

ACTION BUILDS HOPE:

JOIN US IN A WORLD OF ACTIONISM

A toolkit for supporters of the COP28 action campaign



**COP28
UAE**

ACTION BUILDS HOPE: WELCOME TO THE WORLD OF ACTIONISM

If you're reading this, you're taken the first step to joining a global movement that's bigger than any one of us - **Actionism**.

It's not just a buzzword; it's about rolling up your sleeves and diving into meaningful action to drive collective progress. We're not just talking about climate change; we're doing something about it and whether you're a citizen, a leader, a company, or an NGO, there's room for you on this action-packed mission.

Why Actionism? Because **action builds hope**. Climate change is the biggest challenge that the world faces, and to tackle that challenge we need more people who are working to turn ideas into action and build the future we all deserve.

Together, we can make this more than a moment; we can make it a movement..

Are you ready?



ACTION BUILDS HOPE: UNDERSTANDING ACTIONISM



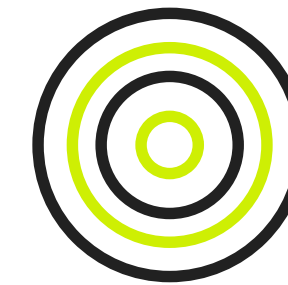
WHAT IS ACTIONISM?

Actionism is engaging in vigorous action to bring about collective progress.



WHAT ARE ACTIONISTS?

Actionists are solvers around the world who engage in climate action. They can be citizens, leaders, companies, NGOs, governments.

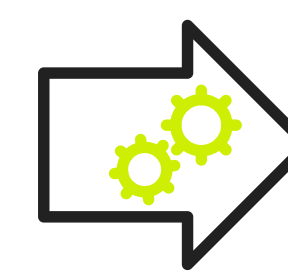


WHAT DO WE NEED?

We need actionists to **share their progress with the world and inspire hope.**

We need citizens of the world to **join the movement, take action and share their stories.**

We need global media and storytellers to **hold the world accountable and celebrate our progress.**



HOW CAN I HELP?

Join us and act, or just help support and amplify action.

Together, we can help accelerate finding solutions.

Together, we can deliver.

ACTION BUILDS HOPE: CONTENT CREATION TIPS

SOCIAL POST TEMPLATE



Use this template for social posts
[Link to social post template](#)

VIDEO GUIDANCE

Make it short!
People need an introduction first.

Mindset-first
Why do you do what you do?
What keeps you inspired?

Show the action
A picture tells a thousand words;
show people in action

Use this template for video titles
[Link to title template](#)

COPY GUIDANCE

Around the world, people are rising to the challenge that climate change presents. These actionists are crucial to the world's success.

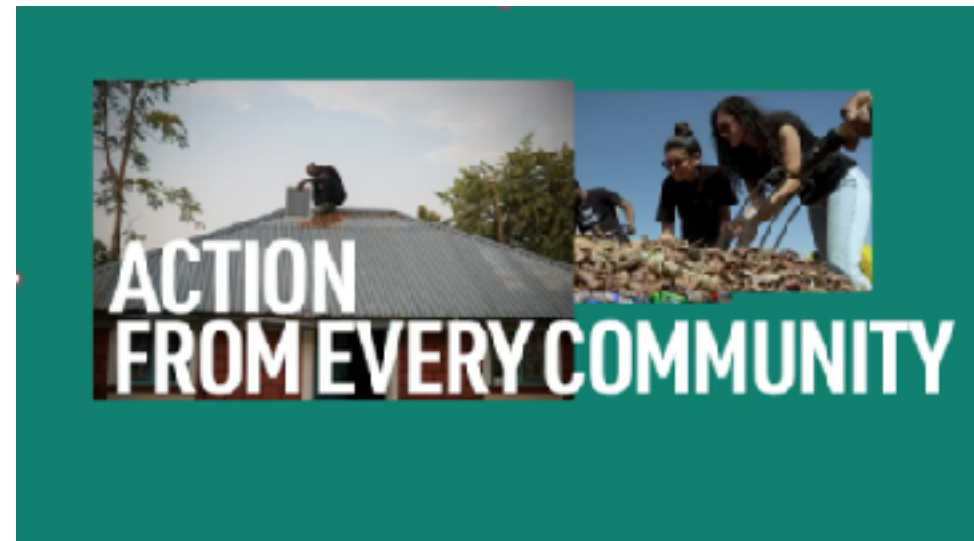
Action builds hope.

The world's actionists need us.

Including you.

#Actionism
#COP28UAE

ACTION BUILDS HOPE: CREATIVE SAMPLES





ACTION



BUILDS



HOPE



THANK YOU