**Mountains Matter: join the social media campaign**

Climate change is exacerbating poverty, and is advancing in mountain areas fast. Mountain communities are already among the world’s poorest and hungriest. In acknowledgment of the impact climate change is having on mountains - where glaciers are melting, water availability is varying and the risk of disaster is rising - sign the petition to show that mountains matter.  <http://chn.ge/1Lm8Fpk>

This petition is coordinated by the [Mountain Partnership](http://www.mountainpartnership.org/home/en/), a UN alliance of 262 governments and civil society organizations dedicated to improving the lives of mountain peoples and protecting mountain environments around the world.

**Key messages**

* Mountains cover around 22% of the earth's land surface and are home to 14% of the world’s population. They support life on earth, in the lowlands as well as the highlands.
* Climate change will exacerbate multidimensional poverty in most developing countries, including mountainous nations where some of the world’s poorest and hungriest peoples live.
* Permafrost degradation affects mountain communities by impacting the landscape, vegetation and infrastructure.
* Climate change is affecting water availability: mountains, the water towers of the world, provide 60-80% of the world’s freshwater resources for domestic, agricultural and industrial use.
* Some of the most visible signs of climate change are found in mountains, such as glacier retreat.
* Eighty percent of the ice lost in 2003-2009 was from glaciers in the Southern Andes, the Asian mountains and the Arctic.
* Climate change is making mountains more vulnerable to disasters.
* Climate change is increasingly seen as a major threat to mountain ecosystems, which host about half of the world’s biodiversity hotspots.
* Local communities possess traditional knowledge about managing and enhancing the resilience of fragile mountain ecosystems but their voices often go unheard.

**Hashtags to trend**

#WeLoveMountains

#MountainsMatter
#COP21
#ClimateAction
#Action2015

**Pre-canned tweets:**

Include mountains in #ClimateAction #MountainsMatter <http://chn.ge/1Lm8Fpk>

Ensure that the impact of #climatechange in mountains is addressed @COP21 #WeLoveMountains Add your name: <http://chn.ge/1Lm8Fpk>

Mountain glaciers are melting, sign the petition <http://chn.ge/1Lm8Fpk>

Mountains cover 22% of the earth's land surface. Find out why [#MountainsMatter](https://twitter.com/search?q=%23MountainsMatter) @COP21  <http://bit.ly/1AiXAAN>

#Didyouknow that 14% of the world’s population lives in mountains. Support #ClimateAction for mountains <http://chn.ge/1Lm8Fpk>

[#Climatechange](https://twitter.com/search?q=%23Climatechange) is hindering food security. Help spread the word [#mountainsmatter](https://twitter.com/search?q=%23mountainsmatter),  and join the petition <http://chn.ge/1Lm8Fpk>

Some of the most visible signs of [#climatechange](https://twitter.com/search?q=%23climatechange) are found in mountains, such as glacier retreat. [#COP21](https://twitter.com/search?q=%23COP21) <http://chn.ge/1Lm8Fpk>

#ClimateChange is affecting water availability. Protect its source: mountains, the water towers of the world. <http://bit.ly/1imUZyG>

A signature here <http://chn.ge/1Lm8Fpk> is an action in favour of future generations in mountains #COP21

Sharing the petition <http://chn.ge/1Lm8Fpk> is caring for the mission #MountainsMatter

**Sample Facebook, Linkedin, Google+ posts**

Call to action: Sign the petition urging the inclusion of mountains in #ClimateChange negotiations and adaptation and mitigation policies. Climate change is advancing in many mountain areas faster than in other parts of the world. <http://chn.ge/1Lm8Fpk>

In acknowledgment of the impact #ClimateChange is having on mountains - where glaciers are melting, water availability is varying and the risk of disaster is rising - sign the petition to show that #MountainsMatter. <http://chn.ge/1Lm8Fpk>

NGOs that strive to protect the environment and livelihoods in mountains areas worldwide are joining forces to bring attention to mountains at the #ClimateChange summit known as #COP21 in December. Please endorse the declaration calling for #Action2015 <http://bit.ly/1imUZyG>

**Proposed Instagram post:**

[Climate change‬](https://www.facebook.com/hashtag/climatechange?source=feed_text&story_id=848498191935423) is exacerbating poverty, including in mountainous nations where some of the world’s poorest and hungriest peoples live. Make ‎mountain voices‬ heard by signing the online ‎petition‬ <http://chn.ge/1Lm8Fpk> #WeLoveMountains #MountainsMatter #climatechange #picoftheday #SDG #GlobalGoals #Mountains #TellEveryone #UnitedNations #Community #Development #TagsForLikes #Action2015 @COP21FR‬‬

**Videos about climate change in mountains:**

Mountains and Climate Change: A Global Concern
<https://www.youtube.com/watch?v=IdCsymnecnU>

Mountain and Climate Change
<https://www.youtube.com/watch?v=KssExEWfR2k>

Testimonies Of Livelihood And Agriculture Losses Due to Climate Change In Mountains
<https://youtu.be/SgUlG12pqbo>

Agriculture And Adapting to Climate Change In Himalayan Mountains of India
<https://www.youtube.com/watch?v=NMAPxjK2NsA>

**Publications about climate change in mountains**

Mountains and climate change
<http://www.mountainpartnership.org/publications/publication-detail/en/c/271250/>

Climate change impacts on mountain regions of the world
<http://unesdoc.unesco.org/images/0022/002246/224605M.pdf>

Impacts of Climate Change on Mountain Regions
<https://www.ipcc-wg2.gov/publications/SAR/SAR_Chapter%205.pdf>

Future Imperfect – Climate Change and Adaptation in the Carpathians
<http://www.carpathianconvention.org/tl_files/carpathiancon/Downloads/04%20Publications%20-%20Press%20-%20Gallery/Documents%20and%20Publications/FutureImperfect_lo.pdf>

Mountain Research and Development
<http://www.bioone.org/loi/mred>

UNEP/GRID-Arendal
<http://www.unep.org/pdf/himalayareport_screen.pdf>

**Links to organizations that work on climate change in mountains**

Mountain Partnership
<http://www.mountainpartnership.org/our-work/focusareas/climatechange/en/>

Alpine Convention
<http://www.alpconv.org/en/ClimatePortal/pages/default.aspx?AspxAutoDetectCookieSupport=1>

Carpathian Convention
<http://www.carpathianconvention.org/>

Convention on Biological Diversity: Programme of Work on Mountain Biological Diversity <https://www.cbd.int/mountain/about.shtml>

United Nations Environment Programme
<http://ebaflagship.org/index.php>

United Nations Educational, Scientific and Cultural Organization: Man and Biosphere Programme
<http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/man-and-biosphere-programme/>

Intergovernmental Panel on Climate Change (IPCC)
<https://www.ipcc.ch/publications_and_data/ar4/wg2/en/ch4s4-4-7.html>

**Upcoming event**

**UNFCCC COP 21**30 Nov - 11 Dec 2015