



# EU Day for the Victims of the Global Climate Crisis

Communication toolkit

# About the EU Day for the Victims of the Global Climate Crisis

In 2023, the European Parliament, the Council and the European Commission signed a [Joint Declaration](#) to establish an annual **EU Day for the Victims of the Global Climate Crisis** and to observe this day on **15 July**.

Each year, 15 July will be an occasion to remember victims in Europe and worldwide and to raise awareness of action people can take at their level to reduce the risk of climate impacts and be better prepared for and respond to climate disasters.

While climate change is a global challenge, its impacts are felt locally. The date of 15 July was one of the worst days of the deadly floods in Belgium and Germany in 2021. In Europe and around the world, people are affected by the growing risks to their lives, health and livelihoods.

**This toolkit is intended for anyone who wishes to take part in raising awareness and inspiring action around the day.** The information and ideas can be used to plan communication activities, commemorative events or other initiatives adapted to the national, regional or local context and appropriate for the audience and stakeholders involved.

## More information:



[Event webpage on CLIMA website](#)



[Information on EU Climate Action](#)



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# Key messages

- The annual EU Day for the Victims of the Global Climate Crisis, 15 July, established in 2023, serves to commemorate victims in Europe as well as worldwide and to raise awareness of concrete steps that people can take at their level to help prevent and respond to climate disasters.
- The day is a call to all of us to act now to minimise the impact of climate change and to prepare for the risks it brings, to help protect what's most precious to us – our lives and our health.
- The science is clear: extreme weather events and disasters are becoming more frequent and more intense as a direct consequence of climate change. Average temperatures are rising globally and weather patterns are becoming increasingly unpredictable.
- As the climate heats up, it will bring with it all kinds of risks. From more frequent extreme weather events like heatwaves, droughts or floods, to coastal erosion from rising sea levels, the impacts will affect everyone.
- Around the world, millions of people have already lost their homes, livelihoods or lives as a consequence of climate impacts. Climate-driven food and water insecurity is on the increase. When the risks combine with other adverse events, they become even more difficult to manage.
- Climate risks pose a threat to people and prosperity also in Europe. Across the European Union, climate-related extreme weather already takes lives and inflicts economic damage. Even when the consequences aren't deadly, they leave a lasting impact on the local economy and communities.
- To prevent the worst impacts of climate change, we must continue to cut our greenhouse gas emissions and encourage global action to fight climate change, in order to tackle the root cause of global warming.
- We must also better prepare for and manage climate-related risks that are already here – and will continue to grow. This requires investments, but the costs pale in comparison to the cost of doing nothing. Preparing our homes, infrastructure, economy and health systems for climate change will help us save lives in the future.
- The European Union is taking action. It is putting in place policies and measures to become climate-neutral by 2050 – an economy with net-zero greenhouse gas emissions – and to prepare for the unavoidable impacts of climate change, making our societies more resilient and protecting people and prosperity in Europe and globally.

# Ideas for activities around the EU Day



## Raise awareness

The day is a good moment to talk about climate change, how it affects all of us, and what we can do about it.

### Some ideas:

- Use **social media** to highlight stories of climate victims, facts about climate change and its impacts, and ways to prepare and adapt to its consequences. Make use of our [editable social media posts](#) and use the hashtag **#climatevictimsday**. On channels such as Instagram, interactive elements like polls and Q&A sessions can be used to engage the audience.
- Share content from the European Commission's Directorate-General for Climate Action (DG CLIMA), which includes coverage of the ceremony in Brussels on 15 July. You can follow CLIMA on social media: [X](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).
- Talk about the day in your **newsletter, web articles, website or other communication channels** to raise awareness and call for more climate action.
- You could also contact **local or national media** or write an **op-ed** (opinion piece). For example, you can explain how the day came to be and why it's increasingly relevant. You can use the key messages above to guide you in drafting, tailoring them and adding specific examples relevant to your location and audience.
- Reach out to **stakeholders and decision-makers** in your area to raise awareness, listen to their perspectives and engage with them on how they can contribute to making towns, cities and individuals more resilient to climate change.
- Use **storytelling and local angles** to make your efforts resonate with the audience. You could for example show how climate-related risks are affecting your local community, collect and share stories of people dealing with the impacts, and showcase inspiring examples of positive local action.



## Take a moment to commemorate victims

If it fits your local situation, consider organising a moment to commemorate the victims of the global climate crisis.

### Some ideas:

- Observe a **moment of silence** in your workplace or community.
- Organise a **small ceremony** at a significant place locally.
- Connect the commemoration with an **event to raise awareness** and foster dialogue on climate issues (e.g. documentary screening, panel discussion).
- Organise an activity that uses **nature or arts** to connect people for a moment of reflection and inspires collective hope (e.g. nature walk, artistic performance, community gathering).



## Bring people together for climate action

The day is not only about remembering the victims of tragic events – it is also about working together for a better future.

### Some ideas:

- Use tools like the European Climate Pact's [quick-start tools for citizen engagement](#) to **organise a group activity** – a climate walk, photo story workshop, 'peer parliament' group discussion, or a local climate action group. Get in touch with the [Pact's Country Coordinator](#) or [Climate Pact Ambassadors](#) in your country to connect and work together.
- Create opportunities for community members to **volunteer in climate-related projects** (e.g. awareness-raising cafés, local recovery plans).
- Team up with other organisations and networks to amplify the importance of the day through **joint campaigns and shared resources**.