



# Choosing Green

## Nordic Perspectives

**#ChoosingGreen**  
**#NordicSolutions**

# Strategy and purpose

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8 countries. 27,5 million people. 1 vision.

The Nordic countries have ambitious climate goals. We want to become the most sustainable region in the world by 2030.

During COP26 our mission is to showcase all the important green Nordic solutions to our climate challenges, as well as invite citizens and stakeholders to engage in the conversation.

Through the pavilion in Glasgow we want to provide a platform for all the organizations and projects in the Nordic region, to showcase their work toward a greener future.

However, being able to choose the green solution is important. That is why you don't have to jump on a plane to take part in the conversation about climate action. We have created Nordic COP26 Hub in Helsinki in order to engage citizens and organizations without accreditation to COP26 in Glasgow (or the desire to travel by plane) in the conversation.

**Target group, Glasgow:** Stakeholders of the Nordic collaboration, professionals, youth key listeners and (secondary) international media

**Target group, Helsinki:** Nordic citizens and youth key listeners, Nordic media, opinion-leaders and partners

**Language:** English is the main language for our communication.



# Message and tone of voice

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## Key message:

Our key message is that it is possible to reach our vision of becoming the most sustainable region in 2030 if we choose the green solutions. And a lot of great work is already being done within the Nordic region. The overall communication about COP26 will focus on **Nordic solutions**. We will give concrete examples on how we, as a society, as organizations and policy makers can make a change by **choosing green**. The tone of voice is constructive and affirmative but serious with respect to the grave challenges we face.

We have the knowledge, now it is time to take action and choosing the green solutions!

## Warm up campaign:

As a warm up to COP26, we will share content with top tier stakeholders sharing their ambitions for the negotiations as well as concrete examples on how to choose green.

## During and after:

During COP26 we will produce content from selected events, asking the panelists and keynotes to share their advice on **#ChoosingGreen** and sharing their **#NordicSolutions** to the climate crisis.



# Channels

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## Owned media:

- Norden.org – our hub for information about all activities in both Glasgow and Helsinki. The full program as well as streaming of the events will be available here
- Social media – Facebook and twitter especially
- Newsletter – relevant news before, during and after COP26

## Earned media:

- Press activities for UK media
- Activation of youth key listeners
- Press releases

## Paid media:

- Media partnership with the world's leading social media on climate; We Don't Have Time

