



Followers to register for Protect Our Winters UK magazine + a message video at www.ourwinters.org

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POW 
PROTECT OUR WINTERS.UK

www.gov.uk/register-to-vote

WE ALL NEED WINTER



HELP US ACCELERATE THE TRANSITION TO A CARBON NEUTRAL SOCIETY

POW UK is a charity that inspires and equips UK based outdoor communities to take positive action to address the climate crisis.

THE CURRENT PICTURE

In 2015 in Paris, the nations of the world came together and, in an unprecedented show of global unity, agreed to take action to limit global warming to 2°C above pre-industrial times and to make every effort to limit it to 1.5°C.

With the global climate now around 1°C degree warmer than pre-industrial times and at the current rate of warming, we will blow through 1.5°C in the 2040s and the 2°C target in the 2060s, give or take.

The Intergovernmental Panel on Climate Change (IPCC) have just released their latest report on what the differences might be between a 1.5°C world and a 2°C. In simple terms, a 1.5°C world is just way more pleasant: fewer extreme weather events, less involuntary mass migration, less intense wildfires, fewer droughts. Put another way, the 1.5°C target is one we should all be striving for.

IS THERE HOPE? SIGN UP TODAY, JOIN OUR CAMPAIGNS.

www.protectourwinters.uk/join-us/



#WINTERNEEDSUS









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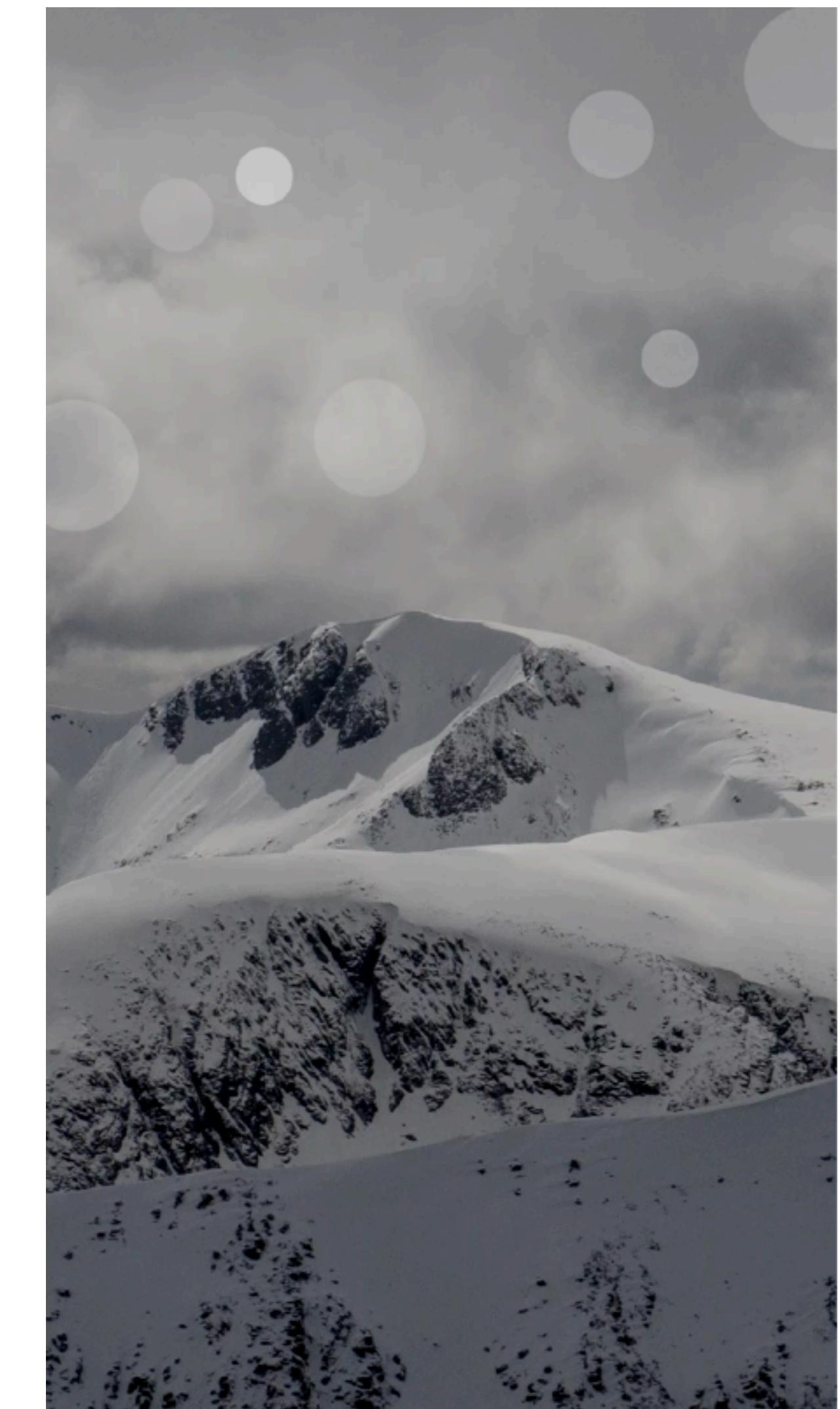
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Full page ad in Fall-Line Magazine for Protect Our Winters UK and an Instagram story video encouraging followers to register to vote + a message at Christmas..



Self portrait photography, grading and layout Instagram carousel for the Columbia #WarmSmarter campaign via Brand Nation.