



Introduction to Climate Hubs



ABOUT US

The Climate Reality Project is a 501(c)(3) organization founded in 2006 by former US Vice President Al Gore after his award-winning film, “An Inconvenient Truth,” awakened a global sense of responsibility for our planet.

About The Climate Reality Project

Founded in 2006 by Nobel laureate and former U.S. Vice President Al Gore, The Climate Reality Project works to accelerate global solutions to the climate crisis.

Our network comprises over 50,000 diverse Climate Reality Leaders worldwide, including 5,000 in Europe, who have been trained through our signature large-scale trainings and supported through ongoing engagement and resources.

The European Branch empowers communities to raise climate ambition, co-create local solutions and build grassroots support for climate justice and the Paris Agreement.

Climate Reality's campaigns



EMISSIONS REDUCTION (CITIZENS FOR CLEAN ENERGY)

This campaign empowers citizens and local communities to advocate for bold emissions cuts through clean energy, sustainable mobility, and urban climate action. Hubs can organize local campaigns, push for municipal climate plans, and hold decision-makers accountable to their climate commitments.



FINANCING A JUST TRANSITION (FOSSIL-FREE FINANCE)

This campaign focuses on shifting public and private finance away from fossil fuels and toward a just, green economy. Hubs can campaign for fossil-free banks, fair energy subsidies, or national climate budgets that prioritize equity and sustainability.



INTERNATIONAL COOPERATION

This campaign highlights the need for global solidarity and climate justice, supporting EU action aligned with international climate goals. Hubs can raise awareness, advocate for strong EU climate diplomacy, and build partnerships with frontline communities and activists around the world.

The Climate Reality Project

Europe

- 5,000+ Climate Leaders
- Driving local and regional climate action
Focusing on clean energy, fossil-free finance,
and international cooperation
- Empowering grassroots leadership through
Climate Reality Hubs
- Part of Europe's largest environmental &
climate coalitions, amplifying collective
impact.



How Hubs connect to the bigger picture

GLOBAL

EMISSIONS REDUCTION

Cut emissions urgently to limit global warming and the climate crisis

FINANCING A JUST TRANSITION

Shift global financial investments from fossil fuels to fair climate-neutral solutions, particularly in the Global South

INTERNATIONAL COOPERATION ON CLIMATE

Push governments to act boldly, and together, on climate

REGIONAL (BRANCH)

CITIZENS FOR CLEAN ENERGY

Empower communities to demand clean, affordable energy

FOSSIL-FREE FINANCE

Call on private & public banks, insurers, and institutions to divest from fossil fuels

INTERNATIONAL COOPERATION ON CLIMATE

Increase public pressure on ambitious European climate diplomacy and action plans

LOCAL

- ✓ Take action in your city that aligns with these shared goals
- ✓ Organize events, advocacy, and campaigns that feed into the bigger story
- ✓ Use our toolkits, trainings, and guidance to connect your local work with global change
- ✓ Share your impact — local wins strengthen our global message





CLIMATE HUB

MODEL

Welcome to Climate Hubs

Welcome to the Climate Hubs — a new chapter for local climate leadership.

The Climate Hubs model was created to decentralize leadership and empower local communities to take climate action that reflects their own **context, energy and creativity**.

By forming city-based groups of passionate individuals, Hubs aim to build **strong, connected communities** that inspire others and create a **ripple effect of change** — from neighborhoods to nations.

Together, we turn knowledge into action, and action into impact.

Our New Organizing Model

LOCAL LEADERSHIP

This model empowers individuals to lead local projects, equipping them with tools and resources to drive change. By welcoming members from outside the Climate Reality network, Hubs will foster inclusivity and diversity, strengthening their impact within communities.

INCREASED ENGAGEMENT

Hubs will adopt a democratic process, electing Leads and Co-Leads to ensure leadership reflects community voices. This system broadens leadership opportunities and strengthens connections within the network.

GREATER DECENTRALIZATION

Hubs will have the flexibility to prioritize local actions while benefiting from guidance provided by Regional Organizers. This decentralized approach encourages grassroots collaboration and aligns local efforts with Climate Reality's global mission.

GUIDED AUTONOMY

Hubs will manage their activities independently while adhering to Climate Reality's guidelines. Regional Organizers will provide support, helping Hubs thrive and stay connected with the Branch and wider Climate Reality network.





What is a Climate Hub?

Hub = Local group of volunteers advancing Climate Reality's mission. Open to both CRLs and untrained community members.

Hubs are grassroots-focused, flexible in structure, and impactful in scope.

Climate Hubs Model

- ➡ Self-governing, decentralized, and democratically managed city-based groups - moving away from the **National Volunteer Coordinator model**
- ➡ Open to Climate Reality Leaders (CRLs) and external participants
- ➡ Operate in alignment with political activity and lobbying guidelines
- ➡ Supported by four **European Regional Organizers** and the Branch
- ➡ Function under the Hub Agreement and have access to a dedicated logo



Who can join a Climate Hub?

Climate Hubs are open, inclusive spaces for anyone passionate about climate action. You don't need to be a trained Climate Reality Leader to join* – just committed to making a difference locally.

You can join if you are:

- ✓ A Climate Reality Leader looking to collaborate and act locally
- ✓ Someone passionate about the climate crisis and eager to contribute
- ✓ New to climate work but ready to learn and support others

The only requirement? A willingness to show up, collaborate, and take action.

*Hub Leader & Co-Leader are required to be trained Climate Reality Leaders



What can a Climate Hub do?



COMMUNITY ENGAGEMENT

Spark local interest and bring people into the climate conversation.

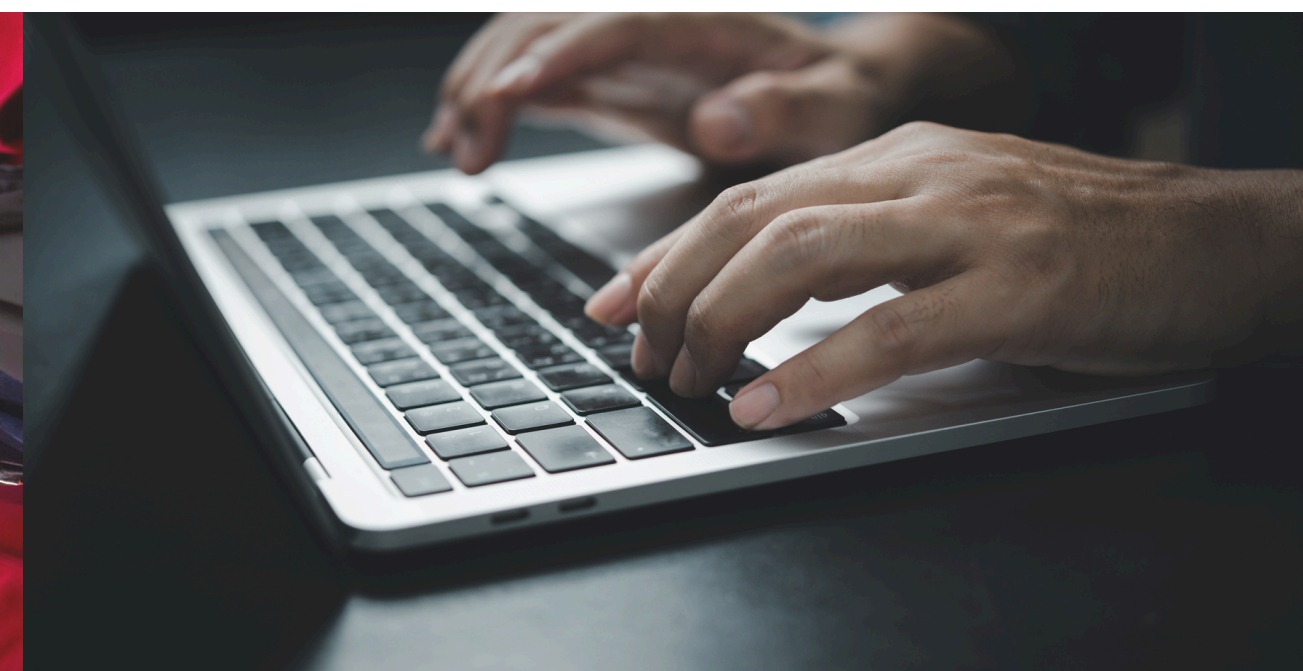
- Host a meetup, for example Climate Cafe®, at a local library or café to discuss urban climate issues
- Organize a community walk exploring heat islands or air pollution in your neighborhood.
- Co-create a “vision board” workshop on what a green, just future looks like in your city



LOCAL ADVOCACY

Influence local decisions through citizen-driven action.

- Meet your city councillor to discuss fossil fuel divestment or emissions reduction measures
- Review your city climate action plans and look for missed opportunities or a lack of ambition
- Submit a petition demanding free or low-cost public transport as a climate justice measure



CAMPAIGNING FOR IMPACT

Create or join social media campaigns with a clear call to action.

- Contribute to a local/national/regional campaign for your bank to divest from fossil fuels
- Coordinate a digital campaign urging EU leaders to implement climate policies
- Share personal stories and data (Climate TRACE could be a source) on local climate issues to mobilize action

What can a Climate Hub do? (continued)



COMMUNITY-BASED SOLUTIONS

Make the sustainable option visible, easy and local.

- Set up a pop-up “climate corner” during a weekend market to showcase repair cafés, bike sharing, and local food initiatives
- Collaborate with tenant associations to push for building renovations and energy efficiency
- Participate in the annual virtual “From Awareness to Action” training organized by the Branch and identify local community climate justice project ideas



PARTNERSHIPS & OUTREACH

Strengthen your Hub by joining coalitions and building alliances.

- Collaborate with a migrant-led or youth organization on a shared climate justice action
- Co-organize an event with a local climate organisation
- Invite local academics, NGO employees, activists and/or municipal staff to join a public forum on green transition initiatives and policies



SKILLS & LEADERSHIP BUILDING

Grow your Hub’s confidence and capacity for action.

- Run a peer exchange/training on how to speak about climate crisis and climate action
- Use Truth in 10 to introduce new members and local allies to the science and urgency of climate action (and join the Ten to a Million group)
- Host a planning session using Climate TRACE data to identify emission hotspots in your area

How are Climate Hubs governed?

Leadership & Structure

Every Hub is led by a Hub Lead and Co-Lead, supported by Team Leaders and active members.

Hubs operate as informal, volunteer-based communities, not legal entities.

The structure is designed to be inclusive, collaborative, and adaptable to local needs.

The role of the leadership teams is to:

- Promote participation and diversity
- Coordinate activities and meetings
- Quarterly report to Regional Organizers
- Maintain communication with the Regional Organizer/Branch and join one-on-one and group calls (regional and all Hubs)

♥ Hubs are spaces for shared leadership and collective impact.



How to set up a Climate Hub?



FORM CLIMATE HUB'S CORE TEAM

A group consisting of the following members needs to form: Hub Leader, Hub Co-Leader*, and at least two other Hub Members**



FILL THE ONLINE APPLICATION

The online application includes basic information about Hub Members and areas of interest of the Hub



WAIT FOR APPLICATION APPROVAL

The Branch will review the application to see if it aligns with our criteria. If there are more than 2 applications for the same city within two weeks of receipt, they will be combined and a voting will occur to select Hub Leadership



SIGN HUB AGREEMENT AND RECEIVE RESOURCES

After application approval, the Hub Leader will 1) be asked to sign the Hub Agreement, 2) receive Hub Starter Pack, and 3) be invited to Hub onboarding call with their Regional Organizer.



HOLD YOUR FIRST MEETING

Now you can officially kick off the group and your Climate Hub will be featured on the Climate Reality website for others to see & join!

*Hub Leader and Co-Leader are required to be trained Climate Reality Leaders
**all the Members need to give informed consent to be included in the Hub Members list

Climate Reality Ecosystem - Partners



Climate Leaders Initiatives and Organizations

