

**CLIMATE
CH₂AMPION**

ACADEMY TOOLKIT

CAMPAIGN TOOLKIT 2/3



WELCOME BACK!

WHAT IS THIS?

This is the second of three toolkits created to help spread the mission of CLIMATE CH₂AMPION.

This toolkit spotlights the **CLIMATE CH₂AMPION Academy**, launching **13 October**.

HOW DO I USE IT?

Use this toolkit to post campaign social media content and explain to others what the **CLIMATE CH₂AMPION Academy** aims to achieve!

WHAT YOU NEED TO KNOW

ACADEMY HUB:
www.climatech2ampion.org/academy

OFFICIAL HASHTAG: #CLIMATECH2AMPION

ACADEMY LAUNCH: 13 October

CONTENT IS AVAILABLE IN ENGLISH ONLY
(Toolkit #3 will include additional languages)

CHECK OUT OUR POCKET GUIDES!

WHAT?

Six pages full of information about key hydrogen topics.

WHERE?

Mix and match or read them all! Topics include...

- [What Is Hydrogen?](#)
- [How Does Hydrogen Work?](#)
- [How Does Hydrogen Help Renewables?](#)
- [How Does Hydrogen Benefit Transport?](#)
- [How Does Hydrogen Benefit Manufacturing?](#)
- [How Will Hydrogen Create Jobs?](#)

Click the topic to visit the guide!

Post This!

What's all the hype about #hydrogen? Well, it may be the missing piece of a #CleanEnergy future. Check out these #CLIMATECH2AMPION pocket guides to learn more!

<https://www.climatech2ampion.org/pocket-guides/>

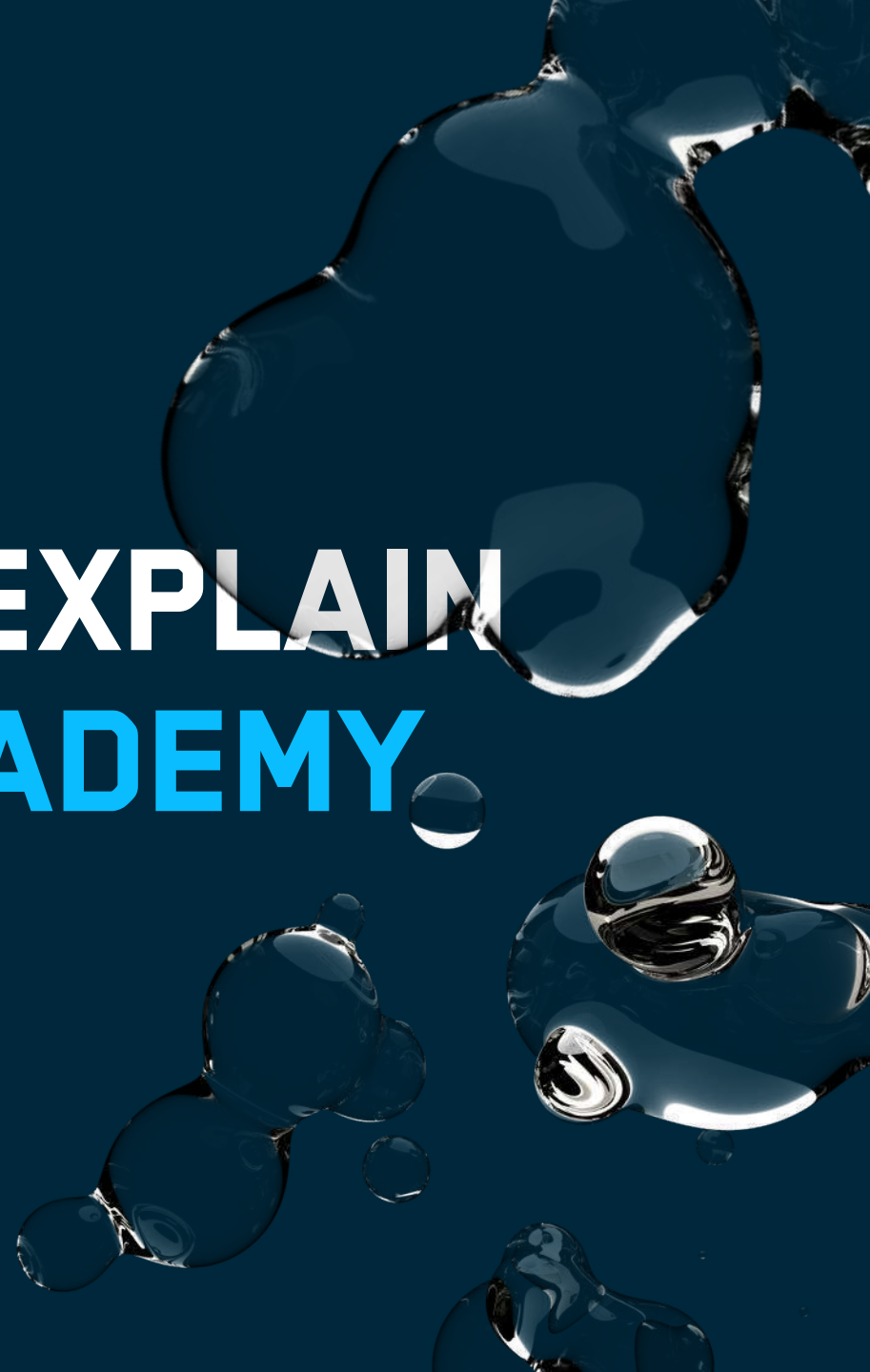
WHAT'S INSIDE...

- I. How To Explain The Academy
- II. Academy Overview
- III. Your To-Do List
- IV. Refresher: Campaign Timeline
 - I. Content For You To Post
 - II. More Ways to Participate
 - III. Frequently Asked Questions



Click
description
to advance
to page!

HOW TO EXPLAIN THE ACADEMY.



HOW TO EXPLAIN THE **ACADEMY**



WHAT IT IS

A 15-minute hydrogen knowledge Academy, created to help **educate the public on the potential of hydrogen in a creative, accessible, approachable way.**

WHY IT MATTERS

According to a survey fielded by the Hydrogen Council in 2019, less than 13% of people are familiar with hydrogen. **To increase support for investment and scale up we must increase awareness and knowledge!**

The background is a deep navy blue. It features several dynamic liquid splashes and bubbles. A large, complex splash is on the left side, with multiple lobes and sharp edges. Another splash is at the bottom center, with a prominent bubble on top. Several smaller, perfectly spherical bubbles are scattered throughout the frame, some appearing to float and others as part of the splashes. The lighting creates bright highlights on the edges of the liquid, giving it a three-dimensional, glossy appearance.

ACADEMY

OVERVIEW

ACADEMY STRUCTURE

15 MINUTES. 5 VIDEOS.

MODULE ONE

Climate Change 101



MODULE TWO

Hydrogen 101



MODULE THREE

Scaling Up Hydrogen



MODULE FOUR

Energy Observer Case Study



MODULE FIVE

Operation Hydrogen



FINISH

Congratulations!

After completing all
modules, learners will...

- Do a pop quiz
- Be congratulated
- Asked to share on social media



YOUR TO-DO LIST

YOUR TO-DO LIST



☐ FOLLOW US

If you haven't already follow us on [Instagram](#) and [Twitter](#). Don't forget to retweet, like, comment on and share content!

☐ POST TOOLKIT CONTENT

On **Academy Launch day, 13 October** please post the provided content to your own social media channels. Don't forget to tag us!

☐ PARTICIPATE IN THE ACADEMY

Step into the shoes of someone learning about hydrogen and complete the modules outlined in the CLIMATE CH₂AMPION Academy.

☐ TELL THE WORLD!

Share the CH₂AMPION social media posts and [website](#) with your friends, family and colleagues so they can learn about hydrogen, too!

An abstract graphic featuring a large, dynamic splash of water in the upper right quadrant, with several smaller, perfectly spherical bubbles floating below it. The entire scene is set against a solid, deep navy blue background. The water droplets are highly reflective, showing bright highlights and dark shadows that give them a three-dimensional appearance.

CAMPAIGN TIMELINE

CAMPAIGN TIMELINE

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>9 SEPT.</p> <p>Launch Toolkit Made Available</p>	<p>5 OCT.</p> <p>Academy Toolkit Made Available</p>	<p>2 NOV.</p> <p>Documentary Toolkit Made Available</p>	<p>PREPARE FOR CLIMATE CH₂AMPION 2021</p>
<p>15 SEPT.</p> <p>OFFICIAL LAUNCH!</p>	<p>13 OCT.</p> <p>Academy Launched!</p>	<p>12 NOV.</p> <p>Documentary Launched!</p>	

CONTENT
FOR YOU TO POST



CONTENT FOR YOU TO POST

Instructions

- Content in this toolkit is appropriate for both companies and individuals to post.
- Download the coordinating image and copy + paste content when posting on your social media pages.
- If you are unable to share content in this toolkit due to branding issues, please retweet our posts or utilise our brand assets (found here) to create your own content. Please ensure all content links back to the [CLIMATE CH₂AMPION website](#). Use the official hashtag to ensure we can track and measure the global movement.
- The next three pages contain content for LinkedIn, Facebook, Twitter and Instagram.

NOTE: Content under embargo

Please do not post until 13 October 12:00 CET when the campaign officially launches.

CONTENT TO POST




LinkedIn OR Facebook

OPTION ONE

If knowledge is power, then the CLIMATECH2AMPION Academy might just make you a #cleanenergy superhero.

Complete the #CLIMATECH2AMPION Academy to learn more about the power of hydrogen, how it works with #renewables and MORE.

The academy is free and available here. Check it out 
www.climatech2ampion.org/academy



OPTION TWO

What's the most interesting thing you've learned today?

If it didn't inspire you, make you feel like a winner, or help you understand how the world can achieve a sustainable #recovery, then you may want to complete the #CLIMATECH2AMPION Academy. We all play an important role in a #CleanEnergyFuture to fight the #climatecrisis – and you can learn how.

Check it out. It only takes 15 minutes.
www.climatech2ampion.org/academy



NOTE: Posts under embargo until 13 October

**CLIMATE
CH₂AMPION**

CONTENT TO POST



OPTION ONE

RT if you believe knowledge is POWER.


Like if you think the world needs to TAKE ACTION against #CLIMATECHANGE

Check out @CLIMATECH2AMP's new learning academy if you're ready to know more about the power of #hydrogen in a #cleanenergyfuture #EnergyTwitter
www.climatech2ampion.org/academy



OPTION TWO

The first step to create a #CleanEnergyFuture? Starting a conversation.

If you don't know what to talk about, check out the @CLIMATECH2AMP Academy and surprise your friends with all your newfound knowledge. Check it out 
www.climatech2ampion.org/academy



NOTE: Posts under embargo until 13 October

CONTENT TO POST



Instagram

OPTION ONE

Think, act and LEARN like a #CLIMATECH2AMPION!

Follow @CLIMATECH2AMPION and click the link in their bio to access a new learning academy. The whole course takes only 15 minutes, but you'll be knowledgeable about #CleanEnergy for a lifetime.

#Renewables #Hydrogen #ClimateChange #SustainableFuture

www.climatech2ampion.org/academy

OPTION TWO

Step 1) Learn about the #CleanEnergyFuture

Step 2) Share the knowledge and empower others

Step 3) Be a proud #CLIMATECH2AMPION

Join @CLIMATECH2AMPION by clicking the link in their bio, checking out their new learning academy about the missing piece of the #CleanEnergy puzzle (hint: it's hydrogen), and following the global movement. #Renewables #Hydrogen #Recovery #CleanEnergy
www.climatech2ampion.org/academy

NOTE: This visual is a video

THINK
LIKE A
**CLIMATE
CH₂AMPION**



NOTE: Posts under embargo until 13 October

**CLIMATE
CH₂AMPION**

MORE WAYS TO PARTICIPATE



MORE WAYS TO PARTICIPATE

Recommend Ambassadors

Know anyone passionate about hydrogen with a large social media following? Let us know so we can get them on board. Click the “Email Us” button and let us know you have a new CLIMATE CH₂AMPION ambassador nomination.

[Email Us](#)

Create Your Own CLIMATE CH₂AMPION Content

Download any of the visuals provided under “content for you to use” and pair it with your own social media copy. Content you create can promote internal hydrogen or clean energy initiatives or in tandem with particular events, like Energy Efficiency Day (7 October). Don’t forget to tag @CLIMATECH2AMP on Twitter or @CLIMATECH2AMPION on Instagram, and use the official hashtag #CLIMATECH2AMPION.

[Email Us](#)

If you wish to create your own visuals please contact us so we can ensure they align with the CLIMATE CH₂AMPION brand.

MORE WAYS TO PARTICIPATE

Film an H2 Voices Video

Contact the CLIMATE CH₂AMPION team and we'll provide instructions on how to film a quick and easy video like the one below. Your video will be shared to our Instagram, Twitter or website to show audiences all the amazing people supporting hydrogen energy in the clean energy revolution. An H2 Voices video is also an excellent profiling opportunity to showcase company leadership or personal values!



Click the “Email Us” button and let us know you would like to film an H2 voices video. We'll provide further instructions and guidance.

[Email Us](#)

FREQUENTLY ASKED QUESTIONS



FREQUENTLY ASKED QUESTIONS

Are we paying influencers to share content for the campaign?

At the moment, the CLIMATE CH₂AMPION campaign relies entirely on unpaid ambassadors who are passionate about advancing the clean energy mission.

Who funds the campaign?

Sponsored by the Hydrogen Council, the CLIMATE CH₂AMPION campaign aims to develop hydrogen-based climate solutions for a better, healthier future for us all.

Can I ask my friends and family to share?

Yes! We encourage anyone and everyone to spread the word.

Can there be more than one ambassador/influencer in my organisation?

Yes! We welcome as many voices as possible.

What do I need to do to stay updated about the campaign?

Keep an eye out for emails from team@climatech2ampion.org for updates throughout the campaign. Be sure to follow us on social media, as well.

FREQUENTLY ASKED QUESTIONS

Can my organisation be an ambassador?

Anyone can be CLIMATE CH₂AMPION ambassador – individuals *and* organisations.

Can I share this toolkit with my stakeholders/network?

Yes! Please let us know who you share these materials with so we can understand the full breadth of the network we're reaching.

Can I change the suggested messaging to share on my social media accounts?

Yes! We encourage you to post your own CLIMATE CH₂AMPION content. Please use the images provided in this toolkit in your post.

I have a content idea! Who can I ask for help?

Email us at team@CLIMATECH2AMPION.org and we'll connect you with the right team member.