



# REARCTIC

## CREATING A CULTURE FOR BOLD CLIMATE ACTION

A massive global public activation campaign to save the Arctic from vanishing, aligned with the target set out in the Paris Agreement to avoid a total climate catastrophe by **keeping global temperature rise well below 2°C by 2030.**

COP25–COP26 | 2020 CAMPAIGN  
OSLO | BOGOTÁ | NEW YORK | GLASGOW



SUSTAINABLE  
DEVELOPMENT  
GOALS



COP25  
CHILE  
MADRID 2019  
UN CLIMATE CHANGE CONFERENCE



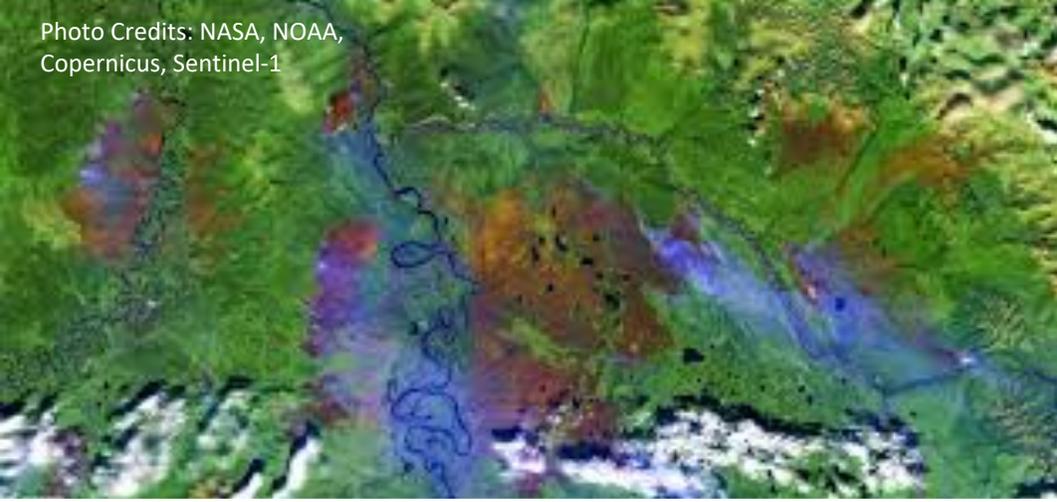
United Nations  
Educational, Scientific and  
Cultural Organization

OSLO



EUROPEAN  
GREEN CAPITAL  
An initiative of the  
European Commission

Photo Credits: NASA, NOAA,  
Copernicus, Sentinel-1



# THE ARCTIC IS THE EPICENTER OF THE GLOBAL CLIMATE SYSTEM

REARCTIC's mission is to bring the Arctic to the forefront of the international dialogue on climate action. This creative knowledge sharing platform focuses on stopping the release of heat-trapping greenhouse gases and highlights natural and technological solutions that extract carbon from the atmosphere and oceans to prevent Arctic ice from melting and the Arctic Ocean from warming and acidifying.



Photo Credits: Creative Commons



Snøhetta 

Oslo Opera House

Oslo, Norway

**/ ri:´ar:ktik /**

- Putting the Arctic at the forefront of the dialogue on climate change
- Visualizing climate science through data-driven storytelling
- Sharing knowledge about the Arctic to transform mindsets
- Accelerating action to replicate and scale existing climate solutions
- Demonstrating bold leadership to protect the vanishing Arctic



REARCTIC

## MULTI-CHANNEL CLIMATE ACTIVATION CAMPAIGN

- Take-Action Micro-Documentary Film
- REARCTIC Think&Talk™ Dialogue Series
- Climate Action Toolkit (GOV | BIZ | CIV)
- Social Media Advocacy & Action Hub
- Architectural Projection Mapping Experience
- Live Stream Global Webcast / Broadcast
- Arctic Impact Virtual Reality Experience
- Public Relations / International Press
- Traditional & Guerrilla Marketing
- Website & Social Media Sites

# GLOBAL EVENTS

**2 – 13 DEC 2019**

COP25

Stockholm & Madrid

**11 - 30 JAN 2020**

Klimafestivalen § 112

Oslo

**22 APR 2020**

50<sup>th</sup> Anniversary

Earth Day (Global)

**5 – 8 JUN 2020**

World Environment Day

World Oceans Day

Bogotá & New York

**9 – 20 NOV 2020**

COP26

Glasgow

**9 DEC 2019**

Nordic Pavilion @ COP25

Think&Talk | Stockholm

**30 JAN 2020**

Climate Action Toolkit

Think&Talk | Oslo

**22 APR 2020**

Live Global Broadcast

Oslo Projection Show

**5 - 8 JUN 2020**

Global Climate Challenge

Think&Talk

Bogotá & New York

**NOV 2020**

Nordic Pavilion @ COP26

Think&Talk | Glasgow



# REARCTIC EVENTS

# REARCTIC ON THE ROAD TO 2020 | COP25-COP26

The REARCTIC campaign launches during COP25, on **9 DEC 2019** from 18:30-19:30 CET at the Nordic Pavilion in Stockholm, digitally connected with audiences in Madrid, featuring the premiere of the REARCTIC Think&Talk Dialogues with a preview of the REARCTIC projection show in Oslo.



CLIMATE ACTION DEPENDS ON EVERYONE

IT'S TIME TO ACT

DECEMBER 2 TO 13



**COP25** will be the deadline for countries to update their first Nationally Determined Contributions providing an opportunity to raise the ambition ahead of the implementation at **COP26** in Glasgow, Scotland in **NOV 2020**. This stands as a critical year for countries to commit to bending the curve on emissions and enhancing resilience at the scale needed to meet the goals of the Paris Agreement.

# UNIVERSAL STORYTELLING | VISUALIZING THE CLIMATE CRISIS

Understanding **public perceptions, knowledge, and beliefs about climate change** is important for developing educational messages, guiding the development of persuasive messages, and identifying anticipated responses to policy proposals. In general, people tend to associate climate change with *psychologically distant* images or *negative apocalyptic* images of climate change provided in popular media, resulting in low emotional arousal, less concern, and lower belief in climate impacts.



With a sophisticated approach to public communications about science-based, climate-related solutions, we provide hope via **achievable, aspirational imagery** as social and economic motivators.



# LARGE-SCALE CREATIVE COMMUNICATIONS PLATFORM



BROUGHT TO YOU BY the COPENHAGEN post THE DANISH NEWS IN ENGLISH www.cphpost.dk

## the COP15 post

TRON'S WEATHER 5°C  
8 DECEMBER 2009  
ISSUE 2  
www.cop15post.com

### Opening address rounds on climate sceptics

BY KACIE ALICE

Climate science in focus during opening ceremony of the climate change conference as delegates agree to act now

The opening ceremony had passed by then the morning as thousands of negotiators, observers, NGOs and media personnel made their way through night snow to the Bella Center for the 31st session of the Conference of Parties (COP15).

Security was so tight that two trucks loaded with the speakers already parked there way outside the building at 7am after a logistical mishap left only one of the 20 screening areas open, much to the chagrin of the Danish Foreign Ministry conference organizers who stuck to the plan.

But speakers arrived and they hardly found their places, to better it was one of the 1300 journalists occupying the room for global media on the conference making their way to the opening ceremony of the conference.

The UNFCCC website has been facing a constant link to the start of the conference and it was clear from the keynote speeches at the opening ceremony that there is a...



Visualise the invisible: a tonne of CO2

BY KACIE ALICE

The installation is proving to be a... that an average person in an industrial... projects on the ground, captures what...



### UNESCO lights up for peace

ON THEIR NEW STORYTELLING PLATFORM, "MOZAIC CHANGE"



### UN News Centre

with breaking news from the UN News Service

News Radio Television Photo Webcast Meetings Coverage Media Accreditation Secretary-General

Africa Americas Asia Pacific Europe Middle East

Ahead of summit, UN Headquarters complex becomes canvas inspiring action on climate change



### UNESCO Lights Up Its Paris Headquarters With A Message Of Peace



### WIRED



### Weekend Arts

The New York Times

An Urban Light on the Imperiled Wild



### CNN BUSINESS

Lighting on the wall: World's most spectacular video projections



Through strategic partnerships we communicate messaging for urgent international initiatives via large-scale architectural projection mapping experiences, reaching over **1 billion people** in **193 UN Member States**, attracting global media coverage, and garnering **millions of live views**.

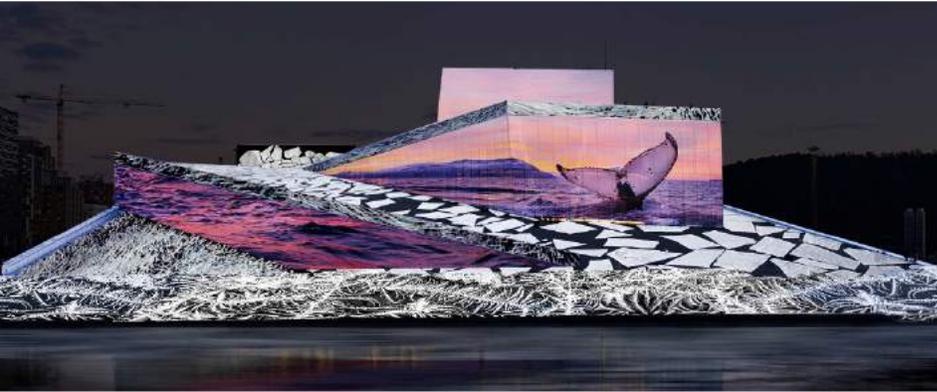
# ARCHITECTURAL PROJECTION MAPPING EXPERIENCE



22 APRIL 2020 | Oslo Opera House, Norway  
Live Global Broadcast | Local Viewing Events



REARCTIC



REARCTIC at the Oslo Opera House  
Conceptual Renderings





# REARCTIC GLOBAL CLIMATE ACTION TOOLKIT

**REARCTIC  
TAKE-ACTION  
MICRO-DOC  
FILM**

**REARCTIC  
THINK&TALK  
DIALOGUE  
SERIES**

**#REARCTIC  
@2C2030  
SOCIAL MEDIA  
ADVOCACY  
& ACTION HUB**

**REARCTIC  
IMPACT  
VIRTUAL REALITY  
EXPERIENCE**

The Global Climate Action Toolkit will be distributed worldwide to provide online/mobile access for participation in the REARCTIC Campaign.

# REARCTIC | TAKE-ACTION MICRO-DOCUMENTARY FILM

## REARCTIC: REACT > ACT > ARCTIC

Briefly telling the REARCTIC campaign story through a short-format, branded film with targeted marketing, the take-action micro-doc serves as the first point of audience engagement with REARCTIC for a longer, built-out creative process and orchestrated multi-channel global activation campaign.

The REARCTIC micro-doc will be an integral component of the REARCTIC Climate Action Toolkit, as an audio-visual, data-driven source of information and inspiration.



[PROMO VIDEO \(link\)](#)

REARCTIC Promo Video  
Produced by Asgeir Helgestad, Artic Light  
Music by James Everingham and  
Bruce & Billy Ray Fingers

# REARCTIC THINK&TALK | INTERACTIVE DIALOGUE SERIES

## NO MORE DECLARATIONS! INSTEAD, DECLARE ACTION!

The REARCTIC Think&Talk™ Interactive Dialogue Series creates an opportunity to shift the climate narrative by contributing to a knowledge sharing platform that:

- advocates replicating & scaling existing climate solutions
- provides adaptation plans applicable to different regions
- connects global participants to the Arctic ecosystem
- adds value through public-private-civic perspectives
- includes women, indigenous, and youth participants

As part of the REARCTIC Climate Action Toolkit, the digital dialogue template enables government entities, companies, organizations and youth to participate worldwide by hosting and documenting their own pop-up Think&Talk Dialogue session and submitting their outcomes to the REARCTIC campaign's online platform.



REARCTIC

THINK  
&TALK

OSLO // SINGAPORE // BRUSSELS // CAPE TOWN



Photo: Anmiki

# REARCTIC | VR | VISUALIZE YOUR IMPACT ON THE ARCTIC



Photo: The Evolving Planet



## LEGISLATORS

Connect advocates' voices with their elected officials at the federal, state, and local levels:

- Email messages to legislators' inboxes
- Post messages on legislators' Facebook walls
- Tweet legislators directly
- Call legislators' offices with a single click



## SOCIAL MEDIA

Drive civic engagement and track the pulse of the campaign and initiatives:

- Share campaign through Facebook, Twitter, Instagram, and LinkedIn
- Track engagement and conversation in real time
- Engage advocates in conversations directly from our social media platform



## TAKE ACTION

Establish a go-to hub for action on public policy campaigning:

- Drive advocates to one location where they can engage in multiple initiatives under one campaign
- Promote campaign and initiatives with special tags that align with local and global events



## LIVE EVENTS

Harness the energy of grassroots advocacy at events and conferences with a live call-to-action:

- Text a keyword and take action with the audience right from smartphones
- Watch a live advocate counter updated in real time
- Watch pins drop on a live map representing where advocates' actions are taken



# #REARCTIC | CALL TO ACTION - CHOOSE YOUR PATH

- **#RETHINK** | keep the Arctic conversation going, join the global dialogue
- **#REPLANT** | plant trees, kelp, and mangroves
- **#REINVEST** | divest from coal and oil, invest in clean tech
- **#REDESIGN** | retrofit/rebuild buildings, cities, and mobility/transportation
- **#REPOWER** | utilize clean renewable energy for electricity
- **#REINVENT** | drive carbon drawdown technologies and innovations
- **#REDUCE** | choose a low GHG lifestyle - reduce plastic, meat, and waste
- **#REPURPOSE** | creative re-use of materials, upcycling fashion
- **#REFORM** | governments and policies, vote, decarbonize the economy
- **#RESILIENCE** | infrastructure, adaptation, social justice, climate equity
- **#RELOCATE** | support climate refugees, plan for climate migrations
- **#REPRESENT** | collaborate, amplify women, youth, and indigenous voices
- **#REENGAGE** | take collective, inclusive, and equitable action
- **#REIMAGINE** | the future we want, our collective future

# ASSOCIATED OUTREACH NETWORKS



United Nations  
Educational, Scientific and  
Cultural Organization



Through our strategic alliances and partnerships, REARCTIC's Climate Action Toolkit and Live Global Broadcast will reach the eyes, minds, and hearts of millions of people through live events, social media, radio, TV, print, and press.

# ASSOCIATED GLOBAL EVENTS & NETWORKS

COP25  
CHILE  
MADRID 2019  
UN CLIMATE CHANGE CONFERENCE



COP25 2-13 DEC 2019  
COP26 9-20 NOV 2020

MADRID + GLASGOW

@UNFCCC | @UN

#COP25 | #COP26  
#ClimateEmergency  
#ClimateAction  
#TimeForAction



50  
YEARS  
EARTH  
DAY 2020

22 APR 2020

OSLO

@EarthDayNetwork

#EarthDay2020  
#EARTHRISE  
#ClimateAction



05 JUN 2020

BOGOTÁ

@UNEP

#WED2020  
#Biodiversity  
#ClimateAction  
#TogetherWeCan



08 JUN 2020

NEW YORK

@UNESCO

#WorldOceansDay  
#SustainableOcean  
#ClimateAction  
#TogetherWeCan

# GLOBAL & REGIONAL TARGETED OUTREACH

## REGIONS

- 193 UN Member States
- North America
- European Union
- Nordic Countries

## MEDIA IMPRESSIONS

- 770 million Worldwide
- 60 million in North America
- 50 million in the European Union
- 3 million in the Nordic Region



# GLOBAL TARGET AUDIENCE

## PUBLIC

- Secretary-General, UN & Director-General, UNESCO
- UN & UNESCO Goodwill Ambassadors
- Heads Of State & Governing Bodies of Municipalities
- National Ministries & Commissions
- Diplomatic Delegations from 193 UN Member States



## PRIVATE

- Chief Executive Officers
- Corporate Sustainability Executives
- Multi-National & National Executive Business Leaders



## CIVIC

- Non-Governmental Organization Networks
- Youth Delegations from 193 UN Member States
- Social Media Influencers & Journalists



# CLIMATE CHANGE | AUDIENCE DEMOGRAPHICS

## Center for Global Development

2018 Commitment to Development Index

The Environment Commitment Component assess countries' policies on global climate, sustainable fisheries, and biodiversity and ecosystems.

## Pew Research Center

Views on Climate Change by Key Demographics

The % of US adults saying the earth is getting warmer because of human activity, because of natural patterns in earth's environment, or that there is no solid evidence the earth is getting warmer.

Global Concern about Climate Change, Broad Support for Limiting Emissions

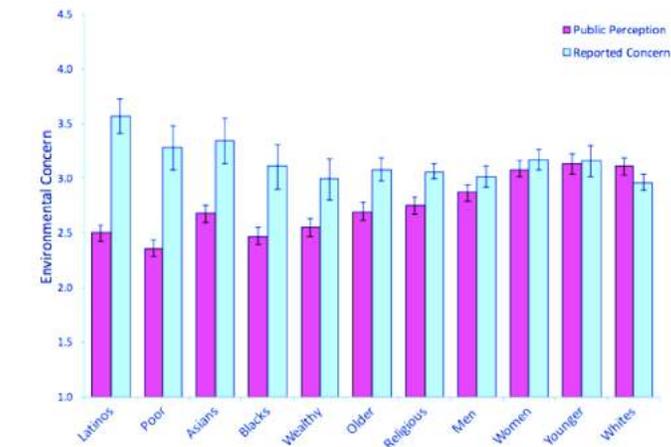
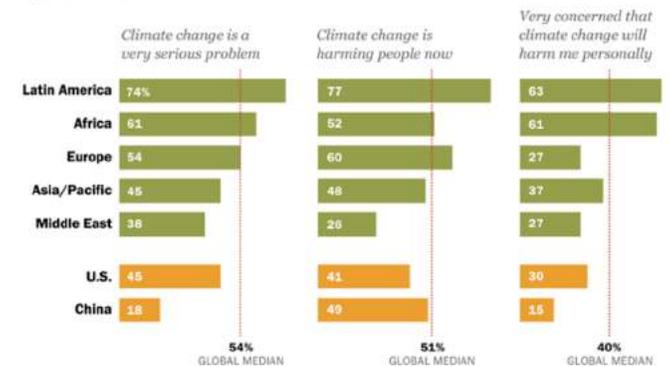
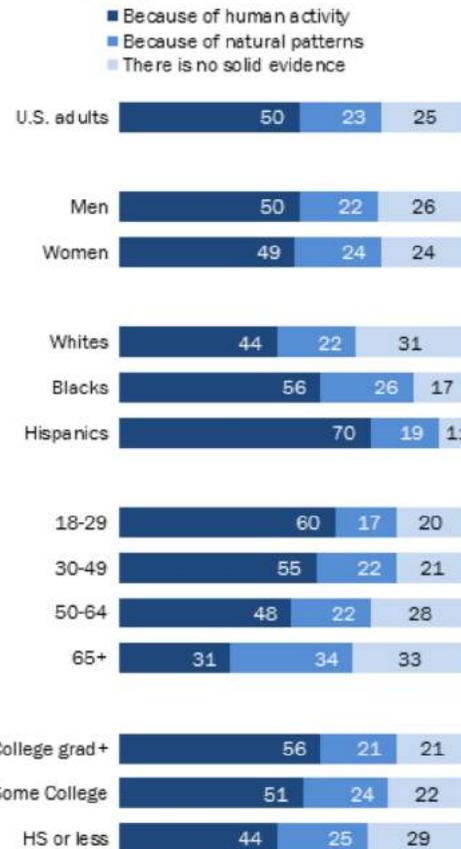
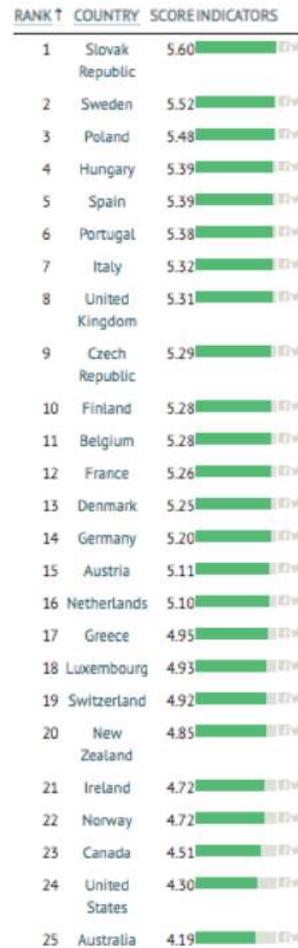
The global median of 54% of countries polled consider climate change a very serious problem. Moreover, a median of 78% support the idea of their country limiting greenhouse gas emissions as part of an international agreement in Paris. Even in the U.S. 66% believe people will need to significantly alter their lifestyles.

(Both of these reports were issued leading up to the Paris Agreement at COP21 in 2015 and have since increased.)

## Proceedings of the National Academy of Sciences (PNAS)

2018 Study and Survey

Diverse segments of the US public underestimate the concerns of minority and low-income Americans regarding the environment and climate change.





# SUSTAINABLE DEVELOPMENT GOALS



Climate change now represents an existential risk to humanity and natural systems, but solutions exist...

11 SUSTAINABLE CITIES AND COMMUNITIES



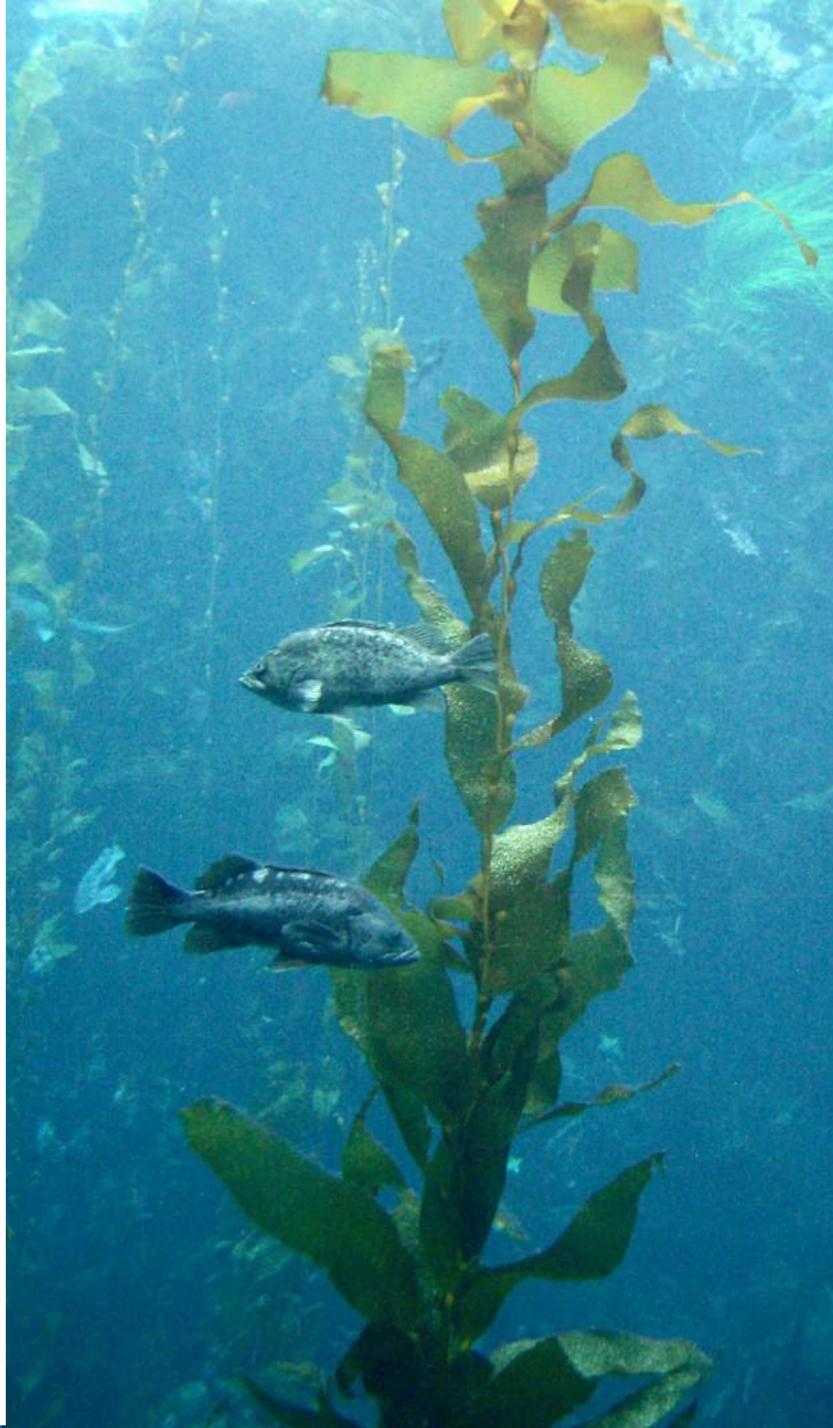
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



# REARCTIC EXECUTIVE LEADERSHIP

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**MIA HANAK**

**EXECUTIVE DIRECTOR**

MILLENNIUM ART

[mia@millenniumart.org](mailto:mia@millenniumart.org)

+1 415 637 0525

**Norsk klimanettverk**



**HEIDI HELGESTAD**

**EXECUTIVE DIRECTOR**

NORSK KLIMANETTVERK

[heidi@norskklimanettverk.no](mailto:heidi@norskklimanettverk.no)

+47 977 77 299



**LAURA DEATON**

**EXECUTIVE DIRECTOR**

MULTIPLIER

[laura@multiplier.org](mailto:laura@multiplier.org)

+1 415 423 3418

# MILLENNIUM ART

[Millennium ART](#) creates dynamic cause-related experiences addressing some of the most pressing fundamental issues of our time by engaging diverse audiences in social progress towards a peaceful, equitable, and sustainable future.

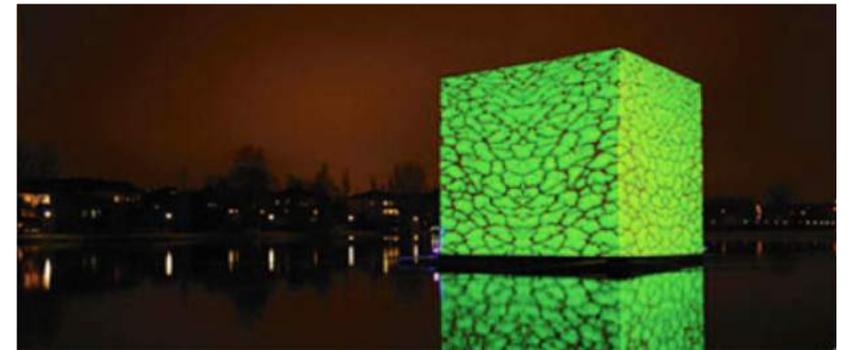
Specializing in designing creative initiatives that embrace the important roles of art, culture, education, environment, science, and technology in contemporary society, Millennium ART bridges the gaps between vision, expression, understanding, and action by connecting diverse communities to a set of unified values.

Over the past decade our team has developed and produced dozens of international exhibitions, installations and programs in partnership with the United Nations System (UNESCO, UNFCCC, UNDP, UNHQ, and UNEP). By integrating relevant themes tied to global sustainable development our aim is to generate new perspectives to audiences worldwide through high-impact, immersive, and interactive design experiences serving as catalysts for positive global change.

Millennium ART's ground-breaking environmental art exhibitions, conceptual installations, innovative programs, and dynamic visitor experiences are designed to empower and engage diverse audiences in generating action on socially relevant themes by illuminating ways we can reshape the future of human ecology on our planet.



PROJECTING CHANGE | UN CLIMATE SUMMIT | NY



CO2 CUBE | COP15 | COPENHAGEN

# UNESCO | MOSAIC OF CHANGE



The United Nations Educational, Scientific, and Cultural Organization ([UNESCO](#)) has a mandate that declares it's in the minds of men and women that the defenses of peace and the conditions for sustainable development must be built.

The MOSAIC OF CHANGE platform was launched by Millennium ART in collaboration with UNESCO during COP21 in Paris, in honor of UNESCO's 70th Anniversary.

MOSAIC OF CHANGE (MOC) is a universal storytelling platform presenting a visual language through immersive design experiences that spur intercultural dialogue and understanding to inspire peace and foster change for a sustainable future.

MOSAIC OF CHANGE utilizes art and technology to educate and inform citizens about the world's most urgent contemporary issues, while encouraging individuals, communities, and decision makers to reflect on what solutions have been implemented to date and determining how to focus time and resources where change is still needed most.



**MOSAIC OF CHANGE**

**MOSAÏQUE DU CHANGEMENT**

变革的拼图

**МОЗАИКА ПЕРЕМЕН**

موسايك التغيير

**MOSAICO DEL CAMBIO**

# NORSK KLIMANETTVERK

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The [Norsk klimanettverk](#) (Norwegian Climate Network) is a volunteer-run group spanning a broad section of Norwegian society, from cultural workers to climate scientists, civil servants and academics. We believe that catastrophic climate change cannot be averted without increased mobilization in all nations.

The Climate Network's main goal is to make climate change relevant to more people, and to get people personally involved. To do so, our main focus is the *Climate Festival § 112*, which allows ordinary citizens to start their own climate awareness projects and reach out to new sections of society, showing that climate change is a non-partisan, unifying issue – an opportunity for positive change in the face of a great common threat.

The Norwegian Climate Network initiates and coordinates the *Climate Festival § 112* in collaboration with a number of organizations, institutions, artists, scientists, academics, businesses and communities, all of whom donate their time and efforts pro bono.

Storebrand, ranked 2nd on Forbes' Global 100 list of the world's most sustainable brands, nominated the Norwegian Climate Network as a finalist for their 2017 Sustainability Award!

Norsk klimanettverk



# KLIMAFESTIVALEN § 112

[Klimafestivalen §112](#) (Climate Festival) is a nationwide, Norwegian grassroots action coordinated by the Norwegian Climate Network (Norsk klimanettverk). Based entirely on the pro bono efforts of ordinary citizens, activists, research institutes, environmental organizations and cultural institutions, the annual Climate Festival has for four years in a row been the largest climate mobilization Norway has seen. Our common goal: to communicate the need for climate action in new and creative ways, encouraging the public to participate in real change and take steps that nudge people, politics and businesses in the right direction. The festival is named after **Article § 112** of the Norwegian constitution, one of the most beautiful – and potentially transformative – pieces of legislature in the world:

*Every person has a right to an environment that is conducive to health and to a natural environment whose productivity and diversity are maintained. Natural resources should be managed on the basis of comprehensive long-term considerations whereby this right will be safeguarded for future generations as well. In order to safeguard their right in accordance with the foregoing paragraph, citizens are entitled to information on the state of the natural environment and on the effects of any encroachment on nature that is planned or carried out. The authorities of the State shall issue specific provisions for the implementation of these principles.*

KLIMAFESTIVALEN §112



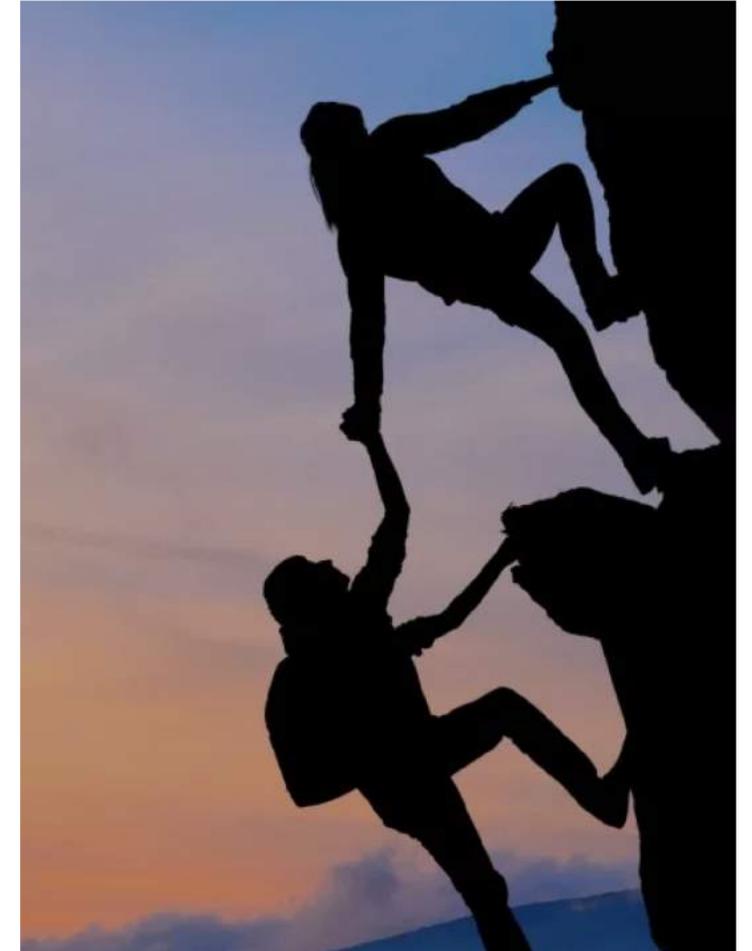
# MULTIPLIER

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[Multiplier](#) is a respected U.S.-based 501c3 tax-exempt nonprofit organization that accelerates impact for initiatives focused on protecting and fostering a healthy, sustainable, resilient and equitable world.

Founded almost two decades ago, Multiplier supports a diverse and growing worldwide portfolio of projects spanning a broad array of cross-sector strategies in climate resilience, conservation, public health, economic development, clean energy, sustainable food systems, social and environmental equity, and more.

Beginning on Day 1, our projects have access to a built-in organizational backbone and support system that helps project teams keep a laser-like focus on successfully launching innovative programs and campaigns targeted at solving global sustainability challenges.



# MEMETOR

The [Memetor](#) concept is based on participation and interpretation by focusing on business while using simple, iconic models called memes. These models are made to stick, and are easily accessible for everyone, regardless of background and position.

At the heart of Memetor's methodology is the belief that people possess the knowledge, skill and power to unlock the potential of organizations. Instead of advising people on their area of expertise, Memetor uses their methodology to guide people in understanding and communicate WHY and HOW they contribute to the common goal, harnessing local insight for maximum global impact.

Memetor facilitates processes that provide mental templates where it is up to every participant to fill them with meaningful content. These memes are "made to stick", which enables the participants to remember them and actively apply them in their environment.

Think&Talk is a unique Memetor concept. It is easy, accessible and inspiring, and requires no preparation from host organizations. Participants do most of the thinking and the talking without being exposed in plenary. By engaging with people with different occupations, backgrounds, ideas and thoughts, Thin&Talk expands audiences' horizon and accesses new ideas and tools for both professional and personal use. Each Think&Talk has a new theme and highly skilled guest speakers join in sharing their perspectives and experience.

Memetor has extensive experience with applying the interactive concept of Think&Talk for improved communication and better action plan development for organizations and businesses worldwide.

# MEMETOR

**THINK  
&TALK**  
OSLO // SINGAPORE // BRUSSELS // CAPE TOWN

"I believe in intuitions and inspirations...  
I sometimes FEEL that I am right. I do not  
KNOW that I am."  
— Albert Einstein

INTUITION



# OSLO EUROPEAN GREEN CAPITAL

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Today more than two thirds of Europeans live in towns and cities. Urban areas concentrate most of the environmental challenges facing our society but also bring together commitment and innovation to resolve them. The **European Green Capital Award** has been conceived to promote and reward these efforts.

Since 2010, one city in Europe is awarded the title each year. Winners are announced 18 months in advance. The award honors high environmental standards, sustainable urban development and green job creation. Indicators for being a green city include local transport, biodiversity, air quality, waste management and noise. The City of Oslo is the [European Green Capital for 2019](#).

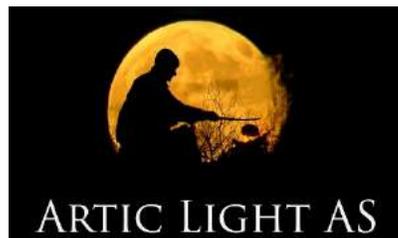
Oslo has one of the lowest carbon footprints in the world, with its 660,000 inhabitants, it is green not only due to its low carbon footprint of 1.9 tons per capita per year, but the City aims to cut emissions by 50% by 2020 (compared to 1990) and to be carbon neutral by 2050. Tackling climate change is a high priority for Oslo, with very ambitious targets dependent upon political will and public engagement.

Oslo has introduced a range of integrated measures to achieve these ambitious targets, for example, by promoting zero emissions transport. The city has become the 'Electric Vehicle Capital of the World' with 38% of all vehicles now sold in the city being electric, with a long-term goal of having a car-free city by 2050.



# REARCTIC PRODUCTION COLLABORATORS

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dandelion + burdock



F O °  
T P R  
I N T

**BIG FISH**

**IMPACT**  
REALITY

**RED**<sup>®</sup>  
dentsu *x*

**MEMETOR**

BJERKNES CENTRE  
for Climate Research





REARCTIC

CREATING A CULTURE FOR  
BOLD CLIMATE ACTION

*“Future generations will judge our actions on climate change.”*

- BAN KI-MOON

*“Art opens new doors for learning, understanding, and peace among people and nations.”*

- KOFI ANNAN