

IT'S TIME

UNDER

2°

Secretariat

CLIMATE GROUP



CLIMATE
WEEK **NYC**
CLIMATE GROUP



Climate Week NYC:

Under2 Coalition Members' Communications and Social Media Pack



States and regions at Climate Week NYC

We look forward to welcoming you to [Climate Week NYC](#).

We hugely appreciate your support in endorsing this event at a time when subnational government climate action is of historic importance.

This pack outlines the ways we can work together to highlight state and regional action at the biggest climate event on Earth.



Purpose of this pack

This pack contains messaging, web copy, a quote, logos and social media graphics to help you promote your attendance at Climate Week NYC, amplify the issues being discussed and drive climate action using your personal and / or government social media platforms.

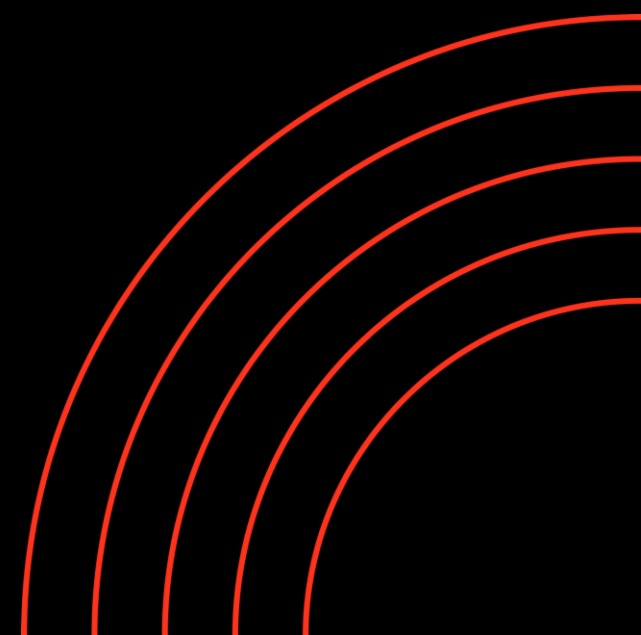
All the social media assets are formatted and categorised.



If you have any questions about Climate Week NYC communications, please get in touch with :

Melissa McClements

mmcclements@climategroup.org



Key messages

It's time. As we're in **an age of urgency**, the Under2 Coalition's members are meeting at Climate Week NYC with business leaders, heads of governments, activists and civil society actors to demonstrate the vital role of states and regions in climate diplomacy and action.

The aim is to push national governments and international businesses to show greater ambition in the run-up to February 2025, when countries will submit **enhanced climate plans** - Nationally Determined Contributions (NDCs) - to the United Nations for 2025-2035.

The Under2 Coalition is the **largest international network in the world of states and regions** committed to net zero emissions by 2050 or earlier.

Today, the coalition represents 178 individual states, regions, provinces and subnational governments along with several other national and subnational entities: **more than 270 actors, totalling more than 50% of global GDP.**

Key terms

When speaking with media about your involvement in the Under2 Coalition and Climate Week NYC, either verbally or in written form, please refer to the following guidelines on our key terms:

Please do not abbreviate the **Under2 Coalition**. It should be written out in full, and please ensure there is no space between 'Under' and '2'.

- The week is always referred to as '**Climate Week NYC**' or 'Climate Week NYC 2024'. Kindly do not use other variations like 'NY Climate Week'.
- The only Climate Week NYC hashtag that we use across all channels is **#ClimateWeekNYC**
- As an Under2 Coalition member, please also use the hashtag **#Under2Coalition**

Press releases

If you plan to make an announcement that ties in with Climate Week NYC, we can help amplify your story through our media contacts and on our social media channels.

Please send us your press release in a shareable link, and make sure to include the contact info of your communications team. If media reach out to us, we'll pass their requests to your communications team. And do let us know if you'd like to request a specific quote from a member of our Executive Management Team.

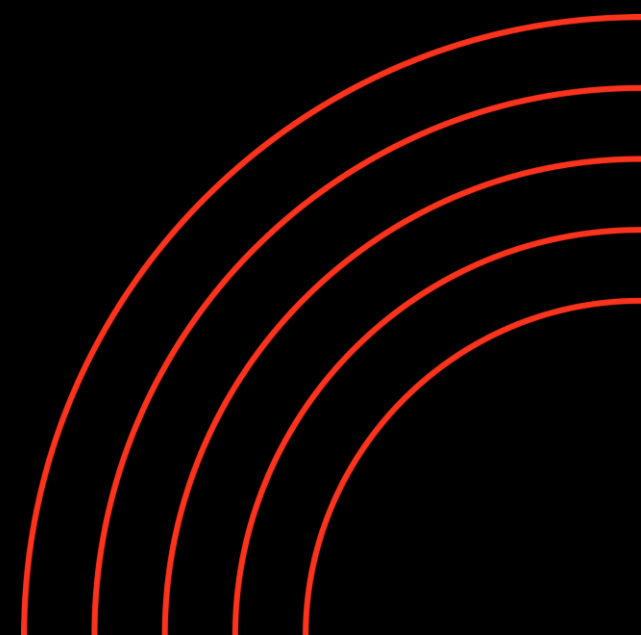
To make the process as efficient as possible, we ask that you provide us with as much advance warning as you can. All information shared with Climate Group will remain strictly confidential.

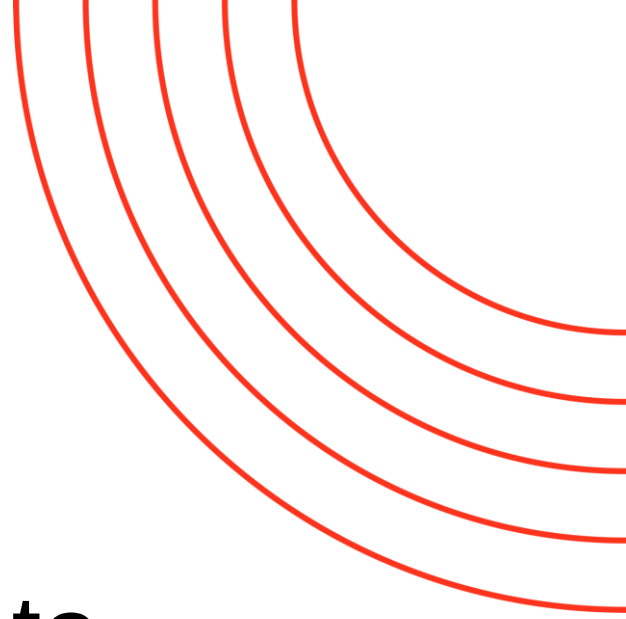


Please send your press releases to:

Melissa McClements

mmcclements@climategroup.org



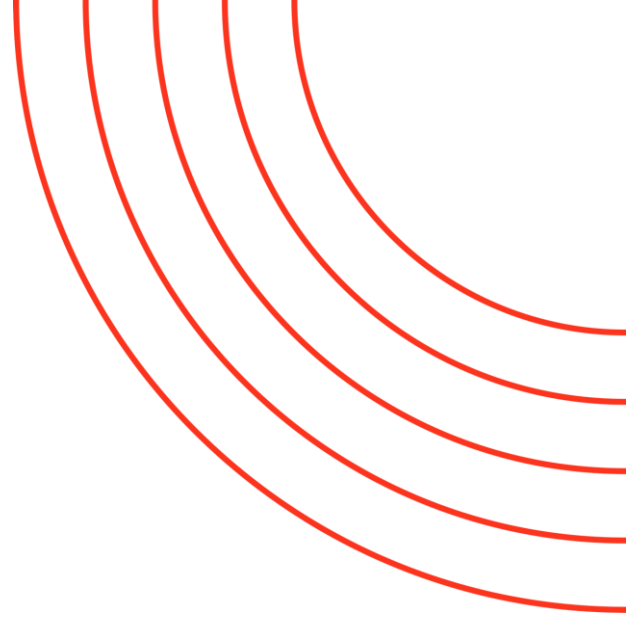


Website copy

Here is some suggested copy for website stories about your involvement in Climate Week NYC:

It's time. [State / region name] is proud to be joining with the rest of the Under2 Coalition – the world's largest international network of states and regions committed to net zero emissions by 2050 or earlier – at Climate Week NYC from 22 to 29 September. Together, we aim to accelerate multilevel action and partner with national governments, businesses and investors to align real economy efforts in the run-up to 2025, when countries will submit their enhanced climate plans.





Quote

Here is an approved quote for inclusion in your stories about Climate Week NYC:

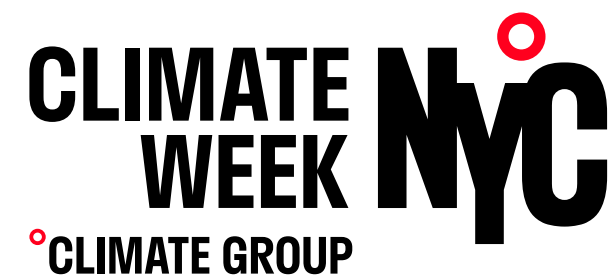
“It’s time. With the window in which we can act on the climate crisis rapidly closing, the Under2 Coalition will be pushing for ambitious Nationally Determined Contributions at Climate Week NYC. To protect the people and places we love, we must upgrade countries’ climate plans to reduce political uncertainty, phase out fossil fuels and create an environment that turbocharges investment in climate action at subnational level.”

Nehmat Kaur, Director of the Under2 and Subnational Governments at Climate Group



Communications toolkit

Our [Climate Week NYC Communications Toolkit](#) includes a wide selection of ready-to-post logos, graphics, videos and customisable assets for you to add your own messages, imagery and logos.



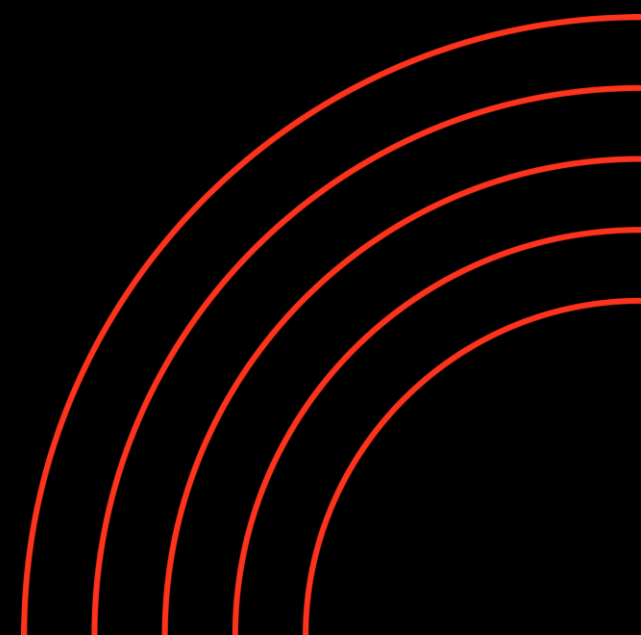
Key social media accounts:

Tag: @ClimateGroup on:

[X](#)

[LinkedIn](#)

[Instagram](#)



Relevant links

- [Check out the Climate Week NYC website](#)
- [Catch up on Climate Week NYC news](#)
- [Sign up today to attend events across the week](#)
- [Visit the Under2 Coalition website](#)



How to register

For Under2Coalition members, we are happy to invite two senior political leaders (Governor, Minister or Secretary) to attend Climate Week NYC's opening ceremony and [The Hub Live](#) events. **Please use this [link](#) to register**

Each of these delegations can bring up to three senior officials and/or support staff to attend The Hub Live events. **Please use this [link](#) to register.**

