

## HOW TO BECOME AN AMBASSADOR FOR THE SNOW

### Please record an SOS for Earth's Mountains to help us spread the word

If you are going out to the mountains, out on the snow or ice, or if you would like to support the campaign from wherever you are in the world, please record a film and post a message, share it on your socials, tagging us or better yet inviting us to be a collaborator – on Instagram @saveoursnow\_ to help us build a community calling for change:

- Format: you can use a camera phone. Please record your message 'landscape' not 'portrait'
- Length: 90 second piece to camera. If possible, provide one minute of additional footage, of mountain, ice, snow.
- Style: on the ground, speaking directly to global audiences
- Context: these messages will be most powerful if you can show mountains/ice/snow in the background.
- If possible, interact with the location, or show the subject of your conversation. You could look up at the mountain, for instance, or be running through a landscape, unzipping a tent at Base Camp, watching dawn break at K2, installing monitoring systems.
- Tech: use an external microphone. If sound quality is poor just record footage outdoor and record your script in a quiet place so we can edit it in.

### Message:

Address the audience directly.

Introduce yourself. Name, who you are, where you are, your nationality if you'd like. Talk about the context of your work. If you have any specific regions of interest, or expertise, please mention these.

Eg: Hi, my name is xxx and I am X of y at X place, including country/city name. We're here at....We're surrounded by / all around us you can see [describe where you are, and any changes you are aware of]

### Additional prompts if useful:

When and why did you start to notice climate impacts on the mountains?

Eg, you can tell us the statistics, or any personal, eyewitness stories about the impacts of cryosphere losses?

Was there a turning point when you saw the problem in clear focus? When the impacts became particularly visible, or bad for instance.

Why do you care about the mountains?

Why do you find mountains and mountain snow and ice so special and so important?

How have you seen these landscapes change?

Why is it vital to protect them?

What scares you, what gives you hope?

### Call to action:

And that is why I am – eg, backing the SaveOurSnow campaign – calling for G20 economies to make good on their commitments – asking for the goal on climate finance to prioritise funding for loss and damage and adaptation to mountain regions - calling on heads of governments and business leaders to close the implementation gap

### File it:

If you are on social media please upload your image and invite SaveOurSnow as a collaborator or email us your message (which can include words, photographs, videos, or details of any events to raise awareness and build community) at: [media@icimod.org](mailto:media@icimod.org)

**THANK YOU! TEAM SAVE OUR SNOW**