



10 Billion  
Solutions

Climate and Sustainability Communications

# PRESENTATION

# Why we exist

- 10 Billion Solutions' (10BS) reason for being, as a Social Enterprise, is to **promote and amplify Climate & Sustainable Development Communications**, both on behalf of its international clients and on its own.
- Communications are a key dimension to **progressing the urgent and much-needed solutions in this essential challenge to humankind**. 10BS is part of this momentum.

## Our impact in a nutshell

- Marrying the expertise of a communication agency to the flexibility of consulting, 10BS' high value-add is rooted in the unique experience of its founder and CEO, Mariana Castaño Cano, which combines deep expertise in **Climate Change** (from having served in the UN agency spearheading global climate action and in **International Journalism**).
- Our team is passionate about making a difference in this crucial arena, team members are experts in their respective fields and fully committed to **exceeding clients' expectations in terms of their Climate and Sustainability communication goals**.



# Our Vision

- By 2050, we will be close to 10 billion people on Earth. We all can help to solve the climate and ecological crisis and prevent health emergencies such as Covid-19, but **we need inspiration**. We help organizations **inspire positive change** by refocusing communications on people's needs and hopes for a sustainable future.
- **10 Billion Solutions is growing into a major player in Climate and Sustainability Communication**, partnering with various innovative organizations and opinion leaders, as well as with all individuals who seek to make an impact in this arena, providing its expertise to like-minded clients.
- By associating a 360° perspective (international, national, governmental, NGO and private sector dynamics) to an expertise in communication relying on cutting-edge tools & practices, 10 Billion Solutions projects itself as a **key influencer for positive change**.

## Our Values - *10BS' interactions with clients and all stakeholders are based on 5 key values:*

1. **Honest, Fact-Based, Optimistic Communication**, as a vector for climate & sustainability solutions, and relying on positive human behavioral patterns
2. Total commitment to our **Clients' success**
3. **Trust, openness and personal responsibility** in all interactions
4. Our actions and priorities are guided by the **ultimate impacts on climate and sustainable development**
5. **Expertise is shared** in client engagements and other stakeholders interactions, so that it can have a ripple effect throughout the entire network.



# Services and Clients

## What we do:

- **Consulting:** Communication Strategy; Messaging; Thought Leadership
- **Communication:** Campaigns; Press Relations; Media Planning; Social Networks; Video
- **Events & Training:** Organization and coordination of events (on site, virtual and hybrid); International conferences moderation; Training & Education

## With whom:



GLOBAL  
CENTER ON  
ADAPTATION



United Nations  
Framework Convention on  
Climate Change



ClimateScience

SmallWorldStories



aecid



IFEMA  
MADRID



PEEB  
PROGRAMME FOR  
ENERGY EFFICIENCY  
IN BUILDINGS



Euroclima+



Financiado por  
la Unión Europea



ADEME  
AGENCE DE LA  
TRANSITION  
ÉCOLOGIQUE



GLOBAL COVENANT  
of MAYORS for  
CLIMATE & ENERGY





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# PORTFOLIO

Non exhaustive

# UN Climate Change



United Nations  
Framework Convention on  
Climate Change

The UNFCCC and the Paris Agreement  
are the main legal instruments in the  
global response to climate change

## 10BS Actions

- Communication strategies
- Digital communications
- Messaging
- Podcast production
- Facilitation and moderation of events
- Writing



It's Possible Podcast [Production](#)



[Africa Climate Week 2022, Gabon](#)



[Transparency Events at LACCW 2022](#)



[Closing Ceremony at LACCW 2022](#)





# Global Center on Adaptation



GCA is an international organization working as a solutions broker to accelerate action and support for adaptation solutions, from the international to the local, in partnership with the public and private sector, to ensure we learn from each other and work together for a climate resilient future

## 10BS Actions

- Communication Strategy
- Messaging
- Social media campaigns
- Video production
- Dissemination of press releases



## Global youth adaptation movement gears up sharply for COP27

[Blog post](#)



[Quote card](#)



[Video Summary](#)



EUROCLIMA+ is a regional cooperation programme between the European Union and Latin America focused on public policies to address climate change

## 10BS Actions

- Production of the COP26 summary report or [Thematic study](#) from Euroclima+ Pavilion
- Facilitation and organizing the EUROCLIMA Annual Meeting in Montevideo, Uruguay
- Event moderator and master of ceremonies
- Messaging



[Thematic Study](#)



EUROCLIMA annual meeting in Montevideo, Uruguay





# GLOBAL MOBILITY CALL



10 Billion Solutions is in charge of the international communications for **Global Mobility Call**, a sustainable mobility international conference bringing to Madrid all the sectors involved in the progress towards a safer, more sustainable and inclusive mobility

## 10BS Actions

- Development and implementation of an international communication strategy
- Set up and management of international media partnerships
- Global dissemination of multilingual content
- Organization of international events
- Production of multilingual information material such as videos and [press releases](#) in English, French and Spanish
- Media monitoring and media intelligence
- Moderation of events, press conferences and master of ceremonies



GMC presentation at COP26, Glasgow 2021



GMC presentation at Expo2020 Dubai



# Climate Science



ClimateScience is a UK-based international charity run by hundreds of volunteers from 30 countries. Its aim is to make learning attractive, accessible and reliable. We do this as pro bono work.

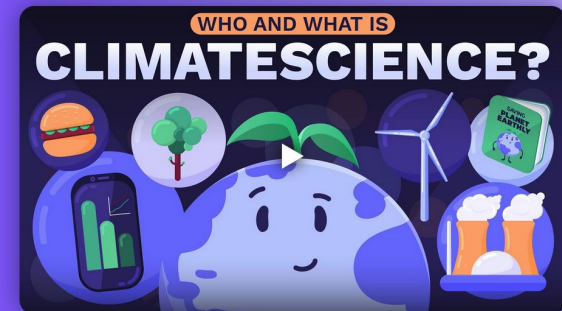
## 10BS Pro Bono Actions

- Communication Strategy
- Press releases and media outreach
- Coaching NGO core staff
- Member of the Advisory Board

## Understand climate change with us!

ClimateScience is an science-based organization and a movement for people wanting to learn how to take better climate action.

[Start learning >](#)



[ClimateScience website](#)



Learn more about our work, visit [www.10billionssolutions.com](http://www.10billionssolutions.com)

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LinkedIn



Twitter



Instagram



Facebook

THANK YOU!





10 Billion  
Solutions

Tell your story. Inspire the future.