

#LATERISTOOLATE IMPACT REPORT

Transforming the Climate Conversation

In an extraordinary step forward, the world has confronted the root cause of climate change and pledged to transition away from reliance on fossil fuels.



TIME FOR BETTER

THE B TEAM ▶

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CONTENTS

- 1.** Inaugural Global Stocktake
COP28 Dubai UAE
- 2.** Global Cooperation
An Alliance of Climate Champions
- 3.** Driving Collective Action:
A Strategic Communication Campaign
- 4.** #CalltoCOP
- 6.** Hope House
- 7.** The Letter
- 8.** #LaterisTooLate
- 13.** Campaign Outcome
- 14.** The Timeline
- 15.** Global Action through Data-Driven Insights
- 16.** Time for Better's Innovative Digital Tactics

Inaugural Global Stocktake

COP28 Dubai UAE

COP28 introduced the inaugural global stocktake—a process for countries and stakeholders to collectively assess progress towards fulfilling the objectives of the Paris Climate Change Agreement and identify areas where they are falling short.

The negotiations and ultimate agreement from COP28 establish the foundation and set the tone for the upcoming climate actions of individual nations and our global collective future.

FIRST EVER GLOBAL STOCKTAKE

“The global stocktake is a critical turning point when it comes to efforts to address climate change—it’s a moment to take a long, hard look at the state of our planet and chart a better course for the future.”

~ UNITED NATIONS

- ① #CalltoCOP
- ② Hope House
- ③ The Letter
- ④ #LaterisTooLate

An alliance of climate champions collaboratively crafted and executed a four-part strategic communications campaign activating and mobilizing key stakeholders to seize the moment and drive specific outcomes in the negotiations.

This effort sparked late-night negotiations that culminated in substantial revisions that addressed and strengthened language around three critical elements of the agreement, with a groundbreaking emphasis on transitioning away from fossil fuels within energy systems during this critical decade.

Global Cooperation

An Alliance of Climate Champions

A behind-the-scenes strategic communications initiative was launched by the powerful collaboration of *Team Courage*: B Team, Global Optimism, Time for Better, and Earthrise Studio.

“And in support of delivering an ambitious agreement, a letter was put together that global optimism played a role in, and the B team played a role and many other different entities. But in the end, it was a collective effort of an enormous number of individuals and organizations that was then delivered to the COP president and created in a significant way the political space for us to move forward.”

Tom Rivett-Carnac, Co-Founder of Global Optimism

Global Optimism embraces the complexity of the climate crisis and the solutions we urgently need.

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PRIVATE SECTOR

The B Team is a global collective of business and civil society leaders working to create new norms of corporate leadership today, for a better tomorrow.



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COMMUNICATIONS AND COMMUNITY ACTIVATION

Time for Better is a creative climate communication and consulting agency leading honest communications and amplifying creative solutions to catalyze positive change.

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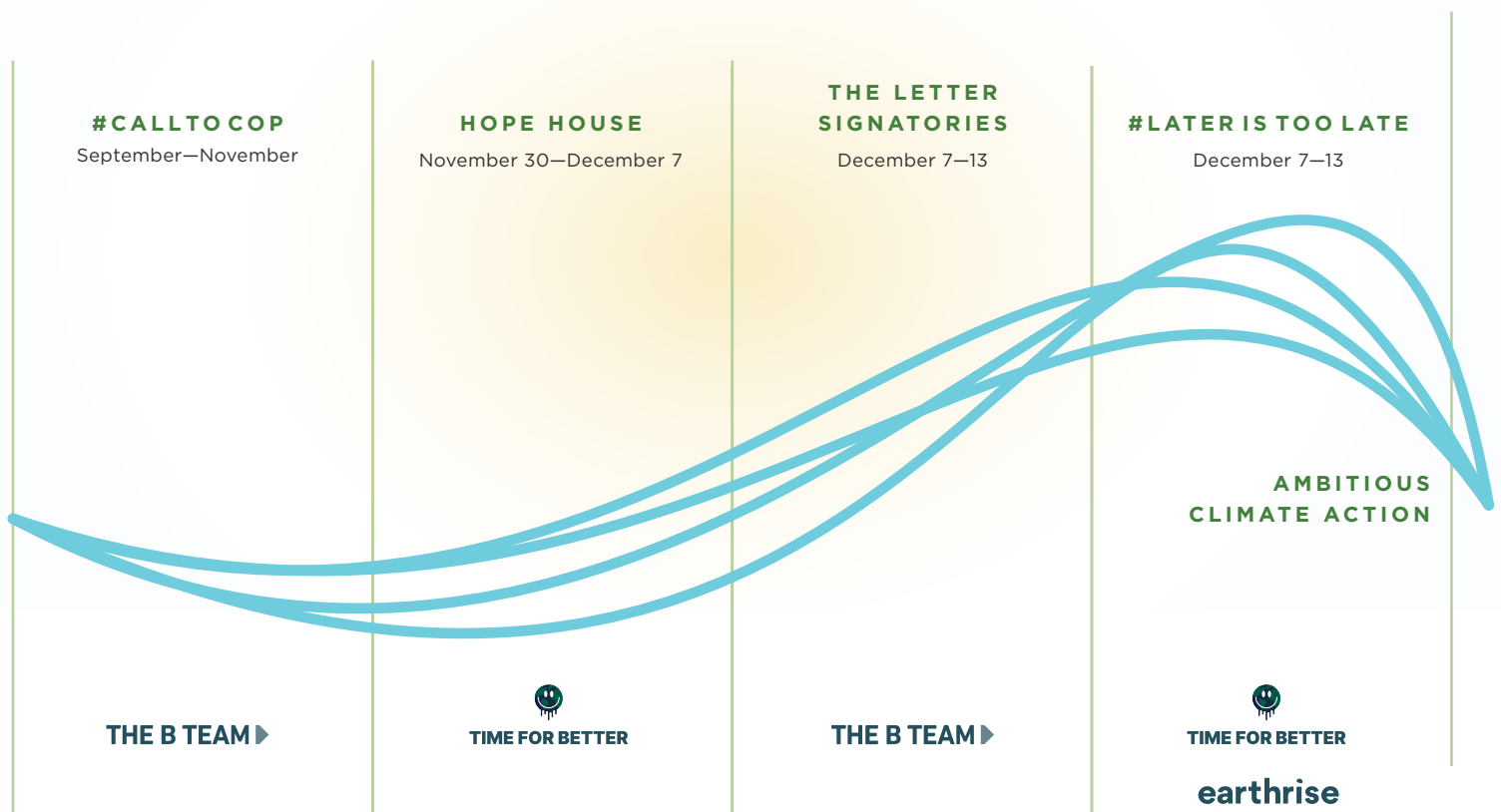
MEDIA AND DESIGN

Earthrise is an impact-driven media company and creative studio for people + planet. We tell stories to transform climate, culture and consciousness.

Driving Collective Action: A Strategic Communication Campaign

The theory of change resonating throughout the #LaterisTooLate Impact Report highlights that success is within reach and can be achieved by elevating positive signals of change. This report is a testament to the collaborative commitment of diverse stakeholders converging across geographical and sectoral boundaries, united behind shared outcomes.

*This initiative was marked
by four distinct components:*



At an unprecedented and historical moment, this report underscores the significance of collective action in propelling transformative change.

The three key outcomes included:

- “Transitioning away from fossil fuels”
- “Tripling renewable energy”
- “Conserving, protecting and restoring nature”

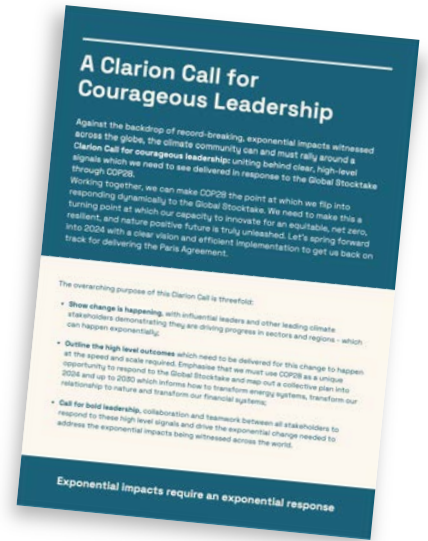
DRIVING COLLECTIVE ACTION

#CalltoCOP

THE B TEAM ▶

A Clarion Call for Courageous Leadership

Recognizing that we are falling behind on the Paris Agreement, Global Optimism and The B Team collaborated closely with partners across the climate community to galvanize courageous leadership to encourage bold action at COP28 in light of the seriousness and the opportunity of the global stocktake.



Building Momentum

Global Optimism developed a strategy for “A Clarion Call for Courageous Leadership,” outlining clear, high-level signals to see delivered in response to the Global Stocktake through COP28.

On Friday September 8th, 2023, The B Team released “A Call for Courageous Leadership” from business leaders urging ambitious action from G20 Heads of State at COP28.

The Ask

- 1. Transform our energy systems*
- 2. Transform our relationship with nature*
- 3. Transform our financial systems*

#CalltoCOP



TIME FOR BETTER

Time for Better's Role

Global Optimism entrusted Time for Better with building the social media strategy and messaging for the campaign—*Build the Swell: #CalltoCOP*.

Build the Swell: The Call to COP's mission was to achieve ambitious outcomes from the negotiations by engaging key thought leaders and stakeholder groups ahead of and during COP28.

Optimistic Messaging

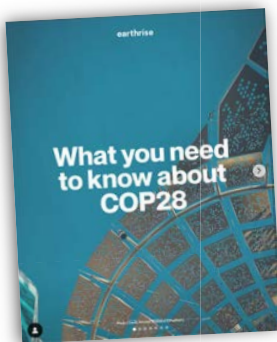
We distilled the key messages of the “A Clarion Call for Courageous Leadership” and “A Call for Courageous Leadership” letters into an optimistic, ambitious tone primed for social media audiences.

We broke the messages into four phases to be released weekly before the beginning of COP28, and then the final week a few days ahead of the final negotiations. We worked with Earthrise Studio, who co-created copy and designed graphics for each of the four phases.



Community & Activation

We identified and galvanized an initial 10 global climate communicators as allies and leaders in the #CallToCOP. Each week, creators were encouraged to be listed as a post-collaborator (an Instagram feature which allows multiple creators to be post-authors and share with a broader, collective audience) or create their own content on the phase.



Hope House



TIME FOR BETTER

A Place for Community Engagement

During COP28, Time for Better hosted strategic meetings with Global Optimism, The B Team, Earthrise, and key climate leaders at the Time for Better Hope House to galvanize community action towards supporting courageous leadership.



The Hope House is a unique Time for Better event, working with aligned partners to gather thought leaders and changemakers across sectors during COP28. This space was mindfully designed to nurture wellness and hope while fostering deep connection and meaningful collaboration.

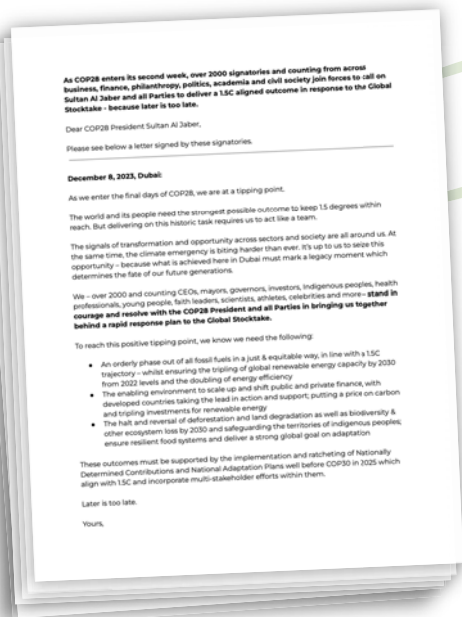


The Letter & Signatories

THE B TEAM ▶

Transformation is Unstoppable

On December 8th, 2023, The B Team released the Transformation is Unstoppable Letter—which involved signatories from global leaders, celebrities, businesses, NGOs, subnational leaders, finance leaders, philanthropists, scientists, global youth leaders, and faith leaders—to call on the COP28 President Dr. Sultan Al Jaber to demonstrate courageous leadership by delivering historic and unprecedented outcomes at COP28.



Galvanizing Support for Courageous Leadership

On December 7th, 2023 Hope House hosted a huddle with cross-sectoral leaders to strategize The Transformation is Unstoppable Letter, which involved:

- Supporting The B Team and Global Optimism in the crafting of the letter
- Outreach to Global Leaders for Signatories
- **Supporting the next day's launch of the press release at The United Nations—two hours later, the letter was acknowledged by the President of COP.**

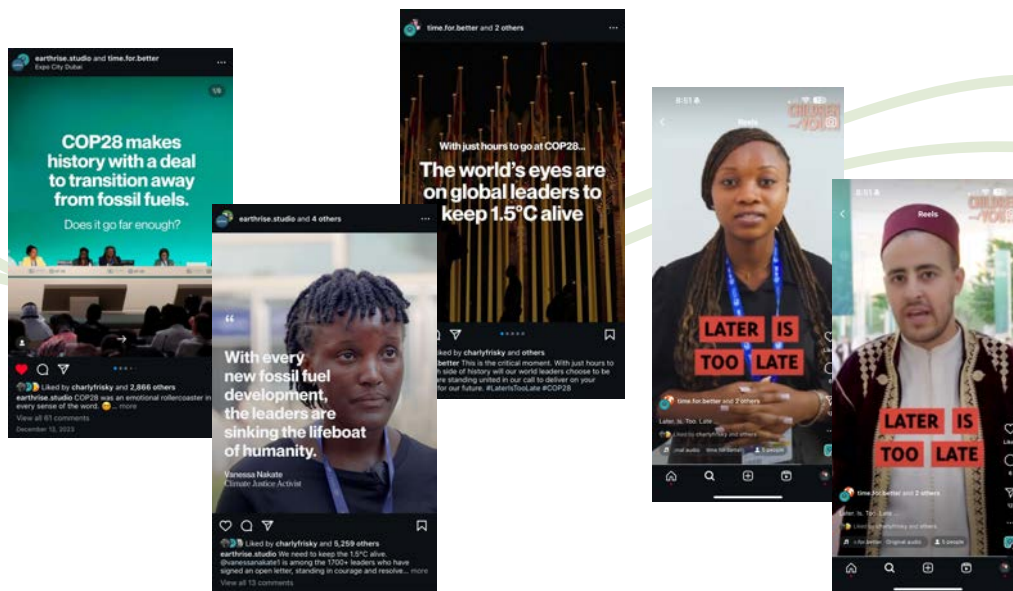


#LaterisTooLate



The Viral Campaign that United Voices for Climate Action

During the Hope House huddle on December 7th, 2023, while discussing the strategy of The Transformation is Unstoppable Letter, Time for Better lead the accompanying social media campaign which worked to support the Letter and a Call for Courageous Leadership for Action at COP28.



“This is the critical moment. With just hours to go, which side of history will our world leaders choose to be on? We are standing united in our call to deliver on your promise for our future.”

#LaterisTooLate #COP28

- #LaterisTooLate Social Media Sharing Toolkit

DRIVING COLLECTIVE ACTION

#LaterisTooLate



TIME FOR BETTER

Catalyzing Meaningful Change

#LaterisTooLate emerged as a collaborative force, bringing together diverse stakeholders. This inclusive approach, uniting cross-sectoral voices, highlighted the campaign’s commitment to a collective effort. The focal point on driving positive outcomes, notably the call for a transition away from fossil fuels, defined our strategy.

Time for Better worked with Global Optimism to develop a clear and instructive (12-page) social media sharing toolkit, removing barriers to entry and democratizing global participation for stakeholders across the climate landscape that enabled authentic conversations.

IMPRESSIONS

27 MILLION

MENTIONS

854

INTERACTIONS

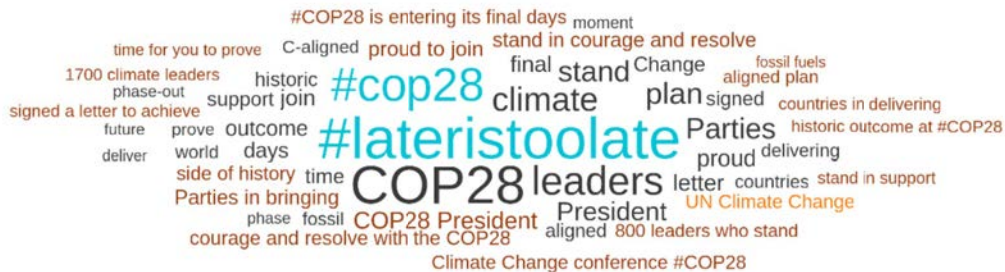
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UNIQUE AUTHORS

186

TOTAL REACH

2.7 MILLION



- Hashtags
- Organizations
- Keywords
- Phrases

#LaterisTooLate

Quality of Reach and Impact



Emotion Volume

Social platform data reporting revealed a significant measure of joy and optimism during the active period of the #LaterisTooLate viral campaign.



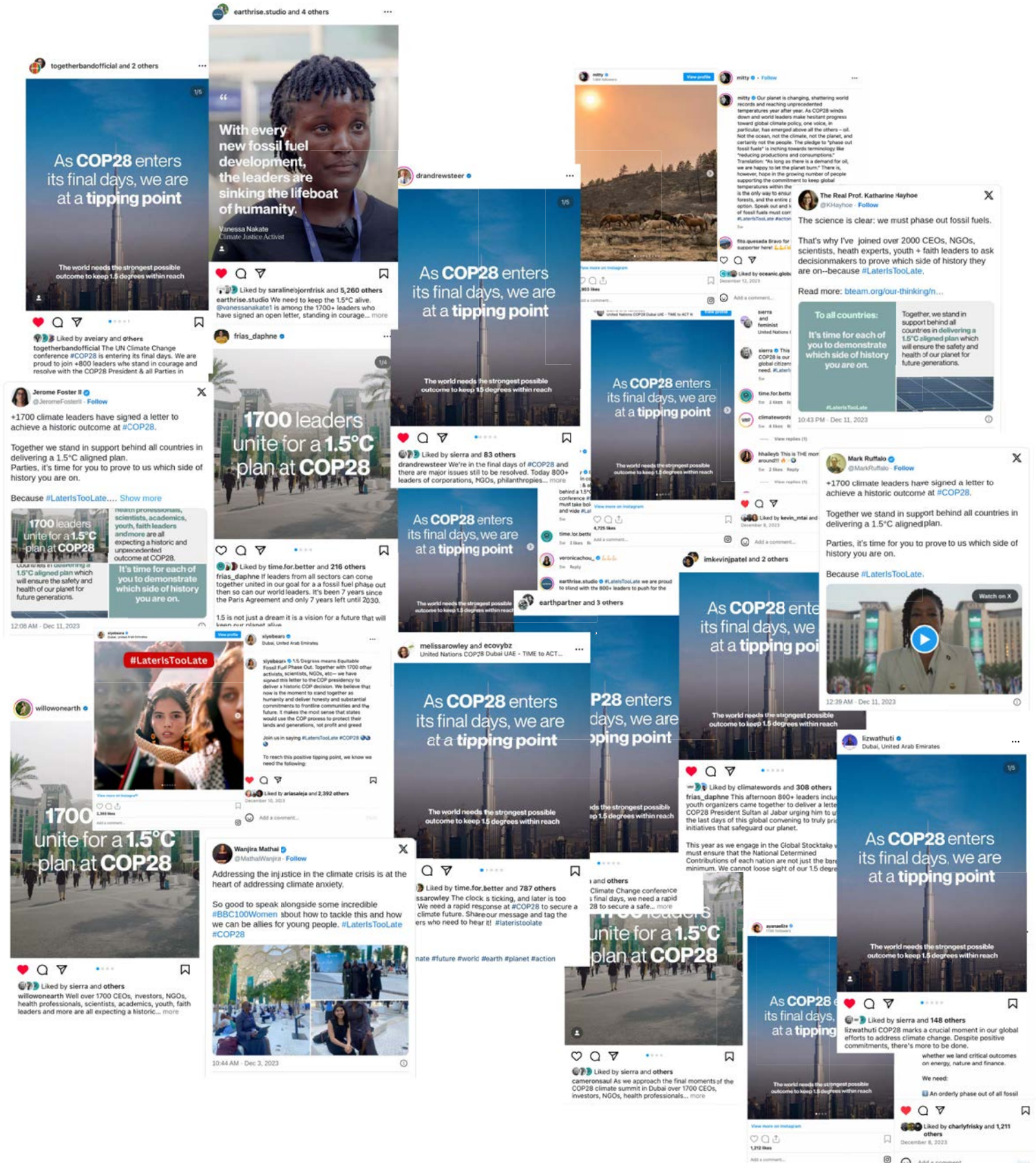
DRIVING COLLECTIVE ACTION

#LaterisTooLate

Global Partners, Collaborators,
Creators, Media Minds



#LaterisTooLate



Campaign Outcome

While recognizing that the final COP28 negotiations still leave much work to be done, we acknowledge this campaign's role in alchemizing a shift in narrative towards addressing the root cause of climate change.



Dr. Sultan, COP28 President acknowledging "The Letter" at United Nations Press Conference

Through joyful cooperation, astute policy development, effective advocacy, and optimistic yet urgent messaging, climate leaders garnered intergenerational support across nations and economic sectors, resulting in this groundbreaking moment in history.

In an unprecedented step forward, this moment marks the first commitment to transition energy systems away from fossil fuels. With a transformed climate conversation in motion, we can now focus on effective and timely solutions and galvanize more ambitious climate action than ever before.

Time is of the essence.

WE STAND WITH THE
MANY CLIMATE JUSTICE
ACTORS THAT CALL FOR
MORE AMBITION AND
ACTION IN LIGHT OF THE
STARK REALITIES OF
THE GLOBAL STOCKTAKE.



25+ global leaders
 400+ finance leaders
 400+ business in: CEOs from
 66 faith leaders
 70+ scientists
 50+ philanthropists
 Global Youth Leaders

The Timeline



euronews.

BusinessGreen

FT
FINANCIAL
TIMES

GULF NEWS

yahoo!
finance

Global Action through Data-Driven Insights

The #LaterisTooLate campaign is rooted in data and historical effectiveness, and positioned to catalyze action by instilling a sense of urgency in addressing the climate crisis.

In a recent study by Potential Energy and Yale Program on Climate Change Communication, the "later is too late" narrative demonstrated superior effectiveness compared to messages centered around economic opportunities, addressing injustice, enhancing health, or even mitigating extreme weather. Additionally, the #LaterisTooLate campaign acknowledges the historical success of this messaging strategy, drawing inspiration from impactful campaigns such as Science Moms in 2021.

"In every country in the study, the 'later is too late' narrative outperformed messages focused on economic opportunity, fighting injustice, improving health, or even preventing extreme weather."

Potential Energy, the Yale Program on Climate Change Communication, and the Meliore Foundation, 'Later is too late to act on climate change', November 2023.



Time for Better's Innovative Digital Tactics

Utilizing message refinement, clarity, community and stakeholder activation, and innovative deployment of established social tools, Time for Better's distinct capabilities propelled extensive reach and engagement of the #LaterisTooLate message.

Message Clarity

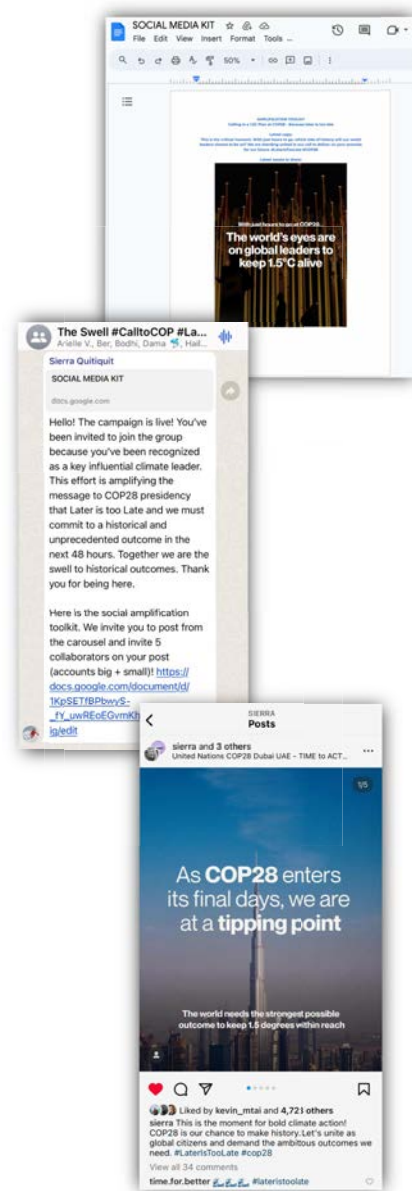
- Developed a concise and instructive 12-page social media toolkit
- Removed barriers to entry and enhanced accessibility

Community Activation

- Galvanized cross-sector relationships and influential leaders
- Utilized direct messaging on Instagram with the quick note feature to message over 250 accounts per hour
- Established WhatsApp groups for targeted communication

Innovative Social Media Use

- Leveraged Instagram's collaborative posting feature in creative and effective ways
- Developed messaging and content best suited to the platform
- Applied well-established tools innovatively to enhance campaign impact, such as encouraging widespread commenting and hashtag use to increase the volume of engagement and effective ways.





TIME FOR BETTER

A creative climate communications and consulting agency.

When we act decisively
and collaboratively,
meaningful transformation
is possible.

This report is more than a testament to our achievements, it is a celebration of collective community action and the potential for positive transformation.

Let's work together to make the world a better place.

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