



Facing The New Reality

First premiered at Climate Week NYC

Social media toolkit



 **CLIMATE GROUP**

Facing The New Reality

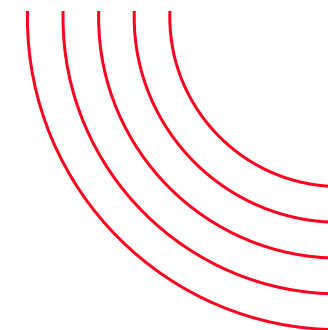
We find ourselves at a critical juncture in human history, where the grim reality of climate change is impacting everyone. We witness the unravelling of ecosystems and habitats that have thrived for millennia, the devastation of extreme weather events on our communities, the economic toll of climate-induced disasters, and the haunting spectre of a compromised future for generations to come.

But amidst this stark reality, there's hope and a call to action. We have the knowledge, the innovation, and the collective will to drive meaningful climate solutions. Business and government, those with the most power to drive change, must lead the charge. It's not just a moral imperative; it's an existential necessity. The time for action is now, and together, we can forge a path towards a resilient world for all.

Scientists have been on the frontline of the fight against climate change for years, tirelessly conducting research, analysing data, and sounding the alarm on the urgent need for action. Their unwavering dedication and expertise have been instrumental in advancing our understanding of this global crisis and in driving the pursuit of innovative solutions.



Thank you



It's our pleasure to thank the dedicated scientists who took part in the short film:



Rose M. Mutiso,

Research Director,
Energy for Growth Hub



Naomi Oreskes,

Henry Charles Lea Professor
of the History of Science and
Affiliated Professor of Earth
and Planetary Sciences,
Harvard University



**Professor
Emily Shuckburgh,**

Director, Cambridge Zero,
the University of Cambridge



Petteri Taalas,

Secretary-General, World
Meteorological Organization

Video assets

As you watch our short video, **'Facing The New Reality,'** crafted by Climate Group, let it inspire us, let it challenge us, and let it empower us to act—because the time to make a difference is now.

Please support us and amplify the video across your social channels

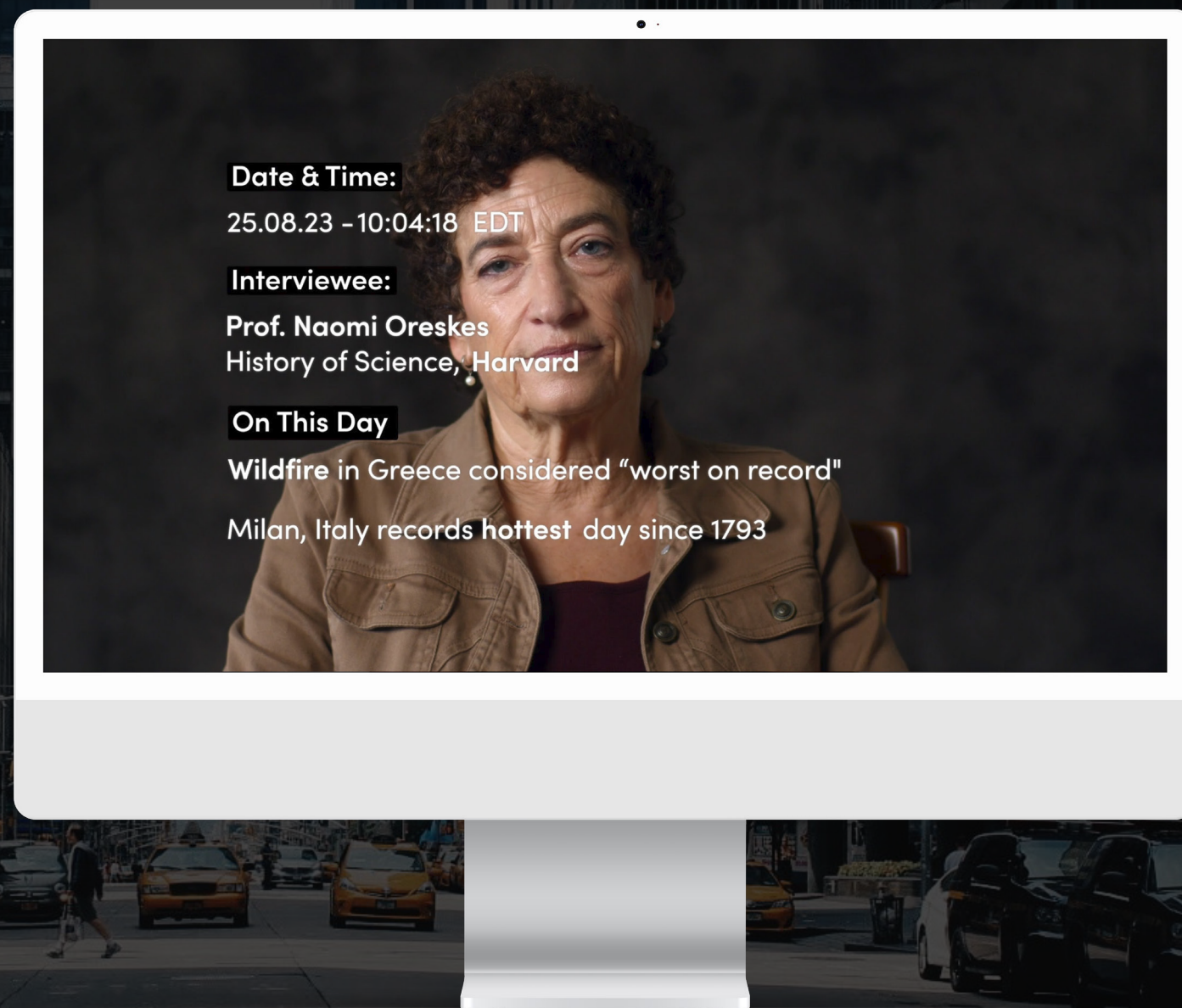


**Teaser and
social cuts here**



Full video here

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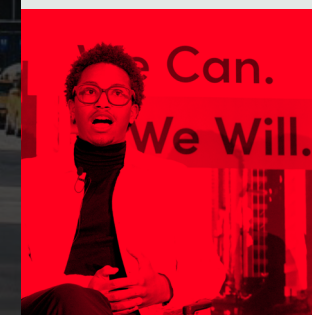
Social media copy

What's changed on climate in the last year? What's the action on fossil fuels we need now? @ClimateGroup's film 'Facing The New Reality', is a stark warning by leading global scientists and analysts for businesses and governments to take urgent action.

We find ourselves at a critical juncture in human history, where the grim reality of climate change is impacting everyone. But amidst this stark reality, there is hope and a call to action. Business and government, those with the most power to drive change, must lead the charge. The short film created by @ClimateGroup, 'Facing The New Reality' is a stark warning.

Scientists have been sounding the alarm on the urgent need for action for years. @ClimateGroup's film features four of these scientists as they dive into:

- The new reality
- The change we need
- The urgency we require



Thank you for your support



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Contact us

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