

→ THE OPPORTUNITY OF A LIFETIME

A climate campaign led by the world's business organisation
Partner Communications Playbook **July 2025**

iccwbo.org/TheBusinessOfClimate

CONTENTS

Introduction to this playbook	3
Campaign overview	4
Creative concept	5
Messaging	6
How to get involved	
Partner with us	8
Share the campaign assets	9
Amplify your story	10
Support the policy asks	11



Introduction

THE INTERNATIONAL CHAMBER OF COMMERCE THANKS YOU FOR BEING PART OF THIS OPPORTUNITY

HELLO AND WELCOME

This playbook is designed for anyone to share ICC's message of the climate opportunity in the lead up to COP30, taking place in Belem, Brazil, in November 2025. It contains messaging, key assets and suggestions for how to get involved in [the campaign](#).

For any more information or to discuss more in-depth partnerships with the [International Chamber of Commerce](#) (ICC), please contact: ClimateOpportunity@iccwbo.org

Messaging

WHY A MESSAGE OF OPPORTUNITY?

As the institutional representative of more than 45 million businesses in over 170 countries, we know that tackling the climate challenge is essential to ensuring a stable, secure and prosperous global economy.

ICC has been committed to the goals of the Paris Agreement since 2015 and is the voice of business in the UNFCCC process and at COP, the world's premier forum for addressing global climate challenges.

Business has shown time and again its ability to innovate, find solutions and deliver scalable impact. We believe, now more than ever, we can channel the power of business to drive a smarter, cleaner, more resilient future.

That's why **we see this moment as the opportunity of a lifetime** - for businesses to capitalise on the huge potential of new climate solutions, and for the planet and all people to benefit from a faster, smarter, equitable transition.

GETTING THE RIGHT OUTCOMES AT COP30

At COP29 in 2024, the parties agreed to a US\$1.3 trillion annual climate finance goal. To reach that goal, we must find ways to rapidly scale up private sector investment in climate solutions.

However, this can only happen with the right enabling policy environment. One that reduces barriers, creates incentives and gives businesses the clarity and confidence to act.

We want to bring together the voice of businesses, institutions, trade bodies and others to **amplify our collective ambition and call on global policymakers** to deliver the outcomes business needs at COP30.

Campaign concept

This campaign is grounded in a simple insight: addressing the climate challenge is too often framed as only a burden - too costly, too complex, or simply unsolvable. Worse, it's sometimes seen as not worth the effort at all.

In 2025, we're shifting that perception. We're showing the huge opportunity that addressing the climate challenge represents. And demonstrating the innovation, skill and potential of business to deliver on that opportunity.

**SOME SAY IT'S TOO LATE. TOO HARD.
TOO UNCERTAIN. TO SOME IT'S A MYTH.
SOME DON'T EVEN CARE.**

SINCE WHEN HAS THAT STOPPED US?

**SEEING THESE CHALLENGES DIFFERENTLY IS WHAT
BUSINESS IS ALL ABOUT. TURNING FRICTION INTO
MOMENTUM, PRESSURE INTO POSSIBILITIES. SEEING A
WORLD HUNGRY FOR SOLUTIONS NO ONE SAW COMING.**

**CLIMATE CHANGE IS THE DEFINING TEST OF OUR TIME –
AND FOR THE LIFETIMES THAT FOLLOW US.**

**LET'S NOT LOOK AWAY WHEN THE WORLD NEEDS
BUSINESS MOST. BECAUSE THIS IS OUR GREATEST
CHANCE TO REIMAGINE HOW THINGS WORK.
CLEANER. SMARTER. RESILIENT. STRONGER.**

**IT'S NOT IMPOSSIBLE.
IT'S THE OPPORTUNITY
OF A LIFETIME.**

Campaign overview

KEY MESSAGE

The greatest challenge of our time is the opportunity of a lifetime.

And if we enable business to do what it does best--leveraging its entrepreneurialism, innovation and capital--we can deliver huge investment and progress towards a clean transition and the goals of the Paris Agreement.

POLICY MESSAGE

COP30 must support the right policies to enable private sector investment at scale.

Business has the innovation, capital and drive to help deliver the US\$1.3 trillion climate finance goal agreed at COP29. But unlocking investment at scale requires an enabling policy environment. In other words, governments need to reduce barriers and create incentives that give business the clarity and confidence to act.

See point 4 in the following section for the policy recommendations.

BUSINESS MESSAGE

Addressing the climate challenge is a strategic investment.

Across every sector, businesses are innovating, investing and leveraging emerging opportunities – creating value for the economy and the planet.

For business, a clean transition means a strategic investment in growth, innovation, talent and long-term resilience. Are you making the most of the opportunity yet?

HOW TO GET INVOLVED

How to get involved

PARTNER WITH US

We want to share the message of opportunity as widely as possible and would like to develop bespoke partnerships and co-branded initiatives with like-minded organisations.

To discuss an idea for a bespoke partnership, please send us an email: [**ClimateOpportunity@iccwbo.org**](mailto:ClimateOpportunity@iccwbo.org)

POTENTIAL PARTNERSHIP OPPORTUNITIES

Events, panels and roundtables: One-off initiatives or as part of larger forums.

Co-branded assets: Commissioned creative assets that tell a shared story of opportunity.

Co-authored reports or white papers: On issues that demonstrate concrete action on how to deliver on the climate opportunity.

Editorials and articles: Comments or co-authored pieces in global publications.

How to get involved

SHARE THE CAMPAIGN ASSETS

We're calling on everyone who shares our view on the opportunity of climate action to share the campaign on their channels.

Shareable assets can be downloaded from the [ICC Climate website](#).

Feel free to use them and encourage your partners to use them too. If being used in an article, blog, or social post, you could use the key messages in this document.

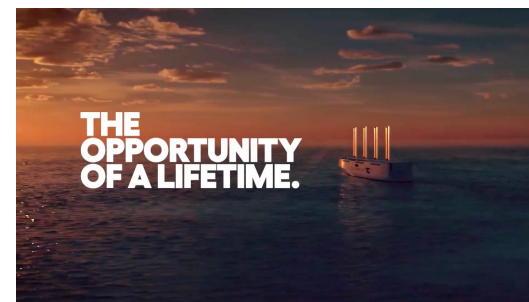
Please tag ICC so we can amplify your post:

- LinkedIn: [@International Chamber of Commerce](#)
- Facebook: [@International Chamber of Commerce](#)
- X: [@iccwbo](#)

Assets are currently in English. If you would like to discuss translations to other languages, please get in touch.

Licensing details:

The ICC Opportunity of a Lifetime assets and materials are provided for non-commercial use to promote the campaign's message and objectives. You may share these assets on your digital channels (e.g., social media, websites, newsletters) as outlined in the Campaign Playbook. We ask you to [tag @ICCWB](#) and [#BizClimateAction](#) in your posts to enable us to amplify where appropriate. To ensure a polished result, assets should not be altered or distorted. Usage does not imply ICC endorsement of any organisation or product – although we're excited to learn more about your endeavours to shape a more peaceful and prosperous future. For questions or permissions beyond or relating to these terms, please contact: ClimateOpportunity@iccwbo.org



How to get involved

AMPLIFY YOUR STORY ON YOUR CHANNELS

Companies across the world are showing that addressing the climate challenge is an opportunity for business, the economy and the planet.

We're encouraging businesses to use the campaign assets to share their story of how they are making the most of the opportunity.

SUGGESTIONS FOR TELLING YOUR STORY:

- Make use of the key messages in this document and include the line "Opportunity of a lifetime" to create a consistent swell of similar messages.
- Focus on the business and economic benefit of climate action, as well as the environmental and human benefit.
- Use any of the campaign assets while telling your story.

Please tag ICC so we can amplify your post:

- LinkedIn: [@International Chamber of Commerce](#)
- Facebook: [@International Chamber of Commerce](#)
- X: [@iccwbo](#)



Seen Better Days

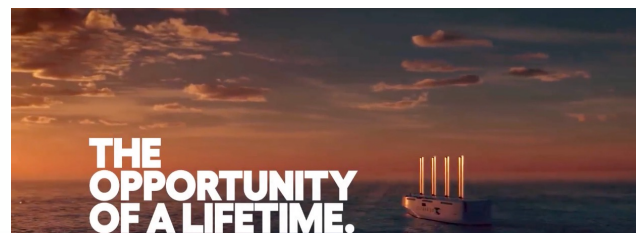
200,641 followers
2d • 🌐

Across every sector, businesses are innovating, investing and leveraging opportunities to create value for the planet and the economy.

That's exactly what our AI-driven circular sorting system is doing too: creating value for our business, our customers, our global employees and the community where we are building our \$500 million new plant.

We're reusing, recycling and reinventing our way to our next \$1billion in investment. This is our opportunity of a lifetime!

Let's get the policies we need at #COP30 to make even more of the opportunity together.
@International Chamber of Commerce



How to get involved

SUPPORT THE POLICY ASKS

We believe that scaling private sector investment requires key policy changes and are advocating for four key policy recommendations.

We are calling on global leaders, businesses, investors, industry bodies and others to get behind these recommendations.

YOU CAN SUPPORT THEM IN SEVERAL WAYS:

- Integrate them into talking points when speaking to policymakers, regulators and the media.
- Share them in your pre-COP communications.
- Share the policy asks (see right) on your social channels.

Please tag ICC so we can amplify your post:

- LinkedIn: [@International Chamber of Commerce](#)
- Facebook: [@International Chamber of Commerce](#)
- X: [@iccwbo](#)

1. MAKE NDCS CLEAR AND TRANSPARENT

Provide clarity, certainty and transparency around nationally determined contributions (NDCs) to enable businesses to accelerate targets and investment.

2. UNLOCK BARRIERS TO INVESTMENT

Introduce targeted adjustments in key financial regulations to quadruple international climate finance going to emerging markets.

3. SCALE ADAPTATION FINANCE

Remove barriers preventing the scaling of private sector adaptation investment from closing the global adaptation funding gap.

4. TACKLE MISALIGNED CLIMATE-TRADE POLICIES

End the patchwork of global climate-trade policies and ensure measures support, rather than undermine, equitable trade in sustainable goods and services.



**LET'S MAKE THE MOST OF
THE COP30 OPPORTUNITY**

The International Chamber of Commerce (ICC) is the institutional representative of more than 45 million companies in over 170 countries.

ICC's core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. Our members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.

For questions or to discuss partnerships, please contact: ClimateOpportunity@iccwbo.org