



SHE

changes climate

DIGITAL TOOLKIT

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WHO WE ARE



Leadership teams that are representative of the world we live in are better at their jobs. That's why **SHE Changes Climate** is campaigning for a 50:50 split of men and women in the top levels of the COP26 leadership team.

Our ethos is founded in the scientifically proven fact that **diverse boards and leadership teams are better at being leaders**, better at governance, and more successful in the work they do. They're better at negotiation, get better results and can make more inclusive and balanced decisions because **they are able to draw on wider knowledge bases and experiences**.

When it comes to climate change, being representative isn't about looking good, **it's about setting a good example and doing the best job possible**. Not just for the nations being represented, but for every single one of their citizens.

OUR MISSION

Our current focus is on getting COP26 to achieve a 50:50 split of men and women in its top-level leadership team in the UK, but our global mission is to ensure ALL delegations have at least a 50% representation of women at their top levels.

All countries around the world have powerful, experienced and capable women who deserve to use their voices and represent their people as part of a COP delegation, so we are calling on all countries to look inward at the pool of talent that already exists within their nations to build truly representative leadership teams.

With them, we can make this the most successful COP to date and change the course of history when it comes to our changing climate.

ABOUT US



We believe that mandatory 50:50 quotas are the right approach to ensure collaborative, concerted climate-led efforts. Setting this example at the top will also accelerate progress towards better gender balance at all levels of organisations.

Though we have used gender as our starting point, we are similarly calling for diversity in its broadest sense, where race and ethnicity, disability, sexual orientation, socioeconomic background, gender identity and beyond are all part of the journey towards truly inclusive decision-making.

We firmly believe that only those organisations that foster truly inclusive cultures - cultures that embrace women who look, act and, importantly, THINK differently - can reach their full potential to positively impact the outcomes of negotiations and also ensure the feasibility of policies and implementation.

SUPPORT US

FOLLOW US using @SheClimate



[Facebook](#)



[Twitter](#)



[Instagram](#)



[LinkedIn](#)

Then SHARE & TAG US!

- 1) Pledge your support for more women in top leadership roles by sharing one of [these graphics](#) on your social media channels. You can use one of our example posts in the later slides.
- 2) Share our website www.shechangesclimate.org with your contacts.
- 3) Keep helping us to spread the word! This digital toolkit includes [social media assets](#) and example posts for you to use on your channels. Find them on pages 7-11 of this toolkit.
- 4) Use [#SheChangesClimate](#) in all your posts.

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SOCIAL MEDIA ASSETS

INSTAGRAM / FACEBOOK

Click on the images to view and download them from their location on Google Drive.

More images available [here](#).

**If you shut
the door,
we'll find
a window.**

#SheChangesClimate

#SheChangesClimate

**“
Women create
an atmosphere
for change.**

JUDY WONG

**A woman's place
was fought for,
and we'll fight
for it again.**

#SheChangesClimate

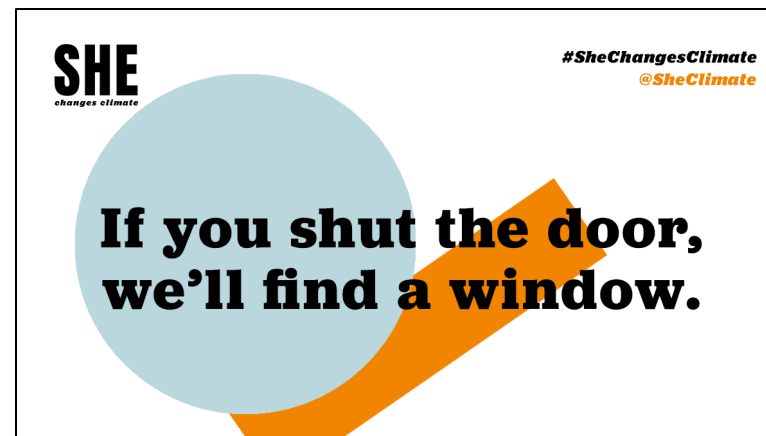
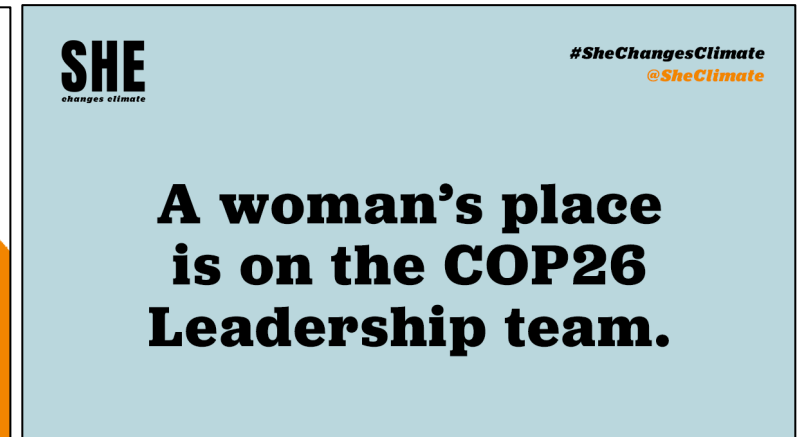
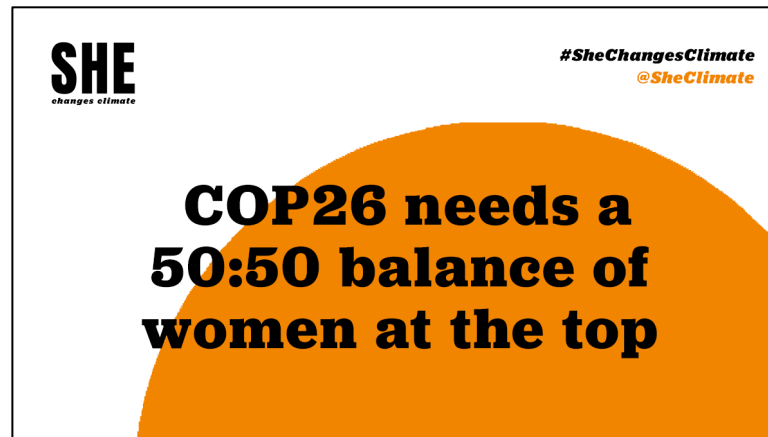
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SOCIAL MEDIA ASSETS

TWITTER

Click on the images to view and download them from their location on Google Drive.

More images available [here](#).



SUGGESTED SOCIAL MEDIA POSTS:

TWITTER

TWEET 1:

I'm proud to support @sheclimate's letter calling for a more diverse @COP26 leadership team. 🌍

Women don't just deserve a seat at the table, their views and thinking are essential to the entire process.

Share this message to ensure #SheChangesClimate.

www.shechangesclimate.org

TWEET 2:

I support @sheclimate's Open Letter calling on UK Govt to urgently balance female representation on #COP26 Leadership Team.

This is not only critical for the success of @COP26, it's critical for the planet.

Share this message to ensure #SheChangesClimate.

www.shechangesclimate.org

TWEET 3:

No country built on the backs of great women deserves to be run without the m.

That's why I support @sheclimate's Open Letter to ensure that @COP26 has a diverse board.

Please share this message to show your support for #SheChangesClimate. www.shechangesclimate.org

SUGGESTED SOCIAL MEDIA POSTS:

INSTAGRAM

POST 1:

I'm proud to support @SheClimate's open letter calling for a more diverse #COP26 leadership team.

Currently, our COP leaders are almost entirely male, which is not only irresponsible from a diplomatic perspective, but also fundamentally damaging in terms of our ability to make this COP the success it needs to be.

At this point in history where we cannot afford to put a foot wrong, we must have diverse leadership to ensure our leaders have a full understanding of what is going on and how we can navigate the huge issues we face.

The future that we can build together has every potential to be better than anything we've previously known. To get there, women don't just deserve a seat at the table, they're essential to the entire process.

Join me in supporting @SheClimate by sharing our content as far and wide to help make sure it happens.

#SheChangesClimate #climatechange
#climatecrisis #climateaction

POST 2:

I fully support @sheclimate's Open Letter that's calling on UK Govt. to urgently introduce female representation on #COP26 Leadership Team.

This is not only critical for the success of @COP26, it is critical for the planet.

Women don't just deserve a seat at the #COP26 table, they're essential to the entire process. Join us as we call for a fairer, more diverse representation of decision-makers for our future.

Please share this message to ensure #SheChangesClimate.

#climatechange #climatecrisis #climateaction

SUGGESTED SOCIAL MEDIA POSTS:

FACEBOOK/ LINKEDIN

POST 1:

I'm proud to support @SheClimate's/She Climate's open letter calling for a more diverse COP26 leadership team.

Currently, our COP leaders are almost entirely male, which is not only irresponsible from a diplomatic perspective, but also fundamentally damaging in terms of our ability to make COP26 the success it needs to be.

Women have been a part of human history since it began. When they are included in decision-making the resolutions made are fairer, more inclusive and longer-term.

At this point in human history where we cannot afford to put a foot wrong, we must have diverse leadership to ensure our leaders have a full understanding of what is going on and how we can navigate the huge issues we face.

The future that we can build together has every potential to be better than anything we've previously known. To get there, women don't just deserve a seat at the table, they're essential to the entire process.

Read and share the open letter to help us make sure it happens:

www.shechangesclimate.org

POST 2:

I support the @sheclimate's Open Letter that's calling on UK Govt. to urgently introduce female representation on #COP26 Leadership Team.

This is not only critical for the success of @COP26, it is critical for the planet.

Women don't just deserve a seat at the #COP26 table, they're essential to the entire process. Join us as we call for a fairer, more diverse representation of decision-makers for our future.

Please share this message to ensure #SheChangesClimate.

www.shechangesclimate.org

#climatechange #climatecrisis #climateaction

PRESS RELEASE

Please feel free to share and/or use our press release to help maximise the reach of #SHEChangesClimate.

[Download the full press release here.](#)

MORE THAN 400 CLIMATE LEADERS CALL FOR GENDER EQUALITY IN LEADERSHIP FOR COP26

In an [open letter](#) to the British Government, more than 400 women climate leaders call for greater accountability and transparency on gender equality in the COP26 leadership team, in a campaign launched today.

Mary Robinson, Laurence Tubiana, Emma Thompson and Ellie Goulding are among the climate leaders to have signed a letter, which demands stronger female representation in what is currently a male dominated COP26 leadership team, with less than 25% women in influencing leadership positions.

Next November, the UK will bring together heads of state, climate experts and campaigners from across the globe to agree on coordinated action to tackle climate change at COP26 in Glasgow. At present the senior leadership team responsible for setting the agenda is predominantly male, compromising the success in a critical year for climate action.

The campaign, organised by SHEChangesClimate, asks that COP26 Leadership team embraces women's equal participation and supports gender equality to drive more positive outcomes. The letter points to evidence that including women in COP26 decision and negotiating roles will give it a greater chance of success and ensure a fairer decision-making process.

- At COP25 last year, the British Government signed up to the Gender Action Plan (GAP), which stresses the importance of women's inclusion and gender equality in the processes for discussions and decision-making on climate change.
- Research in GAP shows that women and girls are disproportionately affected by climate change, as well as having critical roles in the family and community in climate action.
- In addition, there is a growing body of evidence and widespread recognition that the inclusion of women in leadership teams leads to better, more effective results.

Signatories of the letter include scientists, academics, members of the House of Lords such as Baroness Goudie, Nobel Prize winner Jody Williams, politicians such as Caroline Lucas MP, campaigners like Rosamund Adoo-Kissi-Debrah, leaders of NGOs such as Jennifer Morgan of Greenpeace and tech leaders such as Kate Brandt from Google.

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GET IN TOUCH

We welcome you to contact us if you would like to get more involved in the campaign, have information you wish to share or would like to get in touch regarding a news story.

Please direct all enquiries to: hello@shechangesclimate.org



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THANK YOU