

CLIMATE WEEK NYC



Climate Week NYC is the collaborative space for events in support of the UN Climate Summit.

AFFILIATE EVENT GUIDE 2014

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INTRODUCTION

This September 2014, New York City will host the sixth Climate Week NYC, now a key fixture on the international climate change calendar. 2014 is a critical year for climate action, because in just under 22 months, countries need to have agreed a new global climate deal at COP21 in Paris.

Achieving this deal and securing a low carbon future requires unprecedented levels of leadership and collaboration, not only among heads of state, but from corporates, sub-national governments, civil society, and the general public too.

Climate Week NYC is an opportunity to harness this leadership. It is a global summit of high-profile meetings, events and activities, organized across New York City by a diverse group of business, government, arts, activist and civil society players. It is profiled through ClimateWeekNYC.org as well as Twitter, Facebook, Instagram and #CWNYC. It includes the opening of the United Nations' General Assembly and coincides with the Clinton Global Initiative Annual Meeting.

This year will be marked by Ban Ki-moon's UN Climate Summit which takes place on the Tuesday of the summit, as well as a call to amplify the climate conversation ahead of COP21 from the UNFCCC's Christiana Figueres.

Climate Week NYC 2014 is a crucial platform for accelerating government and business collaboration on low carbon leadership. We have the potential to catapult climate change back to the top of the world agenda, mobilizing leaders to act now.

Join us to create a real tipping-point for transformative change.

IMPORTANT CONTACTS

AFFILIATE AND WEBSITE INQUIRIES: contact@climateweeknyc.org

SPONSORSHIP: Amy Davidsen – adavidsen@theclimategroup.org

PRESS: Sylvain Biville – sbiville@theclimategroup.org

-  ClimateWeekNYC.org
-  [@ClimateWeekNYC](https://twitter.com/ClimateWeekNYC)
-  [Facebook.com/ClimateWeekNYC](https://www.facebook.com/ClimateWeekNYC)
-  [@ClimateWeekNYC](https://www.instagram.com/ClimateWeekNYC)
-  contact@ClimateWeekNYC.org
- [#CWNYC](https://twitter.com/CWNYC)

CLIMATE WEEK NYC

WHAT WE WILL DO FOR YOU

- List your event on our official www.ClimateWeekNYC.org calendar and media pages, where we will include a clear map to your event as well as links to your website and social media profiles
- You will benefit from the exposure that we generate in local and international media, through our network of media partners
- Promote your event through our own marketing, online and social media teams. Our Twitter, Google+, Instagram, LinkedIn, Pinterest, Flickr and Facebook accounts target a relevant and highly-engaged following
- Provide you with easy-to-use graphics, marketing, collateral and messaging guidelines

USING THE CLIMATE WEEK NYC BRAND

- The Climate Week NYC logo must be present on the homepage of your event website
- Any logos, banners and references to Climate Week NYC should, where possible, contain links back to www.ClimateWeekNYC.org
- Please spell Climate Week NYC with capitals (and always 'NYC' rather than 'New York')
- See our Terms and Conditions on our website for more information

UPDATING YOUR EVENT INFORMATION

All event content must be finalized by 5:00pm EST, September 19, 2014

Please email us to update your listing: contact@climateweeknyc.org

SOCIAL MEDIA

We will be using our Twitter account @ClimateWeekNYC to send updates and to network leading up to the week, to tweet live from events during Climate Week NYC and to post reviews and photos after the events. We will also be using Facebook.com/ClimateWeekNYC to share photos and reviews, and start an exciting dialogue before, during and after Climate Week NYC. We have also launched a new instagram account @ClimateWeekNYC where we will be sharing event and NYC photos.

What we expect of you:

1. Follow us on Twitter [@climateweeknyc](https://twitter.com/ClimateWeekNYC), Instagram [@climateweeknyc](https://www.instagram.com/ClimateWeekNYC) and Facebook [climate-weeknyc](https://www.facebook.com/ClimateWeekNYC) and we will do the same for you
2. Use the hashtag #CWNYC to spread the word. Please increase its use as we get nearer to the event. Every time you use this hashtag on Facebook, Twitter or Instagram it will appear on our social feed on our website
3. Share our content and updates as often as you can (RTing, copy, share, comment, like, love)
4. Share our @ClimateWeekNYC name, website and hashtag with your followers, through Follow Fridays, conversation and when sharing related content

-  ClimateWeekNYC.org
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-  [Facebook.com/ClimateWeekNYC](https://www.facebook.com/ClimateWeekNYC)
-  [@ClimateWeekNYC](https://www.instagram.com/ClimateWeekNYC)
-  contact@ClimateWeekNYC.org
[#CWNYC](https://www.instagram.com/ClimateWeekNYC)

CLIMATE WEEK NYC

PHOTOS AND VIDEO

We want to show the world the important part you played during Climate Week NYC, so we will be uploading photos from some of the events on our website. To get your images on our website, do the following:

PHOTOS

- Send us your favorite, high quality photos after your event finishes
- Make sure each photo comes with a clear caption, description of activities and names for people and venues featured in the photo
- Include the Climate Week NYC branding in your images where possible

VIDEO

- Upload your video to YouTube. See a 'How to upload to YouTube' guide [here](#)
- Tag your video with Climate Week NYC
- Send the URL of your video to us: contact@climateweeknyc.org

Important terms and conditions: please change all references to Climate Week NYC, and do the same for the header and footer

ABOUT THE CLIMATE GROUP

The Climate Group is an award-winning, international non-profit. Our goal is a prosperous, low carbon future. We believe this will be achieved through a '[clean revolution](#)': the rapid scale-up of low carbon energy and technology.

We work with corporate and government partners to develop climate finance mechanisms, business models which promote innovation, and supportive policy frameworks. We [convene](#) leaders, share hard [evidence](#) of successful low carbon growth, and pilot practical solutions which can be replicated worldwide.

Our [offices](#) are in Greater China, North America, India and Europe. 2014 is [The Climate Group's 10th Anniversary](#).

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-  contact@ClimateWeekNYC.org
#CWNYC

CLIMATE WEEK NYC

IMPORTANT TERMS & CONDITIONS

- The event must aim to maintain the integrity of Climate Week NYC and its partners.
- The event must aim to maintain public good will.
- Each event must be in compliance with all state and federal laws and regulations.
- Climate Week NYC and The Climate Group will not be held liable for any costs, demands, injuries and claims associated with the event.
- Allow Climate Week NYC to have signage and/or printed programs at event.
- Provide The Climate Group with up to 2 invitations to event (where applicable).
- Climate Week NYC and The Climate Group retain the right to remove and reject all events and applications.
- Climate Week NYC and The Climate Group retain the right to reject event applications without reason.
- Climate Week NYC and The Climate Group retain the right to remove approved affiliate events from Climate Week NYC with reasonable notice and reason.
- Insert Climate Week NYC logo (with specified dimensions as provided in the brand guidelines) on the homepage of the event web site
- Include Climate Week NYC in newsletter, blog, Twitter and Facebook posts.
- Follow and retweet ClimateWeekNYC twitter posts to audience when appropriate.
- Provide the Climate Week NYC website with timely access to images and videos of event.

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