

COMMS TOOLKIT

Mobilizing Directors for Climate Action, 20 – 21 June

About the event

Between June 20–21, the Climate Governance Initiative and World Economic Forum held a joint event called ‘Mobilizing Directors for Climate Action’ at the World Economic Forum headquarters in Geneva, Switzerland.

The event brought together 30–40 board directors from around the world who are already well known for their leadership on climate to discuss how to catalyse boardroom leadership on climate change. Many of the attendees are members of Climate Governance Initiative Chapters.

New resources for board directors

We are delighted to share the outputs from this event, which have now been published on the Climate Governance Hub.

These resources for board directors are built out of rich discussions at the workshop and interviews with many of the board directors. They provide key learnings for other board directors beginning their climate journey or looking to further extend their boardroom impact.

Chapters can freely use these outputs where and how they feel useful (such as on Chapter resource hubs, social media, newsletters or at events.) Please help us spread the word about this new content!

List of new content

- An [article on how to make climate allies in the boardroom](#).
- A video on “[5 reasons why boards should care about climate and sustainability](#)”, with interviews with board directors. Designed for Chapters to use to recruit new members and show at events.
- A video on ‘[Steward leadership: doing well by doing good](#)’, co-branded with Stewardship Asia Centre, with interviews with board directors. Designed to introduce the concept of stewardship in a boardroom context.
- A [press release](#) about the event. Chapters may want to use this as the basis for website or newsletter updates on the event.
- A [photo gallery](#) from the event that Chapters can use in communications.

Posting on social media

Event hashtag:
#DirectorsForClimateAction

Share the Climate Governance Initiative’s social media posts

[Our post on LinkedIn: ‘5 reasons why’](#)
[Our post on LinkedIn: ‘Stewardship’](#)



Tag us on social media

Climate Governance Initiative

- LinkedIn: [@Climate Governance Initiative](#)
- X/Twitter: [@Boards4Climate](#)
- YouTube: [@climategovernanceinitiative](#)
- Website: <https://climate-governance.org/>

Sample LinkedIn post

[@Climate Governance Initiative](#) interviewed 17 board directors from across the world to find out their motivations for taking action in their boardrooms on climate.

In the wake of [research from the Climate Governance Initiative](#) that only a third of board directors globally see climate as a high priority in their boardrooms, why should boards care about climate and sustainability?

The board directors we spoke to pointed to a variety of reasons, like:

- lowering a company's cost of capital
- providing certainty to investors and employees
- extending their competitive advantage over other businesses
- mitigating physical climate risks that impact the business' supply chain
- leaving a liveable planet for their relatives and the next generation.

What motivates you to take action in your boardroom on the climate crisis?

#DirectorsforClimateAction

Sample X/Twitter post

Why should board directors care about #climate and #sustainability?

@Boards4Climate interviewed 17 board directors from across the world to find out their motivations for taking action in boardrooms. Here's what they said.

For your resources page on your website

Chapters who would like to upload the videos into their resource page on their website can find the mp4 files and video thumbnails in the [Google Drive here](#).

[View them on our YouTube playlist](#)

Contact

This toolkit aims to help you share outputs from the two-day workshop on climate governance, 'Mobilizing Directors for Climate Action', with your networks and membership. If you have any questions, please contact:

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