



COP24 · KATOWICE 2018  
UNITED NATIONS CLIMATE CHANGE CONFERENCE

# COP24

---

## SOCIAL MEDIA TOOLKIT



# INTRODUCTION

---

**We need a transition in land use, alongside the energy transition, in response to climate change. Nature is a critical part of the solution. Something the world is in danger of forgetting.**

Land use still receives less than 3% of public mitigation finance. Nationally determined contributions (NDCs) rarely describe comprehensive approaches to land use; there are few concrete actions on the ground, and almost no specific targets. **NOW** is the time to encourage this change, so that nature is no longer #TheForgottenSolution.

During COP24, we would like your support to communicate the need to encourage governments to include natural climate solutions in their nationally determined contributions to the Paris Agreement **NOW**.

## **Creative assets:**

We want to engage a broad audience on this topic, so we have carefully crafted social assets that can be used by your organization to tell the #TheForgottenSolution story.

## **Suggested copy:**

Suggested social copy to complement the creative assets has also been provided. Please feel free to use this copy, or tailor the copy to suit your organization's tone of voice.

## **When:**

These assets can be used immediately, and as they will not specifically be 'COP24' branded, these can also be used after COP24.

# NOTES

---

Please feel free to begin scheduling in posts in preparation for COP24 immediately.

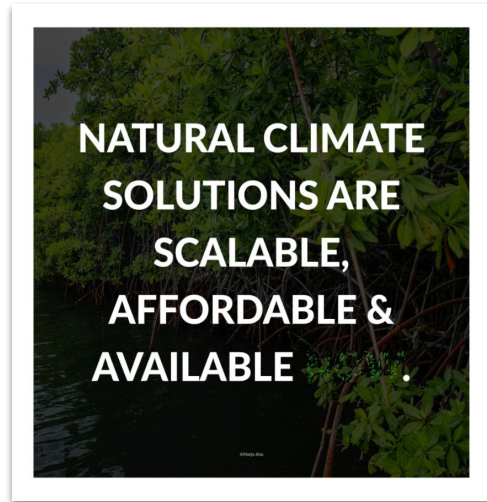
- The suggested copy can be used immediately.  
The social assets, will be supplied **Friday 30th November** and can be downloaded from the [Nature4Climate Resource Centre](#).
- We encourage the use of **#TheForgottenSolution**, **#NaturalClimateSolutions** and **#COP24**.
- Suggested copy can be tailored to suit your organization's tone of voice.
- WBCSD's **World Soil Day** takes place on 5th December 2019, please keep an eye out for their new report and be sure to amplify.



# CREATIVE ASSETS


# CREATIVE ASSETS

---



*\*Final assets will be available for download on Friday 30th November from the [Nature4Climate resource centre](#).*





**TWITTER**  
**+**  
**INSTAGRAM**



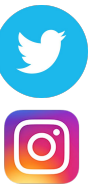
## GENERAL

- We need a transition in land use NOW, alongside the energy transition, in response to #ClimateChange. #Nature is a critical part of the solution. #TheForgottenSolution #COP24
- Governments, businesses & investors are not prioritizing #NaturalClimateSolutions (NCS) sufficiently to avoid dangerous #ClimateChange. Investment in NCS is growing, but they still receive less than 3% of mitigation funding. #TheForgottenSolution #COP24
- We need to encourage governments NOW, to include #NaturalClimateSolutions in their #NDCs, and for countries that intend to revise their existing contributions. #COP24
- We can't achieve the #ParisAgreement w/o #NaturalClimateSolutions. They are #TheForgottenSolution, that works alongside the energy transition. Yet, only receive less than 3% of mitigation funding. #COP24
- Delivering on the Paris Agreement requires action on #NaturalClimateSolutions alongside efforts on energy, industry, buildings and transport. #Nature is a critical part of the solution to avoiding dangerous #ClimateChange. #COP24
- If we are to unlock #NaturalClimateSolutions, as with all sectors of the economy, negotiators at #COP24 need to agree clear guidance for governments to follow. #ParisRuleBook.



- Gov can prioritize land use strategies that both reduce emissions & absorb more greenhouse gases, through planning & zoning decisions, and by aligning fiscal or economic incentives with land use policies that benefit the #climate. #COP24
- National and local governments can cut net greenhouse gas emissions by integrating #climate-oriented management strategies into their land management policies. #TheForgottenSolution #COP24
- Investing in #NaturalClimateSolutions is cost-effective, can boost economies & bring multiple co-benefits for sustainable development, beyond #ClimateChange mitigation and adaptation. #TheForgottenSolution #COP24
- Research shows that with changes in global land-use practices NOW, #nature can provide >1/3 of the emissions reductions we need between now and 2030 to meet the goals of the Paris Agreement. #TheForgottenSolution #COP24
- #DYK most #NaturalClimateSolutions bring benefits such as water filtration, flood protection, habitat for wildlife, and so much more? They are scalable, affordable & available NOW. #COP24
- #DYK that eliminating 25% of annual global #deforestation would prevent a gigaton of #GreenhouseGas emissions? #NaturalClimateSolutions





- Alongside the urgent need to decarbonize energy; the way we farm, use our soils, protect coastal ecosystems & treat our forests could be a game changer for #biodiversity & the #climate. #TheForgottenSolution #COP24
- #NaturalClimateSolutions are proven and affordable ways of storing and reducing carbon emissions by changing the way we manage lands across the world – in #forests, #grasslands and #wetlands. #TheForgottenSolution #COP24

## IPCC REPORT

- According to the UN #IPCCreport, we have 12 years to act in order to avoid dangerous #ClimateChange, and the land sector will have a crucial role to play. #COP24 #TheForgottenSolution
- The #IPCCreport says that by 2100, global sea level rise would be 10cm lower with global warming of 1.5°C compared to 2C. #COP24 #TheForgottenSolution



**LINKEDIN**  
**+**  
**FACEBOOK**



## GENERAL

- We need a transition in land use now, alongside the energy transition, in response to climate change. Nature is a critical part of the solution. The Forgotten Solution.
- Governments, businesses and investors are not prioritizing natural climate solutions (NCS) sufficiently to avoid dangerous climate change. Investment in NCS is growing, but they still receive less than 3% of mitigation funding. Yet they are critical to increased ambition at the 2020 UN climate talks.
- We need to encourage governments now, to include natural climate solutions in their NDCs, and for countries that intend to revise their existing contributions.
- We can't achieve the Paris Agreement without natural climate solutions. They are the forgotten solution, needed alongside the energy transition. Yet, they receive less than 3% of mitigation funding.
- Delivering on the Paris Agreement requires action on natural climate solutions alongside efforts on energy, industry, buildings and transport. Nature is a critical part of the solution to avoiding dangerous climate change.
- If we are to unlock natural climate solutions, as with all sectors of the economy, negotiators at COP24 need to agree clear guidance for governments to follow.



- Governments can prioritize land use strategies that both reduce emissions & absorb more greenhouse gases, through planning and zoning decisions, and by aligning fiscal or economic incentives with land use policies that benefit the climate.
- National and local governments can cut net greenhouse gas emissions by integrating climate-oriented management strategies into their land management policies.
- Investing in natural climate solutions is cost-effective, can boost economies & bring multiple benefits for sustainable development, beyond climate change mitigation and adaptation.
- Research shows that with changes in global land-use practices now, nature can provide >1/3 of the emissions reductions we need between now and 2030 to keep global temperature rise below 2 degrees Celsius.
- Did you know that most natural climate solutions have benefits such as water filtration, flood protection, habitat for wildlife, and so much more? They are scalable, affordable & available now.
- Did you know that eliminating 25% of annual global deforestation would prevent a gigaton of greenhouse gas emissions?



- The Paris Agreement aims to limit global temperature rise to well below 2°C and to pursue efforts towards 1.5°C.
- Alongside the urgent need to decarbonize energy,; the way we farm, use our soils, protect coastal ecosystems and treat our forests could be a game changer for biodiversity and the climate.
- Natural climate solutions are proven and affordable ways of storing and reducing carbon emissions by changing the way we manage lands across the world – in forests, grasslands and wetlands.

## **IPCC REPORT**

- According to the UN IPCC report, we have 12 years to act in order to avoid dangerous climate change, and the land sector will have a crucial role to play.
- The UN IPCC report says that by 2100, global sea level rise would be 10cm lower with global warming of 1.5°C compared to 2°C.

The background is a monochromatic blue-tinted photograph of a natural landscape. It features a dense forest of evergreen trees in the middle ground, with misty mountains visible in the distance. The scene is reflected in a calm body of water in the foreground. The overall mood is serene and quiet.

# TWEET CHAT



**WHO:** WBCSD has organized a COP24 tweet chat, which will be hosted on N4C's twitter feed. The teams are working to tee up participants, and we will also be promoting the 'event' on social media.

We would love for you to do the same.

**WHEN:** Tuesday 11th December

17:30 - 18:30 (CET)









16:30 - 17:30 (GMT)

08:30 - 9:30 (PST)

11:30 - 12:30 (EST)

**WHERE:** Twitter via @Nature4Climate

***Follow the conversation using  
#TheForgottenSolution***

Tweet number	Time	Tweet	Local time	Tweet card	
0	Morning (1	Are you ready? #TheForgottenSolution twitter chat starts today at 5:30 PM CET; join us to discuss nature's role in addressing the climate challenge.		Are you ready? #TheForgottenSolution	
1	17.25	Happening now: Let's talk #TheForgottenSolution. Nature can help address the climate challenge, what's next?		Let's talk about natural climate solutions #TheForgottenSolution	
2	17.30	How is your business contributing to #NaturalClimateSolutions? What are you doing to make sure nature doesn't become #TheForgottenSolution?		How are you working with nature to address the climate challenge? #TheForgottenSolution	
3	17.37	How do #NaturalClimateSolutions fit into your business strategy? Where do you want to go further? #TheForgottenSolution		How do natural climate solutions fit into your business? #TheForgottenSolution	
4	17.45	What's the best example of #NaturalClimateSolutions you've seen in action? #TheForgottenSolution		What's the best natural climate solution you've seen? #TheForgottenSolution	
5	17.55	Since we're at #COP24, which policies would help ensure that nature doesn't stay #TheForgottenSolution?		Which policies will help? #TheForgottenSolution	
6	18.02	How can the private sector & NGOs work better WITH nature to address the climate challenge? #TheForgottenSolution		How can we work with nature better? #TheForgottenSolution	
7	18.10	What's the next step for getting more businesses involved? #TheForgottenSolution		What's the next step? #TheForgottenSolution	
8	18.25	Which would you rather visit? Wetlands in Mississippi, peatlands in Indonesia, or climate-smart farms in Brazil? #theforgottensolution		Just for fun... #TheForgottenSolution	



COP24 · KATOWICE 2018  
UNITED NATIONS CLIMATE CHANGE CONFERENCE

 kameleon

**THANK YOU**

