

# TOUCHSTONE

# DOCUMENT



# Table of Contents

Get the most out of the tools and the network behind The Climate Reality Project. Explore how you, as a Climate Leader, can maximize your impact within your community, and how you can work in teams or initiate partnerships.

This document should guide your experience as Climate Reality Leader, present the Europe Branch’s various engagement opportunities and highlight the basic requirements related to the slide decks and logos.

Introduction	_____	<b>01</b>
Taking Action	_____	<b>02</b>
Legal Guidelines	_____	<b>03</b>
FAQ	_____	<b>04</b>

# Mission & Campaigns

Our mission is to catalyze a global solution to the climate crisis by making urgent action a necessity across all levels of society.

With the help of our trained Climate Reality Leaders, we focus on sharing this message through a combination of digital initiatives, presentations, local projects, and inspirational events, influencing political narratives to make the Paris Agreement a reality. In partnership with our German host organization Urgewald, local non-governmental organizations (NGOs) and leading NGO coalitions (Climate Action Network-Europe or CAN-Europe, Beyond Fossil Fuels), we demand genuinely ambitious commitments on local, national and European level.

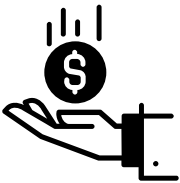
The Branch is focusing its work in alignment with Climate Reality's four Global Campaigns:



## EMISSIONS REDUCTION

Focus on building a clean energy future by significantly cutting or avoiding greenhouse gas emissions, while actively opposing the development of new fossil fuel infrastructure to ensure a sustainable transition.

---



## FINANCING A JUST TRANSITION

Mobilize financial resources to construct robust clean energy economies, ensuring that the transition is equitable by providing necessary support and resources to vulnerable and underserved communities.

---



## INTERNATIONAL COOPERATION

Keeping the Paris Agreement strong and encouraging governments to strengthen their commitments through the COP process, fostering global collaboration for climate action.

---

# Taking Action

Our programs can have a more powerful impact with your active participation as a Climate Leader. Join our interest groups if you want to work on a specific topic, participate in webinars and trainings, sign Climate Reality petitions, amplify our social media messages, and contribute to local or national climate initiatives. Last but not least, use our programs to galvanize action within your communities.



## Climate Hubs

Climate Hubs are volunteer-led local groups where Climate Reality Leaders and community members take action on climate issues in their cities. Each Hub focuses on local priorities, from clean energy advocacy to community education.

This model decentralizes leadership, creating more opportunities for collaboration and impact. Led by trained Climate Reality Leaders, Hubs connect local efforts to broader climate goals, ensuring meaningful action at every level.



## Networking

- Regular quarterly Climate Reality Connects sessions give Climate Reality Leaders the opportunity to ask questions, create a space for dialogue and exchange on policy news, programs, and best practices, and learn from external speakers.
- Webinars on various topics aligned with our programs.
- Annual virtual climate justice training for Leaders and interested citizens outside of our network.
- Regular calls with Climate Hubs and mentors as a way to stay connected locally, collaborate on relevant community initiatives and give Truth in Ten presentations.



## Interest Groups

The objective is to share and develop skills, exchange and provide input and ideas, and actively support Branch programs in the following areas:

- Climate Justice ([sign up form](#))
- Climate Finance ([sign up form](#))



## Engagement Options

Make the most out of our Climate Reality community platform Reality Hub. You can find more information [here](#).



**Reality Hub** 4+  
The Climate Reality Project  
The Alliance for Climate Protection  
Designed for iPhone  
★★★★★ 5.0 • 2 Ratings  
Free



# Legal Guidelines

This SDG Progress Report is a continuous work in progress – a way for your organization to track its impact and improvements over time. This section outlines your strategy for continuing the good work done so far.

## Truth in 10 and Slide Decks

To be an effective Climate Reality Leader, you will need a slide presentation that is customized to your style and audience. At the same time, it is important that the images and graphics you use to create your slides are scientifically sound, legally obtained, and used appropriately. For this reason, we ask you to:

- check the facts that you plan to include on your slides;
- make sure your images are obtained under an appropriate license — look for images that are free to use (i.e. that have a Creative Commons or CC license) and follow the respective requirements;
- [🔗](#) refrain from distributing the training slide decks – most of the licenses for the visual materials are valid for our volunteer presentations only; and freely disseminate the Truth in 10 slides — or even better, ask people to download them from our website.

## Logo and Promotional Materials

We make every effort to ensure that our voice is recognized as trustworthy by members of the public. We therefore kindly ask you to follow the guidelines below when using The Climate Reality Project logos. They should be used exclusively for non-commercial purposes and approved by the European Branch.

Please refrain from:

- changing the design, proportions, or colors of our logos;
- adding new elements to the logo, e.g. the name of the National/Regional Team, unless previously agreed with the Branch;
- associating our logos with any business or venture;
- pairing our logos with the logos of other companies or organizations, unless previously agreed with the Branch;
- using our logos to express support for or opposition to any legislation;
- using our logos for the purposes of endorsement, sponsorship, or advertising; and
- using our logos on merchandise or any items intended for sale (including books).

[🔗](#) You will find useful promotional materials on the European Branch [Google Drive](#). Please do not alter them in any way. If you require communication materials in a different format or for different purposes, please contact the Branch.

## Legal Framework

The Climate Reality Project and its Climate Reality Leaders are obliged to abide by laws prohibiting Climate Reality from engaging in political activity and limiting its lobbying efforts. Climate Reality Leaders must never use the logo, name of The Climate Reality Project or the name of Al Gore when engaging in any activity that could constitute support or opposition to any political party or any candidate for public or government office.

Climate Reality is prohibited from engaging in partisan political electoral activities — that is, activities on behalf of or in opposition to a specific candidate for public office. This prohibition applies to all levels of government, in all European countries. The same goes for promoting a specific piece of legislation during elections.

[🔗](#)To find out which activities are permitted and which are not, please consult the relevant documents available.

# FAQ

## **? I would like to engage in other topics as a Climate Leader. Is that OK?**

As an autonomous volunteer, either individually or via your group, you can use alternative messages that are in line with our global goals in order to focus on challenges and solutions in relation to health, food, or art, for example. However, at Climate Reality Europe, we prefer to frame our efforts and messages using the strategy outlined above.

## **? Can Climate Reality Leaders form a chapter in Europe?**

For legal and liability reasons, we are not able to create international chapters. In Europe, we have active National/Regional Teams supported by appointed Volunteer Coordinators.

## **? Can I watch past webinars?**

Yes, we record the events and upload them on our Climate Reality Europe YouTube channel.

## **? Where can I find the “Request a presentation” form in my local language?**

We know how important it is for you to be able to deliver a Climate Reality presentation and content in your local language. The “Request a presentation” form is available in the following languages: English, Spanish, German, Italian, Dutch, and Turkish. Feel free to share the link to the platform via social media channels, and ask your network to request a presentation!

## **? May I share slides, visuals, or videos from the training presentation with other people?**

The distribution of the training decks, including individual slides or inserted files, is prohibited. However, the official Truth in 10 slides may be shared.

## **? I would like to develop a local-language version of the Truth in 10 slides. Is that permitted?**

You are more than welcome to translate the deck. Please talk to your Coordinator, as there may already be a translation into your language. If there is no National/Regional Team in your area, please contact the Branch.

## **? I need some help with my Reality Hub account. What should I do?**

You can either contact the Branch or write to [support@climatereality.com](mailto:support@climatereality.com)

## **? As a Climate Reality Leader, may I encourage citizens to sign political petitions?**

We encourage you to sign petitions created by Climate Reality Europe that align with our strategic objectives and lobbying guidelines. If you would like to share any political petitions, please refrain from associating them with Climate Reality Europe.

## **? As a Climate Reality Leader, may I encourage citizens to choose candidates or parties based on their climate goals?**

Please refrain from mentioning Climate Reality in any form of political activity. Direct support for political candidates is prohibited.

## **? I am a candidate in an election. What should I do?**

You are kindly requested to consult with the Branch and to refrain from linking your campaign with The Climate Reality Project.

# Staying in touch

Stay connected and informed with the Climate Reality Project by utilizing our comprehensive communication platforms and resources. Engage with fellow Climate Reality Leaders, access valuable information, and amplify your impact through our social media channels and regular updates.



**@ClimateRealityEurope**



**[www.climaterealityeurope.org](http://www.climaterealityeurope.org)**



**@ClimateRealityEurope**



**@TheClimateRealityProjectEurope**

**Thank you for being a crucial part of our Climate Reality network—together, we can ignite urgent action and build a sustainable future for everyone!**

---

**The Climate Reality Project Europe**  
hosted by urgewald e.V.  
Von Galen Straße 4  
48336 Sassenberg, Germany