

Qatar Foundation International and WeVideo Partner to Raise Awareness About Climate Change

Launching Social Video Initiative at COP18/CMP8 to Educate and Inspire

Palo Alto, CA and Doha, Qatar — November 26, 2012 — As the [UN Climate Change Conference](#) starts in Doha, Qatar this week, [Qatar Foundation International \(QFI\)](#) and cloud-based social video editing platform, [WeVideo](#), are launching a global social campaign as part of COP 18/CMP8's "7 Billion, 1 Challenge." Anyone, anywhere in the world can create one-minute social videos starting with the phrase, "I believe we can..." and add their pledge and voice to the climate change conversation. Selected videos and highlight reels will be featured on the website and at the conference.

"We're excited about this unique opportunity to galvanize a global conversation of individual voices committed to taking personal action to counter climate change," says Maggie Mitchell Salem, Executive Director at Qatar Foundation International. "During COP18/CMP8 Doha government officials and policy makers will negotiate on a complex set of agreements that we hope paves the way for a more sustainable future. Yet it will be each of us, especially the youth, who will have to deliver on promises of change."

Throughout the coming months, these videos will be uploaded and viewable on the "7 Billion, 1 Challenge" website, (<http://www.wevideo.com/qfi>) and on YouTube: <http://www.youtube.com/user/7BILLION1CHALLENGE>. Videos can also be shared across the web in an effort to educate and bring personal perspectives to climate change conversation.

"This collaboration between QFI and WeVideo is all about giving anyone anywhere in the world a voice, empowering them to tell their stories about climate issues and inspire others to do the same," says WeVideo CEO Jostein Svendsen. "We anticipate these videos will provide a new energy and perspective, and inspire people to join the global dialogue around climate change."

About WeVideo

WeVideo makes video editing simple and accessible with its unique, cloud-based collaborative video editing service that helps people from all over the world create and share stories from anywhere. WeVideo's editor is easy enough for first-time editors, and sophisticated enough to help anyone create a professional looking video. WeVideo is available in any browser and available through a variety of platforms like YouTube and Google Drive. The company is headquartered in Palo Alto, California. At WeVideo, we believe everyone has a story to tell, and it's our job to help people bring their stories to life.

About Qatar Foundation International (QFI)

[Qatar Foundation International](#) (QFI), LLC, is a U.S. based member of Qatar Foundation (QF). Its mission is dedicated to connecting cultures and advancing global citizenship through education. QFI is a not-for-profit organization in Washington, D.C., focused on grant-giving and programmatic activities that promote education as a force that facilitates collaboration across geographical, social and cultural boundaries.

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