

# Creatives for Climate Commitment



## I COMMIT TO...

### 1) ACTIVE PARTICIPATION

We commit to being active in shaping the change we seek, and bringing new ideas, solutions, and energy to support all climate action efforts.

### 2) COLLABORATIVE MINDSET

We commit to practicing radical collaboration to find solutions to challenges that no one person - agency, company or brand - can solve alone.

### 3) INCLUSIVITY & HUMILITY

We welcome people of all backgrounds, perspectives, and areas of expertise, and commit to supporting each other as we confront difficult questions or blind spots.

### 4) SOLUTIONS THROUGH STORYTELLING

We pledge to use our creativity to paint a picture of what we are fighting for, not just what we are fighting against, and to help everyone find their role in creating a regenerative and just future.

### 5) DIVEST FROM DESTRUCTION

We recognize that “creativity for good” can only exist alongside a commitment to divest from working with big polluters, including fossil fuel clients.

**We welcome individuals, agencies and brands to incorporate these principles as their own, and share this commitment!**



**JOIN THE COMMUNITY**

[www.creativesforclimate.community](http://www.creativesforclimate.community)