

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





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.





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?



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](#)



The image shows a YouTube playlist titled 'The Climathon Experience - ...' by the channel 'of Climathon'. The playlist contains 40 videos and has 994 views. The main video thumbnail shows a group of people standing in front of a banner that reads 'Time To Change Be The Change' and 'Climathon'. Below the main video, there is a list of five videos:

- Climathon Sion 2022**
Climathon Romandie • 252 visninger • for 3 år siden
Thumbnail: A group of people standing in front of a banner that reads 'Time To Change Be The Change' and 'Climathon'. Duration: 1.58.
- CLIMATHON BRATISLAVA 2022 AFTERMOVIE**
CIVITTA Slovakia • 356 visninger • for 2 år siden
Thumbnail: Two people looking at a laptop. Duration: 1.57.
- CLIMATHON VALÈNCIA 2022**
Innovaección • 253 visninger • for 2 år siden
Thumbnail: A green screen with the text 'CLIMATHON VALÈNCIA 2022 VIDEO RESUMEN'. Duration: 5.35.
- Aftermovie Climathon 2022**
Stichting Technotrend • 83 visninger • for 3 år siden
Thumbnail: A building with the text 'CLIMATHON 2022'. Duration: 1.17.
- Das war der Climathon 2022**
Körber-Stiftung • 113 visninger • for 2 år siden
Thumbnail: A blue screen with the text 'Klima. Wandel. Hamburg.' and 'Climathon'. Duration: 2.39.

Below the fifth video, there is a sixth video thumbnail showing a group of people, with the title 'Climathon Mombasa 2022' and 'Climathon Mombasa • 64 visninger • for 2 år siden'.

<https://youtube.com/playlist?list=PLLdAK8trdSerqpngjigMm5R-ggkU9jgy4&si=Wz1-U4Z5zzDpjHcb>



<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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