

From: Laura Carr [Laura.Carr@OPR.CA.GOV]

Sent: Tuesday, December 15, 2015 6:39 PM

To: Laura Carr

Subject: Paris Pledge for Action

Attachments: FINAL - Paris Pledge for Action FAQs.pdf; Paris Pledge for Action.pdf; L'Appel de Paris Tweet Card.jpg; Pledge Press Release Template.docx

Dear Under 2 MOU signatory,

Please find below a communication email to L'Appel de Paris (Paris Pledge for Action) signatories. This email gives further detail on the launch plans and provides resources (attached) for signatories to use to help further promote the Pledge.

Please don't hesitate to contact me if you have any questions.

Thank you,

Laura

Laura Carr

Project Coordinator

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On behalf of the Paris Pledge for Action Team

info@parispledgeforaction.org

<http://www.parispledgeforaction.org/>



Dear Supporter,

Over the weekend governments of the world came together to adopt the first universal climate agreement. This historic moment will set us on the path to a thriving clean economy.

It's now the time to show governments that we are ready and willing to act on the outcome of the Paris Agreement by launching [L'Appel de Paris](#). As indicated, this will happen at 00:01 CET on 16 December. The pledge will be launched with an **advert in the international edition of the Financial Times**, as well a social media campaign that we encourage you to be part of. The [Paris Pledge for Action website](#), with the text and list of current signatories, will also go live in its entirety at this time.

This landmark pledge brings together a multitude of voices on an unprecedented scale to demonstrate that the signal sent by the agreement has been received and that businesses, cities, investors, regions, and other non-state actors from around the globe will effectively implement and accelerate the transformation needed to meet the climate change challenge.

Please lend your voice and help to spread the word by:

- Encouraging others to join [L'Appel de Paris / the Paris Pledge for Action](#).
- **Joining our Thunderclap:** This is set for Wednesday 16th 12.00 CET. Lend your voice as a signatory or supporter of L'Appel de Paris to amplify the pledge's message from your Twitter or Facebook account.
- **Using social media:** You can send a direct message on Twitter or Facebook using the following suggested message:
"Join L'Appel de Paris—Businesses, Investors & Cities welcome agreement, pledge to act #COP21 [parispledgeforaction.org](#)"

We also encourage you to accompany your social media updates with this [twitter postcard](#).

- **Issuing a Press Release:** you might want to issue a press release to highlight your organisation's support for Paris Agreement and your commitment to solving climate change. We have prepared a [template for you to use](#) – we will reissue this on Tuesday with any updated statistics. Please note the pledge text is embargoed until **00:01 CET Wednesday 16 December**.

Should you have any questions, please don't hesitate to contact info@parispledgeforaction.org. Thank you again for your support for this initiative.

Yours sincerely,

The Paris Pledge for Action Team

info@parispledgeforaction.org
<http://www.parispledgeforaction.org/>

Managed by:



Paris Pledge for Action

Embargo:

The Paris Pledge for Action is embargoed until 14.00 CET 15 December 2015, until further notice.

Frequently Asked Questions

What is the Paris Pledge for Action?

The Paris Pledge for Action is a unique opportunity for non-state actors to have their climate leadership recognized in the context of COP21, and to show their support for the ambition of the agreement that should be reached in Paris. Organizations pledge their support to implement the results of the agreement immediately, but also to achieve and exceed the ambition of the agreement that results from COP21.

Is the Paris Pledge for Action a new commitment?

The Paris Pledge for Action is not a new commitment; rather it is an opportunity to recognize all the leadership that has been shown by non-state actors who are making commitments to act on climate change, and who are showing their support to implement an agreement that comes out of COP21. It is an opportunity to bring together the various different pledges, commitments, and announcements (from business, investors, cities, and others) and provide a high-level statement that connects them all.

I haven't seen a copy of the Paris Pledge for Action text – how do I view the Pledge text?

L'Engagement de Paris (le "Paris Pledge for action")

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Foire aux questions

Qu'est-ce que l'Appel de Paris ?

C'est pour les acteurs non étatiques une occasion exceptionnelle de faire reconnaître leurs initiatives en faveur du climat dans le contexte de la COP21 et de manifester leur soutien à l'accord qui devrait être conclu à Paris. Ces entités s'engagent non seulement à soutenir immédiatement la mise en œuvre des résultats de cet accord mais également à réaliser voire dépasser l'ambition de l'accord auquel aboutira la COP21.

S'agit-il d'un engagement nouveau ?

Il ne s'agit pas d'un engagement nouveau mais d'une occasion de reconnaître le rôle pilote que jouent les acteurs non étatiques qui s'engagent à agir face aux changements climatiques et qui manifestent leur soutien à la mise en œuvre de l'accord qui résultera de la COP21. Il permet de rassembler les divers engagements, promesses et annonces faits par des entreprises, des investisseurs, des villes et d'autres acteurs, dans le cadre d'une déclaration de haut niveau qui les rend tous solidaires.

Je n'ai pas eu le texte de l'Appel de Paris. Comment faire pour le consulter ?

Le texte de l'Appel de Paris est sous embargo jusqu'à lundi 13 décembre

The text of the Paris Pledge for Action is embargoed until Monday 13 December 2015. It is being shared directly with organizations, businesses, regions, cities and investors, and not publically, under the embargo. If you would like to receive an electronic copy of the Pledge text please email info@parispledgeforaction.org.

Who is leading the Paris Pledge for Action initiative?

The French COP21 Presidency has initiated the call for the Paris Pledge for Action and is inviting all organizations, businesses, regions, cities and investors to join the Paris Pledge for Action.

When will the Paris Pledge for Action be launched?

The Paris Pledge for Action is open for joining now. It will be officially launched shortly after COP21, if an agreement is reached. Details will be confirmed nearer the time.

How can my organization join the Paris Pledge for Action?

The Pledge is open for sign up now. You can register your organization via the online form: www.parispledgeforaction.org. Organizations joining the pledge before December 9th will be guaranteed to be listed as a signatory on the Paris Pledge for Action website at the time of launch. Organizations who sign up after that may not be listed until after the launch, although we will seek to include all signatories that come in before the official close of COP. The Paris Pledge for Action will remain open for further signatories after COP21.

What if my organization hasn't made a commitment to an existing initiative?

The Paris Pledge for Action brings together non-state who are making commitments to act on climate change. There are many opportunities to

2015. Communiqué directement aux organisations, entreprises, régions, villes et investisseurs, il n'est de ce fait pas rendu public. Si vous souhaitez en recevoir une version électronique, veuillez adresser un courriel à info@parispledgeforaction.org.

Qui est à l'origine de cette initiative?

L'appel en faveur de l'Appel de Paris a été lancé par la présidence française de la COP21 qui invite l'ensemble des organisations, entreprises, régions, villes et investisseurs à s'y associer.

Quand est ce que cet appel sera lancé?

L'Appel de Paris est ouvert à la signature dès à présent. Il sera officiellement lancé peu après la COP21 si un accord est conclu. Des informations complémentaires seront circulées en temps utile.

Comment mon organisation peut-elle se joindre à l'Appel de Paris?

L'Appel de Paris (le "Paris pledge for action") est ouvert à la signature dès à présent. Vous pouvez vous inscrire grâce au formulaire en ligne disponible sur le site www.parispledgeforaction.org. Les organisations qui l'auront signé avant le 9 Décembre figureront comme signataires sur le site de l'Appel de Paris au moment de son lancement. Celles qui l'auront signé après la fermeture officielle de la COP ne pourront y figurer qu'après son lancement. Nous ferons malgré tout en sorte d'inclure tous les signataires qui se joignent avant la clôture. L'Appel de Paris demeurera ouvert à la signature après la COP21.

Que faire si mon organisation n'est pas engagée dans une initiative en cours ?

L'Appel de Paris rassemble des acteurs non étatiques qui s'engagent à lutter contre les changements climatiques. Il existe de nombreux moyens de vous

sign-up to a commitment ahead of Paris to demonstrate your leadership to take action on climate change. If you haven't signed up to a specific initiative or commitment(s), this doesn't preclude you from joining the Paris Pledge for Action. You are still eligible to do so if you are doing your bit to take action in your field of expertise; if you are willing to support the implementation of the objectives of COP21; and put your effort into meeting and exceeding the ambition. Furthermore, having already signed a pledge or similar initiative via another coalition doesn't preclude you from also signing the Paris Pledge for Action.

What if I join the Paris Pledge for Action and want to remove my organization at a later date?

If at any point you wish to have your organization's name removed from the Paris Pledge for Action, please email info@parispledgeforaction.org. It would be helpful for us to know why you wish to be removed; however it is not mandatory and you do not need to state a reason why.

Who is managing the Paris Pledge for Action and my data?

The University of Cambridge Institute for Sustainability Leadership (based in Cambridge, UK) is managing the website and signatory data for the Paris Pledge for Action on behalf of the French COP21 Presidency.

How do I find out more?

For further information or queries please email info@parispledgeforaction.org or visit the Paris Pledge for Action website www.parispledgeforaction.org.

associer à une initiative existante avant la conférence de Paris afin de manifester votre volonté d'agir dans ce domaine. Si vous n'êtes pas associé à une ou plusieurs initiatives ou engagements spécifiques, cela ne vous empêche pas de vous joindre à l'Appel de Paris. Vous pouvez toujours le faire si vous apportez votre contribution pour agir dans votre spécialité et si vous êtes prêt à soutenir la mise en œuvre des objectifs de la COP21 et à vous efforcer d'en atteindre et d'en dépasser l'ambition.

Par ailleurs, si vous avez déjà signé un engagement ou une initiative analogue dans le cadre d'une autre coalition, cela ne vous empêche pas de signer également l'Appel de Paris.

Que faire si, après avoir signé l'Appel de Paris, je souhaite ensuite m'en retirer ?

À tout moment, si vous souhaitez que le nom de votre organisation soit retiré de l'Appel de Paris, adressez-nous un courriel à info@parispledgeforaction.org. Il sera utile pour nous de connaître les motifs de votre décision ; vous n'êtes toutefois pas obligé de les préciser.

Par qui l'Appel de Paris et les données qui me concernent sont-ils gérés ?

Le site internet de l'Appel de Paris et les données afférentes aux signataires sont gérés par l'*Institute for Sustainability Leadership* de l'Université de Cambridge (Royaume-Uni) au nom de la Présidence française de la COP21.

Où trouver d'autres informations ?

Pour de plus amples informations ou pour toute question, prière d'adresser un courriel à info@parispledgeforaction.org ou de consulter le site internet www.parispledgeforaction.org.



Embargo:

The Paris Pledge for Action is embargoed until 0001 CET, Wednesday 16 December 2015.

PARIS PLEDGE FOR ACTION

As cities, regions, businesses, investors, civil society groups, trade unions and other signatories, coming from every sector of society and every corner of the world, we realize that dangerous climate change threatens our ability and the ability of future generations to live and thrive in a peaceful and prosperous world. We also realize that taking strong action to reduce emissions can not only reduce the risks of climate change but also deliver better growth and sustainable development.

As a result, we the undersigned, affirm our strong commitment to a safe and stable climate in which temperature rise is limited to under 2 degrees Celsius.

In support of this, we welcome the adoption of a new, universal climate agreement at COP 21 in Paris, which is a critical step on the path to solving climate change. We pledge our support to ensuring that the level of ambition set by the agreement is met or exceeded.

We will do this by taking concrete steps now, and without waiting for the entry into force of the agreement in 2020, both individually and cooperatively, to reduce greenhouse gas emissions to a safe level and build resilience against those changes already occurring.

We will look back at this moment as our turning point, when the transition to a low-emission and climate resilient economy became inevitable, irreversible and irresistible. We must, we can and, together, we will solve climate change.

Join the Paris Pledge for Action at:

www.parispledgeforaction.org

L'Appel de Paris

Join the Paris Pledge for Action #COP21

WE MUST
CAN
WILL



PARIS PLEDGE FOR ACTION

Press Release

Embargo: 16 December 2015, 00:01 CET

Paris, 16 December 2015 – Last week at COP 21 in Paris, governments of the world united in action on climate change by adopting the Paris Agreement the world's first universal climate change agreement. This agreement should spur a transformation of global growth and development and open the door to a stable, sustainable future.

Today, major cities, regions, companies and investors from around the globe promised to quickly and effectively help implement the universal climate change agreement and accelerate the transformative changes needed to meet the climate change challenge.

[L'Appel de Paris](#) , or *The Paris Pledge for Action*, brings together a multitude of voices on an unprecedented scale within a single, collective statement:

"We welcome the adoption of a new, universal climate agreement at COP 21 in Paris, which is a critical step on the path to solving climate change. We pledge our support to ensuring that the level of ambition set by the agreement is met or exceeded."

This landmark pledge is a clear signal that the message sent by the negotiations has been received loud and clear and that all actors are now ready and willing to stand shoulder to shoulder, alongside governments, to implement the terms of the agreement. This is our best opportunity to limit global temperature rise to less than 2 degrees Celsius and raise ambition even before the agreement takes effect in 2020.

Updated statistics of signatories to be inserted here

The 750 signatories represent:

- XX investors representing YY trillion
- XX business with turnover of YY and ZZ employees
- XX cities covering YY % of the world's total cities
- XX regions covering YY % of the land mass of the globe

Signatories include private sector organizations such as Fujitsu, Allianz, Microsoft, Cemex and Bank of Australia; global cities such as New York, Johannesburg, Jakarta and Mexico City; and regions such as Cross River State (Nigeria), Rio de Janeiro state (Brazil) and California (United States).

Potential quotes inserted here

The pledge is supported by the COP21 French Presidency and uniquely incorporates under one roof a diverse range of entities that are already committed to quickly mitigate emissions and adapt to the impacts of climate change. These individuals include members of the Under 2 MOU, White House Act on Climate Pledge, Montreal Carbon Pledge, the PSI Insurance Network, the We Mean Business 'Road to Paris' initiatives, the Paris City Hall Declaration and many more.

ENDS

Media contacts

XXX

About L'Appel de Paris

L'Appel de Paris (Paris Pledge for Action) brings together hundreds of non-state actors from across the globe in support of the the <<INSERT NAME OF AGREEMENT>>. The Paris Pledge for Action is supported by the COP21 French Presidency and managed by the [University of Cambridge Institute for Sustainability Leadership](#).

Read the Pledge: www.parispledgeforaction.org/read

See who's signed the Pledge: www.ParisPledgeForAction.org/whos-joined/

Join the Pledge: www.ParisPledgeForAction.org/sign