> " Through Data for Climate Action, we hope to generate solutions that tap into the enormous potential of data held by companies to drive localized action on global climate change. "

Robert Kirkpatrick
DIRECTOR, UN GLOBAL PULSE

DATA FOR CLIMATE ACTION CHALLENGE

Big data is transforming business and society. Imagine if we could apply it to address one of the world's most pressing challenges—climate change.

UN Global Pulse and Western Digital Corporation have joined forces to generate awareness for the power of big data to create lasting change in our world. Data for Climate Action is an open innovation challenge to unlock new data sources and harness data science for climate action. The Challenge will provide a platform for teams of researchers to work with companies willing to grant access to selected datasets for analysis, with the goal of generating insights relevant to climate mitigation, adaptation, and resilience.

The Challenge aims to demonstrate how data-driven innovation (big data + big ideas) could transform how society approaches climate adaptation and mitigation, mobilizing business leaders and the data science community.

TIMELINE
The Challenge will launch with a public call for research proposals, inviting research teams to apply to participate in the challenge. The challenge will follow this approximate timeline:

9 March – 10 April 2017:
Application Period

May 2017:
Selection of Participants

May – September 2017:
Research Period

September – October 2017:
Evaluation Period

November 2017:
Announcement of Winners

HOW TO PARTICIPATE

Whether you're a company with data to share, a researcher or data scientist, or an interested member of the global climate and humanitarian community, there are several opportunities to participate in the challenge.

CLIMATE COMMUNITY

Designed to support Sustainable Development Goal #13: Climate Action, this Challenge aims to catalyze research and development in the areas of climate mitigation, climate adaptation, and the linkages between climate change and the broader 2030 Agenda adopted by world leaders in 2015.

This goal matters to us and we know it matters to you. Follow us and help us spread the word by amplifying news of the Challenge in your networks and social media communities.

DATA SCIENCE COMMUNITY

It's your turn to demonstrate the power of data to fuel climate solutions. UN Global Pulse and Western Digital invite data specialists, researchers and innovators to dive into this treasure trove of information and channel data science to combat one of the biggest challenges facing us today — climate change.

Learn more and apply by submitting proposals at DataForClimateAction.org.

DATA PROVIDER

Traditional sources of climate data provide only a limited view of the global climate challenge. New sources of data from different industries and geographies paired with innovative data analytics can help construct a more complete picture of the dynamic relationship between human behavior and the climate system.

We invite private sector companies to engage with United Nations Global Pulse to see how their data might contribute to the cause.

COMMUNICATIONS CHANNELS AND ASSETS

WEBSITES

DataForClimateAction.org
Challenge home, submit applications.

DataMakesPossible.com
Unique content including Challenge updates and Data for Good initiatives hosted by Western Digital. (contributions welcomed!)

CAMPAIGN HASHTAGS

#D4CA
#DataMakesPossible
#DataForClimate

SOCIAL MEDIA IMAGES

For social media images, contact Meredith Ciochetto:
meredith.ciochetto@porternovelli.com

RETWEET / FOLLOW

@dataforclimate
@WesternDigital

@UNGlobalPulse
@Skollglobal

@rgkirkpatrick
@UNFCCC
@WIRED
@WIREDinsider

SAMPLE MESSAGING

CALL FOR ENTRIES

Data scientists, researchers, analysts, modelers, statisticians, engineers and specialists: #D4CA is your opportunity to get access to typically siloed data sources and tools. You are the next step in generating new solutions and we need your help. Learn more at DataForClimateAction.org

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Mitigating climate challenges is going to require #BIGdata, so Western Digital is partnering with the United Nations to issue a challenge to all data scientists, researchers, and innovators. We're providing the data sources, you provide the genius. Together, we just might change the world. Join us at DataForClimateAction.org

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This is your opportunity to showcase the effectiveness and importance of #datascience to the world. Apply now: DataForClimateAction.org

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This is an opportunity to engage with the UN, expand your network and build your profile; and potentially even have your ideas implimented by a government or organization. Make your mark on the world. Join us: DataForClimateAction. org

CHALLENGE AWARENESS

Data-driven innovations are a vital part of creating effective, global climate solutions and policies. Learn more at DataForClimateAction.org

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The Data for Climate Action Challenge supports Sustainable Development Goal #13: Climate Action. Find out how at DataForClimateAction.org

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This challenge illustrates the power of open innovation initiatives to provide solutions and applications that will further the understanding of climate action & it's relation to other Sustainable Development Goals. Learn more at DataForClimateAction.org

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Samples of consumer data, when paired with publically available data, can empower innovative solutions to help meet global humanitarian needs. DataMakesPossible. com/Challenge

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While there's no going back, there is definitely hope. Climate Action is an active way to address environmental and humanitarian issues around climate change. Applying data science to a combination of public and private data is key to creating smart, effective solutions. Learn more at DataForClimateAction.org

DATA PHILANTHROPY

Announcing a challenge to unlock data sources and harness them for climate action. Start here: DataForClimateAction.org #D4CA

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The routine data that powers business can catalyze innovation in climate action. Learn more at DataForClimateAction.org

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Anyone can play an active role in furthering the data philanthropy movement simply by being informed and sharing Data for Good stories. DataMakesPossible.com/ Challenge

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This challenge demonstrates a safe, proven process by which companies can contribute data to global politics and humanitarian efforts, called "data philanthropy." Learn more at DataForClimateAction.org

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Participating in data philanthropy can increase your company's positive profile, open the doors to government and organizational partnerships and introduce new markets for business. Get involved at DataForClimateAction.org

DATA FOR CLIMATE ACTION

CONTACT INFORMATION

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MADE POSSIBLE BY

Global Pulse is an innovation initiative of the United Nations Secretary-General. Its mission is to accelerate discovery, development, and adoption of big data innovations for sustainable development and humanitarian action.

@unglobalpulse
UNGlobalPulse.org

As the largest data storage company in the world, we at Western Digital believe in the power of data and are passionate about using it as a catalyst for innovation and change. We are enabling an era of data abundance and insight, and are on a journey to illuminate what #DataMakesPossible.

@WesternDigital
DataMakesPossible.com

The Skoll Global Threats Fund works on a set of global challenges that will be exponentially more difficult to solve if serious progress isn't made in the coming decade. Our mission is to safeguard the humanity against global threats through bold, intelligent, and innovative collaboration.

@skollglobal
SkollGlobalThreats.org

DATASETS PROVIDED BY