



International Advertising Association  
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## Press Release

**Climate change movement empowers global citizens to take action**  
*- 'Hopenhagen' campaign to support UN - engage public & encourage world leaders to commit to signing a substantive, new treaty at UN Climate Conference in Copenhagen*  
*- PUBLIC CALL TO ACTION: Join the movement - sign the 'Climate Petition'*

September 21, 2009 - New York, NY - Citizens of the world were called on today to join Hopenhagen, an international movement to drive action on climate change at the United Nation's Climate Change Conference (COP15) in Copenhagen this December.

Global Climate Week (September 21-26) will mark the official launch of the Hopenhagen movement, less than 80 days before the COP15 meeting.

Hopenhagen will allow citizens to become active participants in the climate change dialogue and make their voices heard to world leaders and the conference delegates attending the meeting. The ultimate call to action will be to secure signatures for the "Climate Change" petition in support of the UN, which calls for a climate treaty that is "ambitious, fair and effective in reducing emissions."

The Hopenhagen Web site, [hopenhagen.org](http://hopenhagen.org), will serve as the campaign hub to give citizens, governments, non-profits and businesses the tools to rally support for a positive outcome at the COP15 Climate Change Conference. Hopenhagen will bring forward a positive message of hope for the outcome of the conference and inspire the citizens of the world to 'Lead the Leaders' into reaching an agreement there.

Hopenhagen has generated support from multi-national corporations, government and global citizens.

"After reviewing numerous climate change awareness campaigns, the City of Copenhagen has officially adopted the Hopenhagen campaign," said the Lord Mayor of Copenhagen, Ritt Bjerregaard. "We were inspired by the Hopenhagen movement's message of hope and the opportunities the movement offers citizens of the world to voice their desires for a fair, balanced and effective international climate treaty. The City of Copenhagen will use the powerful Hopenhagen movement to transform the City Hall Square, when the city becomes the world-stage for the COP15 conference and a new climate change treaty."

The Coca-Cola Company, SAP and Siemens, among others, have pledged to leverage their global reach and resources to help generate mass awareness for the Hopenhagen movement.

Local communities have a unique opportunity to engage their citizens in on-the-ground action as part of the Hopenhagen movement. Hopenhagen has partnered with SustainLane.com, leveraging its relationship with the 50 most-populous U.S. cities, to drive action and effect change at the local level.

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International media are donating multi-millions of dollars in TV, print, radio, out-of-home and online advertising to the Hopenhagen movement to raise awareness between now and the December UN Climate Change Conference: *Business India, Citadel Media, The Economist, EuroNews, The Financial Times, GOOD Magazine, Google, Harvard Business Review, ICP, The International Herald Tribune, The Internationalist Magazine, JCDecaux sites at JFK and LAX airports, Reader's Digest, National Geographic Magazine, Newsweek, Scientific American, Text Appeal, Time Warner Cable, the Thomson Reuters building in Times Square, and The Wall Street Journal.*

"Climate change is one of the epic challenges facing this and future generations. World leaders will come together for the Copenhagen Climate Change Conference in December and every citizen of the world has a stake in the outcome. It is time to seal a deal. We need a global movement that mobilizes real change," said UN Secretary-General Ban Ki-moon. Hopenhagen is about more than hope. "It is about global action for a global climate treaty and a better future for humankind," Ban added.

"Our message of hope has been welcomed by citizens around the world as a simple but inspirational call to action," said Michael Lee, Executive Director of the International Advertising Association, the nonprofit organization spearheading the Hopenhagen movement. "Hopenhagen is a way to counteract the belief that climate change is too big to solve and prove that when the world unites behind one cause, positive change will occur."

Recognizing the tremendous role that communications will play leading up to and during the conference, the UN engaged the global advertising and media industry through the IAA to develop a comprehensive communications program to drive public awareness and generate action. Hopenhagen will complement the UN's "Seal the Deal!" campaign.

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## Notes to editors / additional background

### Creating a Platform for Action

The Hopenhagen movement will use online and social media tools to empower citizens to make their voices heard in support of the December UN Climate Change Conference.

- The Web site, [hopenhagen.org](http://hopenhagen.org), calls on visitors to become citizens of Hopenhagen, by signing the "Climate Change" petition in support of the UN, and to share their messages of hope.
- A version of [hopenhagen.org](http://hopenhagen.org) is available for download on mobile devices, which will enable citizens in developing countries that lack regular access to computers to sign the petition and engage in the movement.
- Citizens are also encouraged to join the Hopenhagen Facebook fan page and follow Hopenhagen on Twitter to share their thoughts about the campaign and the climate change debate.
- Interactive Web buttons and banners are available for people, organizations or companies to download and add to their own Web sites to demonstrate support for steps that curb climate change.



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- Visitors to [www.hopenhagen.org](http://www.hopenhagen.org) can review the most recent climate change news and learn about the importance of the December UN Climate Change Conference.

#### The United Nations Call for Marketing Support

Leaders from more than 180 nations will meet in December in Copenhagen to ratify a new international global climate treaty, which will take effect when the first commitment period of the Kyoto Protocol expires in 2012.

A diverse and complementary team of communication agencies have volunteered time, resources and dedicated team members to develop and execute the Hopenhagen campaign, which will support to UN's "Climate Change" petition.

The creative concept for the campaign was developed by global advertising agency Ogilvy & Mather and is being activated around the world by the agency and its multiple partners, such as Take Part and Zazengo. Omnicom Group, represented by Ketchum, has also lent its global network to serve as the lead public relations agency for the campaign. MDC Partners, represented by Colle+McVoy, provided digital support.

Other communications companies involved in the campaign include Dentsu; Havas, represented by Euro RSCG and MPG; Interpublic Group, represented by McCann Worldgroup, R/GA and Draftfcb; Interbrand; Tribal DDB; and Publicis Groupe, represented by Saatchi & Saatchi S.

For additional information and photography, go to [www.hopenhagen.org](http://www.hopenhagen.org).

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#### **International Advertising Association**

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partnership whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit [www.iaaglobal.org](http://www.iaaglobal.org).

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