

Climathon

POWERED BY:  ClimateKIC

Climathon Training

Module 4: Engaging Citizens

16/07/2025





Training overview

Module 1 (June 18) Climate Crisis is Systemic

Understanding Systems approach

Understanding complexity

Start to identify the right vision for your Climathon

Module 2 (June 25) Creating your challenge

Understanding Systems

Building the Climathon ecosystem

Creating challenge statements

Module 3 (July 9) Hosting your Climathon

Understanding what kind of facilitation is needed

Choosing the right people to support you

Building the blocks of a systems informed Climathon

Module 4 (July 16) Engaging Citizens

Understanding how best to promote your Climathon

Choosing the target group

Using the branding and brand guidelines

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What is Climathon?

“Tackling climate change from the ground up”

Climathon events bring citizens together to raise awareness and inspire local climate action.

A Climathon event is planned and coordinated by independent organisers.

Climathon is an in-person event and it typically lasts 12-48 hours.

Climathon has been organised since 2015 with about 600 organisers, 1,000 events and over 30,000 participants worldwide.



Climathon
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Check-in





With what you have learned in the previous modules:

- Do you already have a clear idea of your Climathon challenge?
- Do you have an agenda in mind for your event?
- Have you chosen your target audience?

Theory





Prepare & Design (2-3 months before)

- Define the purpose of your Climathon and frame your challenge
 - What do you want to achieve?
 - What climate challenge are you addressing?
 - And how are you addressing it?
- Identify the target audience (e.g., students, business professionals, city officials or a mix)
- Decide the format: 12-48 hours
- Secure your venue
- Build your organizing team: Lead Organizer, Challenge Owner, Facilitators, Coaches, Experts/Speakers and Partners.
- Develop the event agenda (e.g., welcome, ideation, mentoring, pitches, celebration).
- Build a communications / content plan
- Use the Climathon branding
- Planning awards/recognition
- Walk the talk

Who is your target audience?

- Entrepreneurs
- Students and researchers
- City representatives and policymakers
- Influencers and activists
- Business professionals and experts
- Citizen collectives
- A mix?





Some guiding questions

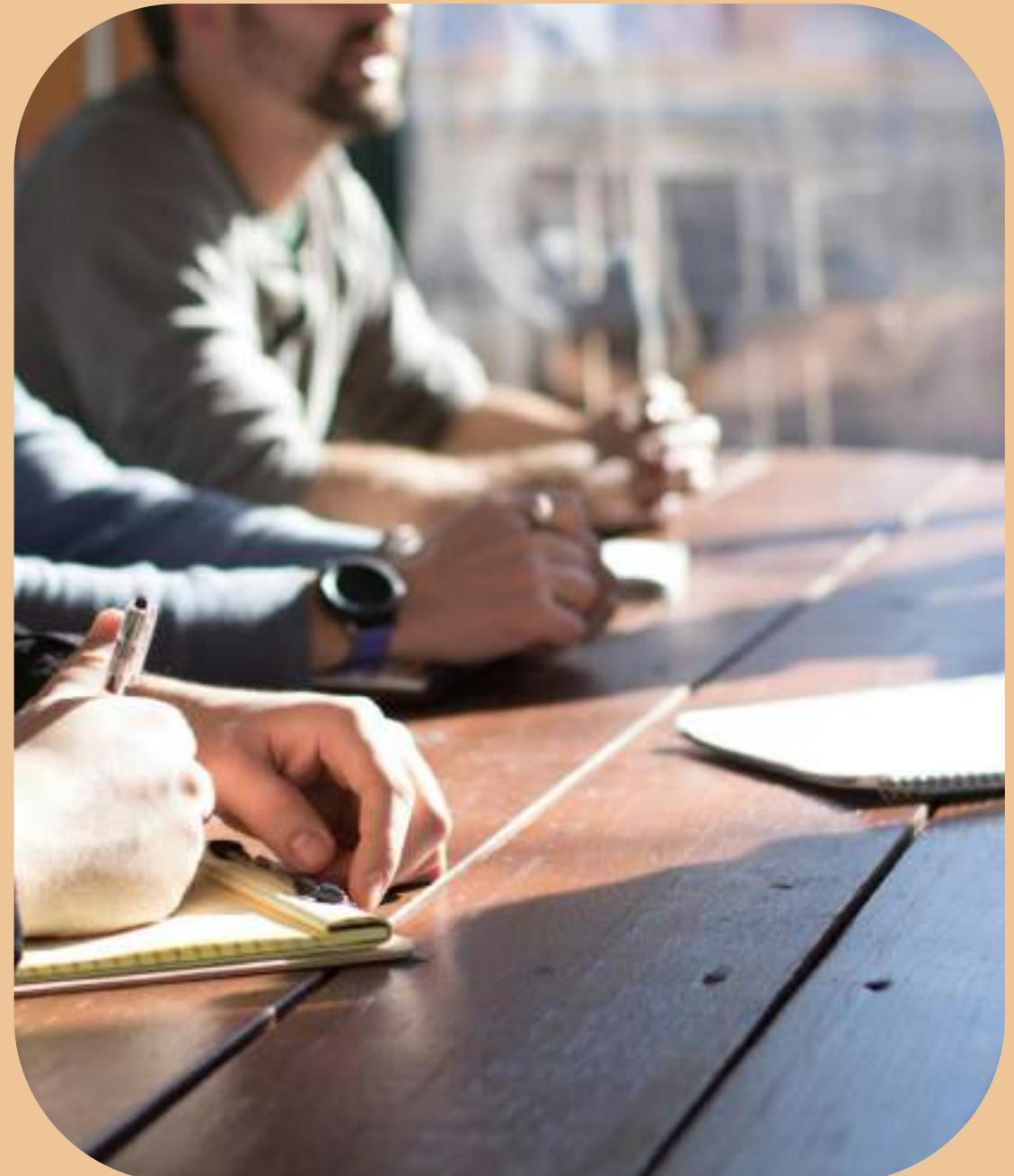
- What is the purpose of my Climathon?
- What is the follow up I am expecting out of it?
- Who should hear my message?
- Who could contribute to my challenge the most?
- Who is sponsoring my Climathon?





Building your communication & content plan

- Prepare a timeline with allocated budget
- Use a mix of channels:
 - Online: Instagram, TikTok, Whatsapp, YouTube, Email campaigns
 - Offline: Printed materials, participation at events
- Have a clear message and call to action:
 - Be clear
 - Be consistent
 - Be compelling
 - Emphasise the benefits
 - Use appropriate language



Some recommendations

- Consider paid campaigns
- Involve local stakeholders in the promotion:
 - Local NGOs & networks
 - Municipality
 - Collaborate with local activists / influencers
- Use participants for brand visibility:
 - Give them a template to share their participation on social media
 - Utilise the “bring a friend” strategy
- Work with the Community messaging





Our Climathon branding





Storytelling



Waldo Soto
Co-Founder & Director
2811 Global

Check-out





How are you leaving the last training session?



CHECK OUT

From an idea at a Climathon to an innovative, promising startup

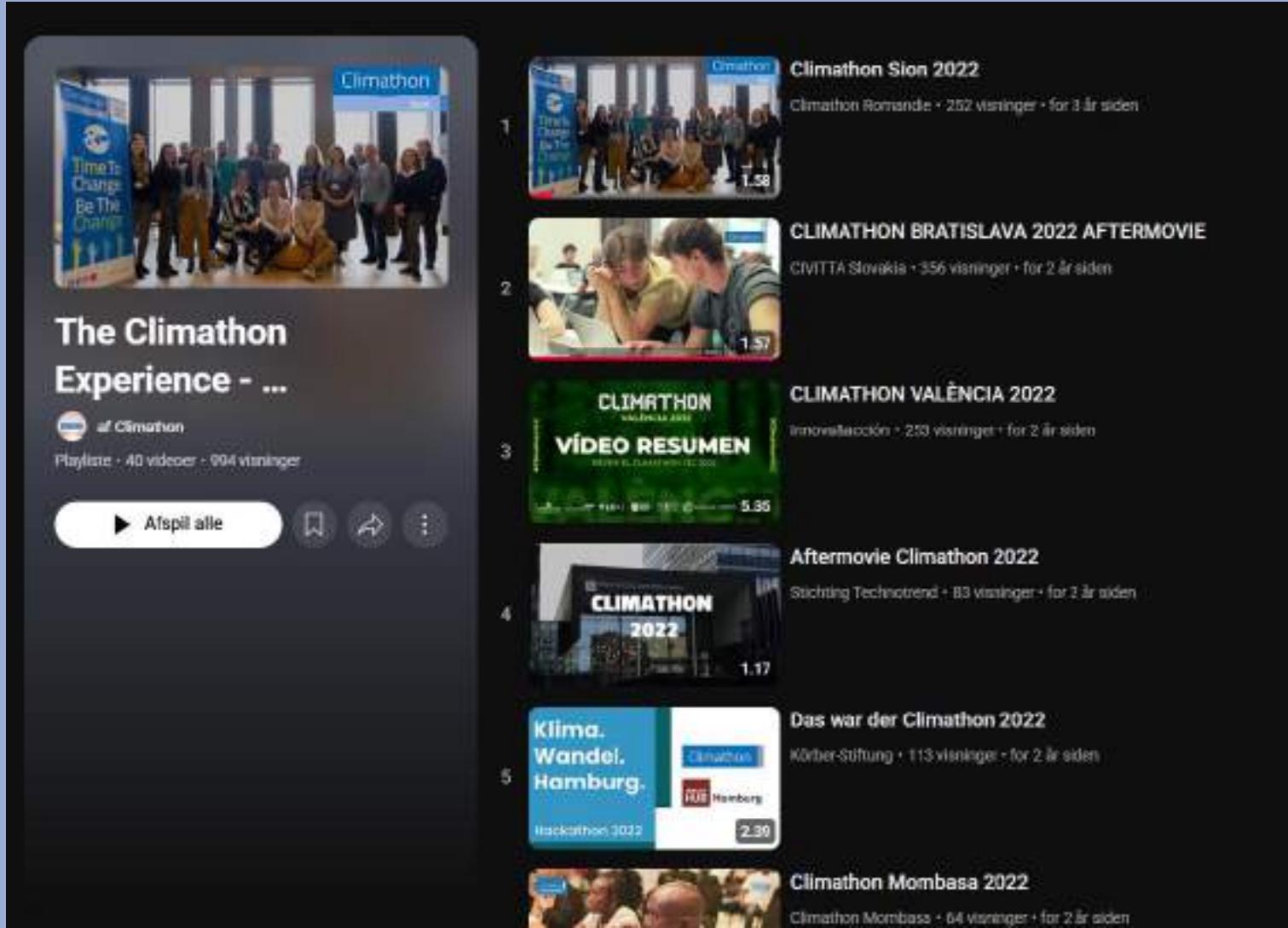


[EC President Encounters EIT-supported Remonda Project during JRC Visit in Seville | EIT](#)

A diversity of perspectives can make for more innovative solutions in critical areas



[Everyday adaptation: how local 'climate ambassadors' are driving change in Valencia | Climate KIC](#)



<https://youtube.com/playlist?list=PLdAK8trdSerqpngjgMm5R-ggkU9jgy4&si=Wz1-U4Z5zzDpjHcb>



The Climathon Knowledge Hub by Cli...



The Climathon Knowledge Hub by Climate KIC

[Home](#) [Search](#)

Welcome to the Climathon Knowledge Hub - we have gathered all the information to get you ready to organise a Climathon in your city.

Tackle climate change from the ground up.

Unprecedented times call for new heroes. Heroes that care about their city, their community.

The impacts of climate change are all around us, coming even harder and faster than the models

<https://www.notion.so/climatekic/20babfa61ece464c94adad0fa86e49a6?v=aad3d491fb9242a5b939618938520316>



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Extra workshop (July 29) Strategic planning & Event facilitation

Hosted by Julia Carolina Coutinho



Thank you

CONTACT

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