



14 September 2020

TEDx Countdown

What is Countdown?

Countdown is a Global Initiative, powered by TED and Future Stewards, to champion and accelerate solutions to the climate crisis, turning ideas into results.

The Countdown Initiative is extending a call to stakeholders from all spheres of society to get involved by hosting an event. This is your opportunity to host a TEDx event alongside peers from around the world highlighting innovations your company is implementing towards halving your emissions by 2030, eliminating them by 2050 and any other actions you are taking to mitigate and adapt to climate change. This global effort enables you to design and host a TEDx talk that is best suited to your audience. You can host a local event drawing on material from TEDx talks developed for the Countdown launch event that will be hosted online on **10.10.2020**.

While local events will not be broadcast globally, this Initiative offers you an amazing opportunity to drive discussions within your organisation and the broader community as well as to share knowledge and build momentum behind climate action. TEDx offers a range of tools and pre-created content, thereby minimizing event preparations.

The goal: To build a better future by cutting greenhouse gas emissions in half by 2030 in the race to a zero-carbon world – a world that is safer, cleaner, and fairer for everyone.

This is a fantastic opportunity for your company to host its own TEDx event, highlighting your company's ambitious and innovative climate commitments and solutions, which are either already in place or in the pipeline.

Here are the opportunities for your company:

1. **Join the Race to Zero and become a climate champion.** This will get you prime access to the latest thinking on climate action. You can also join the C40-NBI-WWF local commitment to net-zero through our **Alliance for Climate Action** and we will make the necessary connections to Race to Zero.

2. **Showcase your ambitious climate action and inspire your network** to join you in the journey to minimise climate change.
3. **Engage employees, colleagues, customers, and other stakeholders** with a different experience around an issue of common interest.
4. **Little effort, great impact.** You will not even need to create your own content: TEDx will share all its training and tools with you!
5. **Be part of a global movement.** Join a diverse community of hundreds of leaders hosting TEDx Countdown all over the world.

How the Initiative works:

The Countdown Initiative comprises 3 parts, with parts 1 and 2 offering the most opportunity for engagement.

Part 1: The Global Countdown Launch Event (Programme)

On October 10, 2020, Countdown will host a virtual event to hear from leading thinkers and doers about what a healthy, abundant, zero-emission future can look like. This includes stirring examples of real progress underway and powerful reasons why this post-crisis moment is the time to act.

This global gathering will serve as a call to action for the world's leaders — and to people everywhere — to step up and participate in building a better future.

You can host your own event on 10.10.2020 or afterwards, drawing on the pre-recorded content from any of the screened sessions as a basis from which to facilitate your own event and discussions with a local audience.

Part 2: Accelerate Progress: 2020-2021

Building on the ideas shared on 10.10.2020, there is an opportunity to work with partners to support a series of cross-sector projects, each designed to tackle a climate-related challenge. The projects will bring together leaders from business, finance, government, local communities, science, the arts and philanthropy. Each project will set specific, bold goals and drive fresh commitments and action in the lead-up to the Countdown Summit and to the UN Climate Change Conference (COP26) in 2021.

In addition, independent Countdown Circles around the world will host citizen-led conversations that help drive action. These groups will explore five fundamental questions in their regular convenings - virtual or in-person - that are supported by the Countdown team its partners. You can register with Countdown Circles for additional support and guidance for keeping the conversations going locally.

Part 3: Countdown Summit and Local Events

TEDx will share a blueprint for a net-zero future at a central Summit of 1,200 leaders in Edinburgh, Scotland, further amplified by hundreds of TEDx Countdown events around the world in October 2021. The Summit and the TEDx events will combine talks, case studies and workshops, celebrating new commitments made, efforts in progress and the people who are driving them.

This event is by invite only but you can motivate for why you/your organization or company should be invited, by applying [here](#).

Who can get involved?

Anyone.

Countdown is a Global Initiative and calls on the participation of stakeholders from all spheres of society to participate. Follow the links below for more information on how you can engage:

- [At work](#)
- [In cities](#)

If you want to be inspired further, check out the recording of the [first information session](#) with special guest: [Christina Figueres](#).

Watch out for future training sessions as these will be communicated in the **National Business Initiative's (NBI)** OACD weekly newsletter. All TEDx training and support resources will be shared once you have registered your event through the application portal on the [Countdown website](#).

For more information on the TEDx Countdown initiative, please contact Geeta Morar (NBI Project Manager: Environmental Sustainability): GeetaM@nbi.org.za.



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The National Business Initiative (NBI) is an independent and voluntary coalition of South African and multinational businesses launched in 1995 by the then President, Nelson Mandela.

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