



UNIÓN EUROPEA

European Delegation in Mexico - EUPOP Project

# **CLIMATE DIPLOMACY WEEK REPORT**

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# CLIMATE DIPLOMACY WEEK REPORT

In June 2017, the EU Delegation in Mexico celebrated the Climate Diplomacy Week, launching with it a Campaign geared at raising awareness and engaging key target audiences identified under the EU Policy Outreach Partnership Project - Mexico. This Campaign consisted of three stages: social media strategy activation dynamics in three key public spaces (commercial, cultural and business locations) and a high level thematic forum. The visible legacy of this campaign is the planting of an EU Forest, with a total of 1,500 native trees, in a protected environmental park in the suburbs of Mexico City.

Partnerships and synergies were promoted with the Low Carbon Business Action in Mexico Project and environmental NGOs, whereas Mexican authorities were involved (SEMARNAT, Pro Mexico, SRE and Mexico City).

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## SOCIAL NETWORKING

The “Plant with us the #BosqueUE/Planta con nosotros el #BosqueUE”, was specifically created for social networks (Facebook and Twitter). This was done through a “gif” about climate change and attractive information on the subject. The purpose was inviting people to plant “virtual trees” that would be later translated into the planting of real trees.

In social networks, the campaign consisted in 4 publications in Twitter and 3 publications in Facebook each day, using #ClimaDiplo Be part of the Change and Join the conversation.

0:28 ————— 0:00

0:21 ————— 0:06

## GIF MAIN POINTS:

- Deforestation
- Wind and solar power
- Energy consumption
- Water care



CUIDEMOS JUNTOS  
EL AGUA DEL PLANETA, ÚNETE  
A LA CONVERSACIÓN

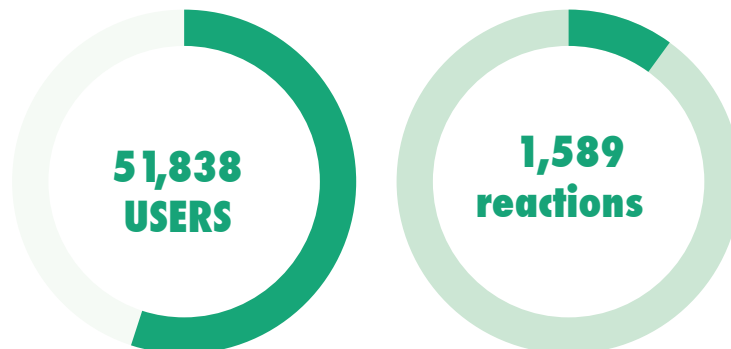
#ClimaDiplo

The social media campaign lasted 15 days. And 8 specific images were designed for the invitations, activations explanations and summary results. Likewise, during the second week, 5 gifs were created and shared.

In this Campaign the content highlighted the Paris agreement, clean energy and reforestation; and the main objectives were: to create awareness of what people can do against climate change, invite people to interact through the virtual planting of a tree, score a goal against climate change, and pedalling to charge your cell phone, to demonstrate practically the power of clean energy.

## FACEBOOK

We had a total of 51,838 people reached, with 1,589 reactions (likes, loves and other reactions)

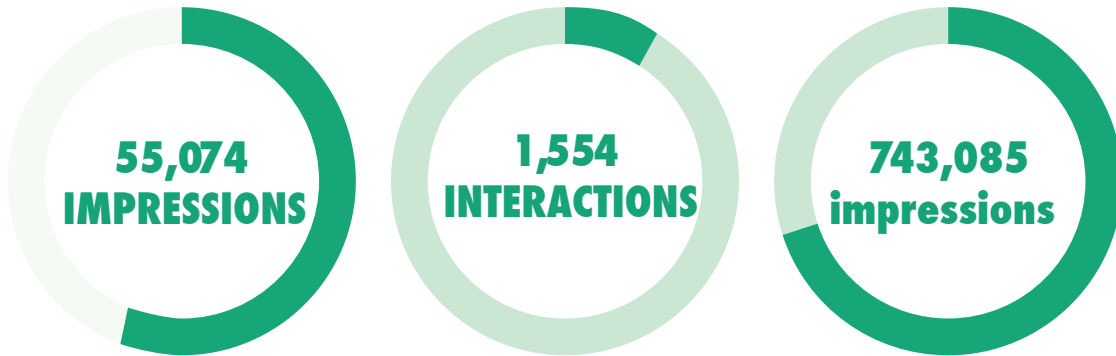


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# TWITTER

During the campaign we delivered 55,074 impressions through our content and gathered 1,554 interactions (including retweets, like's, and etc.)

The hashtag #BosqueUE recorded an outstanding total of 743,085 impressions. This hashtag was designed to invite users to participate in the campaign and plant an EU Forest Virtual Tree



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## ENGAGEMENT ACTIVITIES (BTL/ACTIVATIONS)

720 registered people participated enthusiastically in the 3 engagement activities (BTL/ activations). The selected public locations in Mexico City were chosen on the basis of likelihood of attendance of key audiences (students-youth, business people and influencers):

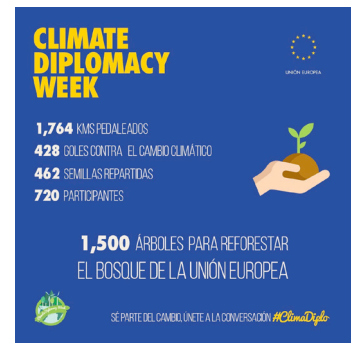
- Plaza Inbursa-Centro Comercial y Cultural Cuicuilco
- Plaza Oasis Coyoacán
- World Trade Center





During the activations, people were invited to participate in fun/appealing activities such as pedalling stationary bicycles in order to charge their cell phones, scoring a goal against climate change and taking snapshots (to be shared through social media) while planting a virtual tree.

# ACTIVATION RESULTS



**-1,764 kms. pedalled**  
**-428 goals against climate change**  
**-462 seeds spread**  
**-720 participants**

The aforementioned activities had the ultimate goal of supporting the planting of 1,500 native trees in a space to be formally designated as the "EU Forest", in protected area nearby Mexico City, with the help of civil society volunteers and members of the EU Delegation and Embassies of EU Member States. The planting of the EU Forest will allow not only a one-time event but a continued potential over time for future POP activities as the forest grows.

# PRESENTATION FORUM

The EU Delegation and Low Carbon convened the 'European Union-Mexico: Partners in the Fight against Climate Change' forum, on June 28th, 2017, achieving better than expected results and a participation of approximately 120 representatives of the private sector, government authorities, think tanks and environmental organizations. A special location was selected to ensure coherence with the theme: Foresta Garden -a green space with a natural atmosphere. The event allowed to reaffirm EU-Mexico strong commitments towards climate change, and also to pursue two complementary objectives: i) Present the results of one of the most important EU projects in the environmental field in Mexico: Low Carbon Business Action in Mexico; and, ii) To promote and invite the attendees to participate in the engagement/BTL activities designed.

The following personalities were the main speakers:

- Andrew Standley, EU Ambassador to Mexico
- Juan Carlos Arredondo, Director General for Climate Change Policies (SEMARNAT)
- David Calvo, Program Director (Low Carbon Mexico)
- Susana Duque Roquero, Institutional Relations Coordinator (ProMexico)
- Ms. Norma Munguía, Director General for Global Issues (SRE)

Having heard the presentations, participants eagerly joined in the engagement/BTL activities, by scoring goals against climate change, pedalling stationary bicycles in order to charge their cell phones and planting a virtual tree for the EU Forest.

With these activities, held under the umbrella of the Climate Diplomacy Week, the EU Policy Outreach Partnership Project – Mexico is planting a little seed in the EU-Mexico effort as partners in the fight against climate change!.





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