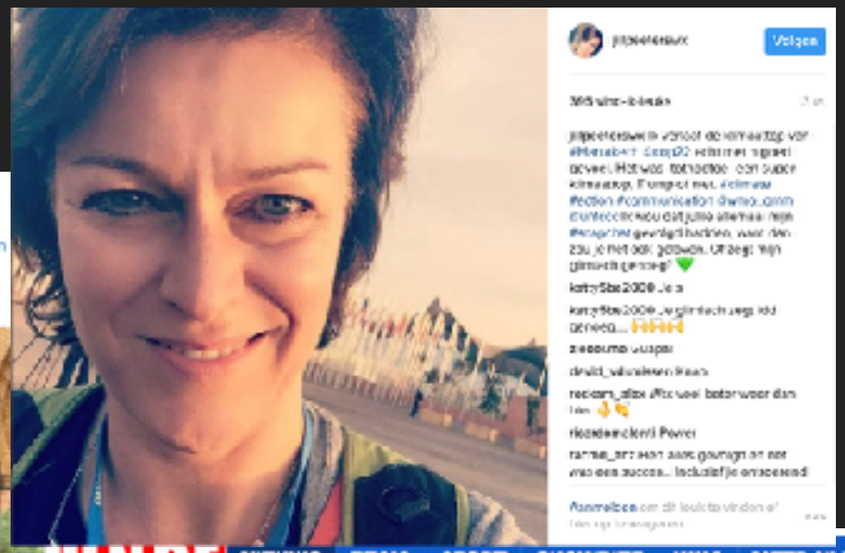
HOW TO...

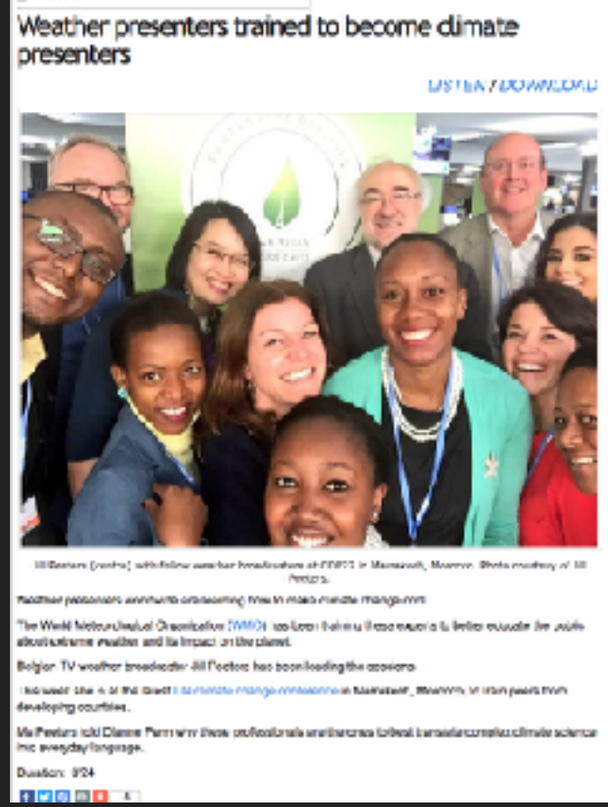
# CREATE AWARENESS

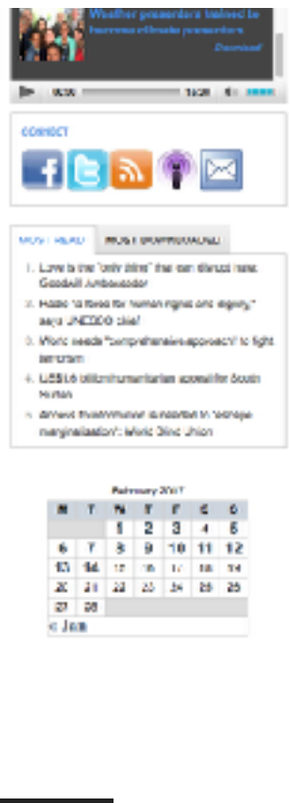
# WMO WORKSHOP WITH WEATHER PRESENTERS

# TOOLS FOR WEATHER PRESENTERS

- Television
- Newspaper
- Website
- Radio
- Twitter
- Instagram
- Facebook
- Snapchat

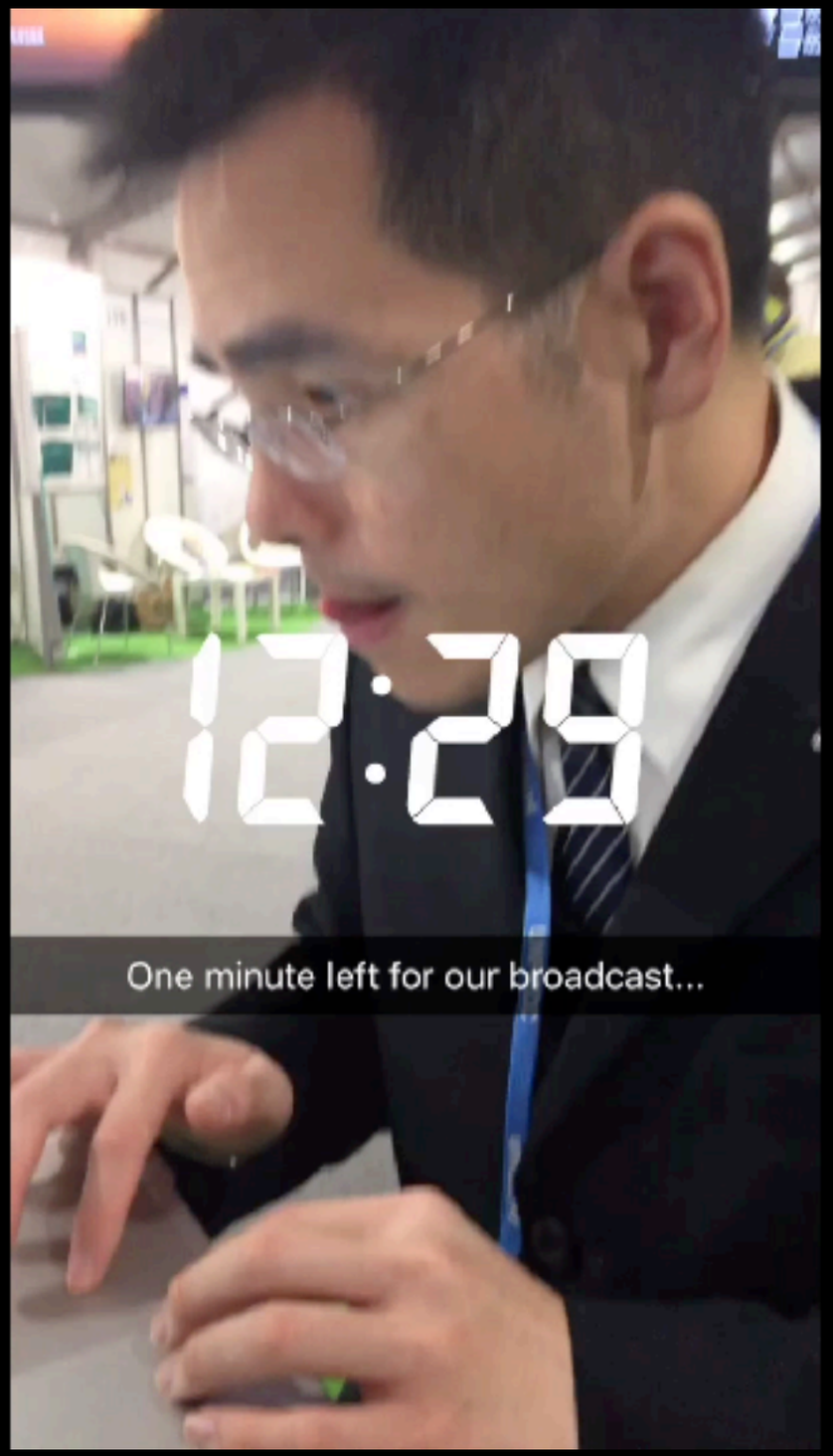




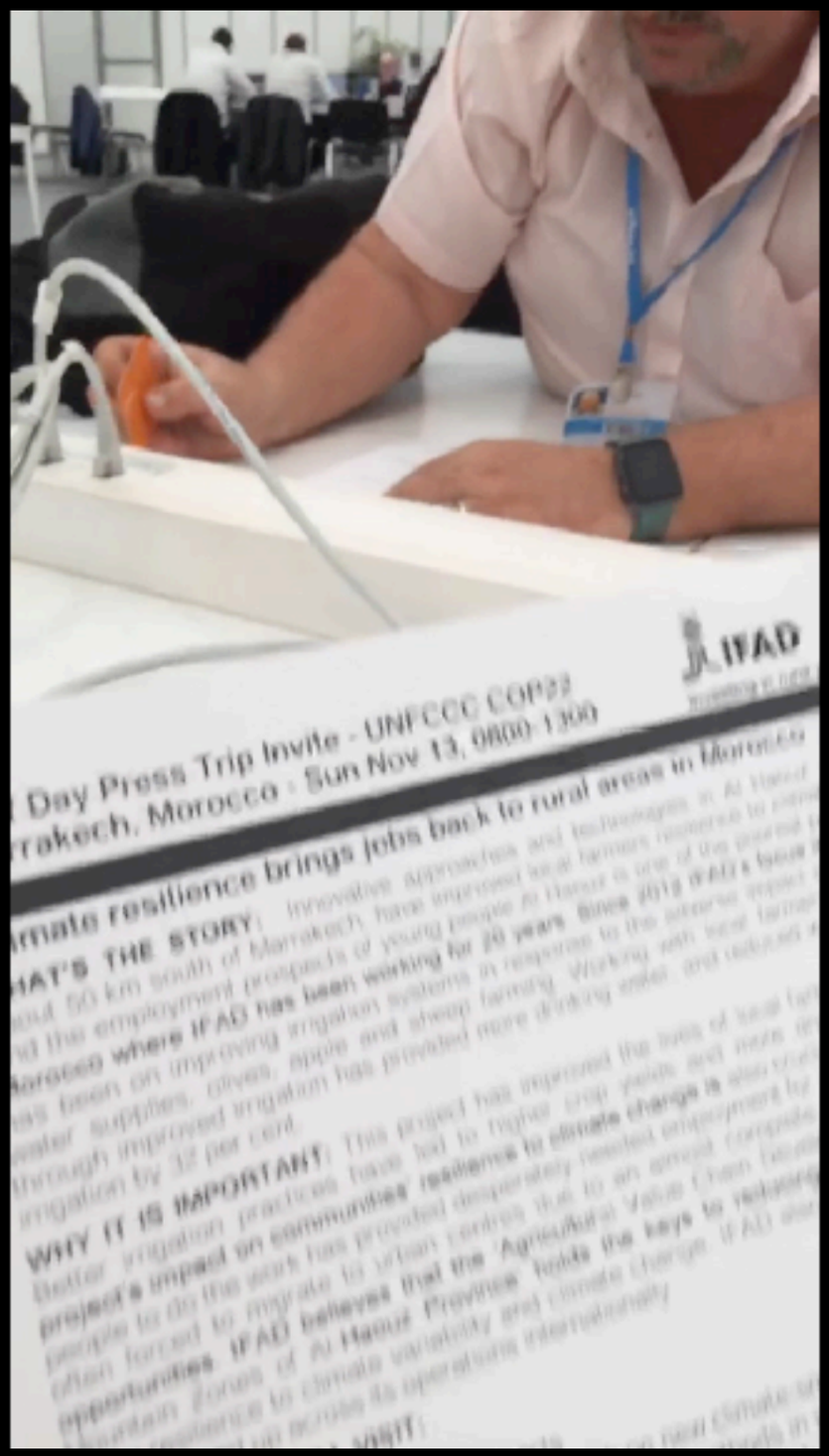



Peeters

Binnen 3 dagen treedt het "Verdrag van Parijs"
wereldwijd in werking.


12:28
One minute left for our broadcast...

Snow on
the Atlas
Mountains


IFAD
Day Press Trip Invite - UNFCCC COP22
rrakech, Morocco - Sun Nov 13, 0800-1300
mate resilience brings jobs back to rural areas in Morocco
HAT'S THE STORY:
WHY IT IS IMPORTANT:

“THE COP22 WORKSHOP GAVE ME A REAL INSIGHT INTO MY POTENTIAL ROLE AS CLIMATE COMMUNICATOR. I INITIALLY ATTENDED THE CONFERENCE HOPING TO IMPROVE MY UNDERSTANDING OF GLOBAL WARMING AND CLIMATE CHANGE IN GENERAL.
THE WORKSHOP GAVE ME SO MUCH MORE THAN THAT.
I LEARNED SOME OF THE LATEST THOUGHTS AND OPINIONS FIRST HAND FROM EXPERTS ON THE SUBJECT. THE WORKSHOP ALSO OPENED MY EYES AS TO HOW I COULD INCREASE PUBLIC AWARENESS FROM MY POSITION AS A TV WEATHER PRESENTER BOTH ON SCREEN AND ONLINE.
THE MARRAKECH TRIP WAS HUGELY IMPORTANT TO ME BECAUSE THE EVENT HAS GIVEN ME THE IMPETUS TO REASSESS MY POSITION AS A BROADCASTER WHO NOT ONLY FORECASTS THE CURRENT WEATHER, BUT ONE THAT CAN ALSO REMIND AND INFORM PEOPLE OF THE CHANGES GOING ON IN THE LONGER TERM TOO.”

## Everton FOX – Al Jazeera (eng)

# OUTCOME WMO WORKSHOP

- importance of COPs in general
- what Paris Agreement stands for
- Trump's election ➢ we do need climate policy
- simple and innovative solutions available
- urgent + climate action is at stake
- more credibility (cfr Top100 influencers)
- WhatsApp 'WorldWide Weather' grew

HOW TO...

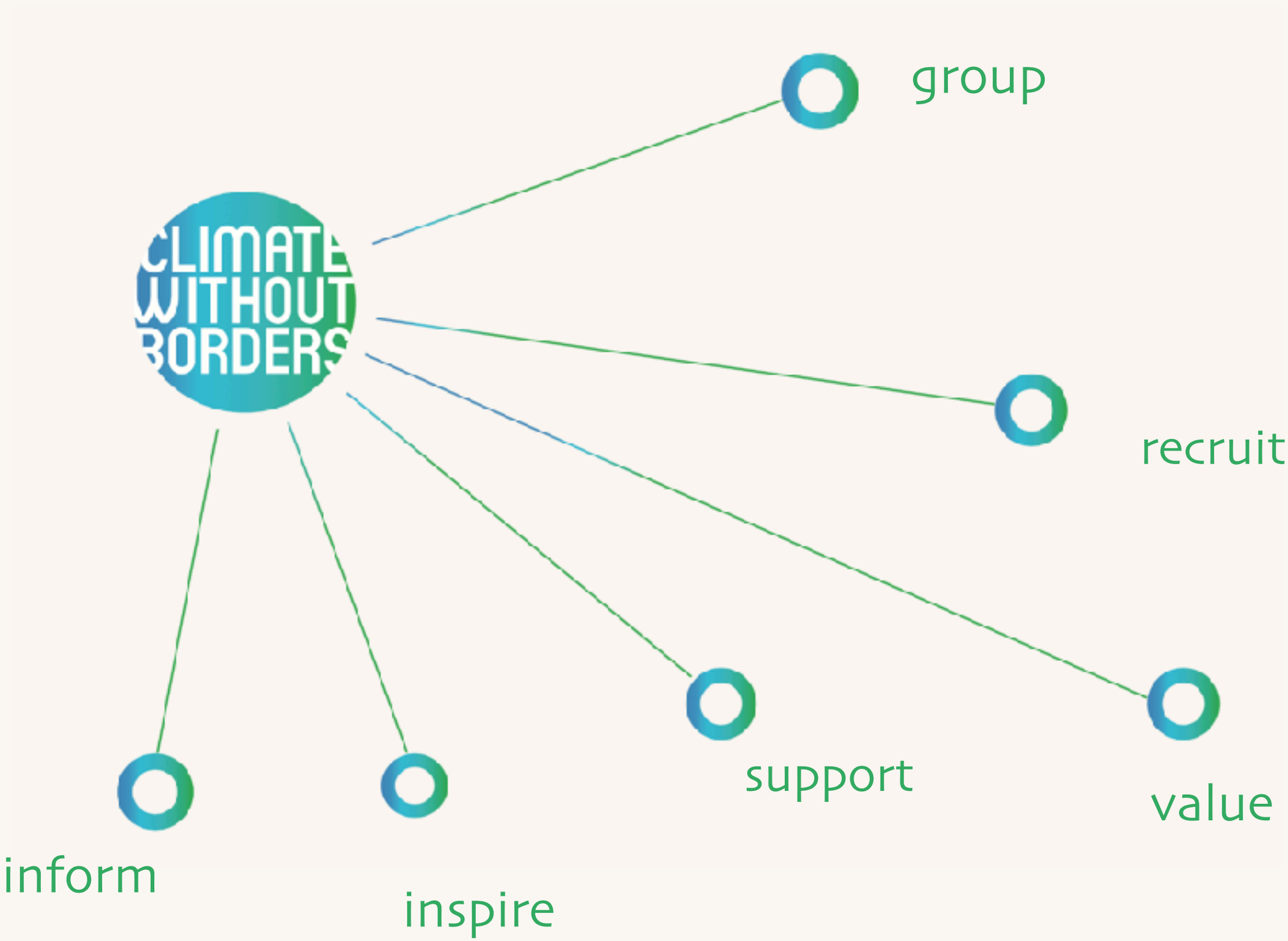
# CREATE AWARENESS & ACTION

CLIMATE
WITHOUT
BORDERS

# We won't stop, until…

- ✓ no direct victims from climate-disasters
- ✓ more climate-disasters are avoided (through reduction of the concentration of greenhouse gases in the atmosphere; cfr IPCC)
- ✓ climate-education in every school
- ✓ art/cultural projects in every country
- ✓ correct climate-information on all media

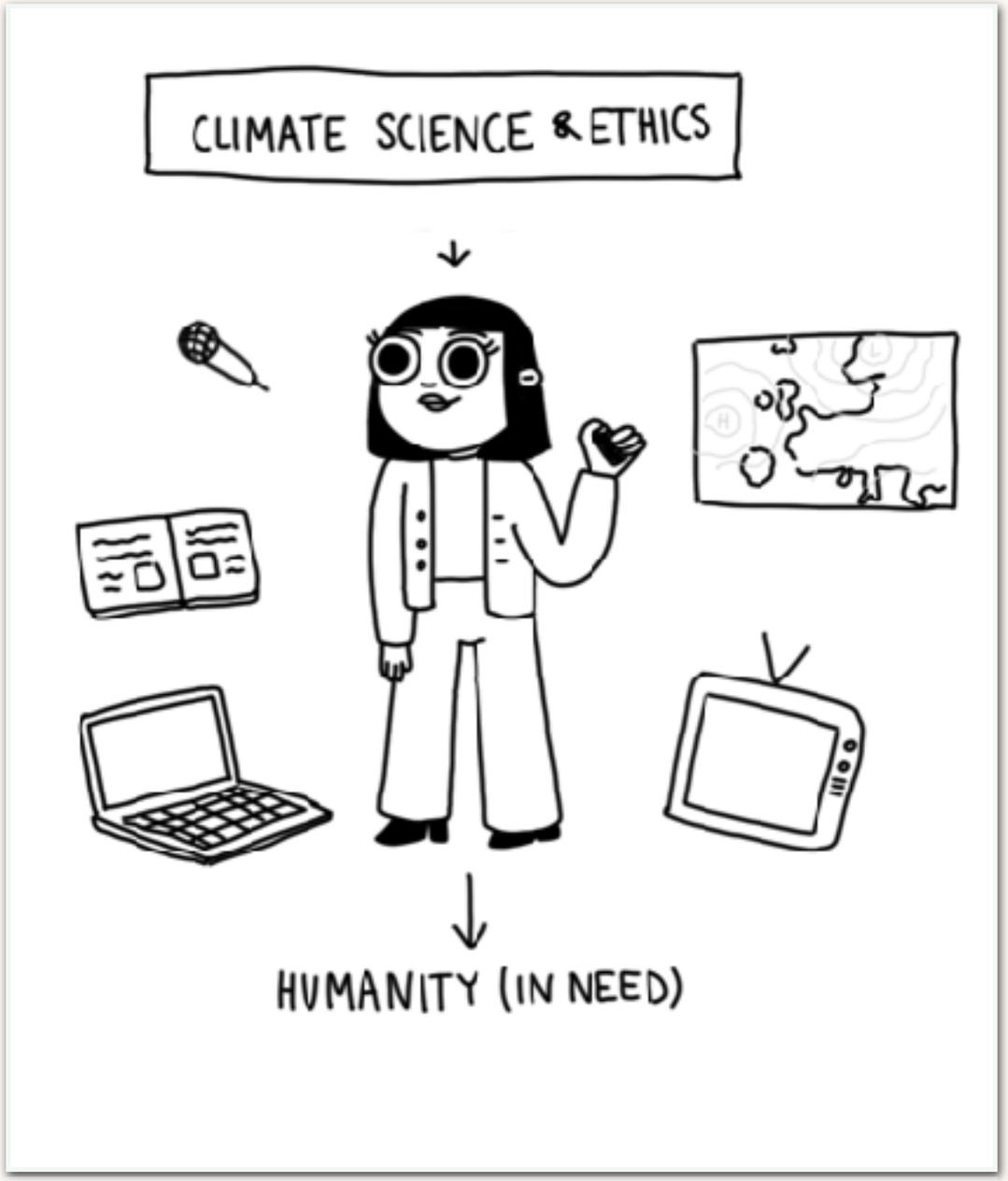
# We want to… weather presenters



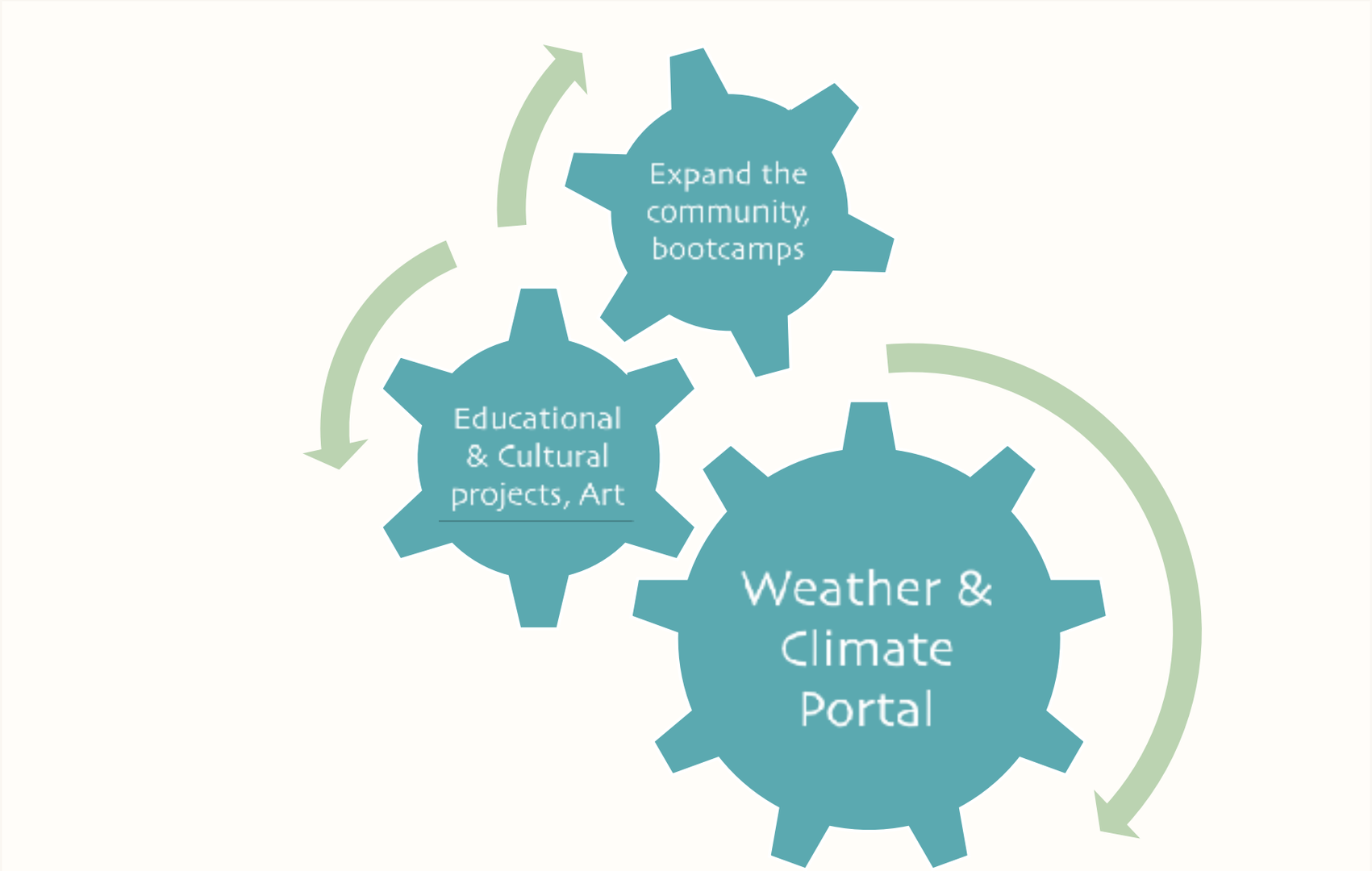
# Weather presenters are ‘trusted communicators’

- Media & trust
  - not only ‘what?’, also ‘who?’
- Science & communication
  - not only ‘what?’, also ‘how?’
- Policy & awareness
  - Paris Agreement (art 12)
  - Sustainable Development Goals (SDG 12, 1 and 17)
  - Mission 2020
  - Momentum for Change

# Weather presenters are ‘a trusted source’



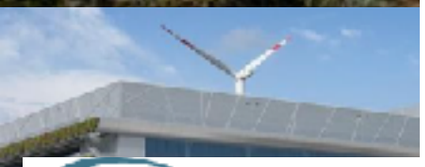
# We'll work at 3 speeds

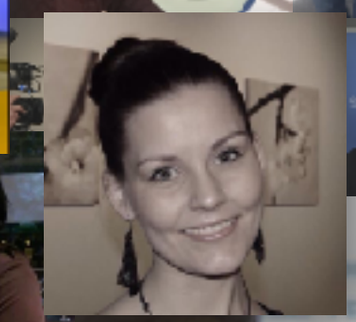


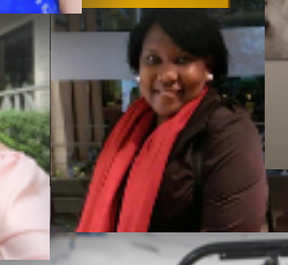
# What's in it for you?

- ✓ up-to-date knowledge within reach
- ✓ exchange of information with weather & climate scientists, and other specialities (e.g. webinars)
- ✓ inspiration for your storytelling (on social and/or other media)
- ✓ credibility at your channel, with producers
- ✓ access to sustainable examples, already put into practice
- ✓ opportunity to support educational & cultural projects
- ✓ accountability to society

# Launch & Selection of Board @Brussels 26-27 June







jill@Climatewithoutborders.org

www.Climatewithoutborders.org

@climatewithoutborders

@ClimatewBorders

**YOU!**

CLIMATE
WITHOUT
BORDERS