

January - December 2024

**MISSION**  
**→ 2025**

# Impact Highlights

Mission 2025 is convened by Groundswell, a collaborative project of the Bezos Earth Fund, Global Optimism and Systems Change Lab.

As we open this report, we would like to express our deepest gratitude to all the partners who have collectively built this shared movement. We acknowledge that this report may not capture the full extent of your efforts and impact, but we appreciate your invaluable collaboration. We look forward to continuing this journey with you and strengthening all these partnerships - and new ones - in the future.

**Thank you for being part of this change.**

2050 Consulting AB  
Ambition Loop  
Bezos Earth Fund  
Better Futures Australia  
Breakthrough Agenda  
Bridging Ventures  
BSCE  
CEMUNE  
C2ES  
C40 Cities  
Carbon Copy  
Carbon Disclosure Project  
Climate Cardinals  
Climate Crisis Advisory Group  
Climate Group  
Climate Outreach  
Climate Words, Inc.  
ClimateHero  
Count Us In  
Duna Films  
Earth Minutes  
EarthPercent  
E3G  
Ember  
EmpoderaClima  
Energy Transitions Commission  
Exponential Roadmap Initiative  
FOLU Coalition  
Fortescue

Force of Nature  
Fridays for Future Uganda  
Global Canopy  
Global Energy Alliance for People and Planet (GEAPP)  
Global Optimism  
GoClimate  
Green Africa Youth Foundation  
Healthcare Without Harm  
HERO Circle  
Iberdrola  
ICEBUG AB  
iCS  
IKEA  
IISD  
Julie's Bicycle  
Kite Insights  
Media Bounty  
Mission Possible Partnership  
Murmur  
Natural Resources Defense Council  
Nature 4 Climate  
NDC Partnership  
Outrage + Optimism  
Octopus EVs  
Polestar  
Potential Energy Coalition  
Project Everyone  
Project Regeneration

Planetary Guardians  
Principles for Responsible Investment  
Proveg International  
Restor  
RMI  
SAP  
Student Energy  
Sustainable & Just Future  
SYSTEMIQ  
Systems Change Lab  
Talanoa Institute  
TED Countdown  
The B Team  
The Club of Rome  
The Urban Garden Initiative  
Transforma  
Tunisian Young Climate Change  
Negotiators Group  
Unilever  
University of Exeter  
WBCSD  
We Are Family Foundation  
We Mean Business Coalition  
Wildlife Impact Network (WIN)  
World Climate Foundation  
World Green Buildings Council  
World Resources Institute  
Youth Climate Justice Fund  
Youth Climate Lab

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It's not game over, it's game on

The idea and story of Mission 2025.

# Campaign Overview

# The idea



**Reframe**  
the climate narrative



**Shape**  
a new mindset



**Unite**  
behind shared outcomes



We see 2025 – the halfway point of this decisive decade – as the year we must achieve a global tipping point, in which emissions peak and our collective mindset shifts from ‘we can’t’ to ‘we can, and we are’.

Our belief is that by elevating examples of positive systems transformations underway – often happening faster than we think – we can help shift our collective mindset toward one of opportunity.

Shaping a mindset of possibility fertilises the ground for a mass, economy-wide effort to ratchet government ambition in national climate plans and deliver transformative outcomes by the pivotal COP30 in Brazil.

In doing so, we believe there could be unstoppable momentum to course-correct the delivery of the Paris Agreement.

# The campaign

**To help achieve a global tipping point in 2025, Groundswell kicked off Mission 2025 – a shared effort to align and amplify existing efforts to go further, faster together. Mission 2025 intends to raise the volume of real economy voices to give governments the confidence – and positive pressure – to accelerate action.**

[Read the statement](#)

## What is Mission 2025?

Mission 2025 is a growing coalition of 70+ businesses, mayors, investors, NGOs, cultural leaders, scientists and youth who are ready to collaborate with governments to ratchet upcoming national climate plans in line with the Paris Agreement target of limiting global warming to 1.5°C.

## Why it matters

The next few months are pivotal. Nearly 200 governments have committed to publish updated national climate plans (known as Nationally Determined Contributions) by February 2025. These plans are our last chance to set the world on a sustainable path and protect the people and places we love.

## What we know

Change is happening faster than we think. Yet, amidst a fragile and changing geopolitical landscape, many governments are uncertain about the future of global climate action and real economy appetite for change is not being heard loud enough. The transformation remains unstoppable, but the pace is up to us.

# The plan



## Coordinate community

Identify data insights, policy asks and messaging frames to ratchet ambition and accelerate implementation.



## Co-create message

Craft compelling, evidence-tested messaging frames that land with target audiences.



## Activate messengers

Amplify a diverse chorus of messengers to provide cover for and apply pressure on governments to go further, faster.



### Global vs. in-country

The campaign shows up at a global level – focused on ratcheting NDCs, with key outcomes on energy, nature & food, and finance – and in-country, with a focus on fostering and celebrating leadership in EU, India, Brazil, UK.

### Loud vs. quiet

The campaign is reverberated loudly through public activations and disseminated quietly, through intimate, closed-door discussions.

# Coordinate community →

## Mission 2025 community

Mission 2025 partners are convened regularly – virtually and in-person – for community huddles and workshops to identify data insights, policy asks and messaging frames and build major activations.



## Thematic groups

### Energy (Ahead of the Curve)

Evidencing the rapid exponential change underway in energy systems

### Nature & Food

Uplifting a narrative of possibility for protecting and restoring nature and transforming food systems

### Finance

Amplifying widespread preparedness for investment in the transition

## Cross-cutting expert groups

### Policy

Understanding the political outcomes needed, including on thematic priorities

### Communications

Crafting impactful messaging frames for comms and media engagement



# Co-create message →

Bringing together insights and contributions from across the community, Mission 2025 partners have built a series of insights packs, messaging packs and narratives.

- [Insights pack](#) to form the basis of a shared story of possibility throughout 2024-25.
- [NDC messaging pack](#) for real economy leaders supporting 1.5C-aligned NDCs.
- [COP29 insights pack](#) on the high-level outcomes needed for success in Baku.
- [Core narrative](#) framework for 2024-25 to support a mindset shift towards COP30.
- [Exponential narrative](#) on the rapid change underway in energy systems.
- [Nature & food narrative](#) of possibility.
- Quarterly editions of the [Ahead of the Curve Xpress](#) newsletter.



# Activate messengers —→



## Cabinet rooms

Working with global COP decision makers, Parties, subnational governors and leaders of multilateral institutions to respond to calls to action and profile leaders, encouraging others to increase ambition.

Partners include UNFCCC, COP Presidencies, Under2 Coalition, C40 Cities, WRI, E3G, Systems Change Lab, Climate Champions, C2ES, ICS, CECG.



## Board rooms

Working with CEOs and financiers of the world's biggest businesses to highlight appetite for faster action, demonstrate progress across sectors and push governments to raise ambition.

Partners include WBCSD, WMBC, The B Team, UN PRI, IIGCC, Brunswick, CEBDS, IKEA, Natura, Aviva, ReNew, Volvo, Fortescue, Octopus, Unilever.



## Living rooms

Working with influencers, advertisers and creative partners to reach the moveable middle – persuadable citizens whose votes will determine the governments of the future – with messaging that is relevant to their interests and values.

Partners include Conspirators, Duna Films, Earthrise, Project Everyone, TED, Global Citizen, Time For Better, Count Us In, Media Bounty.

Paris Agreement Defenders assemble.

# London Climate Action Week

**Mission 2025 launched at London Climate Action Week with a high ambition coalition of NGO and business leaders inviting governments to collaborate on ratcheting ambition in the next round of NDCs. By bringing the Mission 2025 community together at LCAW and amplifying the launch through a range of creative activations and events, Mission 2025 made a powerful debut.**

- Mission 2025 launched with 20+ NGO and business leaders publishing a [statement](#) urging governments to align their upcoming national climate plans with the Paris Agreement target of limiting global warming to 1.5°C.
- Mission 2025 responded to [analysis](#) by the Energy Transitions Commission showing that countries can almost triple ambition in NDCs by reflecting the progress already underway.
- The groundwork for orchestrating a society-wide effort was laid at the Bonn SBs, where partners were convened for a community huddle and negotiators dinner to provide input on strategy, launch and amplification.

Mission 2025 was echoed everywhere. Partners came together behind creative activations to bring London to life and participated in a series of community convenings, workshops, and high-level events to showcase real economy progress and call in governments to triple ambition in their NDCs.

### Community

- Community huddle with 70+ partners to kick off LCAW and strategically align on amplifying the launch of Mission 2025, co-create a timeline of activations, and invite partners to contribute to the shared effort.

### Cabinet rooms

- Mission 2025's event at the Guildhall – recorded as a live [Outrage + Optimism podcast](#) – celebrated its launch with 300+ attendees, featuring real economy leaders speaking to the decade-defining opportunity we have to tip the balance.

### Board rooms

- High-level roundtable with 20+ real economy leaders to discuss strategic opportunities for amplifying their voices in support of government ambition.



### Mission 2025 group urges governments to set more ambitious climate goals



### Living rooms

- Created unbranded assets to support the launch of Mission 2025, uplifting the latest signals of change from the 'Ahead of the Curve' data community.
- Mission 2025 messaging showcased around London, with assets displayed on the side of electric vans and adverts at Bank Street underground station.
- Campaign video featuring partners speaking to why this effort is needed now and launch event video by Duna Films.
- Workshop at the Natural History Museum bringing young leaders, data experts and storytellers together to explore how we can harness the youth perspective to tell the story of exponential change.
- Intimate dinner at the Natural History Museum bringing together intergenerational leaders to explore how to best unleash the power of collaboration across generations to achieve ambitious outcomes in 2025.



### New climate coalition urges stronger targets as 'greenlash' fears mount



# Key Highlights

Social media impressions:

**1.7** million

- 20+ signatories to the Mission 2025 launch statement
- 3 main events & 2 community huddles
- Mission 2025 featured in top tier outlets including:

## FINANCIAL TIMES

New climate coalition urges stronger targets as 'greenlash' fears mount



Mission 2025 group urges governments to set more ambitious climate goals

## BusinessGreen

'Mission 2025': Corporates and mayors call for more ambitious national climate plans

## POLITICO

"Paris Agreement Defenders, Assemble"

It's time to unite for the actions we want.

# Climate Week NYC



Mission 2025 demonstrated a new wave of momentum at Climate Week NYC with over 70 organizations now supporting the effort, which was welcomed by government leaders. The coalition shone a light on the specific actions they want to see from governments to unlock investment and catalytic change in the next round of NDCs and celebrated the power of multi-stakeholder collaboration for accelerating these transformations.

Christiana Figueres  
Global Optimism

Tom Rivett-Carnac  
Global Optimism

Paul Dickinson  
Founder  
Carbon Disclosure Project

Nigar Arpadarai  
UN Climate Change  
High-Level Champion  
COP29

Ana Toni  
National Secretary for  
Climate Change  
Brazil

OUTRAGE!  
OPTIMISM

M12510

- 70+ NGO and business leaders supported the Mission 2025 effort, including multinational businesses Allianz, Fortescue, IKEA, Polestar, SAP and Unilever.
- Mission 2025 uplifted [data](#) from the Energy Transitions Commission which reveals how three investment-positive policies in power and transport could scale investment to \$1 trillion of the \$3.5 trillion per annum required for the clean energy switch.

[Press release](#)



World leaders call for investment in clean energy, developing nations seek help



*Around the World, Diplomats Gird for a Trump Assault on Climate Action*

The New York Times



UN climate chief warns of "two-speed" global energy transition

CLIMATE HOME NEWS

### Cabinet rooms

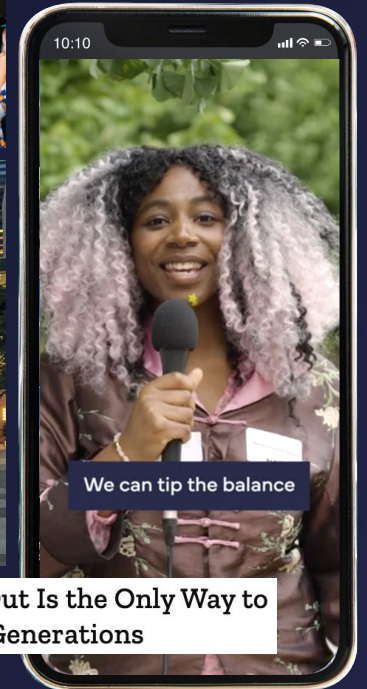
- Mission 2025's flagship event – recorded as a live [Outrage + Optimism podcast](#) with 400+ attendees – demonstrated how real economy leaders and governments are ready to collaborate on more ambitious NDCs and implementation.
- Roundtable discussion at UNHQ with Ministers, real-economy and youth leaders on the outcomes of the Summit of the Future and the need for intergenerational leadership to deliver effective climate action, hosted with We Are Family Foundation.
- Intimate, high-level roundtable with 5 major CEOs, 5 Ministers, and 5 NGO leaders to discuss how progress being driven by the private sector can be scaled through clearer plans and policies from governments, hosted with WBCSD and Unilever.
- Bilaterals between NSA leaders and government representatives from Brazil, Germany and UK focused on strengthening public-private collaboration for NDCs.

### Living rooms

- Workshop exploring the appetite and vision for a global civil society activation in 2025, hosted with Fossil Free Media and attended by 50+ representatives from civil society organizations.
- Youth workshop focused on translating new data on positive tipping points into creative content which can tell a story of possibility to global youth audiences, hosted with University of Exeter and Earth Minutes.
- Youth funders roundtable with Time For Better exploring the challenges and opportunities for mobilizing support for youth-led climate action.
- ‘Protect What We Love’ campaign focused on achieving strong fossil fuel outcomes at the Summit of the Future, including a [letter](#) signed by 150+ prominent parents to Heads of State, similar letters by [Mayors](#) and [Nobel laureates](#), and op-eds. In partnership with Our Kids Climate, Potential Energy, C40, Unicef, Global Citizen, We Are Family Foundation and Save the Children.



The **INDEPENDENT**  
**Emma Thompson, Gary Lineker and Mo Farah join call for end to fossil fuels use**



**Why a Fossil Fuel Phase-Out Is the Only Way to Protect Future Generations**

**TIME**



### Board rooms

- Business Avengers dinner with Project Everyone at Goals House brought together leaders from across cabinet rooms, board rooms and living rooms to recognise the urgent need for loud, persuasive voices to build unstoppable, collaborative momentum.

### Media

- Covering Climate Now briefing with Professor Tim Lenton and Christiana Figueres to 120+ climate journalists presenting the concept of positive tipping points and their relevance on the road to COP30.
- Editorial briefing with Mark Carney, Christiana Figueres, and Todd Stern to highlight what remains possible in the face of a dangerous and incomplete narrative about slowing momentum, attended by 10+ senior climate reporters at the New York Times.

### Community

- Community huddle at Hope House with 50+ partners to reflect on the progress achieved at Climate Week NYC and explore how momentum can be carried forward towards upcoming milestones.

# Key Highlights

Partners behind Mission 2025:

70+

- 8 main events & 3 government bilaterals
- 2 media briefings
- Mission 2025 featured in top tier outlets including:

## The New York Times

Around the world, diplomats gird a Trump assault on climate action



## REUTERS

World leaders call for investment in clean energy, developing nations seek help



## CLIMATE HOME NEWS

UN climate chief warns of “two-speed” global energy transition

## Covering Climate Now

This week: positive tipping points

United action on climate, nature and food.

# COP16

**COP16 was an opportunity for centering nature and food systems transformation at the heart of Mission 2025. In a letter addressed to President Petro of Colombia and President Lula of Brazil, global leaders voiced their support for the COP16 and COP30 Presidencies in mobilizing all actors globally in ‘a year of united action on climate, nature and food’.**

- 85+ global leaders delivered a set of asks for ensuring our efforts to protect nature and transform food systems are aligned with climate action from COP16 in Cali to COP30 in Belém [[English](#), [Spanish](#), [Portuguese](#)].
- TED’s Dilemmas Summit on the future of food in June provided an opportunity to test out a narrative of possibility for nature and food. In a workshop, participants explored how the right messaging and campaigns can help unlock transformation, informing the evolution and activation of the narrative at COP16.



Press release

**Corporate, scientific, and Indigenous leaders team up to call for 'year of united action on climate, nature, and food'**

**BusinessGreen**

### Community

- Workshop with 40 nature and food partners on launching the letter at COP16 and amplifying a story of possibility for climate, nature and food across cabinet rooms, board rooms and living rooms.

### Cabinet rooms

- The letter was received by Minister Sônia Guajajara of Brazil and Ambassador Nohora Quintero of Colombia at a high-level reception at Nature House, with media invited to capture the moment.
- Government engagement and bilaterals with HAC for People and Nature, Peru, Denmark, Colombia and Canada.

### Board rooms

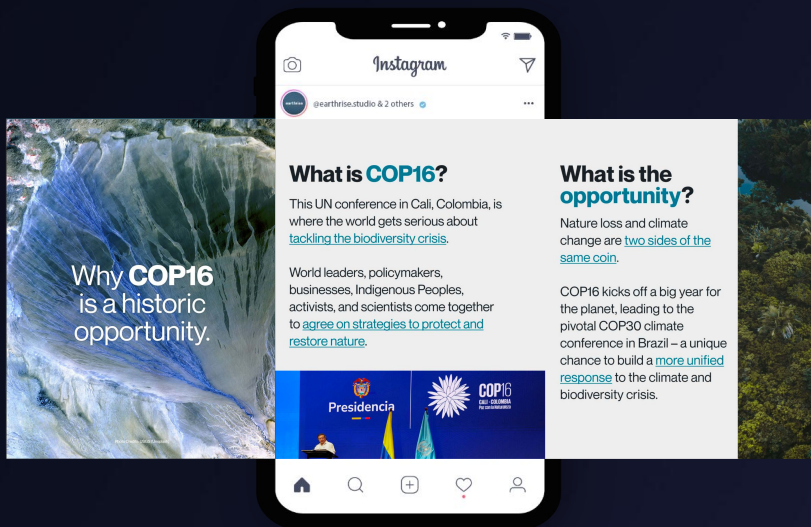
- 20 business leaders enlisted as signatories and equipped with key messages and talking points for speaking engagements.
- Business Avengers dinner hosted by Project Everyone, focussed on aligning advocacy and action on nature on the road to COP30.



**Keep up climate and nature momentum until COP30, 70 leaders tell Brazil and Colombia**

**edie**





### Living rooms

- Social media campaign with multiple phases, led by Earthrise with HERO Circle and Time For Better:
  - ◆ Phase 1 social media assets explaining the significance of COP16 and socialising the opportunity for a more unified response to the climate and biodiversity crises, created by Earthrise.
  - ◆ Phase 2 social assets for amplifying the letter in English, Spanish and Portuguese.

### Media

- Targeted media outreach and 1-1 interviews with key spokespeople, in collaboration with Greenhouse and GSCC.
- Conversations and interviews with international journalists from outlets such as the FT, Reuters, BBC and the Guardian provided an opportunity to bring journalists up to speed on the evolving campaign and set the stage for further coverage at upcoming milestones e.g. COP29, CCD COP16, COP30.

# Key Highlights

Social media reach:

**4.1 million**

- 85+ global leaders sign call to action
- 3 main events at Nature House
- Mission 2025 featured in top tier global and regional outlets including:

## BusinessGreen

Corporate, scientific, and Indigenous leaders team up to call for 'year of united action on climate, nature and food'

## edie

Keep up climate and nature momentum until COP30, 70 leaders tell Brazil and Colombia



Informe desde Cali: líderes mundiales piden acción conjunta por la biodiversidad en la COP16

It's not game over, it's game on.

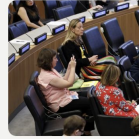
# COP29

# Targeted activations

## Green and Global Britain

Navigating Climate and Foreign Policy with the British Public

Insights from the most extensive British polling to date on how the public think Brits should work with other countries to tackle the global challenge of climate change.



## Powering Up the Global South

The cleantech path to growth

Vikram Singh, Kingsmill Bond  
October 2024



In the build up to COP29 and the publication of the UK's NDC, we launched an integrated 'in-country' campaign to help create an environment for UK government to be bold in climate action. We activated voices across living rooms, board rooms and cabinet rooms to begin normalising the climate conversation, celebrate the political certainty provided to businesses and demonstrate the appetite for leadership on a world stage. *with Conspirators, Climate Outreach, Potential Energy, Duna Films, WBCSD, PRI, Media Bounty, More in Common and Global Pathways.*

In order to triple global renewable capacity, finance needs to flow to the global south. Mission 2025 kicked off a campaign to amplify this 'ask'. This launched with the publication of a Powering up the Global South Campaign's report, reaching global audiences through media coverage (including Folha de S.Paulo, Financial Times, the Telegraph, and The Atlantic) and OpEds. The report demonstrated that solar and wind renewable energy is growing faster in the global south than in the global north. - *with RMI, Brunswick, and the Breakthrough Agenda*

In the context of overcoming dilemmas in a green transition, Groundswell lead Matthew Phillips delivered a TED talk focused on building a climate movement of possibility. Following this, Mission 2025 partners came together for a workshop on landing a story of possibility in board, cabinet and living room audiences in 2025. The workshop was attended by 30 participants and served as the starting point for follow-up meetings in Nairobi and Belém in 2025. *With TED, TEDx Amazonia, Leaders Quest*

At COP29 – against the backdrop of a changed political reality in the wake of the US elections – the Mission 2025 community rallied behind a major call to action to G20 leaders to move money for the new climate finance goal and publish ambitious new climate plans.



United Nations  
Climate Change



COP29  
Baku  
Azerbaijan



Ana Toni

COP29  
Baku  
Azerbaijan

- ‘Finance Our Future Now’ call to action to G20 leaders backed by heads of organizations working with more than 38,000 businesses.
- Ahead of the IMF Annual Meetings, Mission 2025 coordinated a [call from investors](#) for 1.5C aligned government policy and NDCs, paving the way for a major finance activation at COP29, with messaging reaching 4.7+ million people.
- To prepare for the finance activation at COP29, partners convened for a two-day retreat to align on clear finance outcomes and identify leading messengers.

Press release

## G20 LEADERS: TIME TO LEAD ON NDCS AND FINANCE

Ministers land in Baku to help break finance stalemate at COP29

FINANCIAL TIMES

## Adopt the UNIVERSAL NDC YOUTH CLAUSE

UN climate chief asks G20 leaders for boost as COP29 finance talks lag

REUTERS



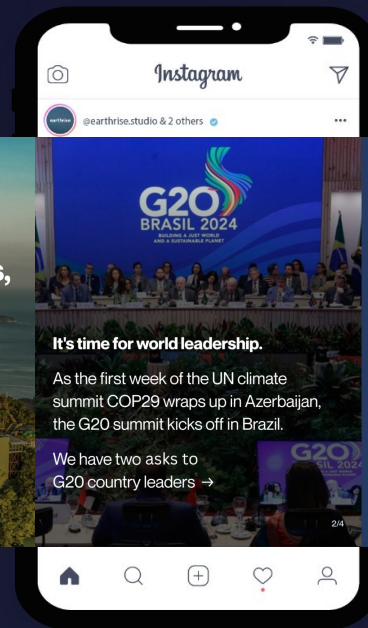
### Cabinet rooms

- [Letter](#) organized by We Mean Business Coalition – backed by 38,000+ businesses globally – asking G20 leaders to move the money and publish the plans, in support of the Mission 2025 statement.
- Letter to COP29 Presidency, NCQG Co-Chairs and G20 leaders, collating many calls to action from the public and private sector for a high-ambition NCQG outcome.
- Bilateral meeting with the Australian delegation and NZAOA.

- Launch of the Universal NDC Youth Clause, asking governments to collaborate across generations on updated national climate plans, in partnership with We Are Family Foundation and Care About Climate.
- Mission 2025 event – recorded as a live Outrage + Optimism [podcast](#) – on bigger, better, bolder NDCs at the UK Pavilion, reflecting on how the whole of society can turbocharge their implementation.

## COP29: Businesses demand 'decisive leadership' from G20 to unblock UN climate talks

BusinessGreen



### Our Call to Action:

- 1 Move the money**  
Agree on a high-ambition finance goal at COP29 which catalyzes the finance required to meet the needs of developing economies.
- 2 Publish the plans**  
Submit national climate plans by February that are 1.5°C-aligned, sector-specific and backed by investment positive policies that can turbocharge sustainable growth.

3/4

### Community

- Community workshop with Mission 2025 partners to strategize how to amplify the major call to action from Baku to G20 world leaders.

### Board rooms

- NDC mobilization roundtable on coordinating a targeted mobilization effort to support the development and implementation of NDCs in key countries.
- Business Avengers dinner at Goals House focussed on the outcomes needed in Baku to continue building trust and solidarity in 2025, hosted by Project Everyone.

### Living rooms

- Social media amplification of the G20 call to action, led by Earthrise.
- G20 call to action shared with Prime Minister Trudeau at the Global Citizen Summit.
- Count Us In and Earth FC football campaign challenging G20 leaders in Rio to not drop the ball on climate action, using Mission 2025 messaging.
- Short film featuring prominent UK business leaders celebrating the political certainty provided by the new government, emphasizing their commitment to the transition and appetite for collaboration.

### Media

- Press conference with Ana Toni, Avinash Persaud, Joshua Amponsem and Maria Mendiluce speaking to the G20 call to action, attended by 150 journalists.
- 1-1 media interviews with Reuters and Associated Press.





# Key Highlights

Businesses behind call to action:

38,000+

- 150+ partners behind Mission 2025
- 150 journalists at press conference for call to action
- Mission 2025 featured in top tier outlets including:

## FINANCIAL TIMES

Ministers land in Baku to help break finance stalemate at COP29



UN climate chief asks G20 leaders for boost as COP29 finance talks lag

## BusinessGreen

COP29: Businesses demand 'decisive leadership' from G20 to unblock UN climate talks

Making 2025 the year of a global tipping point on climate action.

# Future of the Campaign

### Supporting high ambition outcomes at COP30

2025 must mark a tipping point in global climate action, shifting from negotiations into an era of investment and implementation. Mission 2025 – in deep collaboration with the UNFCCC and COP30 Presidency – will support high ambition outcomes at COP30 by outlining the actions, policies, mandates and investments required and engaging stakeholders to deliver on them.

### Mobilizing leaders to deliver 1.5C-aligned NDCs

NDCs that are ambitious, broken down and catalytic can unlock trillions in private investment to protect our nature, scale cheap renewable energy, support industries to compete in a low carbon economy, and safeguard living standards equitably for our people. There is an urgent need for targeted and coordinated dialogues between governments and non-state actors in key countries to support and secure higher ambition plans for 2030-2035.

### Changing the conversation on climate

We're still not winning the cultural battle on climate. In order to depolarise climate to build long-term electoral support for climate action, we need to reimagine the way that we communicate climate to the moveable middle. New messages, messengers and channels can help ignite the public imagination and create a compelling vision for a better future.

# Draft ideas for 2025



**Mission 2025 is convened by Groundswell.  
Thank you for making a difference with us.**

For more information, email us at [groundswell@globaloptimism.com](mailto:groundswell@globaloptimism.com)