

OgilvyEarth

Help turn Copenhagen into Hopenhagen *Australians urged to join global online movement*

Sydney, November 4, 2009: Australia's leading sustainability communications practice, OgilvyEarth has issued the challenge to Australians to join a global online movement aimed at driving climate change action in Copenhagen this December.

Conceived by OgilvyEarth for the United Nations, the multimedia campaign named 'Hopenhagen' is currently gathering signatures from across the globe to support a petition calling for urgent climate change action. The petition will be presented to the 192 world leaders gathered at the UN Climate Change Conference on December 7.

A pro bono campaign, Hopenhagen is being rolled out in Australia by companies within the Ogilvy and STW Groups, including OgilvyEarth – the sustainability practice of Ogilvy Public Relations Australia - and Ogilvy & Mather Sydney.

Ogilvy PR Australia's Managing Director, John Studdert, explains: "We have one major aim in this campaign; we want as many Australians as possible to show the world they support climate change action. We want to turn Copenhagen into Hopenhagen," he said.

"The Copenhagen conference is widely regarded as the last major chance the world has to decide on a concrete and effective plan for reducing carbon emissions. This campaign will help individuals all over the country to unite and send a clear message to the world's leaders that the Australian community supports immediate action on climate change, and that we expect our political leaders to act now.

"Importantly, Hopenhagen also provides all of us with a platform from which to act," he continued. "It offers us all an open-source, user-generated platform that leverages social media, content, education, public relations and action tools to enable everyone, everywhere, to activate dialogue with the world's leaders.

"This is an incredible opportunity to create a grassroots movement that's powerful enough to influence change. By signing on to Hopenhagen we will be confirming once and for all that addressing climate change is a priority for Australians and that the Federal Government has our permission and our support to make global commitments on our behalf.

"This is an amazing opportunity for Australians to effectively have a seat at the table."

As part of the campaign, Australians are being urged to visit the Hopenhagen website – www.hopenhagen.org – and become a 'citizen' of the virtual city, Hopenhagen, by signing the UN Climate Petition. The petition will be presented at the conference to send a message to delegates, urging them to work together to finalise a strong global climate change treaty.

Australians can also join on Twitter and Facebook and get their own Hopenhagen passport, and then download buttons.

Since launching globally last month, Hopenhagen has approximately 340,000 citizens, with numbers rising daily.

Hopenhagen is supported by the UN Secretary General Ban Ki-moon together with the International Advertising Association and a coalition of the world's leading advertising, marketing and media agencies.

Launched in 2007, OgilvyEarth Australia is a holistic sustainability communications practice that draws on specialists within the 120-strong Ogilvy PR Australia team. OgilvyEarth works

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with government, business and community organisations on internal and external communications programs to deliver improved sustainability outcomes.

Ogilvy & Mather Worldwide (ogilvy.com), a subsidiary of WPP, is one of the largest marketing communications networks in the world, with 495 offices in 120 countries, specialising in advertising, relationship and interactive marketing, public relations, sales promotion and related services.

Both OgilvyEarth and Ogilvy & Mather Sydney are part of the STW Group, Australia's leading marketing content and communications services group.

Ends.

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Show your support for Hopenhagen by:

1. Join the movement

Sign the Climate Petition and become a citizen of Hopenhagen. Sponsored by the United Nations, the Climate Petition will be presented to world leaders at the UN Climate Change Conference this December. Visit:

<http://www.hopenhagen.org/home/map>

2. Get your passport

The Hopenhagen Facebook passport is one of the best ways to help Hopenhagen grow virally. Start collecting passport stamps and encourage others to do the same. Go to:

<http://www.facebook.com/hopenhagen>

3. Show Your Citizenship

Embed our interactive Hopenhagen buttons on your website, blog and social sites. The more people who see them, the more people will sign the petition. See:

<http://www.hopenhagen.org/badges>

4. Become an Ambassador

Blog, Tweet and post about Hopenhagen. We need your help to get the message out!

5. Go to the Hopenhagen YouTube Channel at:

<http://www.youtube.com/hopenhagen>