FACES OF CLIMATE CHANGE

Campaign toolkit
2019
Background

Millions of people around the world are already suffering from the impacts of the climate crisis, with some 400 extreme weather events every year, about four times as many as in the 1970s.

The impacts of climate change and environmental degradation are occurring earlier and more frequently than predicted, and most disasters in recent years have been climate-related.

That means the IFRC and our National Societies have been busy adapting to the climate crisis and responding to disasters. We will take users on a visual and audio journey of how people and organizations are facing the climate crisis head on. But even more, we are giving individuals a solution - a call to action. We’re calling for people to ‘volunteer’ in the name of the climate crisis - which can mean actually signing up to grab a red vest or committing to changing personal behavior.
Campaign Theme:

We are investing time and money activating around climate change because of what it has done and what it will do to humanity - people. Therefore, the basis of our campaign will highlight the #FacesOfClimateChange - both the people innovating and adapting to the affects and the individuals mobilizing and taking action.
Color palette

Under The Sea

Under The Sea places PANTONE Living Coral at the center of our naturally vivid and chromatic ecosystem, evocative of how coral reefs embrace with their warmth and nourishment and provide shelter to a diverse kaleidoscope of colorful sea life.
Typography

Montserrat

Montserrat was chosen as a main Typeface of the campaign.

Montserrat is a geometric sans-serif typeface designed by Julieta Ulanovsky, inspired by posters and signage from her historical Buenos Aires neighborhood of the same name. It is rather close in spirit to Gotham and Proxima Nova, but has its own individual appearance — more informal, less extended, and more idiosyncratic.

It is provided in a total of nine different weights, each having eight figure styles and small caps in both upright and italic shapes.
Visual Storytelling

• Captures and keeps audience's attention
• Ensures the messages resonate with them
• Helps to build a community that supports these messages

We want our stories to resonate with the audience. That's why our stories should be: simple, emotional and authentic.

Faces are the heart of our campaign.

The photos and videos should be used to create stories where families and children from local communities are the main actors. These stories should be personal and heart-warming, giving hope, depicting caring and compassion.

Kids should be shown as agents of change and resilience - not as victims.

While creating a story you need to answer the following questions and arrange the required materials:

1. **Who are the main characters?** (portraits of parents, kids, volunteers, etc.)
2. **What is the problem?** (impact of climate change on national societies - photos and videos)
3. **Where is it happening?** (maps, photos and videos of location)
4. **What are the characters’ views and feelings about it? How are they dealing with it?** (short videos, interviews, quotes)
5. **Conclusion** (key messages).
Landscapes & cityscapes

The right setting is one of the key elements of any good story. The setting is the time and location in which your story takes place. A good, well-established setting creates an intended mood and provides the environment for your story.

We want our viewers to feel empathy towards characters represented in our stories. That’s why showing a realistic and accurate setting is very important. Aerial photography and videography not only can help achieving it, but also can be an original experience in itself for the audience.

Drones have made aerial imagery accessible to everyone, as it no longer costs a fortune to rent a helicopter or a plane to make images from above. Therefore, we encourage photographers and videographers to take more aerial photos and videos in order to create visually appealing and exciting stories.

Note: Please check with your national society whether drone photography is permitted and, if there is a need, please apply for the official legal approval to safely use a drone in the airspace.
Environmental portrait

The style of our photographs should be a bright, natural, dynamic look at the real world around us. The imagery should be strong, emotional and empowering, with the focus on people.

An environmental portrait was chosen as the main style for the campaign photography, showing the characters in their usual environment.

Environmental portraits:

- give context to the subject
- help subject relax and look more natural
- give the viewer real insight into the personality and lifestyle of the subject
- make photos more emotional and genuine

A small depth of field is suggested to be used, that helps to emphasize the subject while slightly de-emphasizing the background.
Narrative storytelling

The tone should be concerned, informative and action oriented, and tailored to resonate and relevant to the concerns and interests of our target audiences:

- **The Super-sustainable** - Individuals who are already very well-informed about how their actions have an affect on the climate crisis and how it is affecting humanity.
- **The Eager Youth** - Action oriented youth (12-22) who want to do something but do not know where to begin.
- **The Late-Comers** - Individuals who know they need to change their behavior but have not yet made the commitment.

Each piece of content will point people to Become A Volunteer, which can be:

- Volunteer with your National Society
- Use our Youth Action Plan
- Commit to a behavior change
Posters

There are two poster templates: portrait and landscape. All of the designs will be available in two formats: as InDesign packages (that include original files, links, fonts, pdfs etc) and as Canva templates that can be edited without any special design software.

Website

We’re driving audiences to our landing page which will host the call to action - the volunteer button, the Cost of Doing Nothing Report, and stories of volunteers.
Merchandise

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- T-shirt
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- Mug
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