



**MIKHAILOV  
& PARTNERS**  
COMMUNICATIONS  
ADVISORS

## The climate change awareness program within the framework of a “Green Heritage Campaign” during the Sochi 2014 Olympic Games

**GEF project/Ministry of Natural Resources and Environment of Russian Federation/UNDP**  
Greening 2014 Sochi Olympics: A Strategy and Action Plan for the Greening Legacy



# Introduction



- Starting from 1994 sustainable development and ecological initiatives became important part of all major sport events around the world.
- In recent years the key points of the Olympic Games ecological programs were the CO<sub>2</sub> emissions and emerging carbon footprint problem during the building, organization and hosting of the Olympic Games and post-Olympic period.
- The Olympic countries as well as Olympic Committees made a lot of effort to minimize anthropogenic impact of the Olympic Games on the environment, including attraction of the official Olympic partners and spectators to proactivity.
- Fulfilling obligations to provide carbon neutral Games Russian Federation implemented a number of measures to improve energy efficiency as well as modernized energy infrastructure in the Sochi region. These measures can be announced as a part of communication program "Green Heritage Campaign" with the support of the Ministry of Natural Resources and Environment of the Russian Federation and the Organizing Committee "Sochi 2014", who carry out environmental aspects of the Games.
- In March 2013 Organizing Committee "Sochi 2014" named The Dow Chemical Company, a Worldwide Olympic Partner and the official chemicals Company of the Olympic movement, was named the official Partner of the 2014 Games in the field of reducing greenhouse gas emissions. Emissions of greenhouse gas as part of the preparations for the Olympic Games will be compensated in part by the application of Dow's energy-efficient technologies, in such key areas as infrastructure, industry and agriculture.
- Currently Government of the Russian Federation did not officially declare the size of the carbon footprint of the Games, as well as the amount of emissions to be offset.
- In mass media there are more negative and neutral publications covering the topic of CO<sub>2</sub>.

## The goal and objectives of the communication campaign

| Goal  |  |   |
|---|--|---|
| To develop climate change awareness campaign and attract population to the energoeffective behaviour events and movements directed to reduce the anthropogenic impact on the environment  |  |   |
| Objectives  |  |   |
| To inform the public about the topic of climate change and existing preventive methods in order to create a "green heritage" of the Games and increase personal responsibility of Russian citizens and tourists coming to the Games | To involve official partners of the Olympic Games in active participation in the communication campaign and organization of a series of activities | Communication support of the Russian Federation carbon neutral Olympic Games results presentation, including work on the modernization of the energy infrastructure and increase of energy efficiency |

# Target audience and communication campaign players

## Target audience

- Public (including Russian and International spectators)
- Citizens of Sochi and Adler
- Tourists, TV and Internet viewers
- International Olympic Committee
- Mass Media
- Students/Teenagers



## Potential communication campaign players

- Ministry of Natural Resources and Environment of the Russian Federation
- Organizing Committee "Sochi 2014"
- The Dow Chemical Company
- Official partners and sponsors of Sochi 2014 Olympic Games
- Regional authorities, including Administration of Sochi and the Krasnodar Region
- UNDP/GEF project



## **Ideology of communication campaign**

### **Ideology of the «CO2krashay (CO2 reduce)” idea**

The main idea of the communication campaign developed by «Mikhailov and Partners. Communication advisors» is combining in one word the idea of reducing the amount of CO2 emissions and the public call to action.

It is based on the chemical formula of carbon dioxide CO2 and paired with the imperative verb that motivates to take an active part in the process of reducing the carbon footprint.

Personal form of the verb is used for a direct appeal, and call to personal responsibility of each participant of the movement. All participants are equal among each other and society and are united by a common idea.

This slogan can be used both in relation to the Olympic Games in Sochi 2014 and on its own.

### **Key message: CO2krashay (CO2 Reduce)**

Possible replacement or additional key messages: **CO2hranyay, CO2uchastvuy.**

Possible key messages in English: **CO2mbat, CO2nserve, CO2nstrict, CO2ntest.**

### **Option 1**

**CO<sub>2</sub>кращай**

# Options for the corporate identity of «CO<sub>2</sub>krashay» concept

## Option 2

CO<sub>2</sub>  
участвуй



CO<sub>2</sub>  
храняй



CO<sub>2</sub>  
кращай

## Option 3

CO<sub>2</sub> КРАЩАЙ



CO<sub>2</sub> ХРАНЯЙ



CO<sub>2</sub> УЧАСТВУЙ

## Options of the corporate identity of «CO<sub>2</sub>krashay» concept



## Visualization of corporate identity of «CO<sub>2</sub>krashay» concept



# Corporate identity of «CO<sub>2</sub>krashay»

## Eco bags



## Bags



## T-shirts

# Structure of communication campaign

## Options of concept realization

There are two ways to implement the concept «CO2krashay»:

- 1. «Carbon partners» club**
- 2. Climate change communication campaign**

## Option 1.

### “Carbon Partners Club”

Establishment of the “Carbon Partners Club” of the Olympic Games that will unite partner/Olympic sponsors companies on the basis of the initiative “CO2krashay” led by the Ministry of Natural Resources and Environment of the Russian Federation , the Organizing Committee “Sochi 2014” and official carbon Partner - The Dow Chemical Company.

**Objective:** To enhance the activities aimed to combating climate change problem as well as number of events organized in a framework of the project. It will significantly increase total usefulness of the Club on the rights of the partners of the Olympic Games.

**Pros:** Project/Club is under the aegis of the Olympic Games, supported by the Ministry of Natural Resources and Environment of Russian Federation, the Organizing Committee “Sochi 2014” and The Dow Chemical Company. Their participation will ensure media interest in the project. The ability to use the official Olympic Games media sources to inform about the initiative, logo of the Olympic Games, attract other resources of the Organizing Committee and partners of the club. Each partner of the club has an opportunity to positively position their company as well as the company's products through the participation in the club and support of the initiative “CO2krashay.”

**Cons:** Carbon Partners in the club will not all have the same rights, as the leaders, due to initially assigned key role. “Carbon Partners” Club exists only during the preparation and hosting of the Sochi 2014 Olympic Games.



## Option 1.

### “Carbon Partners Club”

**Leaders of the “Carbon Partners Club”** – The Ministry of Natural Resources and Environment of the Russian Federation , the Organizing Committee “Sochi 2014” and the official carbon Partner - The Dow Chemical Company will be initiators of the "Carbon Partners Club" and will be key translators of all media communications. Leaders must communicate key messages concerning the climate change, as well as invite new members and support the activities of the Club.

**Members of the "Carbon Partners Club"** - Companies invited by the Leaders of the Club to participate in the initiative on climate change within the framework of the Olympic Games. Members can support the activities initiated by the Leaders of the Club as well as offer their solutions / activities to reduce CO2 emissions. The possibility to position the company’s brand and target another category of customers using resources of other Club members. (It is expected that at least three official sponsors of the Olympic Games Sochi 2014 will take part in the Club).

| <b>Possibilities</b><br>The Ministry of Natural Resources and Environment of the Russian Federation  | <b>Possibilities</b><br>The Organizing Committee “Sochi 2014”   | <b>Possibilities</b><br>The Dow Chemical Company   |
|--|---|--|
| <ul style="list-style-type: none"> <li>• Realization of the state program for modernization of the city Sochi</li> <li>• Status of a key carbon translator before and during the Olympic Games</li> <li>• Use of the Ministries slogan in all the media communication of the Club</li> <li>• Increase in self-efficacy due to the contribution by other partners.</li> </ul> | <ul style="list-style-type: none"> <li>• Status of a key carbon translator before and during the Olympic Games</li> <li>• Realization of the Sochi 2014 Olympic Committee goals in the carbon neutrality frames</li> <li>• Attraction of the Olympic Partners to proactivity</li> <li>• Usage of the logo in all the media communications of the Club.</li> </ul> | <ul style="list-style-type: none"> <li>• Status of a key carbon translator before and during the Olympic Games</li> <li>• Support by the international ecological funds</li> <li>• Positioning the company on the market as a socially responsible</li> <li>• Improving the image/recognition of the company</li> <li>• Usage of the company name on all the media of the Club.</li> </ul> |

## **“Carbon Partners Club”**

### *Zones of responsibility*

| Partners                                     | Zone of responsibility   | Public role   |
|--|--|---|
| <b>Leaders of the “Carbon Partners” Club</b> | The main ideologists of the Club, managers and key translators of the carbon neutrality values, initiate main Club events as well as support the other partners events that are related to the idea of climate change. Participation with the logo, providing staff, information about the club/project on the company’s website, partial financing of events. | Ensure implementation of the Club’s main concept. Official representative of the Club in the public field, in an announcements and press releases. Development of a logo and a website of the Club. |
| <b>Members of the “Carbon Partners” Club</b> | Join the club based on the invitation by leaders of the Club, join approved Club programs, but can organize their own activities within the framework of the project (consulting with other members). Participate by providing the logo, volunteers, place the information about the project on the company’s website, partially finance events.               | Participate in all Media events on behalf of the partner of the Club, make an official announcement about the entrance to the Club, announce about their participation in the event.                |

## Option 2.

### Climate change communication program

Key role in the implementation of the campaign is given to the Ministry of Natural Resources and Environment of the Russian Federation, the Organizing Committee "Sochi 2014" with the support of the UNDP/ GEF project. In the program the official partners of the Olympic Games as well as all other interested parties can take part.

Each participating member chooses activities that implement to their strategy within the concept of "CO2krashay" independently of other partners.

Positive effect is maintained in preparation to the Sochi 2014 Olympic Games but companies are not limited by the agreements with other partners.

**Pros:** Realization of activities is directly related with the business of the company regardless of the other participants. Positive impact on public awareness about the climate change issues. Increase of the brand awareness as a socially responsible.

**Cons:** Lack of integration in the communication campaign, limited range of communication tools and smaller reach of audience.



# **Realization of the communication campaign**

## **Main phases of concept realization**

**During realization of the concept “Co2krashay” two communication phases are supposed to take place:**

### **1. Informing**

During the startup phase of the project attraction of the public attention is required, informing maximum amount of people about the climate change problem.

### **2. Involvement**

Involvement of the public to the activities of the campaign and increase of their participation level in the reduction of the anthropogenic impact on the climate.

## Phase 1: Informing

### "Carbon Partners Club"

During realization of the "Carbon partners" Club concept it is expected to use a number of communication tools, as well as activities aimed to increase public awareness about climate change.

#### Tools:

1. The Leaders of the "Carbon Partners" Club: Ministry of Natural Resources and Environment of the Russian Federation, Organizing Committee "Sochi 2014", and The Dow Chemical Company will announce the creation of the "Carbon partners" Club during an official event.
2. Website and the logo of the "Carbon Partners" Club will be developed.
3. Press release from the Leaders of the club about the establishment of the "Carbon Partners" club will be released, explaining the objectives of the club and the concept "CO2krashay" key terms, as well as an invitation to participate will be sent to the companies (partners/Olympic sponsors).
4. All the companies that agreed to take part in the club will put the logos of the Club (logo + information about the project) on their corporate website.
5. Distribution of the information about the concept/activities through the use of the Club members resources: corporate websites, press releases, newsletters, brochures, articles in the magazines, banners (should be clarified with each partner).

The main communication strategy will be supported by a number of events:

- **Comments of the Experts** - Comments of the leading experts in the media about the crucial importance of the carbon problem and the impact of each person's actions on the climate.
- **Placing information in the Environmental Bulletin of Organizing Committee "Sochi 2014"** – Preparation of the materials about the climate change for the publication.
- **Support of the Cultural Olympic activities** - Support of the "Year of Museums" activities.
- **Placing information in the annex "Kommersant Review"** - Adding information to the application of Kommersant about the climate change.

## **Phase 1: Informing**

### Climate change communication program

During realization of the climate change communication program it is necessary to launch the initiative "CO2krashay", translate key terms on behalf of the Ministry of Natural Resources and Environment of the Russian Federation, the Organizing Committee "Sochi 2014" with the support of the UNDP/ GEF project, as well as placing the information about the activities on the company's/participant's corporate websites.

#### **Tools:**

1. Distribution of the press release (on behalf of the Ministry of Natural Resources and Environment of the Russian Federation, the Organizing Committee "Sochi 2014", UNDP/ GEF) about the launch of concept "CO2krashay", explaining of key terms and goals.
2. Placement of the information about the launch of concept "Co2krashay" on partners websites.
3. Distribution of the information about the concept/activities through the use of the participants resources: corporate websites, press releases, newsletters, brochures, articles in the magazines, banners.

## **The main phases and tools of concept realization**

### **Involvement**

During the involvement phase it is necessary to attract target audiences to active participation in the reduction of the anthropogenic impact on the climate, by the realization of a number of activities with the support of participant companies.

#### **Possible activities:**

1. Kommersant Annex Review Sochi 2014
2. Information bulletin with bag-seeds on the trains and airplanes
3. Documentary Films concerning the climate change during scientific film festival
4. Series of videos of partner companies for translation on the trains and airplanes.
5. Organization of lectures related to the topic of climate change.
6. Organization of exhibition "CO2krashay" with interactive elements
7. Daniel Beltra photo exhibition about ecological disasters
8. Placement of the energy-saving objects in the city center of Sochi within the state program of the modernization of the Sochi
9. Radio show with the ecological experts
10. Video-lectures on Youtube
11. Ecological pedal power cinema
12. Competition among journalists on the topic of climate change
13. Training for volunteers and involvement in the activities
14. Placement of the stand on climate change on the territory of Olympic complex during and after the Olympic Games
15. Organization of lectures about climate change at the Olympic University
16. Communication with the bloggers.

## Possible activities

### Contemporary Science Film Festival 360

Organization of the screenings of the documentary films on the climate change during film festival 360, as well as discussions with the experts after films. Organization of series of lectures to inform the target audience about the climate change problem.

The goal of the festival - to pay attention of the public to the real and potential science problems and underline the importance of this sphere of human activity.

#### Contemporary scientific cinema festival 360 :

- Search of new ideas and forms for scientific thoughts and research processes expression by the language of cinema
- Possibility to look on the scientific facts from a new angle, as well as from the social significance point of view
- Area where dialogue between science, art and society is possible.

Festival is planned to take place October 10-17 2013 in Moscow. Organizer of the festival is Polytechnic museum of Moscow with the support of Russian government, Ministry of Culture of the Russian Federation, Ministry of Education and Science of the Russian Federation.

#### Potential Partners

- Polytechnic museum
- Rostelecom
- Dow

#### Target audience

- Students, active youngsters, opened to the cognition and investigation of all new
- Professional communities of cinematographers and scientists

#### Possible films:

- An Inconvenient Truth
- Dump
- The 11th Hour
- The "Food" Corporation

## Possible activities

### Organization of the exhibition “Co2krashay”

Development of the interactive ecological exhibition in partnership with Polytechnic museum in Moscow that will help to inspire citizens to change their life style in order to reduce the anthropogenic impact and fight against the climate change. Demonstration of existing international transport, food, electricity, building, scientific progress projects, that will help to significantly reduce the amount of CO2 emissions. (As The British Science Museum, Climate Changing Stories)

#### The phases of realization:

1. Selection and negotiation with the sponsors
2. Coordination with the museum about exposition and dates of exhibition (January-February 2014)
3. Selection of the place for exhibition
4. Preparation of the exhibition, delivery of the exhibits
5. Announce on the website of Museum and the partners of the event websites
6. Media relations



#### Potential Partners

- Polytechnic Museum
- The Dow Chemical Company

#### Target audience

- General Public
- Media
- Government authorities

#### Time limits

1-2 months

#### Opportunities:

- Invitation of the journalists to the opening of the exhibition
- Popular speakers
- Interactive zones for kids and adults

#### Results:

- Public awareness increase
- Demonstration of the development plans in the sphere of carbon neutrality

## Possible activities

### Radio show with ecological experts

Possible experts: Aleksey Kokorin (WWF), Dmitriy Kavtaradze (MGU), UNDP Representative.

Holding a series of radio projects with ecological experts (discussions about carbon neutrality).

Possible radio shows:

#### **Silver rain «Something good» broadcasting 19.00-21.00**

Discussions about the climate change problem – invitation of the expert as a special guest

#### **The Voice of Russia/Radio Mayak**

The series of questions about the climate change in the morning show.

Length of participation 15-20 minutes, two to three times in the period.

#### **The phases of realization:**

1. Selection of radio show
2. Definition of the format of participation and approval of dates
3. Agreement on the theme
4. Invitation of experts



#### **Potential Partners**

- The Dow Chemical Company
- Organizing Committee "Sochi 2014"
- Invited experts
- Rostelecom

#### **Target audience**

- General Public
- Media

#### **Opportunities:**

- Explanation of the climate change problem
- Translating main principles of carbon neutrality
- Wide audience outreach
- Interactive communication

#### **Results :**

- Interactive communication and understanding of key terms in the carbon neutrality field

## Possible activities

### Kommersant Review Annex

In cooperation with the Kommersant daily newspaper for the publication of information about the climate change problem and eco-initiatives conducted in the frames of concept "Co2krashay" in the annex Sochi 2014 to Kommersant Review.

#### Annex by date:

1) 26<sup>th</sup> of August – The beginning of torch relay

2) 20<sup>th</sup> of September – Summit 20

*Publication of the article about the climate change*

3) 31<sup>st</sup> of October - 100 days to the Games

*Announce of the activities or report about the past events during the concept "Co2krashay"*

4) 14<sup>th</sup> of January 2014 – Games Guide

#### The phases of realization:

1. Holding of the conversation, selection of the experts
2. Preparation of the materials for the publication
3. Alignment of the text with all the movement participants
4. The release of preliminary two editions before 14th of January 2014

#### Potential Partners

- Kommersant
- The Dow Chemical Company
- Organizing Committee "Sochi 2014 "

#### Target audience

Public



## Possible activities

### Placement of alternative sources of energy

In the process of Sochi modernization in partnership with the city authorities alternative sources of energy can be placed in the city center, as well as around tourist places. For example, prototype of the wind power system or solar panel with a description of their work efficiency and a comparative analysis to the "classical" energy sources.

Possibly, first object can be placed near the entrance to the Sochi Arboretum.

#### Phases of realization:

1. Cost coordination and approval of the project by sponsors
2. Selection of the energy object to install and equipment purchasing
3. Coordination of places to install the energy objects
4. Preparation of the information stands
5. Installation of the objects
6. Invitation of journalists to the opening ceremony

#### Time limits:

2 months to a year



#### Potential Partners

- UNDP
- Sochi Administration
- GE

#### Target audience

General Public, Sochi and Adler citizens, Tourists, International Olympic Committee.

#### Opportunities:

- Attraction of Sochi citizens and tourists attention
- Increase of public awareness regarding alternative sources of energy

#### Results:

- Wide audience outreach
- Demonstration of alternative sources of energy
- Sochi heritage after the 2014 Olympic Games

## Possible activities

### Ecological “pedal power” cinema

Organization of the open air “pedal power” cinema (around 20 bicycles needed) that will broadcast films about ecology, climate change problem, options of minimization of pollutant emissions, as well as consequences of inaction.

Possibly holding “pedal power” cinema event in cooperation with H<sub>2</sub>O film festival that will take place in Sochi on October 31<sup>st</sup> 2013 or during the Sport and Environment conference at the end of October 2013.



#### Potential Partners

OMEGA, Coca-Cola, Sochi 2014 Organizing Committee, Cultural Olympics

#### Target audience

Public, Citizens of Sochi and Adler, Tourists

#### Opportunities

- Attraction of the public attention to the climate change problem and informing about the possible activities to solve the problem
- Involve public to action
- Attraction of the Games Ambassadors to increase the media coverage

#### Results

- Active participation of the Sochi citizens
- Demonstration of usefulness and easiness of lifestyle modification for the ecology improvement by the reduction of CO<sub>2</sub>

## Possible activities

### Competition among journalists

Organization of the competition among journalists across Russia in cooperation with a media partner in order to find the best article on climate change, and further publish it in Kommersant newspaper.

#### Phases of realization:

1. Definition of the main theme and selection criteria
2. Formation of the expert jury (famous journalists and ecologists)
3. Competition announcement in the Kommersant's website
4. Articles collection
5. Selection of the winner
6. Publication of the winning article in the Kommersant Annex (negotiation necessary).



#### Potential Partners

- Kommersant
- Megafon

#### Target audience

- Mass media
- Students/Young adults

#### Opportunities

Opportunity for journalists to publish their material in Kommersant

#### Results

- Informing young adults about the climate change problem
- Public awareness increase on the climate change problem

## Possible events

### Energy consumption

In the frames of "CO2krashay" initiative implementation of on information campaign in cooperation with Sberbank to inform the audience about the energy consumption reduction methods.

In Sochi Sberbank subsidiary distributing during one month information brochure about energy consumption reduction methods (for example, turning off the lights when you leave the room, changing the light bulbs to energy saving) to each client who comes to pay the energy bill. As an option giving an energy saving light bulb as a giveaway.

Possible support by Megafon company that will place "How to reduce the anthropogenic impact on climate?" tips on their corporate website and/or weekly send out information about the climate change to their clients by messaging.

### Time limits

January, February 2014



МЕГАФОН



СБЕРБАНК

### Potential Partners

- Sberbank
- Megafon
- UNDP

### Target audience

General Public

A screenshot of a Russian utility bill from the company "Энергия.ру". The bill is for a residential address in Moscow. It includes a barcode, a table of services and payments, and a section for the customer's signature and stamp. The bill is dated 01.01.2014.

## Possible events

### Bag with seeds

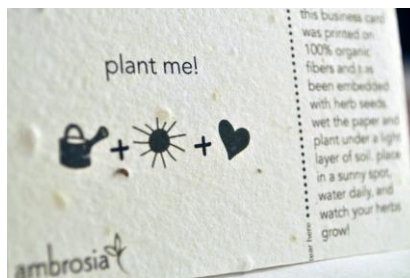
In the frames of “CO2krashay” initiative, partners of the movement will distribute to their clients/customers paper bags containing seeds inside. Paper bags will have printed key message on them. The idea is that everyone can easily participate in the CO2 emissions reduction process by planting seeds. Project can be carried out with the help of Sochi volunteers.

#### Phases of realization:

1. Development of key message for the paper bags. The message should show the correlation between the climate change and each person's impact on the nature, as well as a call to action.
2. Development of the packaging design. Natural colors and materials should be used.
3. Production organization.
4. Distribution depends on the company's specialization. Possible options: on board of the aircraft, trains, gas stations, etc.

#### Duration of the campaign

Winter 2013,2014



#### Potential Partners

- Russian Railways
- Aeroflot
- Rosneft

#### Target audience

General Public

#### Possible key messages:

1. More trees - more oxygen.  
CO2krati carbon emissions.
2. CO2hrani green lungs of the planet.
3. 10 trees provide oxygen for 30 people CO2uchastvuy!

## Possible activities

### Video-lectures on YouTube

Attraction of the experts for free lectures recording about the importance of carbon emissions, causes of climate issues, and explaining the correlation between human activities and carbon emissions. That will be broadcasted on YouTube once in two weeks, as well as on the short videos project's website and in social networks. It is planned to record approximately 6 lectures from September to November 2013.

#### Possible themes:

- The reason of climate change?
- How to reduce the amount of carbon emissions from flights?
- Why do I need to distribute the garbage and how to do it?

English version of each issue with subtitles should be broadcasted as well.

The maximum duration of one lecture is 3-5 minutes.

Possible experts : Aleksey Kokorin (WWF), Dmitry Kavtaradze (MGU), UNDP Representative.

#### Phases of realization:

1. Confirmation of the experts and approval of the themes
2. Recording and broadcasting on YouTube
3. Broadcasting of lectures in social networks
4. Broadcasting through the channels of the partner companies

#### Partners

- Invited experts
- Rostelecom
- Dow

#### Target audience

General Public, Media, Students/Youngsters

#### Opportunities

- Creation of a free information channel about the climate in a convenient for users
- Communication with the young adults and distribution in social networks
- Possibility of sponsorship, recording a series of lectures under the logo of the company.

#### Results

- Creation of "knowledge library" about the climate
- Popularization of the reduction of CO2 theme
- Public awareness

# Possible activities

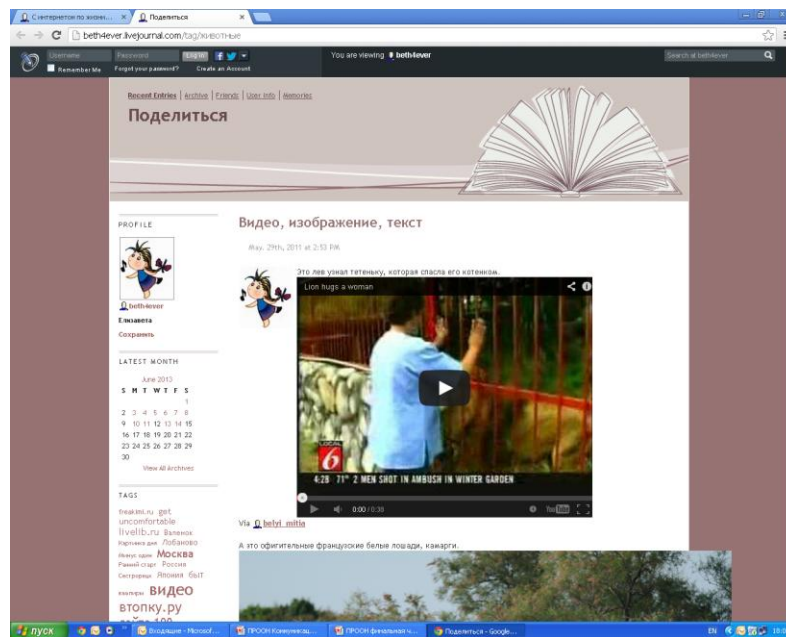
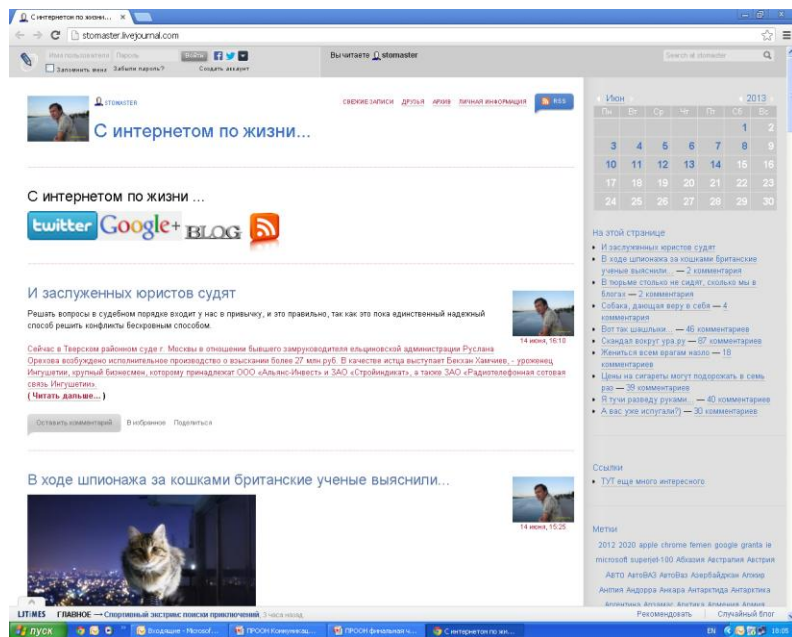
## Bloggers

Digital support of the “Co2krashay” movement can be realized with the help of famous bloggers, who will be involved in the process of creation the awareness, by posting the facts about climate change in order to attract the blogosphere to discussion.

Suggestion of two popular bloggers from livejournal.com:

**stomaster** – popular blogger, writing a lot about ecology. 470 place in the rating of LiveJournal

**beth4ever** – Ecology blogger. 830 place in the rating of LiveJournal.



## Possible activities

### Project with the blogger

Organization of the project in the frames of “Co2krashay” movement with the blogger/journalists/athlete who is writing about ecology lives according to the principles of carbon neutrality, and keeps a daily diary that publishes on-line.

#### Possible themes:

- How he/she learns to dispose the garbage?
- What does he/she eat and where he/she buys food?
- How he/she saves electricity?
- Where can we buy Russian products?
- How he/she gets to work?

The project is supported by the Sochi 2014 Olympic Games official partners and broadcasted on the partners websites, as well as on the official website of the project and it can be carried out together with a popular web resource the-village.ru

#### Time limits

From one week to one month

#### Potential Partners

- The Dow Chemical Company
- Kommersant
- Rostelecom
- The Village.ru

#### Target audience

- Students/Young adults
- General Public
- Media



## Possible activities

### Volunteers

- Attraction of volunteers to the activities of the "CO2krashay" movement. Realization of partner projects: bike ride, lecture on ways to improve the climate.
- Possible partnership with the Sochi center of the volunteers development (<http://volunteersochi.ru/>), more than 1500 members.
- Partnership with the volunteers of Sochi 2014 Olympic Games.





## **Activity plan**

"Carbon Partners Club"

# Activity plan

## Autumn 2013

| Activities   | September<br>15-30   | October<br>1-15  | October<br>15-31  | November<br>1-15                                     |
|--|--|--|---|--|
| <b>Announce about the "Carbon Partners Club" establishment</b> | International Organizing Committee visit (24 to 26 of September) |  |   |  |
| <b>Kommersant Annex Review Sochi 2014</b>                      | 20th of September Summit 20 (Article about climate change)       |  | 31 <sup>st</sup> of October 100 days before Games ( <i>Announce of the activities or report about the past events during the concept "Co2krashay"</i> ) |  |
| <b>Contemporary film festival 360</b>                          |  | 10-17 of October, festival, climate change film broadcasting | Discussions with the experts after watching   |  |
| <b>Radio show with ecological experts</b>                      |  |  |   | Morning show with the questions about climate change |
| <b>Ecological "pedal power" cinema</b>                         |  |  | From 30th of October to 1st of November sport and environment conference in Sochi, volunteers involvement   |  |

# Activity plan

Autumn 2013

| Activities  | September 1-15             | September 15-30            | October 1-15             | October 15-31            | November 1-15   | November 15-30            |
|---|----------------------------|----------------------------|--------------------------|--------------------------|---|---------------------------|
| Video-lectures on Youtube   | 14 of September<br>1 Video | 28 of September<br>2 Video | 12 of October<br>3 Video | 26 of October<br>4 Video | 9 of November<br>5 Video  | 23 of November<br>6 Video |
| Alternative energy sources placement  |                            |                            |                          |                          | 11 of November<br>Pilot object near the entrance to the Sochi Arboretum |                           |
| Competition among journalists   |                            | Launch of the competition  |                          |                          | Collection of the articles  |                           |
| Project with the blogger  |                            |                            |                          |                          | Launch of the project   | Summary                   |
| Organization of lectures about the climate change in the Olympic University |                            |                            | 1 Lecture                |                          |   | 2 Lecture                 |
| Daniel Beltra photo exhibition about ecological disasters                   |                            |                            |                          | Placements of the stands | Close of the exhibition   |                           |

# Activity plan

## Winter 2013-2014

| Activities   | December 1-15           | December 15-31                      | January 1-15                      | January 15-31                  | February 1-15       | February 15-28            |
|--|-------------------------|-------------------------------------|-----------------------------------|--------------------------------|---------------------|---------------------------|
| <b>Kommersant Annex Review Sochi 2014</b>  |                         |                                     | 14 of January Games Guide         |                                |                     |                           |
| <b>Radio show with ecological experts</b>  |                         | CO2 week, invitation of the experts |                                   |                                |                     |                           |
| <b>Alternative energy sources placement</b>  |                         |                                     |                                   | Placement of the second object |                     | Placement of the 3 object |
| <b>Competition for the journalists</b>   | Announce of the results |                                     | Publication of the winner article |                                |                     |                           |
| <b>Energy consumption</b>  |                         |                                     | Launch of the campaign            |                                | End of the campaign |                           |
| <b>Bag with seeds</b>  |                         |                                     | Launch of the campaign            | End of the campaign            |                     |                           |
| <b>Organization of the exhibition "Co2krashay"</b>   |                         |                                     | Opening of the exhibition         |                                |                     | Closing                   |
| <b>Placement of the stand on climate change at the territory of Olympic complex during and after the Olympic Games</b> |                         |                                     |                                   |                                | Launch              |                           |



## **Activity plan**

### Climate change communication program

# Activity plan

Autumn 2013

| Activities   | September 15-30  | October 1-15   | October 15-31   | November 1-15  | November 15-30 |
|--|--|--|---|--|----------------|
| <b>Announce about the "Carbon Partners Club" establishment</b> | International Organizing Committee visit (24 to 26 of September) |  |   |  |                |
| <b>Contemporary film festival 360</b>                          |  | 10-17 of October, festival, climate change film broadcasting | Discussions with the experts after watching   |  |                |
| <b>Ecological "pedal power" "cinema"</b>                       |  |  | From 30th of October to 1st of November sport and environment conference in Sochi, volunteers involvement |  |                |
| <b>Alternative energy sources placement</b>                    |  |  |   | 11 of November Pilot object near the entrance to the Sochi Arboretum |                |
| <b>Project with the blogger</b>                                |  |  | Launch of the project   | Summary  |                |

# Activity plan

## Winter 2013-2014

| Activities   | December 1-15  | December 15-31            | January 1-15              | January 15-31                       | February 1-15             | February 15-28            |
|--|--|---------------------------|---------------------------|-------------------------------------|---------------------------|---------------------------|
| <b>Radio show with ecological experts</b>  | Morning show with the questions about climate change |                           |                           | CO2 week, invitation of the experts |                           |                           |
| <b>Alternative energy sources placement</b>  |  |                           |                           | Placement of the second object      |                           | Placement of the 3 object |
| <b>Organization of the exhibition "Co2krashay"</b>   |  |                           | Opening of the exhibition |                                     |                           | Closing                   |
| <b>Placement of the stand on climate change at the territory of Olympic complex during and after the Olympic Games</b> |  |                           |                           |                                     | Launch                    |                           |
| <b>Video-lectures on Youtube</b>   | 9 of December<br>1 Video                             | 23 of December<br>2 Video | 13 of January<br>3 Video  | 27 of January<br>4 Video            | 10 of February<br>5 Video | 24 of February<br>6 Video |
| <b>Organization of lectures about the climate change in the Olympic University</b>                                     | 1 Lecture  |                           |                           | 2 Lecture                           |                           |                           |
| <b>Daniel Beltra photo exhibition about ecological disasters</b>   |  |                           | Placements of the stands  | Close of the exhibition             |                           |                           |



## Budget

## Budget (preliminary)

| Scope of work   | Time limits     | Cost in rubles, with out VAT |
|---|-----------------|------------------------------|
| <b>Activities (direct expenses)</b>   |                 |                              |
| Contemporary science film festival 360 (3 broadcasting in Moscow, expert involvement, 1 lecture)  | 2-3 months      | From 100 000                 |
| Organization of the exhibition "CO2krashay"   | from 2-6 months | TBD                          |
| Radio show with ecological experts (depends on the format of show and the time of show if realized on the commercial base)  | 1 month         | From 400 000 – 550 000       |
| Kommersant Annex Review Sochi 2014 (free publishing, if supported by Organizing Committee of Sochi 2014)  | 12 months       | TBD                          |
| Alternative energy sources placement (60 000 -1 solar unit, 107 000 – 1 wind generator)<br>* Preliminary cost for the placement of one object                             | from 1 month    | From 170 000*                |
| Ecological Pedal Power Cinema (15-20 bikes, 15-20 bike generators, 5 electrical power units, 1 screen, 1 sound system, 1 player)  | 2 months        | 350 000 - 450 000            |
| Electricity consumption (printing, design, buying bulbs 100 000 pieces)   | 2-3 months      | from 5 200 000               |
| Bag with seeds  | 3-4 months      | from 750 000                 |
| Project with the blogger (in cooperation with The Village or Big City)  | 2-3 months      | from 800 000                 |
| Video-lectures on YouTube (without infographics)<br>*cost for one video 3-5 minutes, filming, assembly  | 2-3 months      | 50 000- 75 000*              |
| Photo exhibition of Daniel Beltra about ecological disasters  | 5-7 months      | from 2 500 000               |
| <b>Activities with the support of «Mikhailov and Partners»</b>  |                 |                              |
| Competition among journalists   | 3-4 months      | From 500 000                 |
| Communication support/Organization of the activities (Monthly services).<br>The cost of communication support/organization of the events should be calculated separately. | 1 month         | From 500 000                 |



**Thank you for your attention**