



European Climate Initiative EUKI

Oliver Hölcke

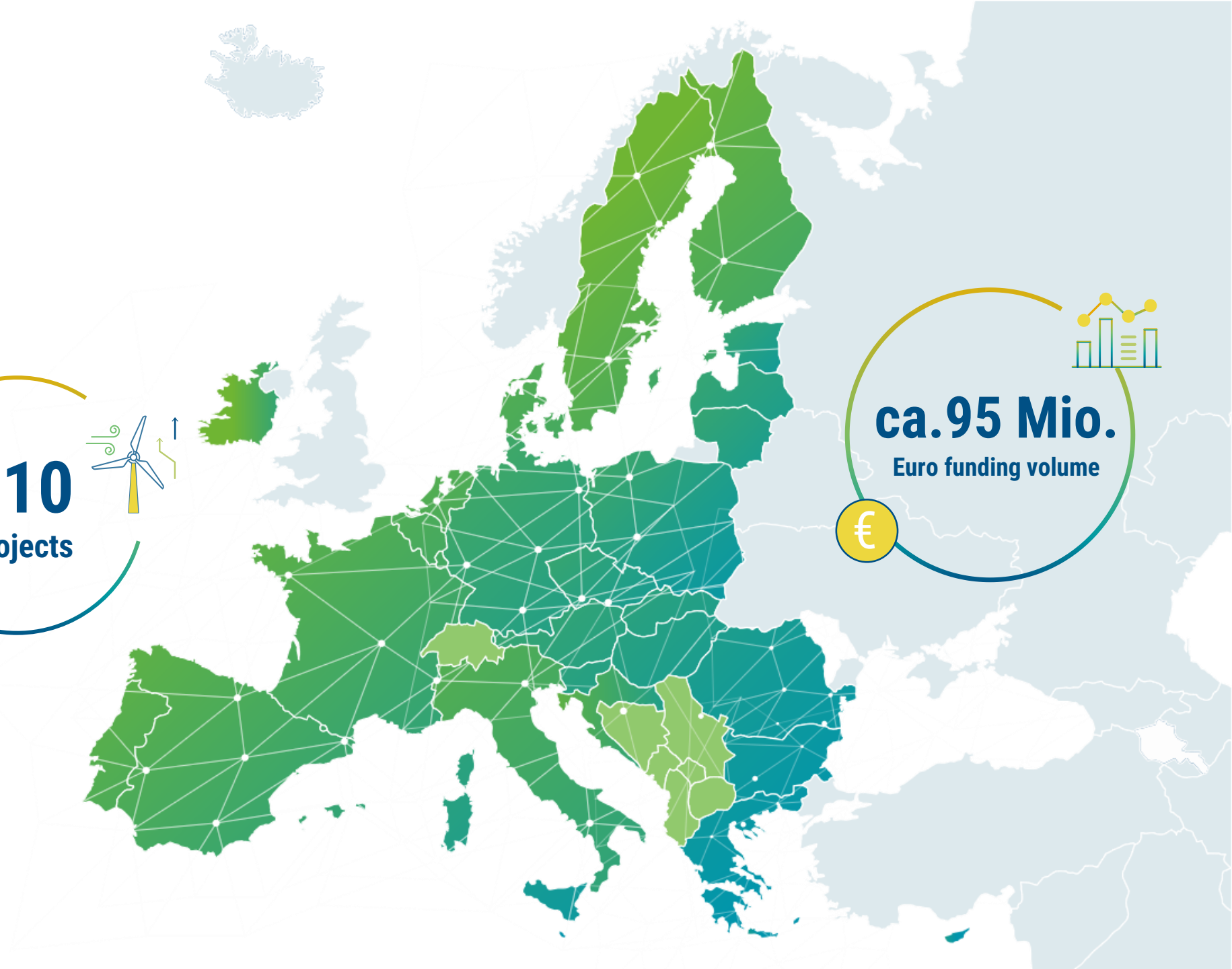




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Recapping the launch of the #ClimateBridgesNetwork in Tirana 🇦🇱

The Western Balkan countries are striving to become candidates for EU membership and must also comply with the EU climate targets, including the obligations of the Paris Climate Agreement. With the signing of the "Green Agenda for the Western Balkans" (GAWB) in November 2020 and the GAWB action plan, the region has taken important steps. But how and by whom can the agenda and the plan be implemented specifically?


At the Western Balkans EUKI Networking Conference, which took place from September 25th to 27th in Tirana, Albania, the Climate Bridges Network established by EUKI project Climate Bridges was officially launched, primarily to support civil society in forming a network.

We interviewed Jakob Dietachmair (Director at CIPRA International Lab) who joined the conference on site to talk about the mission behind the newly founded network, next steps, and his experiences from Tirana.

<https://lnkd.in/et-XXkugu>

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Europäische Klimaschutzinitiative (EUKI)
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Die Europäische Klimaschutzinitiative (EUKI) des Bundesministeriums für Wirtschaft und K...
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KISS

Keep It Short & Simple



Talk Radio



MY GOAL

Whats my core message?



MY AUDIENCE

To whom I talk to?



MY WELL
STRUCTURED TEXT

Who acts? What happens? Where? Why? When was that? How many?



SUCCESSSES

People switch on the radio



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Elevator Talk

- **What do you do?**
- **Why do you do it?**
- **How do you do it?**
- **What do you aim to achieve?**

In 30 to 60 seconds



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Pyramid Principle



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Core Message / Conclusion

Key Arguments

Detailed Information



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Target Group Analysis



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Thank you!

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