The EU Climate Action Academy toolkit

**The EU Climate Action Academy is the EU’s digital knowledge hub on climate change and how to take action, brought to you by the European Climate Pact.**

Climate change is here and we have to act fast. The [EU Climate Action Academy](https://climate-pact.europa.eu/get-inspired/eu-climate-action-academy_en) is designed to build knowledge and awareness around climate change and the steps everyone can take to help fight it. It is a free learning platform providing informative courses and resources, interactive events and practical tools to take action.

By sharing the messages below through your channels and networks, you are helping to spread awareness of the Academy and spark the climate action we urgently need. We encourage you to adapt these as necessary to suit your channels and audience.

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

In this toolkit you will find:

* A short promotional text you can add to newsletters, websites and other communications
* An email template to share directly with your networks who can spread the message further

Short promotional text

**Join the EU Climate Action Academy: Register to master effective climate communication**

**The EU Climate Action Academy is back with another course** – this time on **mastering effective climate communication** to help get your message across. Level up your storytelling skills, connect with your audience and motivate them to combat climate change. [Register](https://climate-pact.europa.eu/get-inspired/eu-climate-action-academy_en) to enhance your communication skills and drive real change through compelling narratives and smart strategies.

The online course will be divided in two sessions:

* the first on **Developing storytelling techniques** on **18 November, 12.30 – 14.00 CET**; and
* the second on **Facilitating difficult climate conversations** on **10 December**, **12.30 – 14.00 CET.**

[Learn more about the Academy and register for the first session](https://climate-pact.europa.eu/get-inspired/eu-climate-action-academy_en)

**About the EU Climate Action Academy**

The EU Climate Action Academy is the EU’s go-to hub for all things climate change and how to take action, brought to you by the European Climate Pact. It’ s packed with valuable insights into why climate change happens, its consequences, and how we can take action. You can explore a series of webinars, courses and a huge resource library. Whether you are just beginning your climate action journey or you are looking to amplify your efforts, the Academy provides support at every stage.

**Email template**

Dear [NAME],

**Subject line:** EU Climate Action Academy – **Please share** our **Mastering effective climate communication course** with your network

The **EU Climate Action Academy is back** with another course – this time on **mastering effective climate communication** to help get your message across. Level up storytelling skills, connect with your audience and motivate them to combat climate change.

By sharing this with your networks, you can help spread awareness of the Academy and encourage more people to engage in climate action.

**Here are a few quick ways you can help today:**

👆[Register](https://climate-pact.europa.eu/get-inspired/eu-climate-action-academy_en) for the first session - **Mastering effective climate communication: developing storytelling techniques**.

📨Forward the pre-prepared message below to your networks via email.

📲Post about the EU Climate Action Academy on your social media platforms using the [prepared images and texts](https://climate-pact.europa.eu/get-inspired/resources/eu-climate-action-academy-toolkit_en).

🌐Add the short promotional text below to your website or newsletter.

**About the EU Climate Action Academy**

The [EU Climate Action Academy](https://climate-pact.europa.eu/get-inspired/eu-climate-action-academy_en) is a free online knowledge hub brought to you by the European Climate Pact, dedicated to informing and empowering individuals and organisations to take meaningful climate action.

The Academy offers valuable resources to guide your climate action journey, whether you're just starting out or seeking to make a bigger impact. From webinars to podcasts, to in-depth learning materials, you’ll find everything you need to understand climate change and what you can do to help tackle it.

We thank you in advance for your support.

-- Pre-prepared message to share –

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Kind regards,