FOR IMMEDIATE RELEASE:
Contact:
Mike Marinello @mmarinello@C40.com

C40 Launches New Communications Platform [www.C40.org](http://www.C40.org)

Using cutting-edge web technologies, site showcases how the world’s megacities are taking actions to fight climate change

June 12, 2012, New York, New York -- C40 Cities Climate Leadership Group, a network of the world’s megacities committed to implementing meaningful and sustainable climate-related actions, and chaired by New York City Mayor Michael Bloomberg, today announced the launch of their new online platform [C40.org](http://www.C40.org).

The new dynamic web platform showcases how the world's 58 biggest cities – all part of the C40 -- have passed over 4,700 measures to fight climate change. Another 1,500 action plans by these cities are under active consideration.

"We are revolutionizing the way cities communicate with each other and share information more broadly and this new platform will play a critical role," said **C40 Chair, New York City Mayor Michael Bloomberg**. "In designing the site, we took the world’s large technological gap into consideration and built [C40.org](http://www.C40.org) so that the user experience will always be exceptional, regardless of the user’s device, browser or location. In turn, we believe this will better inform the general public about the role cities are playing to combat global climate change, and will hopefully inspire all cities to do more.”

The C40 site is a knowledge-sharing platform containing C40's research, a broadcast platform to directly engage with the media, and an engagement platform to encourage cities, thought leaders and individuals to engage and discuss the roles of cities and climate change.

Instead of densely packed case studies and statistics, the site is clean and navigable, emphasizing videos, infographics and an ongoing blog. It also features profile pages for all member cities – created in conjunction with each city -- relating to their climate actions, progress and relevant news and statistics.

**Key innovations include:**

- The ‘Why Cities’ interactive infographic uses HTML5 Canvas technology + parallax effects to explain the C40 mission via a linear narrative. As the user scrolls down the page in their browser, the elements on the page animate and transition through various scenarios to
showcase the problems of climate change and what cities can do to take action:

- In addition, for every city featured in the C40, a unique data visualization overview page is
generated based on the data each city provides. Interestingly, the data visualization on the
main C40 Cities landing page is programmed to reflect available data in real time, as it’s
updated across individual cities. For example, one of the most active cities, Hong Kong, has
uploaded several case studies, including lighting, energy and waste:
http://c40.org/c40cities/hong-kong/case_studies

About C40:
The C40 Cities Climate Leadership Group (C40) is a global network of the world’s largest and
engaged cities committed to implementing meaningful and sustainable climate-related actions
locally that will help address climate change globally. Visit: www.c40.org Follow on Twitter:
@c40cities