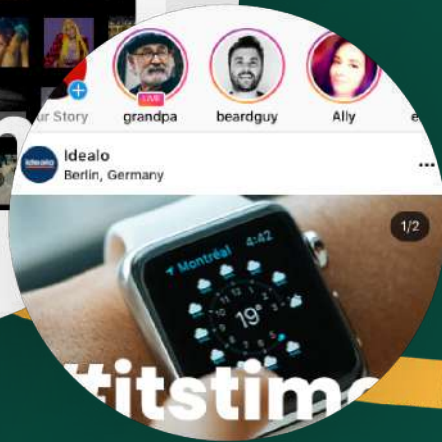
Enabling visitors to take action as consumers & employees

We decide what and how often we consume, where to purchase our energy and what company we work for. The campaign page will feature powerful actions that can be taken immediately. We will also disclose your climate efforts for full transparency.



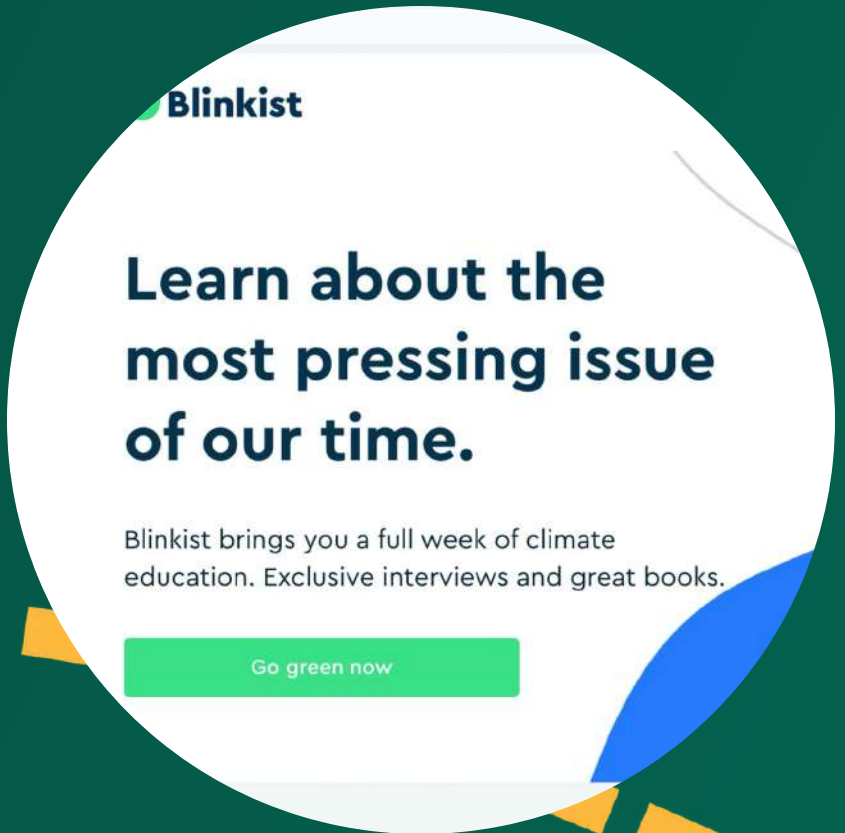
Hastag #itstime

Less than 9 years to get to net 0. #itstime



Company Actions

Referencing Time in different aspects



Website Actions

All connected to the time it takes to implement them

Connecting the dots The theme of *Time*

The campaign is built around the theme of Time. Time is a deadline, it's a currency, it's history and most importantly - it's a Call to Action. It's Time for Climate Action.

What's in it for you?



Stronger together

Launching an impactful sustainability campaign on your own is extremely hard & time consuming. By joining other industry leaders and forward thinking companies you can achieve great success & save valuable time.



The right Material

We'll invest time and effort to provide you with the right marketing assets, cases studies and more. Sharing your efforts will inspire others and together we can activate many more companies to take action.



Customer Loyalty

Take a clear standpoint on the climate crisis and show with your actions that you care. 84% of consumers say that brands have a responsibility to minimise their environmental impact. The ones who do, get rewarded with great loyalty.

Choose your package

This serves as a guideline, of course you can mix actions

Minimal

- Disclose your Actions
- Distribute the campaign page on Social Media & through your newsletter
- Distribute the campaigns' press release using your media network

Full Support

- **All of Minimal, plus...**
- Link to our campaign page from a place inside your website/app/product
- Promote sustainable products/features that you offer already during the week

Extra

- **All of Full Support, plus...**
- Build new impactful features especially for the campaign
- Motivate companies from your own network to join the campaign

★ We'll highlight the most active companies online & through PR

**Let's take Climate Action.
Together & Now.**

**Submit your application until
the 23th of February:
bit.ly/TFCA-form**

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What's Next?

January

Planning

We provide you with...

- Guides and workshops that help you to set climate goals
- Inspiring examples of what other companies are doing

You...

- Approve internally and share with us
- your climate goals for 2021
 - what time budget you are willing to allocate to reach these goals

February

Preparation

- We develop the content of the campaign page
- A set of customizable graphics and videos for your social accounts and newsletter

- achievements
- Prepare promotion activities for green products/ features
- Develop green features that are quick to implement (e.g. voluntary offsetting in checkout)
- Prepare all of your channels and to promote the campaign page

March

Campaign

- Press release in German and English
- Engaging influencers to support

- Share all content on all channels
- Support with PR
- Put product features live

April

Reduce

- Reviewing results, KPIs and Conversions
- Exchange learnings

- Gather stats about campaign activities
- Share feedback

May

About organizers:
lfca.earth

LEADERS^o
FOR
CLIMATE
ACTION.

If you have questions or
suggestions:
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