



CL!MATE FRESK

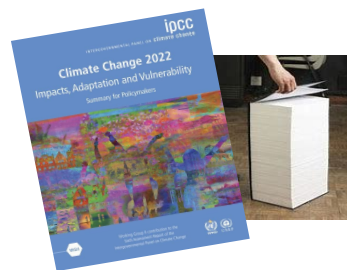
All the cards are in your hands!

Want to take action?

Climate change is **complex**.
Taking action is **urgent**.



Understanding it is the **first step**.
You can either:



Read
The IPCC report
3,068 pages

or



Play
The Climate Fresk
3 hours

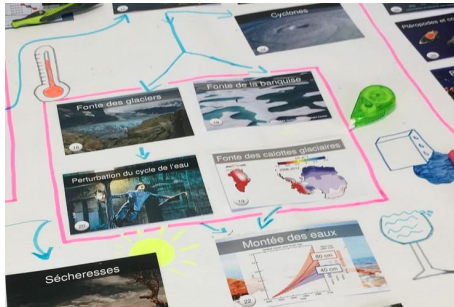
A 3-hour workshop



Mapping

90 min

Defining **cause-effect relationships** between the 42 cards to create a collage



Creativity

20 min

Taking ownership of the collage by **personalising** it and giving it a **title**



Solutions

60 min

Debriefing and discussion on concrete solutions **at individual and organisational levels**

Unlimited number of participants - 5 to 7 participants per table - Workshops held in English, Arabic & French

Why it is such a success



Collaborative & Impactful

Leverage collective intelligence to raise awareness on a matter everyone talks about and should act on



Scientific & Educational

Based on the IPCC report, summarising the latest research from hundreds of climate scientists around the world



Playful & Accessible

Easy to understand and take part in, whatever your character and knowledge on the topic



Benefits & Outcomes

For your organisation

HR

A smart team building

- Nurture collective intelligence
- Motivate people to act responsibly
- Create inspirational content for your internal communication and employer branding
- Contribute to talent retention through meaning and purpose
- All participants can receive a certificate of participation

CSR

A call to action towards COP28

- Raise awareness on climate change
- Engage and mobilise staff on sustainability initiatives
- Kick off sustainability strategic thinking
- Onboard employees onto the organisation's sustainability strategy
- Reveal and retain the change agents by motivating people to speak up
- Train sustainability champions

For the participants

STAFF

A fun way to understand climate change

- Have a holistic view of climate change, from causes to consequences and solutions
- Clarify the actions they can take in their personal lives to reduce their carbon emissions
- Explore actions they could also take in their job
- Learn on a topic everyone talks about and will impact their job and life
- Have a good time with colleagues!

The Climate Fresk Community

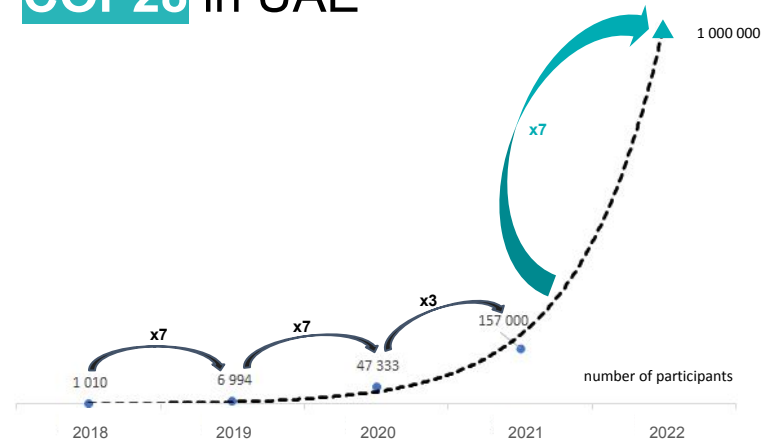
45 languages

50 countries

1,000,000 participants

45,000 facilitators

COP28 in UAE



They played in the UAE

Companies



+ 2 leading luxury brands

Educational Institutions



Other organisations





REACH OUT!

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**CLIMATE
FRESK**

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