



LIVE BRAND ENGAGEMENT.
IT'S IN OUR BLOOD.

CLIMATE WEEK NYC 2019



CWNYC
2019

Climate Week NYC (CWNYC) is one of the key summits in the international calendar and has been driving climate action forward since it was first launched by The Climate Group in 2009. Taking place in New York city, alongside the UN General Assembly, the summit brings together international leaders from business, government and civil society to advance debate, drive awareness and keep climate action at the top of the global agenda.

The Climate Group opened the week long programme of events with a high profile Opening Ceremony on Monday 23rd September 2019. Speakers included Heads of State, Global CEOs and international thought leaders. This was followed by two day event on Tuesday 24th September and Wednesday 26th September in the shape of "The Hub", driven by the desire to create a space for networking, discussion and a forum for global decision makers and influencers to step up up their commitments to climate action.

Wolf & White were appointed by The Climate Group to plan and execute both the Opening Ceremony (OC) and The Hub programmes in their entirety.

OPENING CEREMONY

20 Speakers
62 Speaker Team Members

THE HUB

92 speakers
across 2 days

OPENING CEREMONY

500 attendees
including attendees and press

THE HUB

1000 attendees
over 2 days

W&W
Team of 12 staff
from UK & USA

ABOUT THE CLIMATE GROUP



The Climate Group's mission is to accelerate climate action to achieve a world of no more than 1.5 degrees centigrade of global warming and greater prosperity for all. We do this by bringing together powerful networks of business and governments that shift global markets and policies. We focus on the greatest global opportunities for change, take innovation and solutions to scale, and build ambition and pace. We are an international non profit organization, founded in 2004, with offices in London, New Delhi and New York.



MORE THAN 20 NEW BUSINESS COMMITMENTS WERE MADE ON CLEANER, SMARTER ENERGY AS PART OF THE TCG CORPORATE LEADERSHIP INITIATIVES, MEANING THAT ALMOST 300 MULTINATIONALS ACROSS EVERY MAJOR SECTOR ARE NOW COMMITTED TO CLIMATE ACTION. OVERALL THESE MEMBERS REPRESENT US\$5.5 TRILLION IN COMBINED REVENUE, WITH OPERATIONS IN MORE THAN 140 MARKETS AND COMPRISING MORE THAN 16 MILLION EMPLOYEES - ALMOST DOUBLE THE WORKFORCE OF NEW YORK STATE.

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SUSTAINABLE EVENT FOCUS

Our focus throughout this event was to ensure that all touch points of both programmes had a sustainable element and were in keeping with TCG's overall event objectives. We did this by ensuring the following:

- Venues for both events were chosen due to their **proximity by foot** to the UN
- W&W staff travel was kept to a minimum and onsite staff walked rather than using taxis to and from venue
- All F&B provided on site was **meat free** and from a sustainable local source
- **No plastics** were used on site at either venue during any F&B service
- Onsite accommodation for staff was located within walking distance of the venues and car sharing if required was encouraged throughout via the city's climate week transport sponsor 'Lyft'
- We encouraged the use of digital assets throughout the programme and kept any paper usage to a minimum
- Delegate badges were printed on demand by attendees at home to reduce on site print, badge holders were recyclable cardboard and not plastic - all were collected from delegates post-event and disposed of correctly
- Any furniture required was rented or was readily available from the venue as in-house inventory
- All AV was in-house inventory and utilised in-house production team under supervision of W&W producers

THE TIMES CENTER

The Times Center has been used since 2018 for the Opening Ceremony, predominantly due to its **proximity to the UN** making it easier for attendees to walk from sessions taking place between the two venues.

The venue also boasts a number of green initiatives which promotes itself as a **green** structure.

The design incorporates numerous environmentally sustainable features for increased energy efficiency. The double-skin curtain wall, automated lower shading system, dimmable lighting system, underfloor air distribution system and cogeneration are the main sustainable design features.

CONVENE 237 PARK AVENUE

TConvene Park Avenue was chosen, once again, for its proximity to the UN and to allow easy access for attendees on foot or by public transport.

Not only that but Convene perfectly dovetails with many of TCG's sustainability objectives:

- Convene are supporters of **LEED (Leadership in Energy and Environmental Design)**
- They offer farm to desk dining - the catering team work with local food suppliers and partner farms to create inspired renditions of classic dishes - they supported our **meat free** attendee menu perfectly

ABIGAIL KIRSCH CATERING

At the Opening Ceremony we designed a catering service around the flow of the audience and the event to ensure there was enough for every attendee but minimum waste.

We partnered specifically with AK because of their commitment to **green initiatives**:

- Utilization of biodegradable cleaning agents
- Purchases are analyzed to maximize volume deliveries, reducing fuel consumption/Installation of low flow water equipment when possible
- Use of ENERGY STAR-rated equipment
- Work with regional farmers for purchase of **sustainable food products**
- Support and encourage both vendors and associates to live and practice a greener lifestyle

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LOOKING BACK AT CLIMATE WEEK 2019

This year saw the biggest Climate Week event on Earth to date; Climate Week NYC, encompassing the United Nations Secretary-General's Climate Action Summit and a significant upsurge of youth-led climate activism.

Crucially, the week provided a global stage that inspired participation and action from businesses, governments and civil society. All eyes were truly on New York City, with the hashtag #ClimateWeekNYC trending in the city and garnering more than 807,000,000 impressions on social media across the month of September.

Hosting presidents, policymakers, business leaders and campaigners, Climate Week NYC 2019 brought together all those fighting to tackle climate change with the most ambitious and comprehensive program to date. Over 350 events took place across the city – more than doubling last year's record – including more than 20 events hosted by The Climate Group, as well as bilateral meetings, networking sessions and interviews.

