

EDUCATION TRANSFORMATION IS AT THE HEART OF CLIMATE ACTION

COMMUNICATIONS TOOLKIT

RewirEd Summit @COP28
8 December 2023
Expo City Dubai



Table of Contents

Marketing Material

- 04** RewirEd Summit Profile
- 05** Newsletter
- 06** Digital Content
- 07** Brand Guidelines

Social Media

- 09** Sample Posts
- 15** Graphics
- 16** Social Info

Public Relations

- 18** Press Release Guidelines
- 19** Boilerplates

Marketing Material

RewirEd Summit Profile

RewirEd Summit is Dubai Cares' flagship platform advocating for transformed education systems as the core enabler of a sustainable future for people and planet.

Drawing from Dubai Cares' 15 years of global experience in enabling access for children and youth to quality education, RewirEd Summit was established in response to the urgent need to transform education models and bring forward solutions at the intersection of education and other Sustainable Development Goals (SDGs), in partnership with new and unlikely allies.

Following a successful first edition held during Expo 2020 Dubai, the second edition of RewirEd Summit will take place at COP28 UAE on the "Youth, Children, Education and Skills" Thematic Day on 8 December 2023 in the Connect Conference Center in the Green Zone at Expo City Dubai.

The global education gathering will focus on placing education at the forefront of the climate agenda by bringing together diverse voices and sectors including heads of state, governments, education and climate actors, civil society, private sector, indigenous communities and youth.

Newsletter

Here is a newsletter template that you can use or adapt to ensure your network stays informed about the latest updates on the RewirEd Summit 2023 programming, sessions and speakers.

The second edition of RewirEd Summit will take place at COP28 UAE during the “**Youth, Children, Education and Skills**” Thematic Day on **8 December 2023** at the Connect Conference Center in the Green Zone at Expo City Dubai. The Summit will focus on placing education at the forefront of the climate agenda. This global education gathering is set to bring together diverse voices and sectors including heads of state, ministers, education and climate actors, civil society representatives, private sector, youth as well as indigenous and marginalized communities.

Registration is Now Open

Registration for RewirEd Summit at COP28 UAE is now open. To secure your place at the Summit, kindly complete the registration [form](#) by the **30th of November**.

Agenda is Live

The Summit’s agenda is now live and you can download it [here](#)! The programme features a mix of high-level and thought provoking sessions and discussions aimed at championing collective collaboration for global education transformation as one of the most effective ways to address current challenges and unlock future solutions for people and planet.

Partners are encouraged to highlight the sessions they are hosting here.

We look forward to seeing you all on December 8!

You can find more information on www.rewiredsummit.org

Digital Content

This content can be placed on your website to provide your network with more information about your engagements and sessions at RewirEd Summit 2023.

The second edition of RewirEd Summit will take place at COP28 UAE during the **“Youth, Children, Education and Skills”** Thematic Day on **8 December 2023** at the Connect Conference Center in the Green Zone at Expo City Dubai. The Summit will focus on placing education at the forefront of the climate agenda. This global education gathering is set to bring together diverse voices and sectors including heads of state, ministers, education and climate actors, civil society representatives, private sector, youth as well as indigenous and marginalized communities.

The Summit’s programming will focus on four key areas:

- Rewiring Lifelong Learning for Green Jobs and Green Economy
- Transformative Policy and Innovative Financing at the Nexus of Education and Climate Action
- Leveraging Technology and Connectivity to Rewire Education Systems for Climate Adaptation and Mitigation
- People and Knowledge at the Heart of Transformation for People and Planet

[Name of the organization] is delighted to participate in RewirEd Summit 2023 at COP28 UAE. We will be engaged in number of sessions as outlined below.

For more details on the full programme and the speakers, please visit www.rewiredsummit.org

Brand Guidelines

Our brand guidelines are a vital resource offering extensive guidance on utilizing the RewirEd Summit brand, both online and offline. The brand guidelines provide clear directives and best practices for various applications.

Our goal in sharing the brand guidelines is to maintain consistency and an engaging tone to promote RewirEd Summit. You can access the brand guidelines here:

<https://rewiredsummit.org/brand-guidelines/>

Before publishing co-branded content or marketing materials, please share it with us for our feedback on the following email address: **Lilian.Sayegh@dubaicare.ae**.

Social Media

Sample Posts

The following sample posts have been developed to allow you to easily share news about RewirEd Summit. You may use the sample posts we have shared below, create your own captions or simply share and retweet our content.



Post 1

@RewirEd_Summit 2023 at @COP28_UAE is set to position education transformation at the heart of climate action.

This is a moment for the global community to address the urgent need for education transformation and bring forward innovative solutions at the intersection of education and climate.

Join us at @RewirEd_Summit on 8 December 2023 in Dubai, UAE to collectively make the case for education transformation as a driving force for a sustainable future.

www.rewiredsummit.org

#RewirEdSummit2023 #EducationForClimateAction
#TransformingEducation #COP28 #COP28Education #ClimateEducation
#DubaiCares #Rewireeducation

Post 2

[Insert name of your @organization or @speaker] is excited to join @RewirEd_Summit 2023 at @COP28_UAE in #Dubai!

For the first time in the history of all COPs, education will have a seat at the table in global climate discussions and engagements.

Join us at @RewirEd_Summit to be part of this key moment.

Register Now: www.rewiredsummit.org

#RewirEdSummit2023 #EducationForClimateAction
#TransformingEducation #COP28 #COP28Education #ClimateEducation
#DubaiCares #Rewireeducation

Post 3

The @RewirEd_Summit agenda is now live! The programming will see the education and climate sectors convening under one roof to collectively build a roadmap to rewire education as a powerful climate action solution. From high-level speakers to thought-provoking discussions – a series of not-to-be-missed sessions await you at RewirEd Summit.

Check the full agenda here: www.rewiredsummit.org

#RewirEdSummit2023 #EducationForClimateAction
#TransformingEducation #COP28 #COP28Education #ClimateEducation
#DubaiCares #Rewireeducation

Post 4

Youth around the world are playing a key role in highlighting the severity of the climate crisis and demanding urgent action.

@RewirEd_Summit is committed to elevating and amplifying the voices of #youth and empowering them to proactively bring forward their bold approaches and ideas to transform education for a sustainable future.

Join us @RewirEd_Summit at @COP28_UAE to hear from youth leaders and representatives on what needs to be done to our current education system to build a resilient generation of climate-conscious individuals.

www.rewiredsummit.org

#RewirEdSummit2023 #EducationForClimateAction
#TransformingEducation #COP28 #COP28Education #ClimateEducation
#DubaiCares #Rewireeducation

Post 5

Nurturing a generation of environmentally conscious and responsible individuals starts early and goes well beyond formal education.

Today, as caregivers and educators, we should commit to raising a generation of climate-aware individuals who are fully equipped to contribute towards climate action and make sustainable choices throughout their lives.

Join us at @RewirEd_Summit to collectively address and take action towards fostering a sense of agency in young children and strengthening their connection to the planet.

www.rewiredsummit.org

#RewirEdSummit2023 #EducationForClimateAction
#TransformingEducation #COP28 #COP28Education #ClimateEducation
#DubaiCares #Rewireeducation

Post 6

Bridging the digital gap and advancing connectivity goals for all learners is essential to empower children and youth to combat the adverse effects of climate change and contribute to global sustainability efforts.

Join us at @RewirEd_Summit to explore the potential of digital literacy and technology access in enabling children and youth to acquire knowledge, expand their thinking, and transform their ideas into innovative solutions for a sustainable and resilient world.

www.rewiredsummit.org

#RewirEdSummit2023 #EducationForClimateAction
#TransformingEducation #COP28 #COP28Education #ClimateEducation
#DubaiCares #Rewireeducation



Post 1

Join us at @RewirEd_Summit 2023 at @COP28_UAE to position education transformation at the heart of climate action.

www.rewiredsummit.org

#RewirEdSummit2023 #EducationForClimateAction
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#DubaiCares #Rewireeducation

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www.rewiredsummit.org

#RewirEdSummit2023 #EducationForClimateAction
#TransformingEducation #COP28 #COP28Education #ClimateEducation
#DubaiCares #Rewireeducation

Post 4

@RewirEd_Summit is committed to elevating and amplifying the voices of #youth and empowering them to proactively bring forward their bold approaches and ideas to transform education for a sustainable future. Join us @RewirEd_Summit at @COP28_UAE

www.rewiredsummit.org

#RewirEdSummit2023 #EducationForClimateAction
#TransformingEducation #COP28 #COP28Education #ClimateEducation
#DubaiCares #Rewireeducation

Post 5

Early Childhood Development is a key topic at @RewirEd_Summit. Join us to address and collectively take action towards fostering young children's sense of agency and strengthening their connection with the natural world.

www.rewiredsummit.org

#RewirEdSummit2023 #EducationForClimateAction
#TransformingEducation #COP28 #COP28Education #ClimateEducation
#DubaiCares #Rewireeducation

Post 6

Join us at @RewirEd_Summit @COP28_UAE to explore the potential of digital literacy and technology access in enabling children and youth to acquire knowledge, expand their thinking, and transform their ideas into innovative solutions for a sustainable and resilient world.

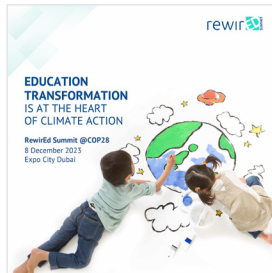
www.rewiredsummit.org

#RewirEdSummit2023 #EducationForClimateAction
#TransformingEducation #COP28 #COP28Education #ClimateEducation
#DubaiCares #Rewireeducation

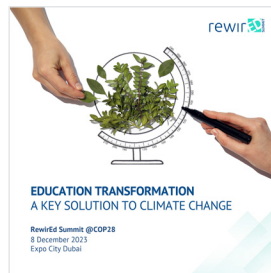
Graphics

Click each graphic to access the downloadable file and share on your social media platforms.

Post 1



Post 2



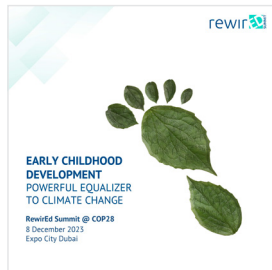
Post 3



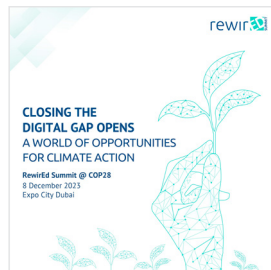
Post 4



Post 5



Post 6



Social Info

KEY HANDLES

Please remember to include the below handles when posting on social media.

RewirEd Summit Social Media Handles:

LinkedIn: @RewirEd Summit
Facebook: @RewirEd Summit
Twitter: @RewirEd_Summit
Instagram: @rewiredsummit

Dubai Cares Social Media Handles:

LinkedIn: @Dubai Cares
Facebook: @Dubai Cares
Twitter: @DubaiCares
Instagram: @dubaicares

COP28 Social Media Handles:

LinkedIn: @cop28 uae
Facebook: @cop28 uae
Twitter: @COP28_UAE
Instagram: @cop28uaeofficial

Public Relations

Press Release Guidelines

We encourage all our partners to issue their own press releases highlighting their engagements at RewirEd Summit, whether it's a programme, an initiative or a partnership announcement during the Summit.

Please take note of the following:

- Ensure that the press release references RewirEd Summit.
- If required, we can share a quote from a RewirEd Summit spokesperson to be included in your press release.
- The RewirEd Summit team will need 3 working days to review and approve any press release referencing the Summit.
- Please share the media coverage report with the RewirEd Summit team following the distribution of the press release.
- For any public relations inquiries, please contact:
makram.boukheir@dubaicares.ae

Photography and Videography

At the end of RewirEd Summit, we will be sharing a photo and video gallery capturing the best moments with all our partners and speakers.

Should you wish to receive photos from your session, please contact
robert.resto@dubaicares.ae

Boilerplates

About RewirEd Summit

RewirEd Summit is Dubai Cares' flagship platform advocating for transformed education systems as the core enabler for a sustainable future for people and planet. Drawing from Dubai Cares' 16 years of global experience in advancing access for children and youth to quality education, RewirEd Summit was established in response to the urgent need to transform education models and bring forward solutions at the intersection of education and other Sustainable Development Goals (SDGs), in partnership with new and unlikely allies.

Following a successful first edition held during Expo 2020 Dubai, the second edition of RewirEd Summit will take place at COP28 on the "Youth, Children, Education and Skills" Thematic Day on 8th of December, 2023. It will focus on placing education at the forefront of the climate agenda by bringing together diverse voices and sectors including heads of state, governments, education, climate, civil society, private sector, indigenous communities, youth, and influencers. The RewirEd Summit program will focus on four areas: Rewiring Lifelong Learning for Green Jobs and Green Economy; Transformative Policy and Innovative Financing at the Nexus of Education and Climate Action; Leveraging Technology and Connectivity to Rewire Education Systems for Climate Adaptation and Mitigation; and People and Knowledge at the Heart of Transformation for People and Planet.

To learn more, please visit: www.rewiredsummit.org

Join the conversation on social media:
[LinkedIn](#) | [X](#) | [Instagram](#) | [Facebook](#) | [YouTube](#)

About Dubai Cares

Since its inception in 2007, Dubai Cares, part of Mohammed bin Rashid Al Maktoum Global Initiatives, has been working towards providing children and youth in developing countries with access to quality education through the design and funding of programs that aim to be impactful, sustainable and scalable. To date, the UAE-based global philanthropic organization has successfully launched education programs reaching over 21 million beneficiaries in 60 developing countries.

Dubai Cares plays a key role in helping achieve the United Nations Sustainable Development Goal (SDG) 4, which aims to ensure inclusive and quality education for all, and promote lifelong learning by 2030, by supporting programs in early childhood development, access to quality primary and secondary education, technical and vocational education and training for youth as well as a particular focus on education in emergencies and protracted crises. Moreover, Dubai Cares adopts a strategic approach to improve student enrollment and learning outcomes through an integrated school health and nutrition model that is made up of school-based deworming activities, school feeding, and WASH (Water, Sanitation & Hygiene) in schools.

Dubai Cares is a civil society organization formally associated with the United Nations Department of Global Communications (UN DGC), as well as a registered non-government organization under IACAD, the charitable activities regulator in Dubai. The UAE-based global philanthropic organization is authorized to raise funds through direct donations and fundraising campaigns, as well as process all permit approvals with IACAD.

Volunteerism is a powerful tool to Dubai Cares in order to engage people in tackling development challenges. Dubai Cares rallies the UAE wider community through a large spectrum of volunteering and awareness initiatives that are linked to its global mandate.

To learn more, please visit www.dubaicarees.ae

Join the conversation on social media:
[LinkedIn](#) | [X](#) | [Instagram](#) | [Facebook](#) | [YouTube](#)



Because Education is Everyone's Business!