SACHAMAMA + CLIMATE GROUP: LIVE AT CLIMATE WEEK NYC

Latino Voices Leading the Way in Climate Action

Partner: Climate Group | Platform: Live Broadcast | Timing: Climate Week NYC

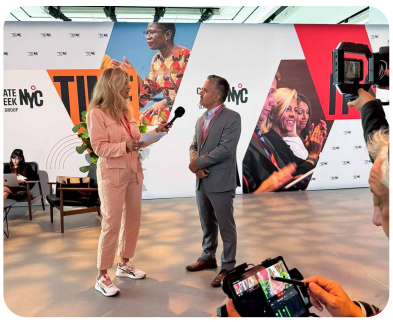
THE CHALLENGE

The Climate Group wanted to broaden Climate Week NYC's reach and inclusivity by bringing more diverse voices to the forefront, particularly Latino leaders and communities who are often on the frontlines of climate change but left out of mainstream coverage. The goal was to make Climate Week feel immediate, interactive, and relevant to digitally engaged Latino audiences.

OUR APPROACH

We partnered with the Climate Group to produce a high-energy, bilingual livestream series hosted by Mexican journalist Felicidad Aveleyra. The run-and-gun format allowed us to move fluidly between venues - from Central Park to public transportation hubs - capturing exclusive interviews, unscripted moments, and the pulse of the event.

- Delivered **10** live broadcasts from multiple locations across NYC.
- Featured thought leaders, influencers, and advocates from across Latin America and the U.S.
- Broadcasted entirely in Spanish to engage global and U.S. Latino communities.
- Covered topics like sustainable mobility, clean energy, smart cities, and green jobs.



RESULTS

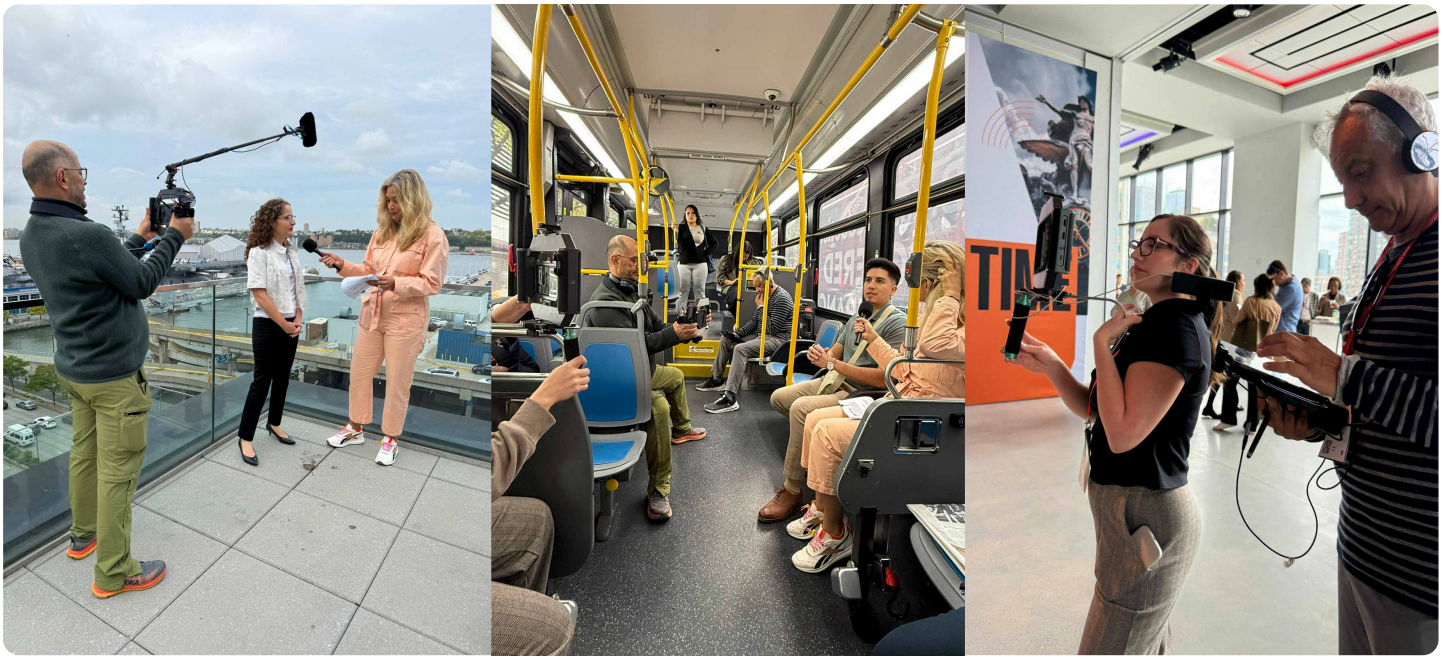
1.1M combined reach via partners and guests.

14,000+ combined social impressions and views across Facebook, Instagram, and YouTube.

Featured **15+** prominent voices, including NGO leaders, policymakers, and youth advocates.

WHY IT WORKED

We brought Climate Week into the everyday lives of Latino audiences. By combining dynamic storytelling, trusted on-camera talent, and bilingual content, we created a digital window into climate action that was culturally relevant and emotionally compelling.



"When Latino voices lead the story, the climate movement becomes a shared experience."