



August 2020

Dear Mayor:

We're writing to introduce you to [Countdown](#), a global initiative to champion and accelerate solutions to climate change. Powered by [TED](#), [Future Stewards](#) and an exciting network of partners, including [C40 Cities](#) and the [Global Covenant of Mayors](#) (GCoM), Countdown will engage millions of citizens as well as CEOs, investors, celebrities, youth activists and mayors and other political leaders with a common goal: build a better future by cutting greenhouse gas emissions in half by 2030.

At this critical moment, we have a unique opportunity to rebuild our global economies for a cleaner, healthier, fairer future. **We invite you to join Countdown and engage with us in a series of opportunities ahead of the next UN Climate Change Conference (COP26):**

- **Virtual Global Launch (10.10.2020):** Countdown will kick off with a virtual event. In partnership with YouTube, we aim to reach people worldwide with a powerful public program, explaining the climate crisis and calling for leaders and citizens to step up.

We are pleased to offer you a personal invitation to join us on 10.10.2020 as part of an intimate, interactive viewing of the virtual launch with high-level leaders on TED's private, custom digital event platform. You can learn more [here](#) and register your interest to participate [here](#).

*Please note that space is limited. We urge you to register as soon as possible.

- **Countdown Summit (12-15 October 2021):** Ahead of COP26 in November 2021, we'll share an inspiring, actionable blueprint for a net-zero future and celebrate the progress that's already been made at a central Summit for 1,000 leaders in Edinburgh, Scotland. New commitments and actions will be developed by a number of cross-sector Countdown working groups in line with GCoM and C40's priorities. The ideas and commitments shared here will be further amplified by local events around the world. We'll be in touch with more information as well as opportunities to host an event in your city following the virtual global launch.

Recognizing that your city has already taken a bold step in climate leadership by committing to the Global Covenant of Mayors, we invite you to consider increasing ambition and scale in line with your existing commitments by joining the [Race to Zero](#). This campaign will mobilize actors outside of national governments to make net-zero commitments in the shift to a decarbonized economy. It will send governments a resounding signal ahead of COP26 that businesses, cities, and investors are united in meeting the Paris Agreement and creating a more inclusive and resilient economy. You can learn more by contacting your GCoM Help Desk.

We'd love to help you – please reach out to countdown@ted.com with any questions.

Sincerely,

Chris Anderson, TED

Amanda Eichel, Global Covenant of Mayors

Mark Watts, C40 Cities