



**Regions4**

Sustainable Development

Press Toolkit

# Regions4 at COP30

Regions Building a Just  
and Resilient Future



## Welcome to Your COP30 Communication Tools

COP30 in Belém is the moment for Subnational governments – states, provinces and regions - to shine on the global stage. Subnational actors are not just implementing national policies: they are driving innovation, enabling finance, and leading the way toward a just and resilient transition. With local solutions, they connect urban and rural areas, advance progress on climate and biodiversity, and work directly with communities to build just resilience.

COP30 is the moment to recognize subnational governments as indispensable partners in turning ambition into action. **As we prepare for COP30, regions need powerful communication tools to tell their stories. This toolkit supports Regions4 members and partners** in showcasing their vital role with confidence, ensuring their voices are heard and their actions recognized at this critical moment for climate action.

### Tools

The visual assets can be found on **Canva** link provided in this file. The available material include **Social Media Templates** that maintain Regions4 branding while giving your posts maximum impact, and **Announcement and Messages Templates** that you can customize with your region's climate wins, key statistics, announcements, project results and impact stories.



#### Discover More:

- ◆ [Regions4 Website](#)
- ◆ [Regions4 LinkedIn](#)
- ◆ [Trello](#)
- ◆ [#RegionsVoice Campaign](#)

#### Hashtags & Tags:

#Regions4 #Regions4COP30  
#RegionsVoice #RegionsAdapt  
#ActionAgendaSolutions #MutirãoCOP30

Tag [@Regions4](#) on [LinkedIn](#) to maximize reach.

#### How to Use the Templates

1. **Pick a template that fits your message** - whether it's a call, new project, announcement or program result.
2. **Customize** it with your region's real numbers, project names, and outcomes.
3. **Tag** Regions4. We want to amplify your message and support your advocacy efforts.

#### Need Help?

Contact the Regions4 Lead Communications at [sribeiro@regions4.org](mailto:sribeiro@regions4.org)



## COP30 Regions4 Theme: *Regions Building a Just and Resilient Future*

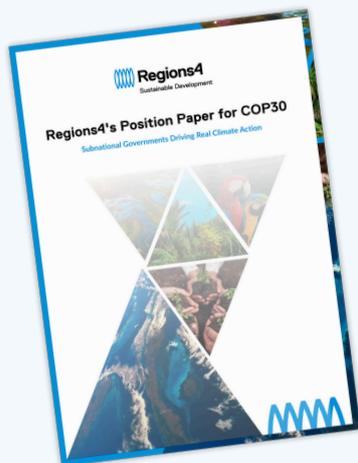
At COP30, the spotlight will be on the pivotal role of regions in driving solutions for people and nature – demonstrating that climate action starts from the ground up. Reflecting the Presidency’s *mutirão* spirit, COP30 calls for a global, collective, and bottom-up effort to tackle the climate crisis.

Subnational actors are already leading this transformation: from designing ambitious climate plans and fostering just, resilient communities to advancing place- and nature-based adaptation and enabling direct access to finance. Inspired by this *mutirão* ethos, Regions4 has launched its COP30 communications campaign under the theme [\*Regions Building a Just and Resilient Future\*](#). 

After 2024 – the hottest year on record – the effects of the climate crisis are undeniable: from 48°C heatwaves in India to wildfires across southern Europe and floods in South Africa, the cost of inaction is already here. Guided by the Brazilian Presidency’s spirit of *mutirão* – collective, community-driven action – and the Action Agenda, COP30 will highlight real solutions emerging from local actors.

Through this campaign, Regions4 will showcase how its states, provinces, and regions are connecting urban and rural areas, enabling finance, scalling adaptation, advancing just resilience and leading innovation for a just, resilient, and nature-positive future for all.

### Regions4 COP30 Position Paper



COP30 is the moment to recognize subnational governments as indispensable partners in turning ambition into action. A just, resilient, and nature-positive future depends on subnational leadership.

**At COP30, Regions4 calls on Parties to:**

1. Integrate Subnational Governments in climate planning and implementation
2. Make adaptation a global imperative
3. Invest in nature - our greatest ally for climate and resilience
4. Unlock direct access to climate finance for subnational action
5. Institutionalise subnational leadership

[Read the Position \[ENG, SPA, FR\]](#) 



## Shareable Social Media Graphics

[Download images here](#)



To help amplify the message of **Regions4** campaign ‘Building a Just and Resilient Future’ and **Position Messages**, we have prepared a series of ready-to-use social media graphics and templates. **These visuals are designed for regions and partners to easily share across platforms** and highlight the vital role of subnational governments in advancing climate action, resilience, and nature-positive solutions.

Each graphic includes key messages aligned with the COP30 campaign theme and can be used as it is or customized with your region’s logo or examples. **By sharing these visuals, you’ll help showcase how regional leadership is driving collective, bottom-up climate action in the spirit of mutirão.**

### How to use:

1. Choose the graphics that best fit your messages or upcoming events.
2. Use as it is or add your logo or adapt the text to feature your region’s initiatives.
3. Share them on your social media channels using the campaign hashtags and tag @Regions4 to connect with the global conversation.



## Are you a partner in an event?

[Download images here](#)



Use our ready-to-share “Save the Dates” to promote our joint event. Together, we can amplify the message and reach more people.



## Customizing Our Designs

[Canva Template here](#)



For this option, you will need a Canva account. Use the link to our designs in Canva and customize with your own messaging and logo. Please note: the Regions4 logo and tagline should not change.



**Press Release**



**The LGMA COP30 Joint Position**

The Local Governments and Municipal Authorities (LGMA) Constituency represents the voice of towns, cities, counties, territories, provinces, regions, states, devolved governments and others in the UNFCCC process.

**Regions4 is an official member of the LGMA, co-leading the Adaptation Working Group and contributing to the drafting committee of the LGMA Constituency for COP30.**

The LGMA Constituency calls for COP30 to empower cities and regions as key drivers of global climate implementation. We invite you to read and share the LGMA Joint Position.

[LGMA Joint Position](#) 



**#RegionsVoice**

**Send us your stories!**

#RegionsVoice is the global campaign launched in 2019 that brings the voice of regional governments to the major events and negotiation processes in sustainable development within the UN. By sharing powerful impact stories and highlighting regional best practices, we bring to life how our regions are driving real climate action on the ground. **Send us your stories to be featured before, during or after COP30.**

[#RegionsVoice 2025](#) 



**Climate-Proof SME**

Join the Climate-Proof SME Campaign, led by the [Climate High-Level Champions](#) and supported by Regions4, connecting regional governments with small businesses to advance resilience and decarbonization. Share [Regions4 article](#) or [LinkedIn post](#) to increase awareness of regional initiatives that support SMEs through strategic policies, financial incentives, and certification schemes.

[SME Campaign](#) 



**From Paris to Belém**

As part of the CHAMP Coalition, Regions4 has joined the campaign “From Paris to Belém” **highlighting a decade of climate action from Regions4 and RegionsAdapt** regions since the Paris Agreement, by sharing regional stories that show real change on the ground. Support by [sharing](#) the first stories on LinkedIn. Stay tuned for the next round of stories being posted on November 7, 2025.

[From Paris to Belém](#) 



# Do you have questions?

Do not hesitate to contact the Communications Manager at: [sribeiro@regions4.org](mailto:sribeiro@regions4.org)

## Join our campaign.

Your voice makes a difference.

At Regions4, we act, we connect, we transform. We act by staying close to the territories we serve, embodying transformative change on the ground. We connect regions to each other and to the UN, ensuring their voices are heard in global discussions. We transform by driving real, localized progress in climate change, biodiversity, and sustainable development.

We were born in 2002 to represent states, regions and provinces at UN negotiations, European Union initiatives and global discussions on biodiversity, climate change and sustainable development. Today we represent 50+ regional governments from +20 countries across 5 continents.



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