Brut. and C40 Cities Announce Long-term Partnership to Showcase How Cities Are Building a Future We Can Trust

Partnership will both present how the world’s great cities are delivering on the ambition of the Paris Agreement as well as how citizens are developing innovative climate initiatives to foster climate action.

First content from collaboration will focus on Women4Climate – women mayors, campaigners and young climate leaders creating the future we want.

Paris, France (20 February 2019) — Brut. the global media company that creates short-form video content for audiences around the world and C40 Cities, which connects 94 of the world’s greatest cities to take bold climate action, today announced a new content partnership.

Unveiling the first content from the collaboration online today, Brut. and C40 pledged to showcase the most inspiring, and compelling stories of climate action being delivered in the world’s cities. A series of videos will be published in the coming days, across Brut’s international channels – Brut. France, Brut. America, Brut. India, Brut. China, Brut. Mexico and Brut. Nature – showcasing the inspiring leadership of young women working on climate and air quality projects, along with the women mayors, business leaders and activists who have inspired them. These Women4Climate will gather at Paris City Hall for the third annual Women4Climate conference on February 21st.

“Millennial and Generation Z audiences know that their future depends on transformational climate action from the world’s great cities and C40 aims to empower them to shape a future they can believe in,” said Hervé Marro, Director of Communications & Events, C40 Cities. “We at C40 Cities are thrilled to be working with Brut. to help inspire young people to be the climate heroes our world need for a better tomorrow. Every piece of content we will produce through our long-term partnership will be designed to lead the way towards a healthier and more sustainable future.”

“Brut is incredibly excited to launch this partnership with C40 around the crucial mission of locally and internationally combating climate change, our audience of more than 200 million across the world continue to look for ways to change world with their actions,” said Guillaume Lacroix, Co-founder, Brut.

The partnership will continue throughout 2019, including a major series of content around the C40 Mayors Summit in Copenhagen, October 9th-12th.
Brut. is a global social-first media company that uses trusted reporting and content to spark conversations around the news. With over 200 million monthly unique viewers and 1 billion views a month Brut. is one of the largest social video news sources in the world. Brut.'s strong editorial brand speaks to millennials and Gen Zers and is redefining how to cover global news.

Notes:

About C40 Cities:  
C40 Cities connects 94 of the world’s greatest cities to take bold climate action, leading the way towards a healthier and more sustainable future. Representing 700+ million citizens and one quarter of the global economy, mayors of the C40 cities are committed to delivering on the most ambitious goals of the Paris Agreement at the local level, as well as to cleaning the air we breathe. The current chair of C40 is Mayor of Paris Anne Hidalgo; and three-term Mayor of New York City Michael R. Bloomberg serves as President of the Board. C40’s work is made possible by our three strategic funders: Bloomberg Philanthropies, Children’s Investment Fund Foundation (CIFF), and Realdania.

To learn more about the work of C40 and our cities, please visit our website, or follow us on Twitter, Instagram, Facebook and LinkedIn.

About Brut.  
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About the Women4Climate Initiative:  
In 2016, C40 Cities launched the Women4Climate initiative under the leadership of its first female Chair, Anne Hidalgo, Mayor of Paris. Women4Climate seeks to increase women’s leadership in climate action and drive gender inclusive climate action. The initiative works to achieve this through research on gender and climate change; recommendations for evidence-based urban policy to drive inclusive climate action; mentoring programmes and challenges to empower the next generation of climate leaders.