

Organise a Climate Pact event

Ideas and resources to engage with your community

The Climate Pact is about individuals, companies, institutions, and civil society organisations taking climate action across Europe. We therefore invite everyone to be a local host and help us to bring the climate commitment to your community. Whether you are a member of a large public institution or a small grassroots organisation, this document will give you tips on how to organise inspiring actions to engage your community to join the Climate Pact.

Current campaign theme: **Make your move for the climate**

In September and October, the Climate Pact is focusing on what we call 'sustainable mobility'. This means we are looking at the way we travel and commute to work, go on holiday or to the local bakery. Individuals and organisations are invited to make their contributions in different ways, for example by making a [sustainable transport pledge](#) (please see annex), making viral the **#ClimatePactMovement** social media campaign, and mobilising others to do their bit by organising events in their city or town. In this document you will find some suggestions, tips and tricks, but we invite you to tailor your event as much as you need.

By organising an event, you are...

- Showing that your organisation plays a key role in climate action in your community.
- Taking on a role as a facilitator of discussions on climate change and environmental protection in your community, to connect and engage with citizens in a debate that matters.
- Supporting European initiatives. Your event will be linked to broader climate action taken by the EU.

Hosting an event

Help the Climate Pact mobility campaign reach more people by hosting a local event. Here you can spread the word about the campaign and the activities that are available to your community.

Overview: planning an event

- Take a look at the [events](#) taking place for inspiration!
- Identify your target audience: who do you want to reach, and what's your key message?
- Keep the topic local and relevant to your audience
- Invite speaker, moderators, and [Climate Pact local ambassadors](#): show the audience that small steps make a difference
- [Register your event](#) on the Climate Pact website and gain visibility

- Promote your event through your social media and communication channels by using the official mobility campaign hashtag **#ClimatePactMovement**. For the design of creative assets, you can find inspiration in the materials listed in the next section
- Choose engaging formats for events – you could organise small competitions before the event and announce the awards during the event
- Think about hybrid events, as participation is higher and the interaction extensive
- Introduce videos and music during the event and use bright colours for the event's visual ID
- Send a “thank you” email afterward to all attendees – this is a great opportunity to wrap up discussions and send a last call-to-action

On-site events and street actions

Before you jump into the organisation of a physical event, ensure that your idea is compatible with Covid-19 measures in force, to maintain the safety of both your audience and your team.

- **Host a talk with experts in your workplace/neighbourhood association/public space.**
A small event with transport experts can help raise awareness, discuss local alternative transport needs, and open dialogue with others in your community. It is also a good opportunity to encourage them to join a large European movement, the Climate Pact.
- **Propose your organisation/spokesperson to take part in satellite events in your city/region.** If you don't have the resources to organise an event yourself, but want to help organise others, you can join one of the existing [satellite events](#) taking place in your city or town. It could be a great way to gain visibility and engage with others that are taking steps toward sustainable mobility.
- **Organise a street activity.** You don't need a stage to organise a successful event for the mobility campaign. Take a look at some of the proposals below, and feel free to come up with some other ideas.
 - I. **Organise a sustainable mobility parade:** invite your neighbours to use their bikes, scooters, and skateboards in a joint climate action in your city/town/village. This action will help raise awareness about other ways of getting around in your city and can motivate authorities to make more room for these vehicles in public space.
 - II. **Organise a bike repair workshop:** invite your fellow citizens to tune up their bikes at an informal gathering where you can also tell them all about the Climate Pact initiatives.
 - III. **Set up a stand in a busy street:** you can organise a small stand with volunteers on a pedestrian street in your city/town/village to approach people and inform them about the Climate Pact mobility campaign. You can bring an iPad or other device so that they can make their [individual pledges](#) on the [Count Us In](#) platform. The pledges proposed for the mobility campaign are listed in the annex.

Virtual events

A virtual event will minimise location limitations and allow you to attract a wider audience. Here are some tips:

- **Choose your platform wisely:** make sure your platform meets European data protection requirements. Where possible, choose a platform that allows participants to interact with you through direct messages, polls or other forms of communication. Do not forget to check if the platform has limits on time or the number of participants.
- **Registrations:** create a highly visible button to register on your website. Keep the registration open during the whole event so people can join in even once proceedings have started. Make sure only people who are registered can log in.
- **Make it interactive:** remember to address the audience and encourage them to participate through the chat box of your platform or via social media using the dedicated hashtag of your event. The tool [Sli.do](#) can facilitate Q&As, live polls, as well as post-event surveys to gather feedback from the participants.
- **On the day:** log on to your event platform before your session for final technical checks and run-throughs. All speakers and moderators should be ready and waiting 15 minutes before the session starts. Check your [internet connection speed](#).

Materials

This document is part of a communication kit designed for the mobility campaign. Take a look at the other documents to find background information, visual guidelines, and ready-to-use social media messages to make your event promotional campaign more engaging and fun.

You can also find [here](#) background information about the Climate Pact, visual guidelines, logos, social media frames, and ready-to-use document templates. You can use these for the preparation of on-site and virtual events.

Useful links

- Find a national/local Climate Pact ambassador: https://europa.eu/climate-pact/ambassadors/meet-our-ambassadors_en
- Register your satellite event: https://europa.eu/climate-pact/register-satellite-event_en
- Web articles on the campaign: https://europa.eu/climate-pact/news_en

#MyWorldOurPlanet
#EUClimatePact



Annex – Mobility campaign pledges

One of the most direct contributions to the Climate Pact is to register your pledge on the [Count Us In](#) platform. Our proposals for the mobility campaign are the six below.

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**Choose
your pledge**

- I pledge to walk more
- I pledge to fly less
- I pledge to drive electric
- I pledge to cycle more
- I pledge to take the train
- I pledge to take public transport more