2026



Atlanta climate week

The ATL Effect

Atlanta Climate Week 2026 Impact Report



Atlanta showed up.

Does Atlanta want a climate week? In October 2026, people across the region answered by building one together.

For its inaugural Climate Week, Atlanta brought its creativity, expertise, and community spirit to the climate conversation. Neighborhood organizers, businesses, public leaders, researchers, advocates, artists, and residents each brought something different. They organized neighborhood action days, explored how Atlanta moves and builds at Innovation Day, and brought the climate conversation into a recording studio with EARTHGANG's Cool Me Down single.

Atlanta Climate Week gave those independently organized events a shared platform. Organizers could bring climate into the places and communities they knew best, while a common calendar helped people discover events beyond their usual circles. Local newsrooms carried the story to people who couldn’t be there. Across the 67 events documented on the calendar, Atlantans had many ways to connect, learn, and act.

Atlanta Climate Week is part of a broader global movement, and our contribution is distinctly local. Here, neighborhood action, business innovation, and music all had a place on the same calendar. That mix gave people more than one way into the climate conversation and made the week feel like Atlanta.

The first year gave us our answer. There’s an audience for **Atlanta Climate Week**, and there are collaborators ready to shape it. In 2027, we can widen the invitation, strengthen those partnerships, and help more of the connections made during the week turn into work that continues year-round.



Letter from Atlanta Climate Week's Head of Planning

Dear Fellow Atlantans,

I am beyond grateful, honored, and inspired to have worked with so many incredible people to help bring Atlanta its first climate week. The excitement exceeded our wildest expectations and imagination, putting on full display the confirmation and value of what **Atlanta Climate Week** means for our ecosystem and our beloved city's future.

As we rolled up our sleeves to embark on this journey, our team was tasked with one clear goal and vision: to create a climate week that "energizes a culture of resilience through action". It was very important that we didn't launch just another climate week filled with conversation, but one that aligned with the charge from the Mayor's Office of Sustainability and Resilience to generate climate action.

Atlanta Climate Week confirmed that communities, partners, and advocates understood the immensity of this moment and didn't waste time putting together events, convening critical conversations, planning action days, and curating experiences to ensure that Atlantans could share, reflect, and be moved to action. Let me be clear; it is the culture of our amazing ecosystem that understood the assignment and made **Atlanta Climate Week** their own, creating something undeniably powerful, loud and special.

As we look to many future **Atlanta Climate Weeks**, I’m hoping that our communities, leaders, innovators and changemakers will continue the work beyond the conversation and adopt the city’s climate resilience plan to collectively push us into the sustainable future that we all deserve. I believe **Atlanta Climate Week** is well on its way to show the world how to go beyond the conversation to collectively execute the work.

I would like to thank our amazing planning team and steering committee, the City of Atlanta, SCAD Atlanta, and our sponsors, partners, and strategic advisors for their support, resources, and guidance. More importantly, I want to thank “you”, the community, for making this first **Atlanta Climate Week**, not just possible, but awe-inspiring. We look forward to co-creating a bigger presence for 2027 **Atlanta Climate Week** that generates more engagement and resources that translate into more action and positive outcomes for our city.

As we all know, “the South has something to Say”, and I’m excited to announce that **Atlanta Climate Week** is here to stay!

In service,

Michael Hawthorne Jr

Head of Planning





A letter from Atlanta's Chief Sustainability Officer

Atlanta has always been a city defined by its ability to lead, innovate, and inspire change. From our rich history of civil rights to our growing influence in business, culture, and technology, Atlanta continues to demonstrate what is possible when communities come together around a shared vision for the future.

The inaugural **Atlanta Climate Week** represented an exciting new chapter in that story.

As our city works toward a more sustainable, resilient, and equitable future, we recognize that meaningful climate action requires more than ambitious goals. It requires collaboration across sectors, investment in our communities, and a collective commitment to move from ideas into action.

Atlanta Climate Week created an important platform for that collaboration, bringing together community leaders, businesses, policymakers, entrepreneurs, artists, and residents to explore solutions to some of the most pressing environmental challenges of our time. More importantly, it helped demonstrate that climate action is not separate from our city's economic and cultural future. It is essential to building a healthier, more prosperous Atlanta for everyone.

Guided by Climate Resilient ATL, the City of Atlanta's first climate resilience action plan, we understand that building resilience includes more than reducing pollution. It means preparing our neighborhoods, infrastructure, and local systems to not only recover from climate impacts, but benefit from investment meant to ensure a safer, healthier, and more resilient future for all Atlantans.

The work reflected in this inaugural Impact Report underscores the mission of Climate Resilient ATL by demonstrating the power of collective action and the opportunities ahead. It also reminds us that the true measure of success extends beyond the conversations we convene. Our success will ultimately be defined by the commitments we fulfill, the partnerships we sustain, and the tangible improvements we make in the lives of Atlantans.

As **Atlanta Climate Week** continues to grow, I am encouraged by its potential to serve not only as an annual gathering but as a catalyst for year-round collaboration, innovation, and investment in climate solutions. I extend my appreciation to the Atlanta Climate Week planning team, participating organizations, community partners, and everyone who contributed to making this inaugural effort possible. Your leadership and commitment reflect the very best of Atlanta.



Chandra Farley
Chief Sustainability Officer
City of Atlanta
Mayor's Office of Sustainability and Resilience

Our Mission

To bring Atlanta’s communities, businesses, and changemakers together through the city’s creative culture and spirit of innovation, turning connections and ideas into climate action that improves lives.

Our Vision

A thriving, climate-resilient Atlanta where every community helps shape and shares in a healthier, more equitable future, inspiring change across the South and beyond.

How We Operate

We bring climate action into the places where Atlanta gathers, works, creates, and plays. Through music, art, sports, business, and neighborhood events, we make participation welcoming and relevant to everyday life.

We connect community knowledge with expertise and resources, helping organizers and partners learn from one another and build relationships that extend beyond the week. Grounded in Atlanta’s creative energy and legacy of civic leadership, we help turn shared ambitions into practical action.

Our Role in the Inaugural Week

Atlanta Climate Week provided a shared platform for independently organized events, helping people discover programming and see their work as part of a wider effort across the city.

Through a central event calendar, communications channels, and flagship programming, ACW brought visibility to participating organizations and created opportunities for connection across sectors.

Event organizers and community partners shaped and delivered the experiences that gave the week its character. ACW’s contribution was to help connect those efforts, amplify their stories, and establish a foundation for collaboration that can continue beyond the week.



Programming Across the Week

Atlanta Climate Week brought climate action into neighborhood spaces, business gatherings, cultural venues, and conversations about the city's future.

Why This Matters for Atlanta Climate resilience connects to everyday life through affordable energy, reliable transportation, fresh food, and neighborhoods prepared for extreme weather. Progress depends on understanding community priorities and connecting people with the knowledge, relationships, and resources to act. **Atlanta Climate Week** created opportunities to explore these needs through business discussions, neighborhood activities, and cultural experiences. By bringing different perspectives together, the week helped connect Atlanta's climate ambitions with the daily concerns and aspirations of the people who call it home.

Organizers reported 100+ organizers and 75+ events. The available calendar documents 67 entries, with 62 during October 10–15 and five extending through October 18.

The Calendar at a Glance

- Program — Five flagship, five signature, and 57 community events.
- Format — 58 in-person and nine virtual events.
- Access — 61 free events and six ticketed events, with listed prices ranging from $15 to $250.

Business, Innovation, and Workforce

- **Innovation Day (Flagship Event)** — The October 12 flagship gathering at SCADshow brought together people from business, government, academia, and community organizations to explore sustainability across transportation, the built environment, fashion, sports, and entertainment. Southface Institute's Sam Culpepper joined the panel on the built environment and sustainable development.
- **Cox Cleantech LIVE 2026** — Connected emerging climate-tech founders with investors and corporate partners through pitches and discussions, including a panel on aviation and cleantech innovation.
- **The Good Guys** — Presented by Sustaining Women at Cherry Street Energy, the gathering explored allyship, mentorship, and environmental stewardship and introduced the host's Solar School workforce program.
- **Drawdown Georgia's business compact** — Brought a business-focused dimension to the week's climate programming.
- **The Business of Climate** — At Microsoft Atlanta on October 13, Southface Institute's Stephen Ward joined a conversation about climate careers, innovation, and impact.

Community Resilience and Public Leadership

- **Climate Resilient ATL** — Led by the City of Atlanta Mayor's Office of Sustainability & Resilience, programming included a youth climate action fund session, a BeltLine clean-up and resilience walk, and a closing gathering at Rivian.
- **A Resilient Future Premiere** — Documentary exploring how everyday landscapes and property choices can combat urban flooding, cool down neighborhoods, and restore local ecosystems Drew 144 registrations and 100 participants, as reported in the program materials.
- **Sustainability Within Local Governments** — Southeast Sustainability Directors Network and RCE Greater Atlanta connected local government sustainability leaders and regional partners.

- **Southface Visionary Awards (Signature Event)** — On October 15 at the Georgia Aquarium, Southface Institute honored Kim Bednarek with the Argon Award of Excellence in Sustainability for her work to have the Okeefenokee Swamp declared a UNSECO Heritage Site.
- **Climate Fresk** — Hosted with the Consulate General of France in Atlanta at CreateATL, this collaborative, card-based workshop helped participants explore the causes and consequences of climate change and connect them to opportunities for local action.
- **Policy and community discussions** — Included Public Service Commission sessions and a data center community hearing.

Transportation, Sports, and the Built Environment

- **Transportation Camp Atlanta** — Presented by NRDC with Propel ATL, this participant-led gathering explored transit access, safer streets, mobility justice, and regional connectivity.
- **Mercedes-Benz Stadium | Sports & Sustainability** — A behind-the-scenes tour and panel brought together leaders in sports, tourism, and local government to explore sustainability in major event venues.
- **Energy Smart—Money Smart** — Southface Institute's Stephen Ward and Reed Walker joined the Atlanta Black Chamber for a free October 13 webinar on energy savings, property value, and incentives.



Music, culture, and community connection

- **COOL ME DOWN** — The October 11 official party, presented with the EARTHGANG Foundation at Structure 19 Recording Studio, combined DJ sets, the debut of EARTHGANG's Cool Me Down, and Tesla EV demonstration drives.
- Climate runs and a comedy night — Offered additional ways to connect with the week through movement, entertainment, and shared experiences.

Four experiences, up close

The following case studies take a closer look at Innovation Day, Climate Fresk, BeltLine in Motion, and COOL ME DOWN, illustrating how collaboration, community action, and culture came together during the inaugural week.





Innovation Day: Where Atlanta's Ideas Meet

Climate action takes different kinds of expertise—and places where those perspectives can connect. On October 12 at SCADshow, **Atlanta Climate Week**'s Innovation Day brought together experts from business, government, academia, and community organizations to explore the connections between sustainability and Atlanta's everyday life.

Conversations spanned transportation, the built environment, fashion, resilient communities, sports, and entertainment. The program reflected the breadth of Atlanta's talent and the opportunity to bring climate solutions into the industries and experiences that shape the city.

The gathering at a glance

- **350** approved registrations
- **263** recorded attendee check-ins
- **350** wrist bands with thousands of wildflower seeds
- **21** checked-in guests registered with SCAD email addresses

Checked-in participants identified affiliations ranging from businesses like The Coca-Cola Company, Delta Air Lines, and Interface to students from SCAD and Georgia Tech, city employees from Atlanta Housing, and various local environmental nonprofits. The participation of people bringing such a wide diversity of viewpoints created opportunities to exchange perspectives across organizational and sectoral boundaries.

Making the Event Itself Greener

The event included compostable food service items from Better Earth and compost bins from CompostNow to dispose of waste without sending it to a landfill. Instead of the traditional plastic badges or name tags, we chose wristbands from Botanical Paperworks, made of paper infused with wildflower seeds that attendees could plant outside to grow flowers in the spring.

Opening the door to participation

Alongside affordably priced paid tickets, complimentary registrations and access codes helped make the gathering available to a wider audience. A student access code was used 42 times, demonstrating one practical way to invite emerging talent into the conversation.

Building on the connections

The next opportunity is to help connections become collaborations. We would be interested to know from participants which introductions led to partnerships, projects, or practical next steps.

Growing into next season

Like the wildflower seeds in the wristbands for attendees, the seeds of collaboration and partnerships were planted during Innovation Day that we will nurture and see the fruits of in future seasons.





Four Experiences, Up Close

Climate Fresk: Turning Climate Knowledge into Action

Understanding climate change starts with seeing how its causes and consequences connect. At CreateATL, Climate Fresk and the Consulate General of France in Atlanta brought participants together for a collaborative workshop presented as part of **Atlanta Climate Week** and the 2026 France-Atlanta season.

The session offered a hands-on approach to climate learning, inviting participants to explore the science together and consider its relevance to their communities.

Learning Through Collaboration

Using an interactive card-based exercise, participants worked together to map connections between human activities, changes in the climate system, and impacts on biodiversity, society, and the economy.

Discussion and debate formed part of the learning process. Participants contributed their perspectives, asked questions, and built a shared picture of a complex subject before exploring potential responses.

Participation and Feedback

Organizers reported 20 participants and an average experience rating of 4.75 out of 5. The number of responses underpinning that rating remains to be confirmed.

Connecting Science with Everyday Life

The workshop connected climate science with reflection on everyday choices and local sustainability actions. Its participatory format complemented the week's panels, cultural events, and community activities, demonstrating how learning can make space for people to contribute as well as listen.

The partnership also brought an international dimension to a neighborhood gathering space, connecting climate education with Atlanta's community life.

Building on the Experience

Future workshops could extend this collaborative approach to schools, workplaces, and community organizations, with follow-up helping identify how participants apply what they learned.





Beltline in Motion: Climate Action Where Atlanta Comes Together

Atlanta Climate Week brought climate action to the active outdoor community through a BeltLine clean-up and resilience walk. Part of the City of Atlanta's Climate Resilient ATL programming, the activities invited residents to engage with local climate priorities in a shared public space.

Another event organized to activate the City's Climate Resilient ATL plan was a closing gathering at Rivian. The attendees continued the conversation, connecting community engagement with opportunities for climate action. Together, these experiences offered a hands-on complement to the week's panels and presentations.

Participation and feedback

- **20** recorded check-ins in the supplied guest list
- **4.83** out of 5 average experience rating from **six** feedback responses
- All six respondents rated the experience 4 or 5

The feedback offers a small but encouraging snapshot of participants' experiences. One respondent described it as a, "perfect morning of community action!"

Making participation practical The clean-up and walk gave participants a direct way to contribute while exploring resilience in their surroundings. The format connected climate action with a familiar Atlanta experience: gathering outdoors, moving through the city, and caring for a shared place.

Building on the experience Future editions can build on this hands-on format, documenting the work completed and how the experience encourages continued community involvement. It is also the perfect event for kids to get involved, and it could be marketed to engage Scouts from around the city.



COOL ME DOWN: Atlanta's Culture Meets Climate Action

Music is one of Atlanta's most powerful ways of bringing people together. On October 11, COOL ME DOWN brought that energy to **Atlanta Climate Week** through an official party presented with the EARTHGANG Foundation at Structure 19 Recording Studio.

The program combined DJ sets, community voices, the debut of EARTHGANG's Cool Me Down, and Tesla EV demonstration drives. It offered another way into the week's sustainability conversation through music, shared experiences, and opportunities to explore electric vehicles.

The event at a glance

- 64 tickets and 41 guest-list entries reported by organizers; these are not verified attendance counts
- 9,170 Instagram views reported across five content pieces
- Coverage in a CBS News Atlanta feature

Bringing Climate Into Culture COOL ME DOWN demonstrated how cultural programming can create a setting for climate engagement alongside panels, workshops, and community action days. Music and entertainment formed part of the experience itself, connecting sustainability with the ways Atlanta creates and gathers.

The event also gave artists and community voices a place in the week's programming, reflecting the range of people who can contribute to Atlanta's climate future.

Building on the Experience

Future editions can build on Atlanta's creative energy to invite new audiences into climate action, with participant feedback helping shape what comes next.



Community Voices and What We Learned

Feedback from the inaugural **Atlanta Climate Week** highlighted valuable conversations, strong programming, and opportunities to connect. Participants also offered practical ideas for making the next edition more interactive and welcoming.

What Participants Shared

Across **51** survey submissions covering **24** events, **44 of the 49** completed experience ratings (approximately **90%**) were 4 or 5 out of 5, with an average rating of **4.41** out of 5.

Written comments praised the quality of programming, university collaboration, and opportunities to engage with local leaders. One detailed response highlighted Atlanta's sports and entertainment industries as a distinctive strength for future editions.

Participants wanted more time to network, engage speakers, and work through solutions together. Suggestions included interactive workshops, fewer consecutive panels, younger speakers, and broader participation from public-health practitioners and businesses. Other comments encouraged year-round engagement and programming connected to food access, youth training, and neighborhood partnerships.

What We'll Take Forward

Make more room for participation. Build networking time, interactive activities, and opportunities to develop ideas together into event schedules.

Broaden the invitation. Help organizers reach new audiences and bring a wider range of community, professional, and emerging voices into the program.

Build on Atlanta's strengths. Continue connecting climate action with sports, entertainment, university expertise, and neighborhood priorities.

Improve the event experience. Communicate clearly about food availability and dietary options, provide adequate refreshments, and allow sufficient meal breaks.

Keep the connections moving. Explore opportunities for year-round engagement and follow up on useful introductions, proposed collaborations, and actions taken after the week.

About the feedback: The survey recorded 51 submissions associated with 41 distinct respondent email addresses. Some respondents evaluated more than one event; 49 submissions included an experience rating. Innovation Day accounted for 24 submissions. Findings reflect those who responded and should not be treated as representative of all attendees or events.





Amplifying Atlanta's Climate Conversation

Atlanta Climate Week's story extended beyond in-person events. Local news coverage, social content, and partner sharing helped introduce the inaugural week and bring its programming into a wider public view.

Atlanta's Newsrooms Took Notice A media-monitoring snapshot recorded **20** earned placements across television, radio, digital, print, and social or video channels between September 24 and October 13. Coverage included stories on FOX 5 Atlanta, Atlanta News First, WABE, and WSB Radio, and articles in Hypepotamus, Neighbor Newspapers and Saporta Report.

The coverage featured organizers, city leadership, and participating organizations, giving audiences different perspectives on Atlanta's climate and resilience priorities. Head of Planning, Michael Hawthorne, Jr. also gave interviews with TV stations FOX 5 Atlanta, Atlanta News First, and WABE. Fox 5 Atlanta had daylong coverage on the ground at Innovation Day.

The media monitoring service estimated a potential audience of **5.1 million**. This is an estimate associated with the monitored coverage, not a count of unique people who saw or heard ACW's story.
Connecting Through Instagram From September 22 through October 21, ACW's Instagram activity recorded:

- **122,317** content views
- **7,511** interactions, with **65.4%** from non-followers
- **1,790** profile visits and **129** bio link taps
- **387** net new followers

The share of interactions from non-followers indicates engagement beyond the account’s existing follower community. Collaborative content also gave organizers and partners opportunities to share the week through their own networks.

ACW relied entirely on organic content to build the audience, with no advertising spend on Instagram during this period. These results reflect content and distribution efforts; they do not establish that communications were without cost or that collaborators incurred no advertising expenses.

Engaging a Professional Audience LinkedIn provided another channel for sharing programming and connecting with professional audiences. Reported activity for September 26 through October 25 included:

- **7,327** organic impressions
- **1,160** clicks
- **333** reactions
- **200** new followers, all reported as organic

Together, these channels established an initial communications platform for ACW and its partners. Future reporting will use tracked links and agreed partner measures to better understand how visibility translates into registrations, participation, and continued engagement.

Measurement note: Media, Instagram, and LinkedIn cover different reporting periods. Their figures should not be added together as unique reach. Views and impressions may include repeat activity, interactions that are not unique people, and clicks or link taps do not establish event registrations or attendance.



Looking Ahead: Building on Atlanta's Energy

The inaugural **Atlanta Climate Week** showed what can happen when the city makes the climate week experience its own. Organizers brought climate into conversations about business, neighborhoods, music, sports, and everyday life. The opportunity for 2027 is to grow from the roots of the seeds planted this yearon that foundation, welcoming more people and helping connections develop into action beyond the week.

More Ways to Participate
We aim to broaden participation through community partnerships, accessible programming, and experiences that reflect Atlanta's creative culture. That means inviting new organizers and audiences while continuing to connect climate priorities with the places where people gather, work, create, and play.

Connections That Continue
The next edition will place greater emphasis on what follows the gathering. We plan to help participants and partners identify opportunities to collaborate, then follow up to understand which ideas advanced, which relationships continued, and where additional support could help.

A Stronger Foundation for Growth
Clearer organizer guidance, consistent attendance reporting, and brief participant surveys will help us document results and improve the experience . We will also work with sponsors and partners to agree on objectives and report the benefits delivered, while strengthening financial reporting and stewardship.



New Expressions of Atlanta’s Culture
A benefit concert is among the ideas under exploration for 2027, bringing Atlanta’s music culture into the next chapter of Climate Week. Its development will depend on the right artists,venue, partners, and a financial plan that supports ACW’s mission.

Atlanta Climate Week’s next harvest will take shape with the people and organizations who tend it. Additional support can help expand community participation, strengthen coordination, and give promising collaborations room to grow.

The ambition is to carry the energy of one week into progress that continues **throughout the year**.

Why support Atlanta climate week?

Atlanta’s creativity, community leadership, and entrepreneurial energy give climate action a powerful home. Your support helps connect those strengths, bringing people together to share solutions, build partnerships, and create a more resilient city.

For businesses and corporate sponsors
Build visibility and meaningful connections while supporting Atlanta’s climate and resilience priorities. Partnership opportunities can engage employees, introduce your organization to new audiences, and demonstrate your sustainability commitments through participation and action.

For individual donors and philanthropic funders
Help more people take part in shaping Atlanta’s future. Your contribution can expand access to programming, support community-led events, and create opportunities for learning and collaboration. We are committed to reporting how support is used and what it helps accomplish.

For nonprofit and community partners
Bring your mission to new audiences and connect with people who can help advance it. **Atlanta Climate Week** offers a platform to share expertise, amplify community priorities, and develop relationships that extend beyond the week.

Help shape what comes next.
Through funding, expertise, space, or connections, you can help make the next **Atlanta Climate Week** more accessible, more collaborative, and always distinctly Atlanta.

What your support can make possible in 2027

As **Atlanta Climate Week** develops its next edition, additional support could help expand participation and carry the energy of the week into continued action. Opportunities under consideration include:

Community-led events
Help neighborhood organizations bring climate priorities to life through gatherings, workshops, and hands-on activities that reflect the communities they serve.

Student and community access
Support complimentary admission and outreach that welcomes students and people who might otherwise face barriers to participation.

Collaboration beyond the week
Provide coordination and follow-up to help organizers and participants develop promising connections into partnerships and practical projects.

A benefit concert rooted in Atlanta's music culture
Help explore a concert that brings artists and audiences together around climate action while raising funds for ACW's work. Development would depend on securing artists, a venue, and a financial plan designed to generate proceeds after expenses.

These opportunities will take shape through community input, partner interest, and confirmed budgets. Contributions of funding, space, services, and expertise can help turn the most promising ideas into a program we can **put into action**.

Acknowledgements

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ATL Climate Week



Atlanta brings the energy. Bring yours.

Help shape the next **Atlanta Climate Week**. Whether you have an idea, a space, expertise, or resources to contribute, there's a place for you.

Stay connected

Join our mailing list for announcements, opportunities, and ways to get involved.

Become a sponsor or make a gift

Help bring the next **Atlanta Climate Week** to life and expand opportunities for communities across the city to participate.

Bring an idea. Create an experience.

What could climate action look like through Atlanta's music, food, art, sports, technology, or neighborhood traditions? Share an event idea or help organize one.

Offer your space or skills

Host a gathering, contribute services, or volunteer your expertise to help make the week happen.

Make a connection

Introduce a community organization, business, artist, or collaborator who should be part of the next chapter.

Let's build what's next, together.