

**CLIMATE
CH₂AMPION**

**DOCUMENTARY
TOOLKIT**

CAMPAIGN TOOLKIT 3/3



WELCOME TO PART THREE!

WHAT IS THIS?

This toolkit spotlights the **CLIMATE CH₂AMPION** YouTube Documentary, which will launch in three phases beginning on 12 November.

HOW DO I USE IT?

Use this toolkit to post social media content, learn about the documentary, get more involved in the movement and create buzz about the series release!

WHAT YOU NEED TO KNOW

DOCUMENTARY LINK:

<https://www.climatech2ampion.org/documentary>

OFFICIAL HASHTAG: #CLIMATECH2AMPION

The documentary will be released in three parts:

Part I – 12 November
Part II – 20 November
Part III – 27 November

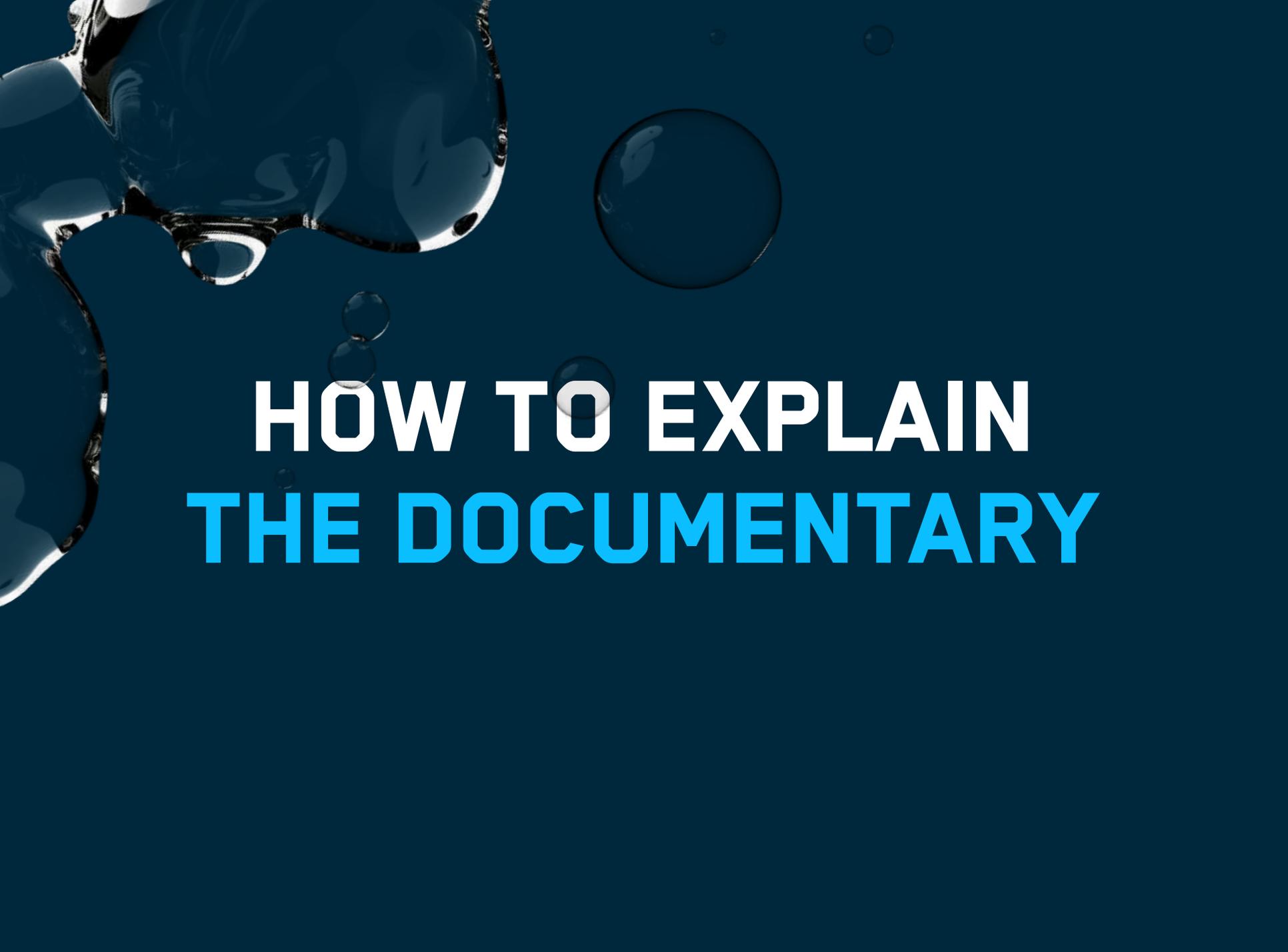
NOTE: Content in this toolkit is for Part I of the series. We ask that you retweet our content or create your own for Parts II and III. The team will send reminders when Parts II and III are launched.

WHAT'S INSIDE...

- I. [How To Explain The Documentary](#)
- II. [Documentary 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](#)

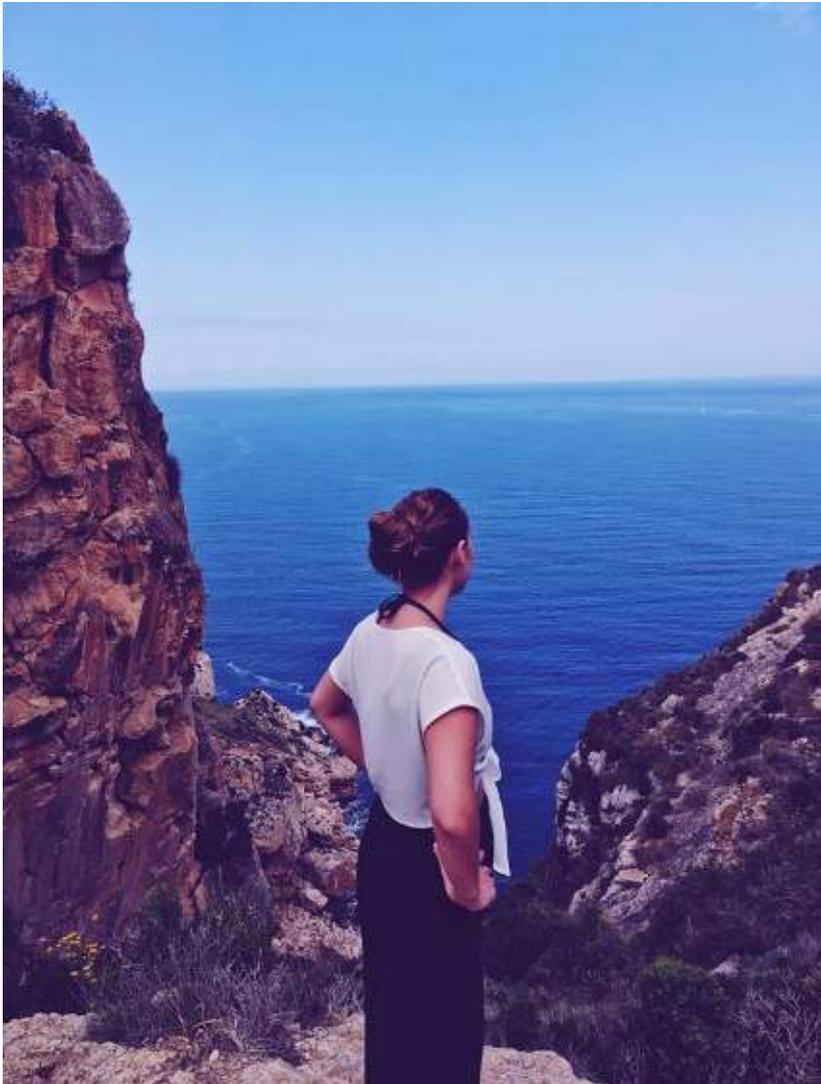


**Click
description**
to advance
to page!

A pair of glasses is positioned in the upper left corner, with several bubbles of varying sizes scattered across the dark blue background. The text is centered in the lower half of the image.

HOW TO EXPLAIN THE DOCUMENTARY

HOW TO EXPLAIN THE DOCUMENTARY



WHAT IT IS

A three-part YouTube documentary series filmed around the world. Each episode focuses on hydrogen energy and a cleaner future through in-depth interviews with engineers, businesspeople, adventurers and more.

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!**



DOCUMENTARY **OVERVIEW**

DOCUMENTARY OVERVIEW



PART I – 12 NOV. RELEASE

生き甲斐 (IKIGAI – IT'S WORTH IT)

Run Time: ~12 Minutes

Location: Fukushima, Tokyo and Nagoya, Japan

Topics Explored: What is hydrogen, and what could it mean for us?

PART II – 20 NOV. RELEASE

GOED BEZIG (DOING WELL)

Run Time: ~11 Minutes

Location: Delft, Netherlands; London and Oxford, England;

Llandrindod Wells, Wales

Topics Explored: Where is the hydrogen movement right now?

PART III – 27 NOV. RELEASE

PRENDRE SON COURAGE A DEUX MAINS (TO GATHER ONE'S COURAGE)

Run Time: ~9 Minutes

Location: Paris and Versailles, France; Orkney Islands, Scotland

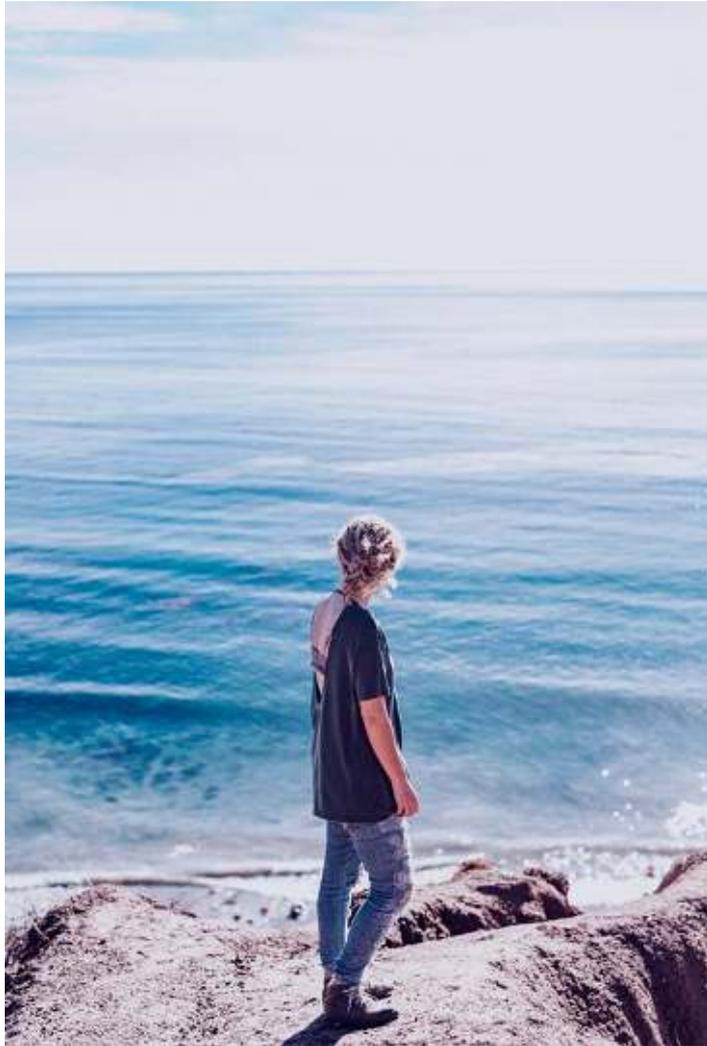
Topics Explored: How hydrogen can shape our future if we bring it to scale.



The background features a dark blue gradient with dynamic, abstract splashes and bubbles of varying sizes and opacities, creating a sense of movement and depth. The text is centered in the middle of the frame.

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 DOCUMENTARY CONTENT

On **Documentary Launch day, 12 November** please post the provided content to your own social media channels.

... AND KEEP POSTING CONTENT!

Following the launch of Part I on 12 November, keep an eye out for emails from the team as we release parts II and III. **Don't forget to post each new episode!**

WATCH WITH FRIENDS

Our YouTube documentary isn't just informative, it's beautiful. Shot on location in Japan, England, France and The Netherlands, each episode highlights the amazing efforts of the H2 movement. Watch during your lunch break or with your family, suggest it for a fun virtual office event, the possibilities are endless!

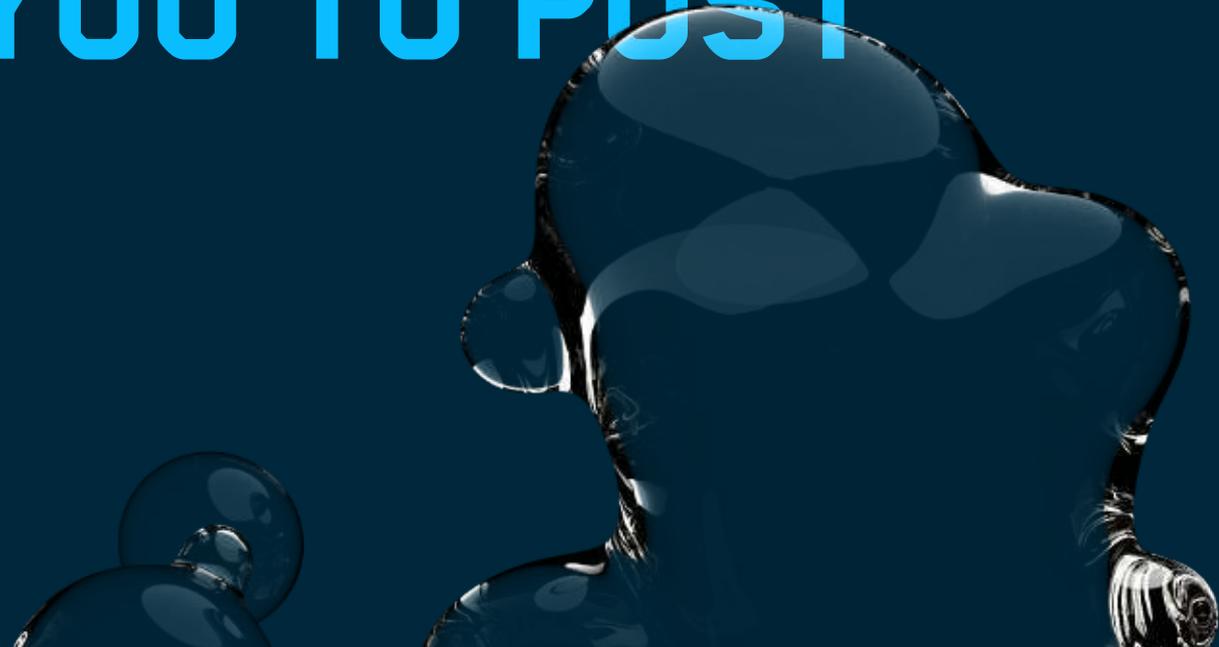


CAMPAIGN TIMELINE

CAMPAIGN TIMELINE

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>9 SEPT. Launch Toolkit Made Available</p>	<p>5 OCT. Academy Toolkit Made Available</p>	<p>3 NOV. Documentary Toolkit Made Available</p>	<p>PREPARE FOR CLIMATE CH₂AMPION 2021</p>
<p>15 SEPT. OFFICIAL LAUNCH!</p>	<p>13 OCT. Academy Launched!</p>	<p>12 NOV. 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.
- Copy the appropriate text and download the trailer with subtitles in your preferred language, then post both to your pages.
- The next three pages contain content for LinkedIn, Facebook, Twitter and Instagram.
- Content in this toolkit is available in English, French, German, Chinese, Japanese and Korean.
- Advance to the next slide to locate content in your preferred language.

NOTE: Content under embargo

Please do not post until 12 November 12:00 CET when the documentary officially launches.

CONTENT FOR YOU TO POST

Click
language
to advance to
section!

→ English

→ Français

→ Deutsch

→ 日本語

→ 한국어

→ 中文

NOTE:

*Each episode of the
documentary will include
subtitles in six languages
(English, French, German, Japanese, Korean, Chinese)*

ENGLISH

CONTENT TO POST



LinkedIn OR Facebook

OPTION ONE

The adventure begins in Tokyo 🗼 🇯🇵 🏔️

This #CLIMATECH2AMPION travelled to #Japan to find out what makes a tiny molecule called #hydrogen worth investing in for a #CleanEnergy future.

Watch the first of three parts of the original docuseries
<https://www.climatech2ampion.org/documentary/>

OPTION TWO

Want to be inspired for a brighter future with #CleanEnergy?

The #CLIMATECH2AMPION 3-part docuseries launches today. The story begins in Japan. Check it out 

<https://www.climatech2ampion.org/documentary/> #Documentary
#Hydrogen

[CLICK HERE TO
DOWNLOAD
DOCUMENTARY
TRAILER IN
ENGLISH](#)

NOTE: Posts under embargo until 12 November

CONTENT TO POST



Twitter

There is hope in fighting #ClimateChange, you just have to know where to look...

Travel the world with @CLIMATECH2AMP and discover the missing piece of a #CleanEnergyFuture

First Stop: Japan 🇯🇵 <https://www.climatech2ampion.org/documentary/>



Instagram

There's hope in #hydrogen.

Travel around the world with @CLIMATE CH2AMPION to explore the potential of the most abundant element in the universe. Link in the bio. #CLIMATECH2AMPION #CleanEnergyRevolution

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NOTE: Posts under embargo until 12 November

**CLIMATE
CH₂AMPION**

FRANÇAIS

CONTENT TO POST



LinkedIn OR Facebook

OPTION ONE

L'aventure commence à Tokyo 🗼 🇯🇵 🏔️

Nous avons suivi ce #CLIMATECH2AMPION, qui s'est rendu au Japon avec la ferme intention de comprendre l'intérêt d'investir dans l'hydrogène, cette toute petite molécule, qui va permettre un passage à l'énergie propre dans l'avenir.

Regardez la première des trois parties de la série documentaire originale

<https://www.climatech2ampion.org/documentary/>

OPTION TWO

En quête d'inspiration pour envisager un avenir radieux grâce à l'énergie propre ?

La première des trois parties de la série documentaire #CLIMATECH2AMPION est diffusée aujourd'hui. Le reportage commence au Japon. À suivre ici 

<https://www.climatech2ampion.org/documentary/>

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NOTE: Posts under embargo until 12 November

CONTENT TO POST



Twitter

La lutte contre le changement climatique est porteuse d'espoir. Il suffit de savoir où regarder...

Suivez l'initiative @CLIMATECH2AMP, qui vous fera voyager dans le monde entier et découvrir le chaînon manquant de l'énergie propre de demain

Première escale : le Japon 🇯🇵

<https://www.climatech2ampion.org/documentary/>



Instagram

L'hydrogène, une molécule prometteuse.

Voyagez autour du monde grâce à @CLIMATECH2AMPION et découvrez tout le potentiel de l'élément le plus abondant dans l'univers. Voir le lien dans la biographie. #CLIMATECH2AMPION : la révolution de l'énergie propre <https://www.climatech2ampion.org/documentary/>

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NOTE: Posts under embargo until 12 November

DEUTSCH

CONTENT TO POST



LinkedIn OR Facebook

OPTION ONE

Das Abenteuer beginnt in Tokio 🗼🇯🇵🏔️

Dieser #CLIMATECH2AMPION ist nach Japan gereist, um herauszufinden, weshalb ein winziges Molekül namens Wasserstoff Investitionen für eine Zukunft mit sauberer Energie wert ist.

Sehen Sie sich die ersten drei Teile der Original-Dokuserie an <https://www.climatech2ampion.org/documentary/>

OPTION TWO

Suchen Sie nach Inspirationen für eine bessere Zukunft mit sauberer Energie?

Die dreiteilige Dokuserie #CLIMATECH2AMPION startet heute. Die Geschichte beginnt in Japan. Schauen Sie rein  <https://www.climatech2ampion.org/documentary/>

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NOTE: Posts under embargo until 12 November

CONTENT TO POST



Twitter

Es gibt Hoffnung bei der Bekämpfung des Klimawandels – an muss nur wissen, wo man hinsehen muss...

Reisen Sie um die Welt mit @CLIMATECH2AMP und entdecken Sie das fehlende Element für eine Zukunft mit sauberer Energie

Erste Station: Japan 🇯🇵

<https://www.climatech2ampion.org/documentary/>



Instagram

Im Wasserstoff liegt Hoffnung.

Reisen Sie um die Welt mit @CLIMATECH2AMPION, und erkunden Sie das Potential des häufigsten Elements im Universum. Link in der Bio.
#CLIMATECH2AMPION <https://www.climatech2ampion.org/documentary/>

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GERMAN
SUBTITLES](#)

NOTE: Posts under embargo until 12 November

日本語

CONTENT TO POST



LinkedIn OR Facebook

OPTION ONE

冒険が東京から始まります 🗼🇯🇵⚙️

#CLIMATECH2AMPIONは、クリーンエネルギーの未来のためになぜ小さな分子である水素に投資する価値があるのかを明らかにするため、日本にやってきました。

3部構成のオリジナルドキュメンタリーの第1部を見る

<https://www.climatech2ampion.org/documentary/>

OPTION TWO

クリーンエネルギーのあるより明るい未来を想像してみたいですか？

#CLIMATECH2AMPIONの3部構成のドキュメンタリーが本日公開されます。ストーリーは日本から始まります。ぜひご覧ください  <https://www.climatech2ampion.org/documentary/>

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CLIMATE
CH₂AMPION

CONTENT TO POST



Twitter

気候変動との戦いには希望があります。どこに目を向けるべきかを知るだけでよいのです...

@CLIMATECH2AMPと一緒に世界を旅して、クリーンエネルギーの未来に必要なピースを発見しましょう。

最初の訪問地：日本🇯🇵

<https://www.climatech2ampion.org/documentary/>



Instagram

水素には希望があります。

@CLIMATECH2AMPIONと一緒に世界を旅して、宇宙に最も豊富に存在する元素の可能性を探りましょう。バイオグラフィーにリンクがあります。#CLIMATECH2AMPION #CleanEnergyRevolution

<https://www.climatech2ampion.org/documentary/>

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NOTE: Posts under embargo until 12 November

CLIMATE
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한국어

CONTENT TO POST

  LinkedIn OR Facebook

OPTION ONE

도쿄에서 시작되는 새로운 모험

#청정에너지 미래를 위해 반드시 필요한 물질 #수소 에 대해 알아보기 위해 #CLIMATECH2AMPION 이 #일본 을 방문했습니다.

3부작 다큐시리즈 중 1부를 지금 확인하세요.

<https://www.climatech2ampion.org/documentary/>

OPTION TWO

#청정에너지 가 이끄는 미래가 궁금하신가요?

#CLIMATECH2AMPION 에서 선보이는 3부작 다큐시리즈가 오늘 공개됩니다.

첫 출발은 일본입니다. 지금 확인하세요.

#다큐멘터리 #수소 <https://www.climatech2ampion.org/documentary/>

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NOTE: Posts under embargo until 12 November

CONTENT TO POST



Twitter

#기후변화 대응의 희망, 찾으면 보입니다.

@CLIMATECH2AMP 와 함께 전세계를 여행하며 #청정에너지미래의 조각들을 모아보아요.

첫 목적지 : 일본 <https://www.climatech2ampion.org/documentary/>



Instagram

#수소는 희망입니다.

지구상 가장 풍부한 물질, 수소의 무한한 잠재력을 @CLIMATECH2AMPION 과 함께 탐구해보세요. 링크는 프로필에

#CLIMATECH2AMPION #청정에너지혁명
<https://www.climatech2ampion.org/documentary/>

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NOTE: Posts under embargo until 12 November

中文

CONTENT TO POST



LinkedIn OR Facebook

OPTION ONE

冒险从东京开始 🇯🇵 🏔️

这次 #CLIMATECH2AMPION 活动前往日本，了解为什么那个叫氢的小分子可以成为值得投资的未来清洁能源。

观看原创纪录片三部曲中的第一集

<https://www.climatech2ampion.org/documentary/>

OPTION TWO

清洁能源，光明未来，令人鼓舞

#CLIMATECH2AMPION 纪录片三部曲将于今天发布。故事从日本开始。查看 

<https://www.climatech2ampion.org/documentary/>

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SUBTITLES](#)

NOTE: Posts under embargo until 12 November

CONTENT TO POST



Twitter

只要知道从何开始，我们就有希望成功对抗气候变化.....

与 @CLIMATECH2AMP 一起环游世界，探索清洁能源未来缺失的一环

第一站：日本 🇯🇵 <https://www.climatech2ampion.org/documentary/>



Instagram

氢带来希望。

与 @CLIMATECH2AMP 一起环游世界，探索宇宙中最丰富的元素的潜力。点击我们资料中的链接，了解#CLIMATECH2AMPION与#清洁能源革命 <https://www.climatech2ampion.org/documentary/>

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CLIMATE
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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](#)

Host a Watch Party

Organise a virtual ‘watch party’ and view an episode with colleagues or friends over lunch. Use it as an excuse for team bonding or a way to learn something new as a group. Don’t forget to post a picture and tag us!

[Email Us](#)

Send In Your Company Email

If your company shares industry highlights or company news in a daily, weekly or monthly email, include a link to the CLIMATE CH₂AMPION documentary page and encourage your colleagues to learn about clean energy.

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.