

Climate Heritage Social Media Tool Kit

This September we want to get the world talking about Climate Heritage. Help us to spread the word on social media by posting content and joining in the discussion for a week of focused social media action between 17 – 24 Sept.

The toolkit includes:

- What's the message?
- What's the Climate Heritage network?
- How to support.
- Suggested posts and twitter banners



#ClimateHeritage

Join the discussion
during 17 – 24 Sept 2019

Why Tue 17th – Tue 24th Sept?

The Global Climate Strike starting on 20th September kicks off several weeks of intensive global climate action. We want to join the discussions and raise awareness of the Climate Heritage Network, the work of our members and why arts, culture and heritage should be on the agenda for climate change action. Some key events:

- 20 – 27 Sept - Global Climate Strikes, Week of Escalation
- 21 Sept – Youth Climate Summit, New York
- 22 Sept – Resilient Day Event, New York
- 23 Sept – UN Climate Change Summit, New York
- 23 – 29 Sept – Climate Week NYC
- 24 and 25 Sept – SDG Summit, New York
- 24 and 25 Sept – People’s Assembly (parallel to SDG Summit), New York
- 24 and 25 Sept – Seventh Annual International Conference on Sustainable Development, New York
- 24-24 October – Climate Heritage Network Global Launch, Edinburgh



Tantallon Castle, Scotland @Historic Environment Scotland

#ClimateHeritage

Join the discussion
during 17 – 24 Sept 2019

What is the Message?

- We want to raise awareness of the emerging global Climate Heritage Network and share it with the world through social media.
- We want to let the world know how culture and heritage can be a driver for climate action and show them where its been or being done.
- We want to tell the world and share our real-life stories about the far reaching impacts of climate change on our culture and heritage.
- We want to encourage arts, culture and heritage organisations to join the new Climate Heritage Network by signing up to the MOU.
- We want to get our message out prior to COP25 (taking place in Chile on 2-13 Dec) to encourage the inclusion of climate change and cultural heritage programming.



Photograph by Victor Deweerdt on Unsplash. Chang Mai, Thailand

#ClimateHeritage

Join the discussion
during 17 – 24 Sept 2019

What is the Climate Heritage Network?

The network will be launched in Edinburgh on 24 October 2019. It aims to:

- Bring together actors from the arts, culture and heritage sectors across the globe to mobilise urgent climate action.
- Set the tone for bold climate leadership in the arts, culture and heritage sectors.
- Network local and city, state/provincial and regional, indigenous and tribal, and national arts, culture and heritage governmental and quasi-governmental boards, offices, ministries, intergovernmental organizations, and site management agencies, as well as NGOs, universities, businesses and other organisations.
- Promote the vision that while culture and heritage are negatively impacted by climate change, they are also a driver for climate action. Including Greenhouse Gas (GhG) mitigation and climate change adaptation, while promoting desirable and liveable futures and well-being for all.

The International Council on Monuments and Sites (ICOMOS) is serving as the initial CHN Secretariat. More about the CHN can be found here: www.climateheritage.org



New report released by ICOMOS on Wednesday 3 July 2019

#ClimateHeritage

Join the discussion
during 17 – 24 Sept 2019

The Network Launch and How to Join

- The network is being launched at the Climate Heritage Network Global Launch event on 24 October. More on the event here: <http://climateheritage.org/launch-2019/>
- We are seeking as many agencies, organizations and businesses to join the network in advance of the 24 October launch in order to build momentum.
- The event co-chairs are Ewan Hyslop from Historic Environment Scotland and Julianne Polanco of the California Office of Historic Preservation, with support from a world class [Steering Committee](#)
- Join the Network is free and simply requires signing or endorsing the CHN Memorandum of Understanding. This can be done online at: www.climateheritage.org/join



Photograph by Christina Satalova on Unsplash. Golden Gate Bridge, California

#ClimateHeritage

Join the discussion
during 17 – 24 Sept 2019

How to Support

- During 17 – 24 Sept show your support on social media and share the climate heritage twitter banners
- Let others know that you have joined the Climate Heritage Network. Your leadership will inspire others to take the initiative as well.
- Share you #ClimateHeritage stories on social media
- Join in the discussions of other climate change social campaigns and use #ClimateHeritage hashtag.
 - Accounts and hashtags to follow:

@UNClimateSummit	#UNClimateSummit
@GretaThunberg	#ClimateStrike and #GlobalClimateStrikes
@UNEnvironment	#AdaptOurWorld
@ClimateGroup	#ClimateWeekNYC
@UNSDSN	#GSF19 #SDGs
- Add a blog post or news story on your website during the week showing your support for the Climate Heritage Network and launch and telling your #ClimateHeritage stories
- Follow us on [twitter](#)

Remember to:

- Use impactful images
- Use the hashtags: #ClimateHeritage and #ClimateHeritageLaunch
- Tag @climateheritage
- Link to our webpage: www.climateheritage.org

#ClimateHeritage

Join the discussion
during 17 – 24 Sept 2019

Suggested Posts

“The culture and heritage sectors are mobilising for urgent #ClimateAction and we are a part of it.

Be part of the solution too. Join the #ClimateHeritage Network www.climateheritage.org. #ClimateHeritageLaunch”

“Climate change will test the adaptive capacity of every cultural system.

That’s why it’s critical that those who work with arts, culture and heritage be included in resiliency planning and why we’re a proud member of the #ClimateHeritage Network.

Join us at Climateheritage.org”

“Climate change is affecting our culture and heritage because...

What’s your #ClimateHeritage story?”



“Culture and heritage is a driver for climate action because...

What’s your #ClimateHeritage story?”

#ClimateHeritage

Join the discussion
during 17 – 24 Sept 2019

Twitter Banners

We have made up some generic twitter banners for you to use to promote the mobilization and to promote the climate heritage story campaign.

If you would like one of these made up with a specific image, please get in touch with climatechange@hes.scot



#ClimateHeritage

Join the discussion
during 17 – 24 Sept 2019

Twitter Banners

These banners can be used to promote the network launch event on Oct 24 and 25 in Edinburgh.



#ClimateHeritage

Join the discussion
during 17 – 24 Sept 2019

Thank You for Your Support

Thank you! Please share this tool kit with your stakeholders. The network is aimed at all those who want to play a role in climate action, share this tool kit with your stakeholders such as:

- City, state/provincial and regional, indigenous and tribal, and national arts, culture and heritage governmental and quasi-governmental boards, offices, ministries, intergovernmental organizations.
- Anthropologists, archaeologists, architects, artists, conservators, curators, historians, librarians, musicians, urban planners, site managers.
- Scientists, researchers, teachers and scholars and carriers of indigenous knowledge and local wisdom.
- Arts, culture and heritage organisations.
- University heritage programmes.
- International arts, culture and heritage organisations.
- City and regional sustainability and climate officers.
- Climate scientists.
- International organisations focused on resilience and climate action.
- Climate policy makers and climate activists who want to learn how collaboration with the heritage sector can deepen their impact.
- ANYONE who wants to make a difference!



#ClimateHeritage

Join the discussion
during 17 – 24 Sept 2019