



**EUROPEAN
CLIMATE
PACT**

Climate Pact photo competition

Capture your climate action

#EUClimatePact

#MyWorldOurPlanet

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1. Introduction to the toolkit

About the photo competition toolkit

The [Climate Pact photo competition](#) aims to recognise individuals across the European Union who are actively contributing to climate action. The competition will run from 29 April to **Friday 28 June, 12:00 PM CEST**.

The [European Climate Pact](#) invites everyone to take part and showcase their commitment to climate action by submitting a photo and a caption of climate action taken in homes, communities and cities across Europe.

The competition toolkit is designed to help you spread the word about the competition within your networks and amplify its reach. Your involvement will play a significant role in inspiring others and highlighting the impactful work being done to combat climate change across Europe.

We kindly ask that you consider adapting these texts to suit your audiences, networks and publications, and share them to encourage more people to take part.

We truly appreciate your support in our shared effort to tackle climate change.

2. Short text for newsletters

Capture your climate action with the Climate Pact's photo competition!

Get your cameras ready to capture climate action happening in your home, community or city, and inspire others. The [European Climate Pact's](#) photo competition will run until **Friday 28 June, 12:00 PM CEST**. It aims to shine a light on local climate action, raise awareness and drive change across the European Union.

Entering is easy. Choose your favourite climate action snapshot and craft a caption to go with it. Your photo should focus on answering these questions: **What climate action have you taken or noticed around you, in your home, community or city? Why does this make you proud or passionate?**

You could be one of 10 winners walking away with an invitation to the Pact's 2025 event (with travel to Brussels and accommodation covered), a digital certificate, features across the Climate Pact's digital platforms, and your climate action photo showcased at a physical exhibition during the event. Four main winners will also win a dedicated media campaign about their climate action journey.

[Learn more and enter the competition!](#)

3. Email invitation template

Subject line: A chance to win! Enter the Climate Pact photo competition

Dear [name, colleagues, friends],

Are you passionate about combating climate change and making a positive impact on our planet? Why not take part in the first ever Climate Pact photo competition!

What is the Climate Pact photo competition?

The [European Climate Pact](#) aims to recognise individuals who are actively contributing to climate action across the European Union. By capturing climate action in your home, community or city, you can inspire others and drive meaningful change.

You could be one of 10 winners (3 per each of the 3 categories + 1 public vote winner) walking away with an invitation to the Pact's 2025 event (with travel to Brussels and accommodation covered), a digital certificate, features across the Climate Pact's digital platforms, and your climate action photo showcased at a physical exhibition during the event. Four main winners will also win a dedicated media campaign about their climate action journey.

How to participate

Entering the competition is easy! Simply submit a photo along with a caption that illustrates:

- Climate actions you or others are taking at the local level, in homes, communities or cities
- Why you are proud or passionate about these actions

Don't miss this opportunity to showcase your climate action and be a part of creating a healthier, more sustainable future. We can't wait to see your photos!

[Learn more and enter the competition!](#)

Deadline for entries: Friday 28 June, 12:00 PM CEST

Warm regards,

[Your Name]

[Your Position]

[Your Contact Information]

4. Social media posts

In each template, stakeholders are invited to replace "[Target Audience]" with specific groups like "Students", "Activists", "Photographers", etc., and "[Specific Community/Field/Sector/Area]" with particular sectors or areas to provide a personal touch for different audiences.

It is recommended to share this content with visuals. Accompanying this toolkit, you can find:

- A 15 second video in square and vertical format
- A series of editable templates in square format, in Microsoft PowerPoint, for you to personalise.

Posts

Facebook

📢 Attention [target audience]: join the #EUClimatePact photo competition and capture climate action around you! 🌍

If you are involved in initiatives that make your home, city or community more climate friendly, show us how you're making a difference with striking images, inspire others, and have the chance to win prizes!

📅 Deadline: 28 June (12:00 PM CEST)

Get involved ➡ <https://europa.eu/IJ7KyH6>

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📢 Calling all [target audience]!

Snap & share your climate efforts with the #EUClimatePact photo competition 🌍

From local green initiatives to sustainability in action, inspire others and have the chance to win prizes.

Take part 🔗 <https://europa.eu/IJ7KyH6>

LinkedIn

Attention, [specific field professionals]: the #EUClimatePact photo competition is an opportunity for you and your network to get recognition as climate change champions.

Capture your efforts or actions that make your life, home or city more climate positive. Your snapshot will inspire others, and give you the chance to win prizes! 🌍

📅 Deadline: 28 June (12:00 PM CEST)

Take part ➡ <https://europa.eu/IJ7KyH6>

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Instagram

🌍 [Target audience / to all climate and sustainability enthusiasts]: the #EUClimatePact photo competition is your chance to showcase the difference you and your community are making.

Inspire others by taking part in the competition, and have the chance to win prizes!

📅 Deadline: 28 June (12:00 PM CEST) 🔗 Link in bio. <https://europa.eu/IJ7KyH6>

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