



**INVEST  
IN OUR  
PLANET**

## CLIMATE EDUCATION HUB @ COP27

### SHAPE THE ROADMAP FOR GREEN JOBS, CIVIC PARTICIPATION, AND EQUITABLE CLIMATE SOLUTIONS

Join us in Sharm El-Sheikh, Egypt from November 7-18 at the **Climate Education Hub**, COP27's premiere center of thought leadership and dialogue on climate education. Share, debate and collaborate on climate education as a catalyst for civic participation, green jobs, and equitable solutions for the climate crisis.



### ABOUT EARTHDAY.ORG

Our mission is to diversify, educate and activate the environmental movement worldwide. Growing out of the first Earth Day, EARTHDAY.ORG is the world's largest recruiter to the environmental movement, working with more than 150,000 partners in 195 countries to build environmental democracy. More than one billion people now participate in Earth Day activities each year, making it the largest civic observance in the world.

**Join us at COP27.**



EARTHDAY.ORG's Jean-Bertrand Mhandu moderates a panel with environmental ministers and legislators from Uganda, Kenya, Zimbabwe, and Malawi, including the Hon. Lawrence Songa Bayika, Mr. Keriako Tobiko, and the Hon Ngobizitha Mangaliso Ndlovu.

### WHAT IS CLIMATE EDUCATION?

Climate education is the foundation for building the green economy and solving the climate crises. From educating students, investors, and regulators, to creating a generation of entrepreneurs and inventors, to building a global green consumer movement, climate literacy is the key to fast forwarding solutions to climate change. One thing is certain, big change is coming, and coming fast.

Together, we're creating the first-ever Climate Education Hub with opportunities for business, educators, governments, and others to educate, share, negotiate, debate ideas and double down on commitments. We recognize climate education is complex. COP27 will bring together world leaders, top CEOs, and notable influencers, and be livestreamed to a global audience. We invite you to partner with us at the CE Hub and share how you are integrating teachings and learnings into your business operations, local policies, and/or individual practices.

**Become a Climate Education Hub Partner** and join us in fostering the foundation for lifelong climate literacy.

**#InvestInOurPlanet**



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## OPPORTUNITIES AT THE HUB

We invite business and government leaders, UN officials, NGOs, youth leaders, union officials and other partners to join us in a robust discussion around climate education and its role in our planet's future. The CE Hub @ COP27 is a platform to share progress on your climate commitments--or announce new ones--and to participate in meaningful agenda-setting conversations toward the Paris Agreement and UN Sustainable Development Goals.

CE Hub sponsors can organize or lead any number of event types. For example, host a discussion on the path toward formal environmental education policy, present a masterclass on how sustainable agriculture and diet make a difference, lead an invite-only roundtable on decarbonizing the economy, or announce new technologies and innovative resources that will aid in solving this crisis. EARTHDAY.ORG can consult with you to develop the content and programming to meet your interests.

Join us as a partner, sponsor, or supporter for two weeks of content-rich sessions. Outside a select number of invitation-only panels and private discussions, **The Climate Education Hub** will be livestreamed to a global audience, and featured throughout the year.

## POTENTIAL SESSION TOPICS AND FORMAT IDEAS

Host a **MASTERCLASS** on executive education and setting the green agenda  
*As an expert in your field, lead a meaningful session for youth, peers, and industry leaders*

Lead a **PANEL DISCUSSION** about educating consumers on green living and lifestyles  
*Invite diverse voices from multiple sectors to join you an onsite and livestream conversation*

Reserve our **PRIVATE MEETING SPACE** to negotiate new business standards  
*Leverage our partnership to secure hard-to-come-by privacy for off-the-record discussion*

**SPONSOR A SERIES** on behalf of youth activists, women leaders, or indigenous voices  
*Hear critical perspectives on education, plastics, fashion, diet, business, and technology*

Hold an **INTERVIEW** with decision-makers on the true cost to get to net-zero  
*Convene heads of state, ministers, thought leaders, and celebrities at the CE Hub*

Double down on commitments in the **METaverse** or on our **GLOBAL LIVESTREAM**  
*Leverage our global audience and COP27 livestream for at home participation and viewing*

Host a public/private **RECEPTION** or working breakfast/lunch on sustainable finance  
*Benefit from Blue Zone access and location, and reception-ready opportunities at the Hub*



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## PARTNERSHIP PACKAGES

Our goals are ambitious. We are looking for like-minded partners, including companies, foundations, NGOs, and individuals to support the Climate Education Hub, and get us closer to creating a path toward universal lifelong climate literacy. We currently seek presenting and supporting sponsors to join us in Sharm El-Sheik this fall at COP27.

Whether you choose to join us directly, or are interested in supporting the participation of others, please feel free to contact us with questions and content ideas. We're here to support you, and are grateful for your consideration. **Contact:** [sponsorship@earthday.org](mailto:sponsorship@earthday.org).

### NGO PRESENTING PARTNER | \$225,000

The NGO presenting series covers climate education themes of choice and can be shared across multiple NGO partners. The series package includes:

- ownership of twelve content sessions and fifteen (15) hours of private meeting space (*option to own two full days or spread out content throughout the duration of the COP*)
- two evening reception slots (*reception costs not included*)
- series display highlighting partners and content, plus activation space
- recognized as NGO presenting series partner on all marketing leading up to the event and onsite
- two seats on the Climate Education Hub steering committee, responsible for helping to determine content and participation throughout the COP

### NGO CONTENT PARTNER | \$150,000

The NGO content special series covers themes of choice and can be shared with multiple NGO partners. The series package includes:

- ownership of eight content sessions and ten (10) hours of private meeting space
- one evening reception slot (*reception costs not included*)
- onsite content display and activation space
- recognized on all marketing materials leading up to the event and onsite
- one seat on the Climate Education Hub steering committee

### NGO SUPPORTING PARTNER\* | \$50,000

Sponsorships at this level include:

- ownership of three content sessions and four (4) hours of private meeting space
- onsite digital branding and recognition in marketing materials

\* *reception slots, panels, and meeting space reservations available a la carte, beginning at \$15,000*



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# CLIMATE EDUCATION HUB @ COP27

## PARTNERSHIP OPPORTUNITIES

### Become a Climate Education Hub Partner.

Our sponsors provide critical financial and in-kind resources that will bring climate education to the forefront of the global agenda.

We invite you to join us directly, or underwrite the participation of climate justice groups and other stakeholders unable to participate due to financial constraints. Your partnership here means underrepresented voices are heard and brought to the table.

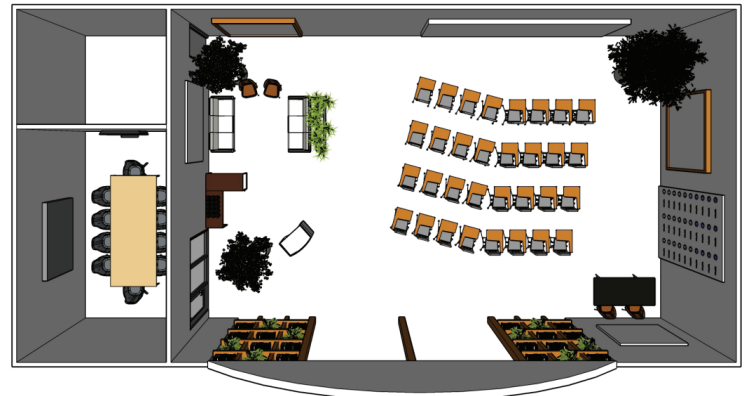
Partnership packages are available now on a first-come basis; additional sessions will be considered a la carte, and become available closer to COP27.



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## KEY CE HUB FEATURES

### PAVILION AND EXHIBITION SPACE

Our 200 square meter space can be adjusted to meet your needs. Screen a film, host a panel, press conference, interview, workshop, or catered reception on a theme of choice featuring your brand.

### PRIVATE MEETING SPACE FOR TEN

Tucked inside the pavilion is a private conference room with seating for ten, ideal for closed-door meetings and private negotiations.

### MEDIA AND GLOBAL LIVESTREAM

In addition to onsite dialogue and presentations, we'll livestream every public session to our global audience. Your teams can tune in in real-time, and enjoy the post-event interview in front of the CE Hub step and repeat.

### ONSITE AND VIRTUAL RECOGNITION

Our tiered sponsorship levels include branding at all levels, from onsite physical branding featured across the two weeks, to digital branding by session.



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