

IN THE C4C ZONE:

Outcomes from the Connect4Climate Digital Media Zone during the World Bank Group Law, Justice and Development Week 2016



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Photo Credit: Kaia Rose

CONNECT4CLIMATE: WHO WE ARE

Connect4Climate is a World Bank Group program aimed at raising global awareness about climate change and inspiring climate action. The World Bank Group, the Italian Ministry of Environment and the Global Environment Facility (GEF) founded the global partnership program in 2011. The objectives of Connect4Climate involve connecting with existing climate initiatives and activities and amplifying the global dialog on climate change. This helps advance the global climate movement, generates innovative solutions, brings together thought leaders on climate change, and enables new audiences to be inspired.

Connect4Climate fosters connections between organizations to create strong, active networks. The leaders of this initiative believe strongly in the creation of what can be called “creative coalitions”, which unites many stakeholders in acting toward their common goal.

Above all, the initiative seeks to reach new, untapped audiences who may never have heard about climate change. A primary target audience for engagement is young people, who are powerful agents of social change and whose creativity and energy are needed to strengthen the climate action movement.

Through all these efforts, Connect4Climate aims to create the social currency and political capital that will result in effective and enforceable policies for climate change mitigation and adaptation at the highest governmental levels.



Max Edkins, Climate Change Expert, Connect4Climate, World Bank Group, presenting the young activists before the screening of “Before the Flood”
Photo Credit: Riccardo Savi

CONNECT4CLIMATE'S CORE ADVOCACY ACTIVITIES

- Communicating about climate change and sharing knowledge on the science of climate change, the need for behavioral changes to protect the environment and mitigate climate change, and the threat posed by climate change to the Bank's primary mission of ending extreme poverty and promoting shared prosperity;
- Providing access to research and educating the public on sustainability, carbon footprints, and water consumption, with particular attention to the areas of energy, food, automotive, fashion, film, tourism, sports, and urban environments;
- Advocating for urgent action in mitigating climate change and building resilience by individuals, communities, local governments, private sector, and senior national government policy makers;
- Establishing creative partnerships to reach new audiences, aggregate and disseminate climate knowledge and advocate for climate solutions.

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- **Alan Miller**
- **Berenice Hernandez Toro**
- **Charles Di Leva**
- **Christopher Head**
- **Enzo M. Le Fevre Cervini**
- **Flavia Rosembuj**
- **James Close**
- **Joe Khirallah**
- **Joe Romm**
- **Justine Sullivan**
- **Kaia Rose**
- **Leandro Azevedo**
- **Mafalda Duarte**
- **Marco Musumeci**
- **Marco Nicoli**
- **Margareta Norris Harrit**
- **Mark Christian Sigrist**
- **Natalia Agapitova**
- **Nelson Cabrera**
- **Patricia J. Beneke**
- **Paul Pretitore**
- **Pierre Viaud**
- **Quentin Wodon**
- **Scott Cantor**
- **Sheila Redzepi**
- **Siobhan McInerney-Lankford**
- **Stephen Hammer**
- **Tazeen Hasan**
- **Tom Kerr**

CONNECT4CLIMATE

ALSO EXTENDS A SPECIAL THANKS TO:

The students and young activists Victoria Barrett, Paola Hernandez and Brian McDermott of Alliance for Climate Education accompanied by Sunni Tang.

Colleagues Marco Nicoli, Georgina Weise, Dolie Schein, Viktoria Khaitina and the Legal Team.

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- **Max Edkins**
- **Natalia Vega Berry**
- **Paula Da Silva**



“THE GREAT REVOLUTION OF
SOCIAL MEDIA IS NOT THAT
WE REACH MILLIONS, BUT
THAT MILLHIONS CAN
REACH US”

LUCIA GRENNNA
PROGRAM MANAGER OF CONNECT4CLIMATE



“WHAT COP22 SHOWED US
IS THAT DECARBONIZATION
IS THE LEADING DRIVER
OF WHAT HAPPENS NEXT.”

ACHIM STEINER
DIRECTOR OF OXFORD MARTIN SCHOOL AND
FORMER EXECUTIVE DIRECTOR OF UNEP

ABOUT

The Connect4Climate Digital Media Zone (C4C Zone) was a 3 day-long initiative powered by Connect4Climate—the World Bank Group’s global partnership program dedicated to climate change and advocacy— to accompany the Law, Justice and Development Week 2016, organized by the World Bank’s Legal Vice Presidency, and the Climate Investment Funds Semi-Annual Meetings, hosted by the Climate Investment Funds. The events took place at the Headquarters of the World Bank between December 5 and December 9, 2016.

The Law, Justice and Development (LJD) Week is the only event of its kind, bringing together the global community engaged in using law and legal tools to contribute to development. It is organized by the legal functions of the World Bank Group, in collaboration with partners of the Global Forum on Law, Justice and Development and other international finance, knowledge and innovation actors. The 2016 edition drew over 1,000 participants including legal experts, stakeholders, policy makers and private sector representatives and convened a broad community of development professionals who use law and justice tools to battle poverty and boost shared prosperity. In parallel, the semi-annual meetings for the Climate Investment Fund (CIF) hosted a variety of climate experts and government representatives from all over the world to discuss climate finance and its ties to environmental policy.

The C4C Zone offered an interactive media hub and gathering space for the main conference attendees, as well as students, NGOs and private sector representatives to discuss and delve into topics covered during both LJD Week and CIF meetings. Climate action, implemented in particular through a legal and youth lens, was the overarching narrative for the C4C Zone throughout the week. The program emphasized the importance and urgency of climate action to protect future generations and the fundamental role today’s youth can play in the fight against climate change.

Welcome
to the Connect4Climate
Digital Media Zone
at LJD Week



P V B I



*Opening day of Connect4Climate Digital Media Zone at the World Bank, in parallel to Law, Justice & Development Week and Climate Investment Funds annual meeting
Photo Credit: Leigh Vogel*

Evening events presented large projections and inspirational visuals to engage the World Bank audience and partners. Film4Climate Global Video Competition winners, National Geographic’s “Before the Flood” featuring Leonardo DiCaprio and the TV documentary series “Years of Living Dangerously” episode “Priceless” featuring Nikki Reed and Aasif Mandvi were screened and discussed by experts and influencers.

The C4C zone offered a diverse program featuring panel discussions, presentations, town halls, and short-15 minutes interventions. The ultimate goal of the C4C zone was to deliver a message to a wider audience, influence masses and stimulate youth engagement to implement climate solutions, and to align the proceedings with the LJD Week Program and highlight CIF experiences and expertise. The C4C Zone facilitated the interaction and engagement between the high-level policy discussions and relevant mainstream media, opening up the dialog to a broader audience and building on live multi-media and social media engagement.

As the first Media Zone organized within the World Bank the C4C Zone engaged World Bank experts, world leaders and conference attendees as well as civil society and youth representatives.

The C4C zone was well attended by students from local universities including Stevens University, NYU – Washington and University of Maryland. The C4C Zone leveraged social media audiences by offering a Facebook Livestream on all the sessions, which was watched by more than 1,500 people, reaching close to 15 thousand people. The Twitter engagement and interaction among attendees using the hashtag #C4CZone reached 33 million impressions and more than a thousand retweets, resulting in the #C4CZone hashtag to trend on Twitter during the first day.

C4C ZONE VISION

With roughly 1000 legal specialists, climate experts and policy makers from all over the world in attendance, the C4C Zone presented an ideal opportunity for experts from different fields and various backgrounds to interact and share their experiences and expertise.

In addition, thanks to a high participation of student from all over the country, the event offered the possibility to young activists to share their experiences, and interact and engage with those advancing climate action.





“WE NEED TO SHOW THAT THE
PARIS AGREEMENT IS AN
OPPORTUNITY FOR ECONOMIES
AND TO BRING YOUTH
TO DISCUSSION”

JUSTINE SULLIVAN
UN FOUNDATION



“IT’S THE CONTEXT OF WHAT
CLIMATE CHANGE MEANS TO
EACH ONE IN THE WORLD THAT
GETS PEOPLE’S ATTENTION”

STEPHEN HAMMER
MANAGER, CLIMATE POLICY, WORLD BANK

"STORIES & SOLUTIONS"

DAY 1 AT C4C ZONE

OPENING CEREMONY

The theme for the whole week of the event was Law, Climate Change and Development. The conjunct opening event started strong with an inaugural session from the President of the World Bank Group, Jim Yong Kim, on stage with Anne-Marie Leroy (Senior Vice President and World Bank Group General Council), Laura Tuck (World Bank Group Vice President for Sustainable Development), the keynote speaker Achim Steiner (former Executive Director of United Nations Environment Programme - UNEP -, Director of Oxford Martin School), Mafalda Duarte (Head of the Climate Investment Funds) and Sheila Redzepi (World Bank Group Vice President for External and Corporate Relations) accompanied by the Alliance for Climate Education (ACE) student members Victoria Barrett, Paola Hernandez and Brian McDermott.

In addition to emphasising the historical importance of current decisions with regard to implementing climate action, the speakers focused on their takeaways from the UNFCCC COP22 meetings, which took place in Marrakech, Morocco. During the opening ceremony Jim Yong Kim emphasized that we need

“to build strategical climate considerations into everything we do in the development world ... One hundred million people could fall into poverty if we don’t build resilient systems.”



*World Bank Group President Jim Yong Kim at the opening of
Law, Justice and Development Week 2016
Photo Credit: Leigh Vogel*

In closing he underlined:

“Every country in the world now has a plan for how to reduce carbon. We have got to make it happen.”

In his keynote address, Achim Steiner restated the fundamental importance of the Paris Agreement on Climate Change, highlighting that jurisprudence and the judicial systems around the world are increasingly becoming a central part of the climate change discourse, as they regulate how climate change is addressed. Focusing more on his takeaways from COP22, Steiner explained how the role of the leadership powers involved in the signing process is changing. He emphasized the greater responsibility of China on the climate change front.

Steiner also pointed out that the focus for climate action is moving to the national level, where real decisions will be taken. With profound words he announced that climate change is a collective challenge that needs to be addressed by everyone:

“If we don’t succeed collectively taking the Paris Agreement forward we will all be losers.”

Laura Tuck also highlighted the importance of the Paris Agreement and moving forward:

“Now that a global agreement is in place we need to start implementing it to create a change.”

She also talked about the need to de-risk investments and lower the cost of capital and finance for renewable energy. Tuck explained that in April, the World Bank Group agreed on a Climate Action Plan that has committed them to building climate considerations into all aspects of the World Bank Group operations. The World Bank Group laid out a number of goals in high-impact areas and is,

“[...] really committed to help clients shape their national policies, development plans, budgets and investment programs, as well as committed to leveraging a lot more private financing into the process.”



***Laura Tuck, World Bank Group Vice President for Sustainable Development at the opening of Law, Justice and Development Week 2016
Photo Credit: Max Thabiso Edkins***



Sheila Redzepi - Vice President, World Bank Group External and Corporate Relations introduced Paola Hernandez, Victoria Barrett and Brian McDermott from the Alliance for Climate Education
Photo Credit: Leigh Vogel

Mafalda Duarte took the stage to explain the work of the Climate Investment Funds (CIF). The CIF portfolio is one of the first of its kind and focuses investments on renewable energy and resilience. Examples include concentrated solar power in Morocco to geothermal in various countries. The \$8.3 billion CIF is providing 72 developing and middle income countries with urgently needed resources to manage the challenges of climate change and reduce their greenhouse gas emissions. Since 2008, the CIF has been leading efforts to empower transformations in the energy, climate resilience, transport and forestry sectors.

The C4C Zone was introduced during the LDJ opening ceremony by Sheila Redzepi, who emphasized:

“How do we translate incredibly complex and sometimes daunting information so that there is enough momentum and enough desire to want to contribute among the general public? To try and do this today we are going to be presenting the Digital Media Zone.”

Victoria Barrett, Paola Hernandez and Brian McDermott accompanied Sheila Redzepi on stage. They are young climate activists and fellows with the Alliance for Climate Education (ACE), the non-profit organization that educates young people on the science of climate change and empowers them to take action.

“I am here this week to show how young people and all our allies are using the legal system to drive swift climate action.”

DAY1 at C4CZONE

At the inaugural session of the C4C Zone, the ACE student activists Victoria Barrett, Paola Hernandez and Brian McDermott joined Achim Steiner to discuss the power that young people have in the fight against climate change. The students described how they were partnering on a campaign to put pressure on President Obama to use his executive power to positively impact the youth-led climate lawsuit being brought against him, the Federal government, and the fossil fuel industry.



Justine Sullivan from UN Foundation presenting “Earth To Marrakech”
 Photo Credit: Riccardo Savi



*Nelson Cabrera, Film Director, Cherry Sunday Media on “The Art and Impact of Storytelling as a Tool for Advocacy”
Photo Credit: Riccardo Savi*

This session was followed by a conversation held between Justine Sullivan (UN Foundation) and Max Edkins representing Connect4Climate on the launch and impact of Earth To Marrakesh, the global movement to raise the volume and profile of the discussion around climate action facilitated by UN Foundation and GOOD magazine.

“Earth To Marrakesh serves to continue momentum of following through with the Paris Agreement.”

She explained that people tend to get tuned out after the birth of the movement so it was a bigger challenge to keep people engaged and at the forefront of the movement than Earth To Paris.

Nelson Cabrera (Film Director, Cherry Sundae Media) and Max Edkins continued the conversation thread, emphasizing the use of creativity and how media and filmmaking can encourage people to take up the environmental and climate cause to help achieve the sustainable development goals.

Cabrera showcased his experience linking advertising and sustainable action through the edible six-pack beer packaging rings to help protect marine life from consuming life threatening plastic rings produced by Saltwater Brewery.

The following session hosted a debate about Perspective on Climate Change Policy with Stephen Hammer (Manager of the Climate Policy VP at the World Bank Group) and Patricia Beneke (Director and Regional Representative of UNEP, North America). The discussion raised a number of key policy questions, in particular ensuring that climate change policies are not discriminating against vulnerable communities, often in low-income countries. Beneke mentioned that during the creation of the Sustainable Development Agenda there is a need to see progress on social and environmental indicators and not only economic measures.

Stephen Hammer emphasized the need to implement climate action:

“Paris was just the beginning. We have been very focused this year on how to implement the Paris Agreement and where we go from here.”



*Discussion with Stephen Hammer - Manager, Climate Policy, World Bank Group and Patricia J. Beneke - Director and Regional Representative of UNEP “Perspective on Climate Change Policy”. Moderated by Tom Erb, “Put a Price On it” Campaign
Photo Credit: Max Thabiso Edkins*



*Stephen Hammer - Manager of the Climate Policy at the World Bank Group talking about "Perspective on Climate Change Policy"
Photo Credit: Riccardo Savi*

The Climate Policy discussion shifted to the role of today's younger generation in the movement to address climate change, and ended with what it might take for global carbon pricing to emerge.

Patricia Beneke explained that carbon pricing is only one tool in the toolbox, and for a holistic climate solution "a global reshaping of our energy economies around the world" will be required.

Stephen Hammer agreed with Beneke and added the need to leverage the private sector for climate action. He emphasized that it is possible to reduce emissions at the same time as growing economic output, presenting Shenzhen, China, as an example.

The Carbon pricing topic was explored further by Thomas Kerr (Lead Climate Policy Officer at the World Bank Group's International Finance Cooperation) later in the day when he delivered his Climate Talk "What is Carbon Pricing".

Kerr highlighted that:

“Carbon pricing is an elegant simple solution that achieves environmental targets while generating a pool of money that can be used in the political discussion about how it can help us make that shift to pricing carbon on a global level.”

Kerr emphasized that putting a price on carbon can drive innovation and change consumer and business behavior, and furthermore drive investment in new solutions and business models. Film4Climate winner Kaia Rose joined the session by screening her winning video “Climate Countdown: Carbon Pricing”, sharing her personal perspectives from the UNFCCC COP21 meetings, and encouraging greater support for putting a price on carbon.



Tom Kerr - Principal Climate Policy Officer, International Finance Corporation (IFC), Climate Change Group, presenting “What is Carbon Pricing?”
Photo Credit: Max Thabiso Edkins

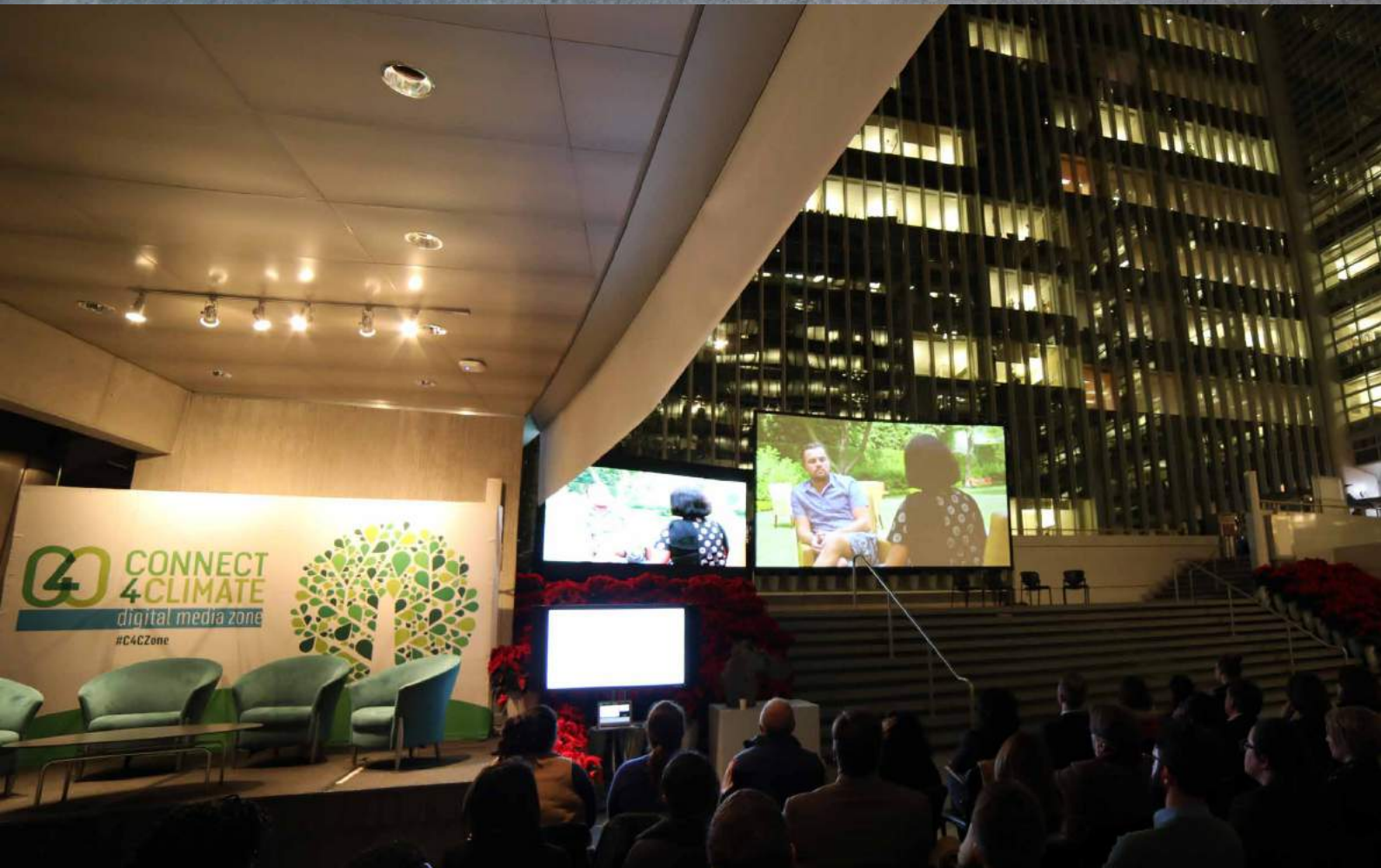


*Multi-screening projection of “Before the Flood” featuring Leonardo DiCaprio
Photo Credit: Kaia Rose*

“BEFORE THE FLOOD” SPECIAL SCREENING

The first day of the Law, Justice and Development Week closed off with a multi-screen projection of key scenes from Fisher Stevens’s documentary “Before the Flood” featuring Leonardo DiCaprio. “Before the Flood” sees DiCaprio going to every corner of the globe to document the devastating impacts of climate change and questions humanity’s ability to reverse what may be the most catastrophic problem mankind has ever faced.

The evening witnessed a huge turnout and featured a pre-screening discussion with ACE student activists facilitated by Max Edkins. The youth activists brought a personal story to what is being dubbed “The Case of the Century.” Twenty-one young people are suing the Federal Government for failure to protect the future from climate change and violating our constitutional rights to life, liberty and property. The inter-generational nature of climate change impact certainly needs to be explored in detail through legal actions.



*Multi-screening projection of "Before the Flood" featuring Leonardo DiCaprio
Photo Credit: Riccardo Savi and Kaia Rose*

"FINDING CLEAN WAYS TO POWER
THE WORLD IS A MORAL IMPERATIVE."

LEANDRO AZEVEDO
SENIOR CLIMATE FINANCE OFFICER
AFRICAN DEVELOPMENT BANK



"CLIMATE FINANCE IS THE
GAME CHANGER WE NEED
TODAY."

MAFALDA DUARTE
PROGRAM MANAGER
CLIMATE INVESTMENT FUNDS



“PRICELESS”

DAY 2 AT C4C ZONE

The second day of the C4C Zone was entirely dedicated to the screening of “Priceless”, an episode from the second season of the TV documentary series “Years Of Living Dangerously”.

The episode featured Nikki Reed exploring the campaign to put a price on carbon and Aasif Mandvi investigating the threat climate change poses to endangered species.

The screening was introduced by a panel of climate change experts who discussed carbon pricing as a solution to climate change. Speakers included Tom Erb (Put a Price On It), Joe Romm (Founding Editor of Climate Progress, National Geographic), Kaia Rose (Film4Climate Winner), and James Close (Director of the Climate Change Group at the World Bank Group).

Thomas Kerr (Lead Climate Policy Officer at the World Bank Group & IFC and head of the Carbon Pricing Leadership Coalition) moderated the discussion by focusing on carbon pricing as a tool to mitigate climate change.



*A Carbon Pricing Panel discussion moderated by Tom Kerr, Head, Carbon Pricing Leadership Coalition supports the Put a #PriceOnCarbon campaign
Photo Credit: Max Thabiso Edkins*

Introducing the topic, Tom Kerr presented today's challenge as,

*“increasing the coverage of pricing
expanding the use of pricing.”*

He then set the precursor to the discussion by explaining that

*“there is a need for a communication
strategy to turn this momentum into a
movement.”*

The climate change experts on stage were asked to explain the elements of turning the carbon pricing momentum into a revolution.

James Close emphasized that we will also see carbon markets developing that really enable us to significantly reduce the cost of the implementation of the climate action plans of countries.

He underlined that:

“It is not just putting a price on carbon, but linking it to science based targets, and also get a good sense that policymakers are committed to this – they see the benefits of the uses of this income to deploy in ways that support public finances or enable investments in research and development in clean technology.”



James Close, Director of the Climate Change Group at the World Bank Group discussing on Carbon Pricing
Photo Credit: Max Thabiso Edkins



*Kaia de Rose, Film4Climate Winner, discussing the advantages of Carbon Pricing
Photo Credit: Riccardo Savi*

Kaia Rose, Film4Climate winner for the carbon pricing category, described the approach making her winning video about Carbon Pricing:

“My goal was to explain in a really unintimidating light and in an easy, conversational, informal way mainly to get more young people involved...it really resonates with young people. It is about transforming our economy.”

Building on the Film4Climate video shown by Kaia Rose’s film, Tom Erb, the organizer for the Put a Price On It Campaign, highlighted that young people are optimistic about climate action:

“With Years of Living Dangerously we wanted to create not only the first climate change and clean energy show that was ever on TV, but really something quite different, [...] using celebrities in a very different way [...] and really digging into stories.”

As Chief Science Advisor to the TV series, Joe Romm noted:

“It is important to emphasize that now more than ever there is a true optimism: we talked about climate change, rising sea levels [...], but we can also talk about solutions. Students are optimistically committed to make that happen.”



Joe Romm, Founding Editor of Climate Progress discussing on Carbon Pricing
Photo Credit: Max Thabiso Edkins



*Tom Kerr, Principal Climate Policy Officer, International Finance Corporation (IFC), Climate Change Group, discussing the advantages of Carbon Pricing
Photo Credit: Riccardo Savi*

The support for carbon pricing is certainly growing, as emphasised by Tom Kerr:

“There are sixty-plus jurisdictions right now that are pricing carbon somewhere around the world and there are over 1200 global businesses that are using an internal carbon pricing to future proof their business model.”

However, in conclusion Kerr also stressed that a lot more needs to be done to encourage the uptake of carbon pricing around the world:

“Only about 12% of emissions are covered by carbon pricing in the world, and the average price is a little bit under 10 dollars. So that’s the challenge: we need to increase the coverage of carbon pricing and we need to keep and expand the use of pricing.”



*Panel discussion on carbon pricing with Tom Erb, Put a Price On It, Joe Romm, Founding Editor of Climate Progress, Kaia Rose, Film4Climate Winner, and James Close, Director, Climate Change Group, World Bank Group
Photo Credit: Max Thabiso Edkins*



“CARBON PRICING IS ABOUT
TRANSFORMING OUR ECONOMY.
I WANT TO TELL THIS STORY
IN DIFFERENT WAYS”

KAIA ROSE

#FILM4CLIMATE “PRICE ON CARBON POLLUTION” WINNER



"FORESTS ARE THE HEART
OF THE WORLD. IT IS OUR
JOB TO KEEP THE PLANET
HEALTHY."

BERENICE HERNANDEZ TORO
CLIMATE INVESTMENT FUNDS

“LEADING FOR SOLUTIONS” DAY 3 AT C4C ZONE

The third day at the C4C Zone started off early with a discussion on Climate Change and Food Insecurity with Enzo Maria Le Fevre Cervini (Director, Research and Cooperation, Budapest Center for Mass Atrocities Prevention). Le Fevre Cervini introduced the topic of Human Security and its 7 dimensions for human beings to live together and to support peace efforts, one of which is food security. Le Fevre Cervini went into detail about how food security is defined by food availability, access and utilization, and how food quality is just as important as food quantity. Changing weather patterns and climate change directly affect food security and capacity.

Enzo Le Fevre Cervini shared with the audience:

“Of 48 developing countries, approximately 22% of the economic impact was taken by the agriculture industry which affects food security.”

He also stated that it is each country’s responsibility to respect, protect, facilitate and provide good enough food to all of its citizens.

Mark Sigrist (Senior Counsel at the World Bank Group) gave a quick Climate Talk about Private Sector Renewable Energy Projects. Sigrist introduced the concept of energy poverty—when a household doesn’t have access to reliable power or electricity at all. Sigrist and his team at the World Bank Group help countries structure projects so that the price of electricity to the average consumer is kept low while increasing the access to power for the population.



*Mark Christian Sigrist, World Bank Group presents “Private Sector Renewable Energy Projects”
Photo Credit: Riccardo Savi*

Sigrist concluded his talk with reference to the benefits of solar voltaic energy in developing countries. Benefits include the fact that solar is a free fuel source, that the technology is proven, modular, and therefore scalable, and sun energy potential overlaps with areas of high energy poverty in developing countries.

Leandro Azevedo (Senior Climate Finance Officer at the African Development Bank) delivered a talk on “The Power of Solar Energy.” Azevedo explained that:

“African countries must significantly expand their power generation capacity if we are ever to achieve universal access to solar.”

He followed up with the notion that achieving the economic growth required in Africa will in turn create jobs, empower women and must be climate resilient and low carbon.

Morocco is leading the way on the solar grid and shows the world that through unity, developing countries can still achieve solar and alternative energy goals.

Joe Khirallah (Communications Advisor for Green Sports Alliance) spoke about Sport in Climate Change and the role of sport in advocating climate action.

“Sport is a huge platform. It is a great leverage point because it crosses all those demographics and it is a great opportunity that we have as a country to use our sports platforms, to use our athletes, to use our teams and leagues as a way to get the message out about climate change, about changing our attitudes and behaviors, about engaging our politicians.”



Joe Khirallah, Communications Advisor for Green Sports Alliance, presented “Sport and Climate Change: The Role of Sport In Advocating Climate Action”

Photo Credit: Max Thabiso Edkins



*Mark Christian Moderator Max Edkins in a Town Hall session with Paul Prettitore, Senior Public Specialist, World Bank, and ACE youth representative Victoria Barrett
Photo Credit: Riccardo Savi*

During the afternoon session on Justice and Poverty, Paul Prettitore (Senior Public Sector Specialist World Bank Group) and the youth representative Victoria Barrett (Alliance for Climate Educators fellow) discussed how climate change and social issues are very much interrelated. Paul Prettitore started the conversation with the notion that, “the problem is poverty and inequality and justice is part of the solution.” In order to use justice as a tool, there needs to be some way to hold governments accountable. Victoria contributed to the conversation by asking how the youth are disproportionately affected by climate change.

An interactive learning event called the Chocolate Auction was led by Scott Cantor (Carbon Finance Specialist with the World Bank Group) illustrating how an auction can be used to determine the price of a carbon credit. This session engaged the audience to learn about auctions and incentives for private sector investment as achieved by The Pilot Auction Facility for Methane and Climate Change Mitigation, an innovative climate finance model developed by the World Bank Group to stimulate investment in projects that reduce greenhouse gas emissions while maximising the impact of public funds and leveraging private sector financing. Many attendees walked away with carbon pricing knowledge, a smile, and some chocolate.

The auction was followed by a talk about “Forests – The Hearts and Lungs of the World”, given by Berenice Hernandez Toro (Government of Mexico). Berenice was very passionate about this topic as she grew up in Mexico where forests make up 90% of the land and are dependent on her community’s livelihood.

“Forests are a crucial part of an equitable and sustainable world tackling climate change and enabling millions of men and women in rural areas to secure greater prosperity” she declared; “they provide many social, economic and environmental benefits that have not been fully appreciated.”

As a policymaker, Toro discussed how policy and strategy must aim to slow deforestation and forest degradation, as well as improve economic opportunities.



Berenice Hernandez Toro, CONAFOR, Government of Mexico, presented “Forests – The hearts and lungs of the world”

Photo Credit: Riccardo Savi



*Alan Miller, Principal Climate Change Specialist, International Finance Corporation (IFC) presented “Role of Law in the field of Climate Change”
Photo Credit: Riccardo Savi*

On a different note, she argued that forests not only absorb the carbon emissions that would otherwise pollute the atmosphere, but also are particularly important to the indigenous people that live in them.

Alan Miller (former Principal Climate Change Specialist, International Finance Corporation (IFC)) presented on “The Role of Law in the Field of Climate Change”. He opened his speech with a historical background on climate change initiatives and lawsuits that have taken place in the last 30 years. Miller discussed that many countries have domestic reasons to move forward with energy policies:

“China and India suffer from terrible air pollution with significant health consequences due to the uncontrolled burning of coal. In turn, they have very aggressive policies to promote renewable energy.”

Ending the third day of the event was the full screening of Leonardo DiCaprio’s documentary “Before the Flood”.



*ON THE TOP: Enzo Cervini, Director, Research and Cooperation, Budapest Centre for Mass Atrocities Prevention presents “Climate Change & Food Insecurity: The Role of Environmental Risk factors in Preventing Atrocities”
Photo Credit: Riccardo Savi*

“THE CHALLENGE HERE
IS TO CHANGE FROM
WHAT IS GOOD PERSONALLY
TO WHAT IS GOOD
FOR THE PLANET AS A ALL.”

JOE KHIRALLAH
GREEN SPORTS ALLIANCE



"WE ARE ON A RACE AGAINST
TIME. IF LEFT UNCHECKED
A LOT OF ISLANDS
WILL BECOME
TOTALLY INHABITABLE."

RACHEL ALLEN
PILOT PROGRAM FOR CLIMATE RESILIENCE



“POLICIES TOWARDS SOLUTIONS” DAY 4 AT C4C ZONE

The final day of the C4C zone opened with the panel “The Human-Centered Business Model (HCBM) - A Holistic Approach to a New Model for Doing Business” presented by experts Marco Nicoli (Senior Knowledge Management for the Legal VP, World Bank Group) and Pierre Viaud (Advisor to the Chairman & CEO, SICPA).

Marco Nicoli opened the discussion explaining the HCBM as the

“development of a business ecosystem that will enable business enterprises to focus on economic sustainability, human and social rights and environmental sustainability.”

A group of over 45 development partners are planning to develop a new business ecosystem based on globally accepted human rights pursuing economic, social and environmental sustainability and following ethical and moral principles with substantial flexibility for this model to be tailored to specific circumstances and countries. Pierre Viaud presented his study, which identifies the commonalities of 14 main religions around the world. According to his research, the common moral and ethical values presented through these 14 religions should be incorporated into the HCBM.



Marco Nicoli, Senior Project Manager Global Forum on Law, justice and Development and Pierre Viaud, Advisor to the Chairman & CEO, SICPA, discussed “The Human-Centered Business Model (HCBM)”
Photo Credit: Riccardo Savi

On the same theme, Marco Nicoli underlined that there need to be principles embedded by laws, and which have performance indicators in terms of environmental impact.

Flavia Rosembuj (Global Lead for Blended Finance, Climate Business and Trust Funds, IFC) led a talk about green bonds and other financial instruments. She started the discussion with the definition of bonds, and analyzed the close similarity of green bonds to regular bonds. She walked the audience through the more complicated process of getting green bonds approved and issued, explaining that a pre-established project selection is necessary to determine whether the green bond will be used for renewable energy, forest projects, energy efficiency, green building. Lastly, Rosembuj talked about how there has been explosive market growth, and is moving towards a situation where IFC is now helping their clients to issue their own green bonds in their local markets.

Christopher Head (Private Sector Specialist, CIF) delivered an engaging talk about “Private Sector and Innovative Finance to Tackle the Climate Challenge”. Head started with discussing a key takeaway from the UN Climate Summit— the need of the private sector to foster climate smart investments.

This speech was followed by a panel on child marriage and its economic and social rationale discussed by Quentin Wodon (Lead Economist, Education, World Bank Group) Margareta Norris Harrit (Senior Health, Nutrition & Population Operations Specialist, World Bank Group) and moderated by Tazeen Hasan (Senior Private Sector Development Specialist, World Bank Group) Women, Business and the Law). Wodon explained the economic cost of child marriage. He suggested that,

“trying to estimate the development and economic impact of the practice means looking at what it means for fertility rates, education, nutrition, decision making of women, access to land, etc.”

Many efforts have been made to try and end child marriage—especially as it also links to the sustainable development goals. However the level of funding and program interventions to end this practice remains quite low. Norris Harrit described the work she has been doing with her team at the World Bank Group.



Quentin Wodon, Lead Economist, Education, World Bank Group, and Margareta Norris Harrit, Senior Health, Nutrition & Population Operations Specialist, World Bank Group discussing “Ending Child Marriage - The Economic & Social Rationale”
Photo Credit: Leigh Vogel



Christopher Head, Private Sector Specialist, Climate Investment Funds, presenting “Private Sector – Innovative Finance to Tackle the Climate Challenge”
Photo Credit: Leigh Vogel

Her works aims at empowering girls and giving them options to stay in school, setting up spaces for girls and young women to receive vocational training, to be exposed to a female leader, and to be exposed to opportunities that they have never had. Governments can support these processes by providing a safe environment for girls to go to school as well as transportation to and from school.

Siobhan McInerney-Lankford (Senior Council, World Bank Group) presented her latest publication on Migrations, Climate Change and Climate Refugees during a panel session on Human Rights and Development. Lankford, introducing her report, stated confidently that

“the impacts of climate change are felt by the more vulnerable and by those who contribute the least to climate change.”

Following this panel discussion, Mafalda Duarte (Program Manager, Climate Investment Funds) joined for a talk about Climate Finance and its fundamental role in our times. Duarte explained that climate finance:

“(1) provides the type of resources that incentivize changes in the policy, regulatory and institutional environments; (2) allows for mature and proven commercial technologies available worldwide to be deployed for the first time or be scaled significantly in developing countries; (3) helps us address the risks that are inherent in certain technologies; and (4) allows for investments in less mature technologies, yet technologies that are very important to meet climate goals.”

The solution Duarte posed was to come up with new financing vehicles that will be unique and will mobilize the capital that exists but has not been embraced by developing countries.



Siobhan McInerney-Lankford, Senior Counsel, The World Bank Group, presented “Human Rights and Development”

Photo Credit: Riccardo Savi



Natalia Agapitova, coordinator for the Social Enterprise Program at the World Bank Group Innovation Policy Program, presenting “Social Enterprises”
Photo Credit: Riccardo Savi

The C4C Zone discussions ended with a short talk about Social Enterprises delivered by Natalia Agapitova (Coordinator of the Innovation Policy Program at the World Bank Group). She started out by discussing the challenges facing the most poor, the bottom of the pyramid, who are often not reached by basic service provisions, such as water, sanitation and education. To shift development trajectories innovative means of delivering access to be identified and implemented.

Natalia presented how businesses have the capacity and the technology to serve these people, but because they are poor, they are new market frontiers that some businesses are afraid to explore. Agapitova explained that:

“It is a tough balancing act to try to reach profits and develop effective, innovative solutions reaching the base of the pyramid in conditions of very tough markets, inability to pay, government constraints and very tough yet fair competition.”



ON THE TOP: Mafalda Duarte, Program Manager, Climate Investment Funds presented “Climate Finance – The Game Changer We Need”
Photo Credit: Riccardo Savi and Max Thabiso Edkins

“THE IMPACTS OF CLIMATE CHANGE
ARE FELT BY THE MORE
VULNERABLE AND THOSE WHO
CONTRIBUTE THE LEAST TO IT.”

SIOBHAN MCINERNEY-LANKFORD
SENIOR COUNSEL, THE WORLD BANK



“SOLAR ENERGY IS BECOMING
THE CHEAPEST SOURCE OF
ENERGY EVERYWHERE
IN THE WORLD”

MARK SIGRIST
THE WORLD BANK GROUP



YOUTH VOICES

The Alliance for Climate Education (ACE) student group participated throughout each day of the C4C Zone. ACE's mission as a whole is to educate young people on the science of climate change and empower them to take action. Representing ACE were the three young climate activists Victoria Barrett, Paola Hernandez, and Brian McDermott.

The students were an integral part of this event, underlying how the focus of the C4C Zone was on younger generations' engagement. The ACE group joined numerous sessions during the event, including the inaugural session on the first day with Sheila Redzepi (Vice President for External and Corporate Relations at the World Bank Group).

During an interview with Achim Steiner (former Executive Director of UNEP) they discussed the power that young people have to make climate change initiatives and the work ACE has done to push those initiatives through Congress.

The three students actively engaged with other attendees and students during the majority of discussions and interviews in the C4C Zone. ACE is continuing to work hard to make a positive climate impact.

When presenting the young activists before the screening of "Before the Flood," Max Edkins, Climate Change Expert, Connect4Climate, World Bank Group, highlighted:



Achim Steiner, former Executive Director of UNEP, Director of Oxford Martin School and Professorial Fellow of Balliol College
Photo Credit: Riccardo Savi

“These young leaders are calling for climate action. They are taking their government to court to ensure a safe, resilient and low-carbon future. Today’s youth are the first generation to experience the impacts of climate change and the last generation to implement the climate actions needed to be inline with what science tell us.”



*Top: Achim Steiner, former Executive Director of UNEP, Director of Oxford Martin School and Professorial Fellow of Balliol College, in a discussion with youth activists Victoria Barrett, Paola Hernandez and Brian McDermott, Alliance for Climate Education
Photo Credit: Leigh Vogel*



“PEOPLE DON’T REALIZE THE
LEGAL POWER THEY HAVE
TOWARDS GOVERNMENT
ACTIONS.”

VICTORIA BARRETT
ALLIANCE FOR CLIMATE EDUCATION



“NOW MORE THAN EVER
THERE IS A TRUE CASE
FOR OPTIMISM”

TOM ERB
PUT A PRICE ON IT

TAKE AWAY

The C4C Zone reached new audiences, engaged young participants and was a multi-media space for topical experts, who had the opportunity to share their knowledge on climate action. In particular, experts discussed the latest climate policy and finance developments and explored the linkages to the legal system. Carbon pricing was highlighted as a crucial part of the climate solutions package, while innovative communication was noted as a key requirement for societal change.

The C4C Zone was appreciated as an open space for LJD participants and CIF experts to share their knowledge and engage with a broader audience. Climate action is seen as urgent and inspiring. Building on the Paris Climate Change Agreement, innovative mechanism to implement more ambitious mitigation and adaptation action is required. Climate finance, putting a price on carbon, leveraging the private sector, working through diverse stakeholders and engaging communication approaches can all contribute to ramping up climate action.

Today's youth are well aware of the dangers of climate change and are taking their own action, also through legal approaches, to demand stronger leadership on climate change. Climate impacts are certainly being felt around the world, as presented in Leonardo DiCaprio's personal story in "Before the Flood" and in Aasif Mandvi story investigating species extinction in the Years of Living Dangerously "Priceless" episode.

Young people also are calling for a price on carbon and want to engage in the new climate economy, where the costs of climate inaction are considered. This was made clear through winning Film4Climate videos and through Nikki Reed's story in "Priceless."



*Youth activists Victoria Barrett, Paola Hernandez and Brian McDermott, Alliance for Climate Education
Photo Credit: Kaia Rose*

The C4C Zone presented inspiring actions and engaging climate solutions from diverse speakers.

Victoria Barrett explained why she is calling for climate action:

“From a young age I have always been interested in justice... Climate change affects everyone, the billions of people living on this Earth.”

She concluded:

“As the seas are rising, so are we.”



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