Climate change is an immediate threat to children’s well-being, disproportionately affecting children from the world’s poorest countries.
OBJECTIVE

Give UNICEF a voice in the fight against climate change to raise awareness of its unjust, immediate impact on children and inspire action.
IDEA

UNICEF will invite people across all continents to join hands, forming a chain of support for children affected by climate change. This massive uniting of humanity will create what we call the #ClimateChain
EXECUTION: THE KICK-OFF

It starts on Instagram, where UNICEF will upload a picture that features a child. In it, they will share a story that will set up the problem of climate change as related to children’s health, then invite fans to show his or her support by joining the #ClimateChain.
EXECUTION: THE POSE

Joining the Climate Chain is as simple as taking a photo for Instagram in which arms are outstretched horizontally. Viewed in a row, it will appear that users from around the world are linked hand to hand.
EXECUTION: THE SETTING

We’ll suggest taking the photo in a favorite outdoor location (the park you read in, the trail you hike, your backyard), a reminder of the environment we want to protect for children’s health.
WHAT YOU CAN DO TO HELP

Participate

Using your personal and brand’s Instagram channel we would like to invite you to participate in the UNICEF climate chain. The instruction sheet has been attached for you to follow.

If you or the brand does not have an Instagram channel we would still love your photos! Feel free to take a photo that you would like submitted to the climate chain and send it to us.
WHAT YOU CAN DO TO HELP

Write About Us

As part of the campaign, we are both giving a means for people to communicate with the global leaders but also raising awareness to the cause of children being affected by climate change. In order to achieve the success in doing so, we need your help in spreading the word across any and all media platforms that you can.

A social media post, an article, or simply mentioning us at your next media opportunity would all help towards bringing light to UNICEF’s climate chain. An official press release has been included if you need any more information.
What is the UNICEF #ClimateChain?

We're creating the illusion of people linked hand-to-hand across Instagram photos. It's an emotionally striking way of visualizing our global support for children affected by climate change during World Water Day and beyond.

Your photo helps give these children a voice and inspire change! Here's how to join the #ClimateChain:

1) Snap a photo of yourself with arms outstretched, like a link in a human chain.

2) Post it to Instagram with the caption:
I stand in the @UNICEF #ClimateChain to support children affected by climate change. Viewed together, our photos form a human chain of support. Join us!

3) Click the hashtag to see the chain! Who are you linked with: a famous athlete, a child from another country, an old friend?

Instagram has never seen anything like it.
Search #ClimateChain on Instagram to see the effect

TIP:
Line your hands up so they just touch the center of the right and left edge. This will create the illusion of a chain!