Climate Connect is an independent not-for-profit organisation whose objective is to facilitate collaboration between all kinds of stakeholders in order to stop climate change.

They are connecting people already working towards a climate-friendly future to realise a greater impact together.

a climate-friendly future to realise a greater impact together.

Donations enable the team to run
the open-source community platform and

The platform features innovative projects related to solving various climate challenges. Users can connect through the extensive network to collaborate and do more together. Here you can share your climate-related solution with a global climate community to expand your impact by finding people who can replicate your solution somewhere else or receive feedback







## THE CLIMATE BET Let's do it!

The Climate Bet is the biggest activation and participation campaign of its type for better climate action initiated by the German association '3 fürs Klima e.V.'.

The campaign aims to demonstrate that citizens globally do not only demand global responsibility for improved climate protection but are also willing to act.

Their goal is to bring the voices of 1 million people and their 1 million tons of saved  $CO_2$  to the UN Climate Change Conference in Glasgow in November 2021.

Anyone can join by donating €25 to selected accredited climate protection projects and by taking further individual daily CO<sub>2</sub> saving action themselves.

The campaign website also offers various tips and challenges to save  $\mathrm{CO}_2$  and features environmental-friendly choices, such as green energy providers, eco-banks, etc. There are multiple motivational and gamified tools on the site, such as the  $\mathrm{CO}_2$ -Battle or the German  $\mathrm{CO}_2$ -Cities League, that aim to interact with participants, facilitate friendly competition, and spread the word about climate action.



The patron of the Climate Bet campaign is Prof. Dirk Messner, president of the German Federal Environmental Agency.

74 Profit with Purpose Magazine

