

planetw^orth

Social Media Toolkit #PlanetWorth



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HELVETAS
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TETRA TECH



ZURICH



ABOUT
#PLANETWORTH



PHOTO: Abt Associates

JOIN DEVEX IN PARTNERSHIP WITH ABT ASSOCIATES, CHEMONICS, HELVETAS, TETRA TECH, THE U.N. DEVELOPMENT PROGRAMME, AND ZURICH FOR **#PLANETWORTH**

COP21 could reshape the way the world confronts climate change. What's your **#PlanetWorth**?

Planet Worth is an online conversation exploring leading solutions in the fight against climate change while highlighting the champions of climate adaptation amidst emerging global challenges.

Join Devex in partnership with Abt Associates, Chemonics, Helvetas, Tetra Tech, The U.N. Development Programme, and Zurich as we explore the impact of climate change on livelihoods and ecosystems.

For three weeks, **#PlanetWorth** will highlight cross-cutting issues within climate change and the people most affected by and engaged in building a more sustainable future by focusing on three key themes: Resilient Livelihoods, Smart Cities and Breakthrough Innovations.

Visit the [campaign site](#) and join the conversation using **#PlanetWorth**.



HOW DO I GET INVOLVED

Planet Worth is a global effort to bring climate action to the forefront of global development discussions online.

Here are 3 ways you can get involved:

1. Visit the campaign site:
planetworth.devex.com

Want the latest COP21 updates? Bookmark the official [campaign site](#) & check for new content each week!

2. Participate in #PlanetWorth online events
For one week, Devex will co-host dedicated online events with climate action experts. Check out the **'Join Us'** tab on the official Planet Worth [site](#) for details.

3. Share your ideas and/or stories using the official hashtag

Follow our live coverage from COP21 across social media using **#PlanetWorth**. Join us by tagging posts and shares using **#PlanetWorth**.



KEY DATES

▶ Mark your calendar for key engagement days for the campaign. Join the conversation on social media using the hashtag [#PlanetWorth](#).

Visit the ['Join Us page'](#) on the [site](#) for updates throughout the campaign.

NOVEMBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

November 30

COP21 officially kicks off in Paris!

DECEMBER

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	
26	27	28	29	30	31	

December 1 - [#PlanetWorth](#) goes live! *[Sign up for the Devex Newswire](#) so you don't miss it.

December 14 - 18 - Join us for a series of online events on hot topics surrounding [#PlanetWorth](#). Check the site's [Join Us page](#) for updates.

MAKE #PlanetWorth TREND



#PlanetWorth is the official campaign hashtag. Use it often. Share the campaign graphics, op-eds and videos.

Use the messages and facts in this toolkit to amplify our global voice and tell everyone why **#PlanetWorth** matters.

Download **#PlanetWorth** shareable images here.



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The future of global livelihoods depends on climate action. Check out the **#PlanetWorth** series to learn more: planetworth.devex.com

DYK The world's 20 top economies spend \$400B/yr on fossil fuel production? Get the facts: planetworth.devex.com **#PlanetWorth**

What global actions will change the climate narrative? Check out the **#PlanetWorth** series to learn more: planetworth.devex.com

Cities produce 75% of global CO2 emissions. We're making the case for #climatesmart cities: planetworth.devex.com **#PlanetWorth**

#COP21 could be a gamechanger for global **#climateaction**. Have your say on **#PlanetWorth**: planetworth.devex.com



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#COP21 could reshape the way the world confronts climate change. What's your **#PlanetWorth**? Share your ideas on planetworth.devex.com this month!

We are the last generation that can put an end to climate change. Join the **#PlanetWorth** conversation this month to learn how: planetworth.devex.com



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What is one way your sector can move the needle on climate change post-2015? Share your ideas on **#PlanetWorth** this month: planetworth.devex.com

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Have a question about the [#PlanetWorth](#) campaign?
Contact Devex's Senior Digital Communications Associate.
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