



THE CLIMATE REALITY LEADERSHIP COMMUNITY TRAINING IN ROME

June 28-30, 2024

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Introduction

The Climate Reality Project and former US Vice President Al Gore will host its 56th signature Climate Reality Leadership training in Rome, Italy, this June. This two-and-half-day leadership training is designed for climate advocates of all ages, business and government leaders, civil society voices, and others committed to building a sustainable future for Europe and the Earth. Join us to gain a deeper understanding of the climate crisis and the solutions in our hands.

The Climate Reality Leadership Training Experience

You'll hear from leading voices in climate science, government, environmental justice, green business, grassroots organizing, and more. You'll also gain skills in digital communications, campaign and coalition building, and accessing climate funding.

You'll emerge inspired and equipped to lead in a world shaped by climate change. You'll join a global network of Climate Reality Leaders from 190 countries around the world. The training is free to attend.

Details

Dates

- € The training will be held in Rome, Italy on June 28-30, 2024.

Promo Hashtags

- € #ActOnClimate
- € #LeadOnClimate

Links

- € [BIT.LY/JOINROME24](https://bit.ly/joinrome24) (bit.ly/joinrome24 works too!)

Why attend the training?

Communicating Climate

- Hear directly from former Vice President Gore on climate impacts and solutions across Southern Europe and how you can effectively advocate for change.

Compelling Content

- € Learn from climate experts and inspiring advocates from across the region during dynamic panel discussions and interactive workshops. Sessions will explore ways to building more resilient agricultural systems and cities, strategies to identify greenwashing, and pathways to a clean energy transition that works for everyone.

Community Building

- Engage with fellow climate activists during networking sessions and receptions – and upon completion, you'll join the thousands of other trained Climate Reality Leaders making change in your community through your local volunteer coordinator and Climate Reality's Europe branch.

Who should join?

- Young people and students interested in joining the movement, taking their current efforts to the next level, or developing new climate advocacy skills.
- Business leaders and entrepreneurs embracing sustainability and developing innovative climate solutions.
- Grassroots activists and faith leaders looking to broaden their networks, collaborate with fellow advocates, and strengthen campaign skills.
- Government officials or civil servants eager to explore ways to drive a just transition for their communities.
- Anyone compelled to fight for socially just climate solutions.

What will you gain from the training?

- € In-depth understanding of the climate crisis and current solutions.
- € Tools for building coalitions, crafting campaigns, calling out greenwashing, and more.
- € Connection to a global community of leaders to work with in a challenging political landscape.
- € Strategic action opportunities through Climate Reality's global campaigns and branches.
- € A deeper understanding of current and future climate policies and how you can support them in 2024 and beyond.

How to Outreach

The most effective way to get folks in your community excited about the upcoming training is to share the communications and outreach resources that the Climate Reality team has created. Please find promotional resources (including social media, email, and digital flyers) below.

Social Media

Climate Reality assembled this kit for you to help us spread the word about the application for our June 28-30 training in Rome, Italy, on social media.

Anyone compelled to fight for socially just climate solutions is invited to apply to this training. We especially encourage **young people and students, grassroots advocates and faith leaders, and local and state government officials or civil servants** to apply.

Please find all content below to appeal to each audience group in addition to our general promotional content.

Don't forget to tag us!

Twitter/X: [@ClimateReality](https://twitter.com/ClimateReality)

Al Gore's Twitter/X: [@AlGore](https://twitter.com/AlGore)

Facebook: [@ClimateReality](https://www.facebook.com/ClimateReality)

Al Gore's Facebook: [@AlGore](https://www.facebook.com/AlGore)

Instagram: [@ClimateReality](https://www.instagram.com/ClimateReality)

Al Gore's Instagram: [@AlGore](https://www.instagram.com/AlGore)

General

Find all graphics: [Here](#)

- Post text #1: Rome wasn't built in a day, but a future Climate Reality Leader can be inspired in one. Step into Rome's historic streets for our latest Climate Reality Leadership Training and learn, network, and fight for a just sustainable future together. Join the climate leadership community by attending the training this June. It's free!
[BIT.LY/JOINROME24](https://bit.ly/joinrome24)
- Post text #2: This June, let Rome be your opportunity to become a Climate Reality Leader. The Climate Reality Leadership Training is your opportunity to learn and gain the skills to impact justice and sustainability in your community! Come learn, network, and fight for our planet. The time to #ActOnClimate is now! Apply today:
[BIT.LY/JOINROME24](https://bit.ly/joinrome24)

- Post text #3: Step into the #climateaction arena in Rome from June 28-30! A Climate Reality Leadership Training is not just a training; it's an opportunity to become part of the next generation of climate champions. Meet people like you who are ready to fight for your community and the planet! Join the climate leadership community by attending the training! Apply today: [BIT.LY/JOINROME24](https://bit.ly/joinrome24)
- Post text #4: This June, Rome isn't just about ancient history, it's about making history! Join us by attending the Climate Reality Leadership Training to gain the skills and network to support #climateaction in your community! Connect, learn, and lead the way to a just, sustainable, and greener future, June 28-30 - apply today! [BIT.LY/JOINROME24](https://bit.ly/joinrome24)
- Post text #5: When in Rome, do what you should do - #ActOnClimate. Don't miss this chance to join our founder @AlGore, climate and social advocates, and leaders from across Europe by becoming a climate leader at the latest Climate Reality Leadership Training. Come make history. June 28-30. [BIT.LY/JOINROME24](https://bit.ly/joinrome24)
- Post text #6: Rome isn't just a city of history; it's a place where the future of climate advocacy is taking shape. Become part of the Climate Reality Leadership community by attending a training from June 28-30 and join leaders like Vice President Al Gore and climate advocates and experts from the region to fight for our planet. Apply to attend the training. It's free: [BIT.LY/JOINROME24](https://bit.ly/joinrome24)
- Post text #7: Rome, a city that has seen empires rise and fall, now can witness the rise of a new clean energy economy: renewable energy. Join us by attending the Climate Reality Leadership Training to learn about how clean energy can impact your family and community. Your journey towards a sustainable future begins here in June! Apply today: [BIT.LY/JOINROME24](https://bit.ly/joinrome24)
- Post text #8: Rome wasn't built in a day, but together, we can build a future powered by clean wind and solar energy! Join us by attending the Climate Reality Leadership Training in June and be part of the movement that's paving the way for a more sustainable world for us all. Apply now: [BIT.LY/JOINROME24](https://bit.ly/joinrome24)

Email

Sample email language to promote the training to general audiences: [Here](#)

Check the outreach toolkit periodically for updates to content and materials for promotional communications. We appreciate your support!