



the project.

Climate League 2030 online launch event targeting the Australian investment community

the brief.

Climate League 2030 is a ten-year, investor-led initiative to help reduce Australia's annual greenhouse gas emissions by 230 million tonnes by 2030, in line with our commitments under the Paris Agreement. The program aims to ignite the networks and influence of investors to help Australia reduce our national carbon footprint.

the experience.

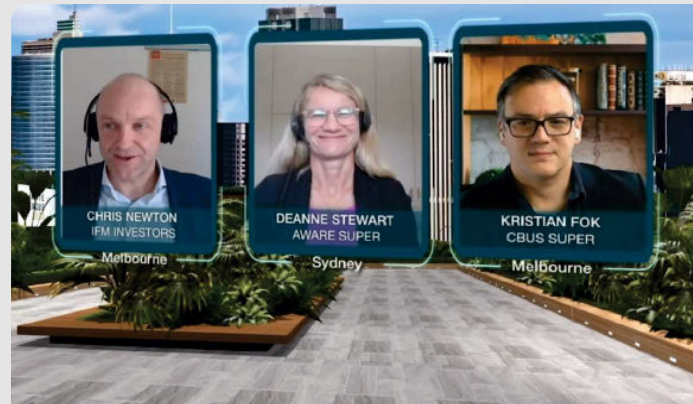
Synergy Effect created a 3D virtual set which merged a contemporary business setting with a green, natural environment which reflected the values of the Australian investment community as well as the climate-change conscious message. A one-hour online event was created comprising an engaging, informative and interactive program including a range of presentation styles – direct-to-audience, panel discussions and interviews.

Quizzes, live Q&A's, and interactive components were included throughout, and a key focus was on highlighting real ways to make an impact and visually showcasing how positive action can change the tide of climate change.



the results.

More than 400 highly influential Australian investors were immersed in this initiative and motivated to take real action to play an active part in fighting climate change. Following the launch of Climate League decisions to invest in companies that prioritise carbon reduction and positive environmental impact can be seen across the Australian economy. This has flowed to Australian consumers with research showing 90% of Australian consumers want sustainable products, and prefer to buy brands that are focussed on reducing environmental and social impacts.



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what our client said.

"Overall we had a fantastic experience and were so happy with how the event went. From start to finish we felt like we were in very good hands and trusted the Synergy Effect team the whole way. The platform and set innovation were really what we needed to launch this initiative, providing the profile and emphasis it deserved, which also provided a new experience to keep the audience engaged in an increasingly online environment."