

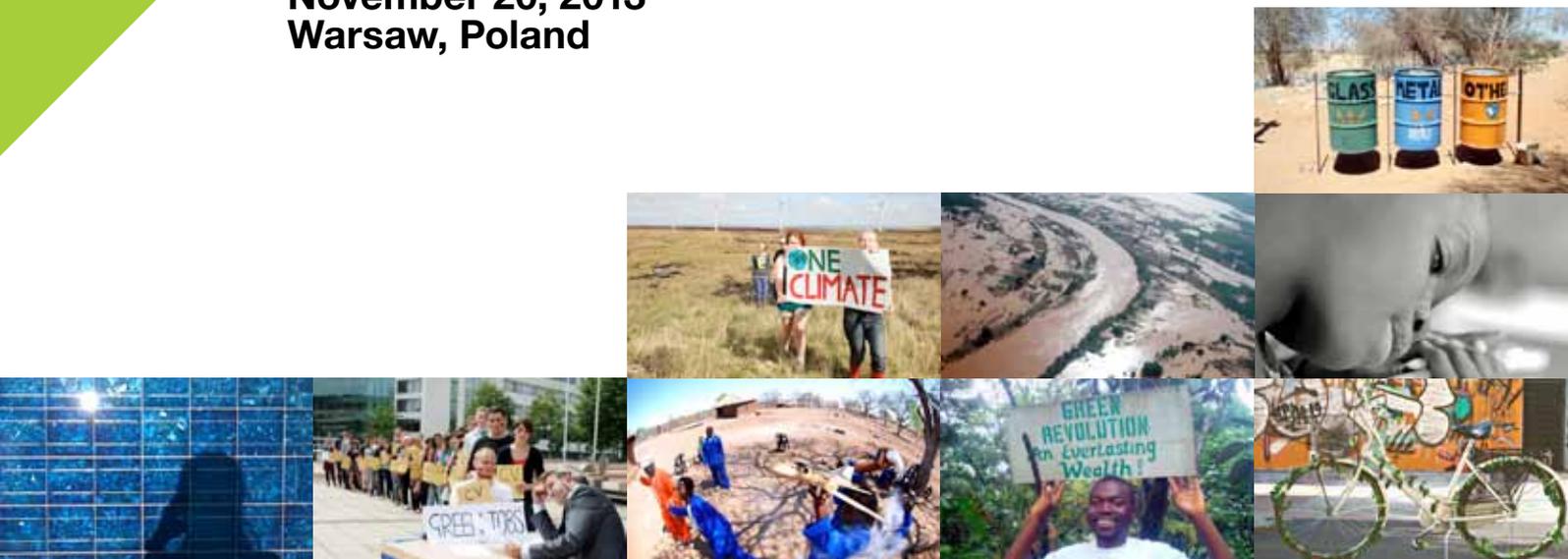


KNOWLEDGE4 CLIMATEACTION

PROCEEDINGS & RECOMMENDATIONS FROM BE THE MOVEMENT

An International Workshop

November 20, 2013
Warsaw, Poland



United Nations
Alliance on Climate
Change Education,
Training and
Public Awareness

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REPORT AUTHORS

Max Thabiso Edkins
Lucia Grenna
Caryle Murphy
Simona Palumbo
Leszek Jan Sibilski

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FOREWORD:
MOVEMENT FOR
CLIMATE ACTION



Climate change is the biggest challenge of our generation.

In 2013, the World Bank Group raised the alarm in its report, **Turn Down the Heat: Climate Extremes, Regional Impacts, and the Case for Resilience**. It warned that if we continue on our current course, the earth will warm 2° degrees Celsius (3.6° Fahrenheit) above pre-industrial levels in just 20 to 30 years from now. The poorest will be hit hardest.

Climate change is undermining the Bank's mission of eliminating extreme poverty. This is why, under the leadership of Jim Yong Kim, President of the World Bank Group, the Bank has made addressing climate change a top priority.

Now is the time to strengthen global climate action and raise the level of ambition. There are no more excuses. The evidence is in front of our eyes. The science is clear. The facts are known. What we have to do is find a way to connect so that we can be more effective in everything we do. Each and every one of us must step up to the challenge. We have to ask ourselves, 'What am I prepared to do?' We have to be focused, and we have to be disciplined on the most important things that need to be done.

The World Bank, in cooperation with Italy's Ministry of the Environment, supports Connect4Climate's efforts to bolster the global movement dedicated to climate action. One of its significant initiatives was **Be the Movement**, an international workshop held in November 2013 in cooperation with the University of Warsaw on the sidelines of COP19. It was an inspiring gathering of climate change activists and concerned citizens. They exchanged ideas and strategies on how to fortify the climate action movement.

I hope you enjoy this summary of the workshop's events and its recommendations. I urge you to take them to heart and put them into practice.

Before it is too late, let us Connect4Climate.

A handwritten signature in black ink, appearing to read 'kyte', with a stylized flourish at the end.

Rachel Kyte
World Bank Group Vice President and Special Envoy for Climate Change





 CONNECT
4CLIMATE

photo credit: Robert Denton

**CONNECT4CLIMATE:
WHO WE ARE**





photo credit: Leigh Vogel/Connect4Climate

Connect4Climate is a **World Bank Group** initiative 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 initiative in 2011.

The objectives of Connect4Climate involve connecting with existing climate initiatives and activities and amplifying the global dialogue 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 one study on the global future called “creative coalitions,” which unite many stakeholders in acting toward their common goal.¹

1. *Now for the Long Term: The Report of the Oxford Martin Commission for Future Generations*, (Oxford, UK: Oxford Martin School, University of Oxford, October 2013), 7. http://www.oxfordmartin.ox.ac.uk/downloads/commission/Oxford_Martin_Now_for_the_Long_Term.pdf

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 at the highest governmental levels.

CONNECT4CLIMATE'S CORE ACTIVITIES INVOLVE

- > 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 by individuals, communities, local governments, private sector, and senior national government policy makers;



CONNECT4CLIMATE STRATEGIES FOR THE CLIMATE ACTION MOVEMENT

> Establishing partnerships. Connect4Climate now has approximately 180 partnerships, which include more than 80 international and local nongovernmental organizations (NGOs) and approximately 50 academic institutions, as well as 22 media networks, 17 multilateral organizations, and 10 private sector companies.

> Creating an interactive online presence with **Connect4Climate's** website and social media such as **Twitter, Facebook, YouTube, Vimeo** and **Instagram**;

> Staging high profile international art, photo, and video competitions, such as **Action4Climate**, which is soliciting short documentaries about climate change from young aspiring filmmakers. The entries will be judged by a jury of renowned filmmakers headed by Italian director Bernardo Bertolucci;

> Establishing a presence at notable international events such as movie festivals like the Palm Springs International Film Festival, United Nations Framework Convention on Climate Change Conferences of the Parties (UNFCCC COP) annual meetings, World Bank Spring and Annual meetings, Ecocity conferences, and fashion industry gatherings such as Milan Fashion Week;

> Organizing knowledge-sharing events to examine and promote best practices and lessons learned on climate change communication, as well as to develop ideas for hopeful, positive solutions that can empower individuals, corporate bodies, and government entities to mitigate climate change and build resilience. International workshops, such as **Right Here Right Now** at the World Bank Headquarters, **Alcantara Dialogues Re-Think, Re-Design, Re-New**, and **Be the Movement**, serve as models for future knowledge-sharing events.

This document is an extended report on Connect4Climate's **Be the Movement** workshop activities, findings, and recommendations.





photo credit: Kamil Leziak

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Photo credits: Tomasz Wawer





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photo credit: Kamil Leziak

**EXECUTIVE
SUMMARY:
BE THE MOVEMENT**



Connect4Climate and the University of Warsaw co-hosted **Be the Movement**, an international workshop addressing the means of expanding and strengthening the global climate change movement during the November 2013 United Nations-sponsored climate change talks (UNFCCC COP19) in the Polish capital.

The daylong workshop focused on strategies for attracting greater participation, especially from youth, in the movement.

The event's dominant theme – expressed in its title, **Be the Movement** – was that each person can make a difference when it comes to climate change by taking individual actions in the mitigation of global warming.

The workshop drew more than 500 attendees representing 50 countries, including prominent climate change activists and scientists, representatives of the media, private sector companies, NGOs, and international organizations, as well as students and concerned citizens. The workshop also reached an online audience of more than 300,000 Twitter users in a day.

The event took place at an important stage in the decades-long effort of building a global movement dedicated to meeting the challenge of climate change and addressing the looming environmental threats that it poses.

Although much has been accomplished, much more needs to be done, as is evident in an assessment of the movement's current situation in the **Global Context: Understanding The Climate Challenge** section of this report.

Lucia Grenna, Program Manager of Connect4Climate, said in her opening remarks to the workshop:

“The question is ... how do we get into people's daily behavior? How do we get to the people who don't know, who don't care, or maybe are just waiting for a better solution?”

During the workshop's morning session, 85 participants broke into small brainstorming groups to devise creative ways of strengthening five vital areas of concern to the climate change movement.

These areas include communicating climate change to new audiences, empowering educators to give environmental information, innovating new climate change campaign strategies, considering costs (and demonstrating that economic development does not conflict with climate change mitigation policies), and inspiring bold leadership to spark climate solutions.

These group discussions provided valuable insights that are summarized in the section **Breakout Sessions: Five Vital Needs of the Climate Change Movement**.

Rachel Kyte, World Bank Group Vice President and Special Envoy on Climate Change, gave the workshop's keynote address. She spoke of the need to encourage more young people to be involved in the climate change movement and stressed each individual's "power of one" to have an impact on local communities. Her remarks are summarized in the section **Rachel Kyte: Every Individual Can Make a Difference**.

An interview with University of Poznan climatology Professor Zbigniew Kundzewicz came next, followed by 10 presentations by climate change experts and a panel discussion with leading figures in the climate change movement. These events are summarized in the section **Workshop Highlights: Climate Interview, Pecha Kucha, and Panel Discussion**.

Kelly Rigg, Director of the Global Call for Climate Action, was on the panel discussion. She highlighted the challenge of tackling climate change and emphasized the need to connect all actors in an urgent acceleration of global action to mitigate global warming. Rigg said, referring to the IPCC's Fifth Assessment Report issued in September 2013:²

2. See <http://www.ipcc.ch/report/ar5/> to access the reports

"We are running out of time. We need to reach people who are probably increasingly concerned about [climate change] but don't quite know what to do or how to engage. We all need to do the right thing, and we need to all play a role."

Other workshop sessions were devoted to presentations from climate change activists who gave first-hand accounts of their experiences in spreading climate change awareness and offered advice about the way forward. Such sharing events are a major component of Connect4Climate's strategy to "connect the dots" around the globe and build up empowered networks.

The section **Motivational Speeches: Calls for Climate Action** provides an overview of the climate change professionals' remarks. **Nick Nuttall**, Director of the Division of Communications and Public Information of the UN Environmental Programme, emphasized the financial and economic aspects of climate change:

"We need to move beyond GDP [gross domestic product]. We need to change the rules of the game. The rules are not working in favour of climate change."





photo credit: Tomasz Wawer

Displaying the enthusiasm for climate change action that the workshop had kindled in them, **three Polish student representatives** read a pledge of action before the packed auditorium on the campus of the University of Warsaw:

“We ... have a duty to tackle the climate change emergency right now and to change our lifestyles accordingly.”

Picking up the workshop’s theme of **Be the Movement, the students** declared:

“Whatever sacrifices we have to make now, we firmly believe our passion for this movement will spur global action to secure better livelihoods for humankind.”

The youth’s contributions can be found in the section **Youth Pledge: Right Here, Right Now, Together**.

The section **Workshop Findings and Recommendations: Taking the Movement Forward** outlines the best practices and recommendations of the workshop.

Attendees left the workshop energized and with a renewed sense that there are many new avenues to explore in their urgent challenge of broadening and





invigorating the global climate change movement. This optimism, as presented in the **Conclusion: We Have to Connect**, is important to engage youth and a broader audience in the movement.

As **Vice President Kyte** emphasized,

“This is about building a movement. You’re the movement ... If you look at the examples of the women’s movement, of the gay rights’ movements, of the movements that have transformed within a generation not just what is happening in the world, but the way in which young people think about what their lives might be, then every single person has made a difference.”



A Report for the World
by the Potsdam Institute
Climate Impact Research
Climate Analytics

CONNECT
#CLIMATE
BE THE
MOVEMENT

the Turn Down the Heat

Why a 4°C Warmer World Must be Avoided



photo credit: Kamil Leziak

**THE GLOBAL CONTEXT:
UNDERSTANDING THE
CLIMATE CHALLENGE**





photo credit: Tomasz Wawer

The global climate change movement is strong and growing. Many developments are stimulating growth in climate change awareness and action. Yet, much still needs to be done to balance the climate and help citizens adapt to the changes that they are already witnessing and will see more of in the future.

The science on climate change has become clearer than ever. The **IPCC's Fifth Assessment Report**³ clarified that climate change is caused by human activities and that countries have to reduce global emissions quickly to have a chance of achieving a warming target of less than 2°C by the end of the century.

In addition, research conducted by the **World Bank Group**⁴ and many others confirmed the scale of the climate threat and suggested that the situation may in some ways be more challenging than previously thought.

In a 2°C warmer world the Earth will have fundamentally changed, in particular the global water cycle is being affected, resulting in increased floods and more extreme droughts. A 2°C warmer world would trap the poorest in extreme poverty turning back decades of achievements in development⁵. If climate change is not confronted, extreme poverty will not be eradicated.

In the words of **World Bank President Jim Yong Kim**,⁶

*“I am convinced
we can end extreme poverty
in this generation.
But, ... we won't get there
without taking immediate,
decisive steps to slow
climate change.
Join us in this fight.”*

3. See <http://www.ipcc.ch/report/ar5/> to access the reports

4. For example: *Turn Down The Heat: Why a 4°C Warmer World Should Be Avoided* (Washington, DC: World Bank, 2012). <http://documents.worldbank.org/curated/en/2012/11/17097815/turn-down-heat-4%C2%B0c-warmer-world-must-avoided>

5. *Turn Down The Heat: climate extremes, regional impacts, and the case for resilience* (Washington, DC: World Bank, 2013). <http://documents.worldbank.org/curated/en/2013/06/17862361/turn-down-heat-climate-extremes-regional-impacts-case-resilience-full-report>

6. World Bank President Jim Yong Kim, July 10, 2013: *Op-Ed: Ending Poverty Includes Tackling Climate Change* (Washington, DC: World Bank, 2013). <http://www.worldbank.org/en/news/opinion/2013/07/10/op-ed-ending-poverty-includes-tackling-climate-change>



One of the most urgent challenges facing countries across the world today is how to achieve economic prosperity and development while combating climate change. The economic risks and opportunities that arise from climate change need to be better articulated and communicated to all sectors of society.

The debate over what countries should do to mitigate climate change appears to be stuck at the political level under the UNFCCC negotiations. As a result, climate action may need to be driven from the bottom up to influence the political process. Individuals, businesses, towns, and cities have the opportunity to drive climate action.

By making their needs heard and by leading local actions, the grassroots movement for climate action can advance on a global scale and realize an international political agreement by 2015.

Many of the climate solutions are already known, calls for climate action have been made at the highest levels, and still more action is needed on the ground.





photo credit: Tomasz Wawer

**BREAKOUT SESSIONS:
FIVE VITAL NEEDS OF
THE CLIMATE CHANGE
MOVEMENT**





photo credit: Tomasz Wawer

NEED 1. MESSAGING FOR NEW AUDIENCES

7. Maxwell Boykoff and Ami Nacu-Schmidt. *World Newspaper Coverage of Climate Change or Global Warming, 2004-2013*. (Boulder: Cooperative Institute for Research in Environmental Sciences, Center for Science and Technology Policy Research, University of Colorado, 2013). http://sciencepolicy.colorado.edu/media_coverage (accessed December 2013).

8. Douglas Fischer. *Climate Coverage Soars in 2013, Spurred by Energy, Weather*. *Daily Climate*, January 2, 2014, <http://www.dailyclimate.org/tdc-newsroom/2014/01/2013-climate-change-reporting> (accessed January 2014).

Overall, direct media coverage of the phrases “climate change” and “global warming” has decreased after a huge spike in 2009 (see Figure 1).⁷

Since then, there have been jumps in coverage around the annual UNFCCC COP meetings. Nonetheless, there has been a sustained, gradual increase in the total number of media articles on topics related to climate change and global warming, in particular, articles covering energy issues or extreme weather events.⁸

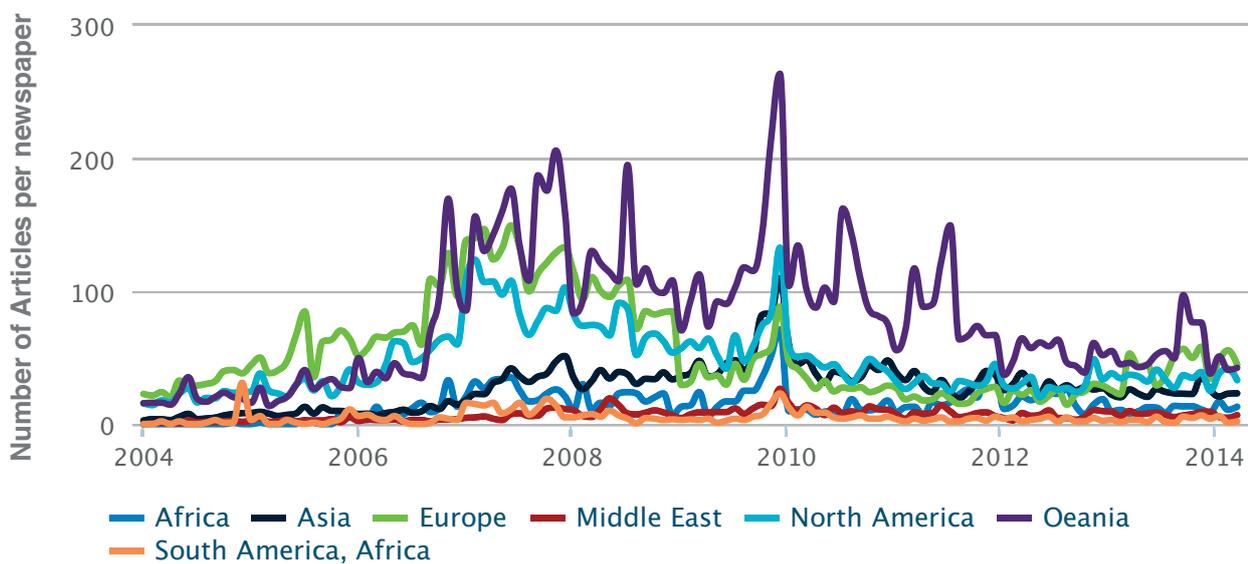
Media coverage that does not link topics to climate change is an issue that needs to be addressed. Efforts must be made to influence media coverage of the impacts of climate change so that it includes discussion or reference to the core problem of climate change. In this way, the urgency of mitigating climate change will be communicated to new, untapped audiences.

Tan Copsey and Eliza Anyangwe led the small group discussion on ways to communicate more effectively with new audiences to draw them into the climate change movement and thus expand its reach. They concluded that the following are key aspects to any successful climate change campaign:

> **Knowing your audience is crucial.** Whether the audience is rural, urban, middle class, low income, coastal, desert-dwelling, highly educated, illiterate, professional, or agricultural will determine the campaign’s theme. The audience’s geographic location must also be considered, as well as any external (governmental) or internal (psychological, social and cultural) constraint on the audience’s ability to act on climate change.

> Determining the most appropriate **communication channels** (face-to-face conversations, television, radio, social media, posters) **and formats** (social media, contests, songs, radio dramas, TV reality shows, public service announcements, training courses) depends on the target audience.

> Asking the targeted audience about their **personal, everyday experiences** with climate change is crucial to the development of a meaningful campaign theme. The audience’s experiences should set the campaign’s theme, for example the community’s health or homes endangered by climate change, or future threats to local agriculture or water supplies.



9. Maxwell Boykoff and Ami Nacu-Schmidt. *World Newspaper Coverage of Climate Change or Global Warming, 2004-2013*. (Boulder: Cooperative Institute for Research in Environmental Sciences, Center for Science and Technology Policy Research, University of Colorado, 2013). http://sciencepolicy.colorado.edu/media_coverage (accessed December 2013).

FIG. 1 Study shows downward trend in media coverage of climate change since 2007, with a spike in 2009⁹

- > Choosing **partners** (individuals, agencies, politicians, business leaders, community organizers, academics, NGOs, local media) who are influential with the targeted audience can help make the campaign message more trustworthy and effective.
- > Including **real, practical, and easily implemented solutions** to environmental problems in the campaign message is important. It is crucial that these types of solutions give communities ways in which their lives and work can be improved.

NEED 2. EMPOWERING EDUCATORS

10. *Princeton Review 2012 - Green Rating Honor Roll for Schools Includes Four University Affiliate Schools*, National Council for Science and the Environment, August 11, 2011. <http://ncseonline.org/princeton-review-2012-green-rating-honor-roll-schools-includes-4-university-affiliate-schools>

11. World Bank Massive Open Online Course on Climate Change <http://wbi.worldbank.org/wbi/stories/take-mooc-climate-change-starting-january-27-2014>
See also: <http://www.usatodayeducate.com/staging/index.php/pulse/new-degrees-focus-on-climate-change-sustainability>

12. *Teachers Endure Balancing Act Over Climate Change Curriculum*, May 2, 2012, PBS Newshour. Transcript available at: http://www.pbs.org/newshour/bb/climate-change-jan-june12-teachclimate_05-02/?utm_medium=twitter&utm_source=twitterfeed

13. NAGT position statement available at <http://nagt.org/nagt/policy/ps-climate.html>

School and university curricula have increasingly included environmental issues in the past few decades. For example, in 2012 the Princeton Review¹⁰ reported that 642 U.S. institutions of higher education offered degrees in environmental sustainability. In addition, the World Bank has just launched its first climate change Massive Open Online Course (MOOC).¹¹

Higher institutions have taken a leadership role in climate mitigation and are now doing the same on climate adaptation. Although the trend is encouraging, educators, particularly those in schools without access to climate knowledge, need to be empowered to teach the fundamentals of climate change and propose community-based solutions toward mitigating and adapting to climate impacts.

In some countries, educators are hindered in their efforts to teach climate change by outsiders (parents or politicians) who object to the content of the instruction, particularly when it focuses on ways human activities are causing global warming. In such instances, educators need back-up support from well-informed outsiders such as their administrative superiors, local media, and scientists.¹²

The U.S.-based National Association of Geoscience Teachers (NAGT) states that climate change is “best taught in an interdisciplinary manner, integrating the many relevant sciences into a holistic curriculum approach,” adding that “a current and comprehensive level of understanding of the science and teaching of climate change is essential to effective education.”¹³

Krzysztof Blazejczyk chaired the small group discussion on empowering educators. Participants concluded the following:

> **School children** are one of the audiences most interested in climate change. Helping educators transfer climate change knowledge to their young students should be an essential goal of the movement.

> Children are an important audience because they are likely to **educate their parents** and make them change their environmental habits. Like children, senior citizens are often hearing about the climate phenomena for the first time in their lives.

> Contrary to popular belief, children are **capable of understanding complicated environmental processes** if the language used is comprehensible to them.

> The most efficient method of introducing environmental knowledge is **combining scientific information with emotional content**.

> There should be an emphasis on the **practical side** and on showing possible courses of action to mitigate and adapt to climate change.

> By combining elements of environmental awareness with other school subjects, pupils will discuss the topic more often. For this reason, **teachers should be encouraged to show connections between their academic discipline and the environment**. Unfortunately, there are many reasons why teachers do not do this. Often, they do not acquire knowledge beyond their discipline, they fail to keep up-to-date on climate change science, or they are overloaded with curriculum material and administrative duties.



> Teachers and parents should be **role models for good environmental stewardship** so that what children learn in the classroom becomes practical and second nature to them.

> **Social media** can raise environmental awareness among youth, and portals like Facebook and Twitter are some of the best ways to reach youth, arouse their curiosity, and inspire them to act. However, social media's ability to motivate action is limited; therefore, other methods are needed to produce climate action.

NEED 3. INNOVATING CAMPAIGN STRATEGIES

Awareness of the threats posed by climate change has increased. This fact was clear in a global 2013 survey by Pew Research Center. The survey showed that, overall, climate change took top place as a global threat, although residents of some regions, such as the United States, Europe, and the Middle East, said they believed other threats were more dangerous (see Figure 2).¹⁴ The increased awareness may be linked to the growing severe impacts of climate change.

Campaigns aimed at climate change action should advance this trend to encourage a global acceptance of climate change as a leading threat to this generation.

14. *Climate Change and Financial Instability Seen as Top Global Threats* (Washington, DC: Pew Research Center, June 24, 2013). <http://www.pewglobal.org/2013/06/24/climate-change-and-financial-instability-seen-as-top-global-threats/> (accessed January 2014).

15. Ibid.

FIG. 2 Pew Research Center survey finds global climate change as top concern.¹⁵

Median % saying each is a major threat to their countries

Global Threats	U.S. %	Canada %	Europe %	Middle East %	Asia/ Pacific %	Latin America %	Africa %	ALL COUNTRIES %
Global climate change	40	54	54	42	56	65	54	54
Int'l financial instability	52	45	63	54	49	49	54	52
Islamic extremist groups	56	41	55	41	47	31	56	49
Iran's nuclear program	54	44	56	41	44	39	41	44
N. Korea's nuclear program	59	47	52	17	46	38	39	42
U.S. power and influence	23	23	20	36	42	33	21	27
China's power and influence	44	34	38	17	29	23	26	27
Political instability in Pakistan	37	22	31	9	24	20	25	22



David Millard chaired the small group that considered ways to enhance movement strategies and to identify missing ingredients in those strategies. They concluded the following:

- > Effective **campaigns must be sustainable**, and short-term events are better than long-term ones because they attract more people, keep their attention, and engage them successfully in projects. However, short-term events should be repeated at regular intervals and be integrated into larger, long-term campaigns because these enduring campaigns are the only ones that can permanently change society's environmental attitudes.
- > Climate change awareness should begin in primary schools because **positive attitudes are easy to shape in children**.
- > **Campaigns should be designed specific to their audience**. For example, business communities should be targeted with campaigns that are different from campaigns directed at nonbusiness audiences.
- > The most successful campaigns work **from the bottom to the top and give high priority to personal connections and relationships**. This strategy works because people tend to trust information coming from friends and are more likely to participate in projects with friends.
- > **Internet-only campaigns are sometimes ineffective** because they do not reach low-income or poor communities who generally suffer most from climate change's harmful effects.
- > **Visuals that bring home the tangible detriments of climate change are important** for getting communities to accept the message of any campaign.

16. Adam B. Smith and Richard W. Katz, *U.S. Billion-Dollar Weather And Climate Disasters: Data Sources, Trends, Accuracy And Biases*. *Natural Hazards*, 67, no. 2 (2013): 387–410. <http://link.springer.com/article/10.1007/s11069-013-0566-5>

17. PwC: *Supply Chains Threatened by Six-Degree Global Warming*. *Environmental Leaders*, November 5, 2012. <http://www.environmentalleader.com/2012/11/05/pwc-preparing-for-climate-change-as-competitive-advantage/> (accessed January 2014).

18. *Mapping Carbon Pricing Initiatives: Developments and Prospects*. Washington, DC: World Bank and Ecofys, 2013. <http://www.ecofys.com/files/files/world-bank-ecofys-2013-mapping-carbon-pricing-initiatives.pdf>

NEED 4. CONSIDERING COSTS

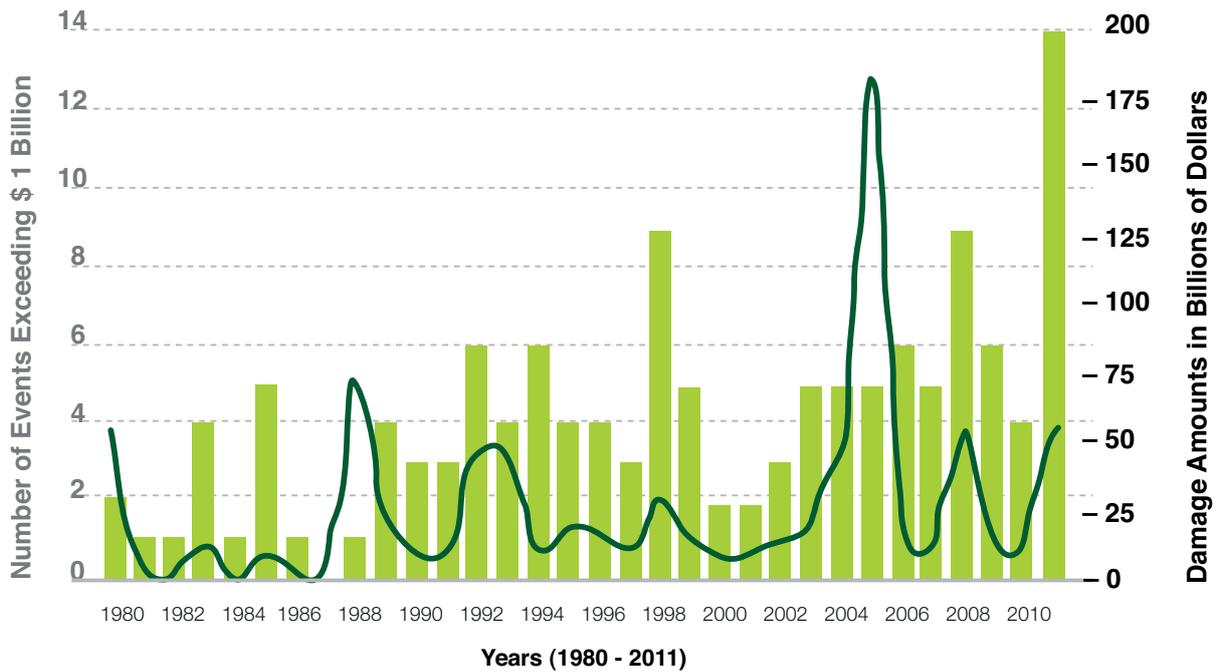
There is increasing awareness of the costs of climate change, in particular, the huge financial impacts of extreme weather and climate disasters. Since the 1980s, the number of billion-dollar climate disasters has increased from an average of about two per year to a high of 14 in 2011 (see Figure 3).¹⁶

Companies such as PricewaterhouseCoopers have released studies warning business communities of impending significant risks to assets as a result of climate change.¹⁷

On another note, carbon prices have been on a downward trend, thus increasing the attractiveness of carbon-emitting fuels. From highs in 2005 and 2008, the price of carbon in the European Union has fallen below €5 (6.91 USD) per ton of equivalent carbon dioxide in 2013 (CO₂e; see Figure 4).¹⁸

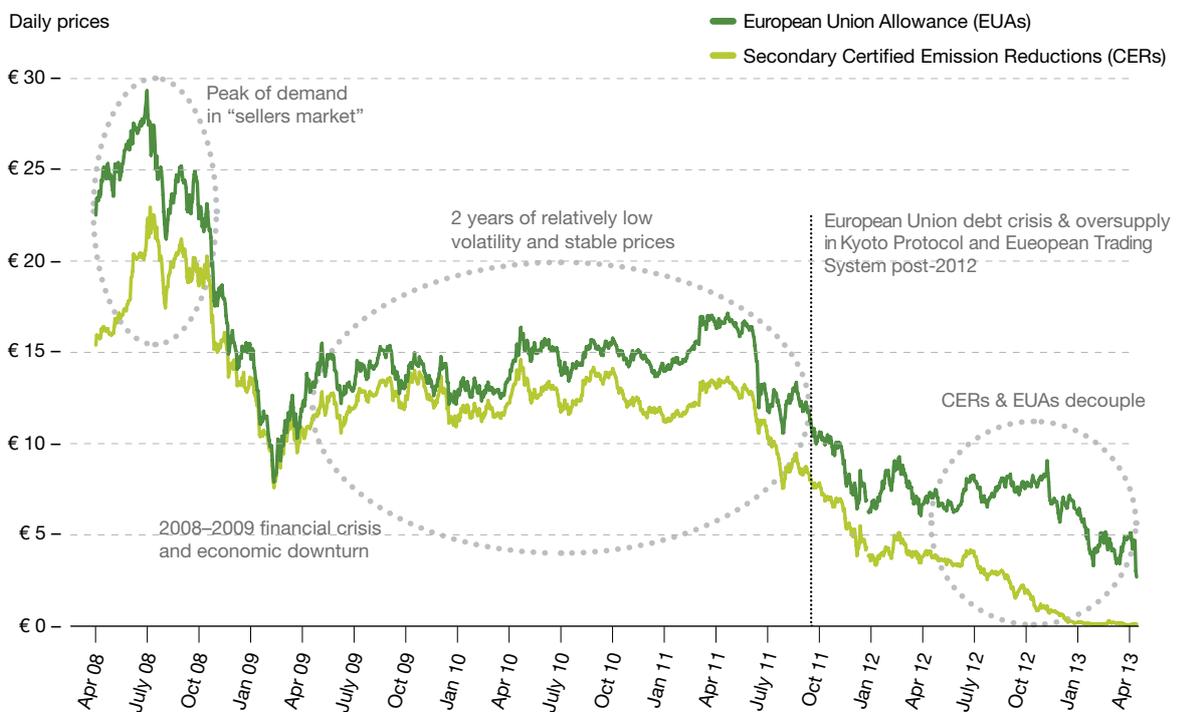
This trend should be reversed, and the adoption of a higher and stable carbon price should be encouraged to help businesses and governments take action on climate change.





19. See Adam B. Smith and Richard W. Katz, *U.S. Billion-Dollar Weather And Climate Disasters: Data Sources, Trends, Accuracy And Biases*. *Natural Hazards* 67, no. 2(2013): 387-410. <http://link.springer.com/article/10.1007/s11069-013-0566-5>

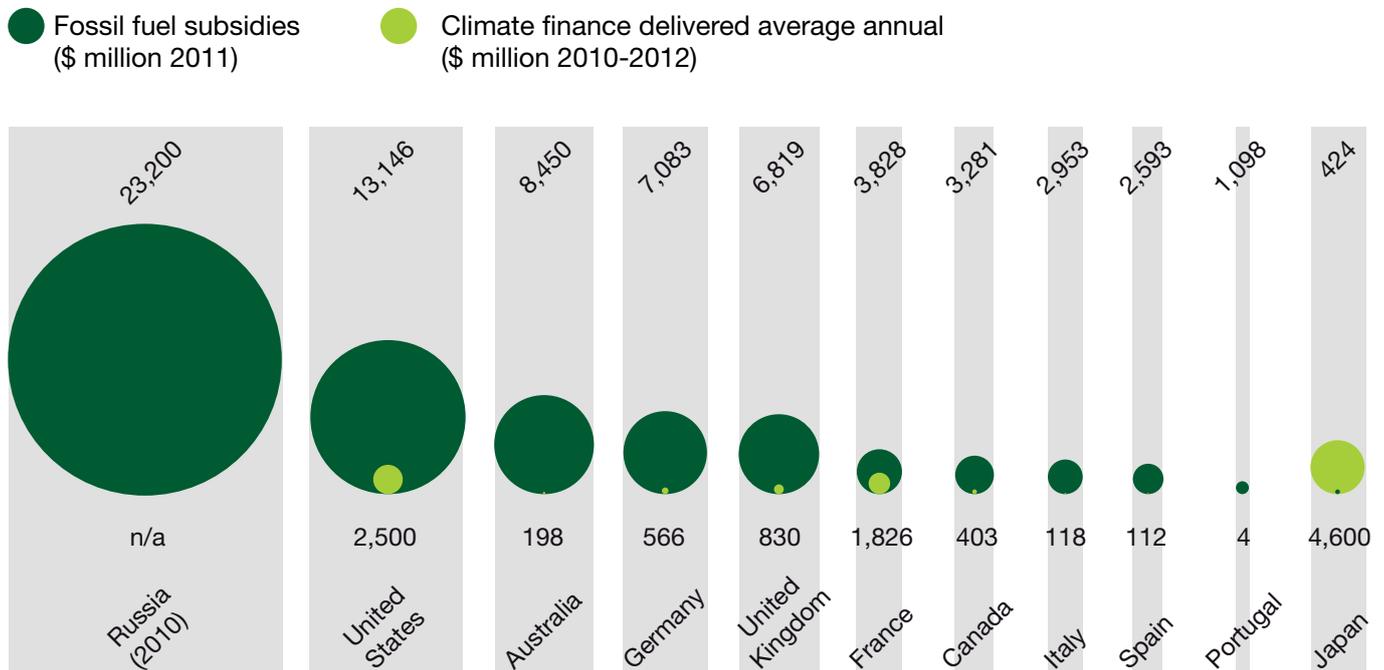
FIG. 3 Billion dollar weather/climate disasters, 1980 – 2011.¹⁹



20. *Mapping Carbon Pricing Initiatives: Developments and Prospects*. (Washington, DC: World Bank and Ecofys, 2013). <http://www.ecofys.com/files/files/world-bank-ecofys-2013-mapping-carbon-pricing-initiatives.pdf>

FIG. 4 Trend shows decline of carbon price²⁰

FIG. 5 Fossil fuel subsidies as compared to climate finance in different countries²¹



21. *Time to Change the Game: Fossil Fuel Subsidies and Climate*. London: Overseas Development Institute, November, 2013. <http://www.odi.org.uk/sites/odi.org.uk/files/odi-assets/publications-opinion-files/8668.pdf>

22. Ibid.

Meanwhile, fossil fuel subsidies from governments continue to sabotage the climate change movement's goal of reducing carbon emissions. Climate financing is outpaced by fossil fuel subsidies in almost all countries around the world (see Figure 5).²²

Japan stands out as a leader in that it delivered an average of \$4,600 million in climate financing annually (2010–2012), while it made only \$424 million available for fossil fuel subsidies.

Professor Zbigniew Kundzewicz led the small group discussion on costs; this group examined economic issues relating to climate change, in particular, the costs of greenhouse gas emissions.

They concluded the following:

- > Energy production costs should **include the harm inflicted on the environment and society** (negative externalities).
- > **Economic growth is not always blocked by measures to reduce greenhouse gas emissions** and investing in such reduction efforts will have only a minor impact on overall economic growth.
- > Energy production **decisions are not always predictable**. For example, Poland, where close to 90 percent of the electricity used comes from coal, buys coal from abroad because it is cheaper than domestic coal as a result of local production costs.

- > The sooner that efforts are made to mitigate climate change by lowering greenhouse gas emissions, the **lower the long-term cost will be to the economy**.
- > The benefits of reducing greenhouse gas emissions must be **presented as a societal benefit**.
- > Another **potential cost of climate change concerns health** because extreme weather events can cause widespread injuries and disease.
- > People must be educated on ways that they can **reduce energy costs through simple, everyday behavioral changes**.
- > Public awareness of the **true costs of climate change** is insufficient. Only people who are well informed about climate change will accept higher energy costs, which are a by-product of mitigation projects.

NEED 5. LEADING FOR SOLUTIONS

Climate solutions and mitigation options are increasingly available across the world; for example, energy efficiency measures, clean-energy generation, smart city engineering, climate-smart agriculture, or stable carbon prices. In addition, climate change adaptation measures are increasingly being examined and refined.

The question remains whether these advances are being implemented quickly enough to prevent dangerous outcomes from climate change.

The renewable energy industry, for example, has undergone exceptional expansion over the past 10 years, and every year more global capacity is being installed.²³ However, investment in 2012 stabilized rather than grew (see Figure 6). For low-carbon economic development to be achieved in the future, clean technology deployment must be aggressively encouraged.

Policies that will implement effective climate change solutions “will only advance if accompanied by radical social movements,” socialist writer and activist Naomi Klein told the Radical Emission Reduction Conference in London.

“Transformative policies ... must be backed by transformative politics.”²⁴ The New Economics Foundation advocates a Green New Deal, inspired by Franklin D. Roosevelt’s New Deal of the 1930s,²⁵ which would feature substantial investments in low-carbon infrastructure, carbon taxes, and trading.

For the economic mind-set to be changed when it comes to climate change mitigation, the long-term benefits need to be articulated better.

Individuals, businesses, and local leaders need to unite behind the goal of acting to prevent climate chaos. Such a demand-driven approach to the challenge of our generation will have to be guided by climate knowledge and advocacy.

23. *Global Trends in Renewable Energy Investments 2013*. Frankfurt, Germany: Frankfurt School-UNEP Centre/BNEF, Frankfurt School of Finance and Management GmbH, 2013. <http://www.unep.org/pdf/GTR-UNEP-FS-BNEF2.pdf>

24. *The Radical Emissions Reduction Conference: 10–11 December 2013*. Tyndall Centre, 2013. <http://www.tyndall.ac.uk/radical-emission-reduction-conference-10-11-december-2013>

25. Larry Elliott, Richard Murphy, Tony Juniper, Jeremy Legget, Colin Hines, Charles Secrett, Caroline Lucas, Andrew Simms, and Ann Pettifor. *A Green New Deal*. nef, 2013. <http://www.neweconomics.org/publications/entry/a-green-new-deal>





photo credit: Tomasz Wawer

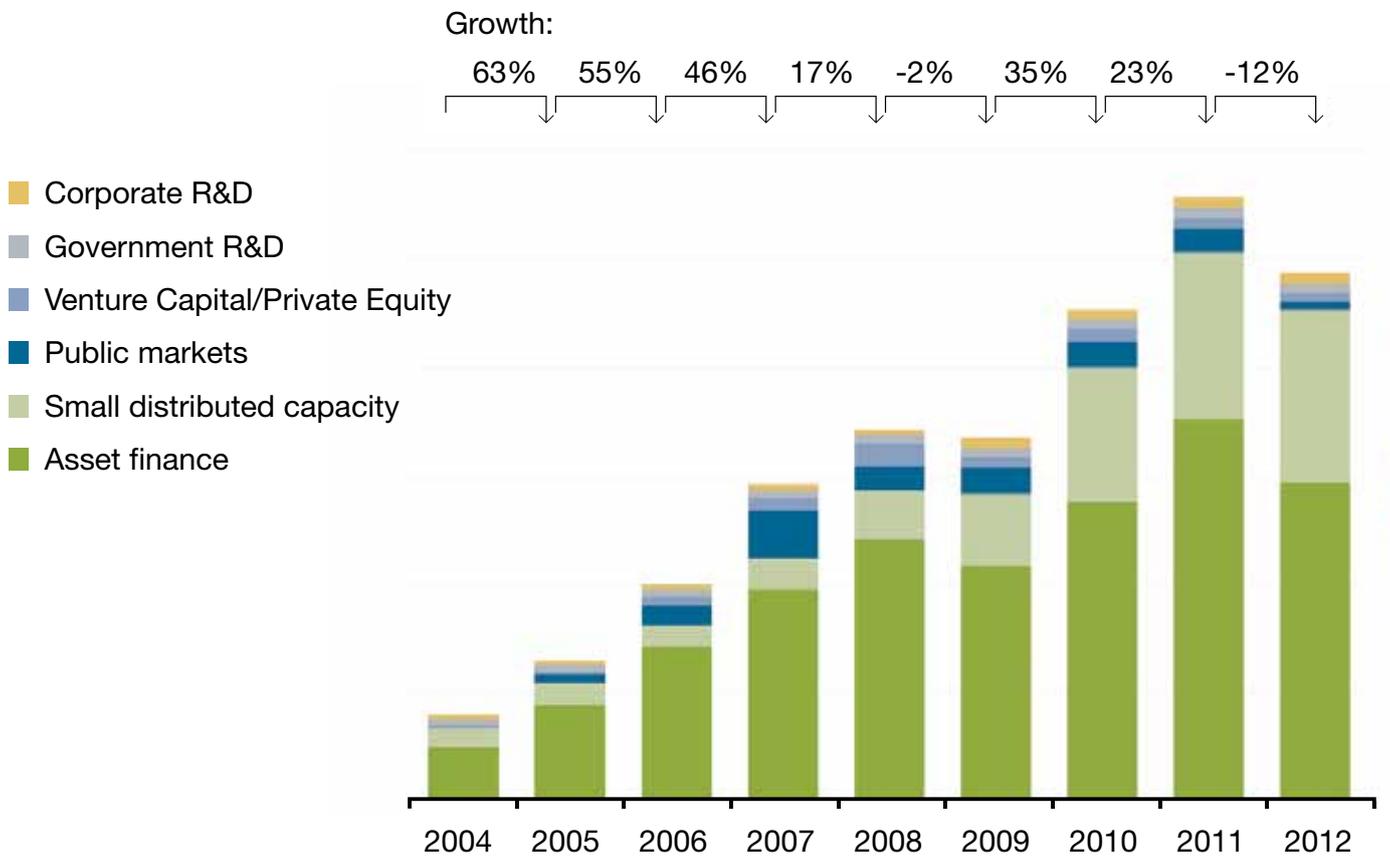


FIG. 6 Renewable energy investment trends are stabilizing, rather than increasing (R&D = research and development)²⁶

26. *Global Trends in Renewable Energy Investments 2013*. Frankfurt, Germany: Frankfurt School-UNEP Centre/BNEF, Frankfurt School of Finance and Management GmbH, 2013. <http://www.unep.org/pdf/GTR-UNEP-FS-BNEF2.pdf>



Antonio Navarra led the discussion on leading for solutions. This group concluded the following:

- > A **consistent message from the climate change movement** should clarify that the twin goals of global economic development and climate protection are not in conflict.
- > **Clean energy is the key** to effective mitigation of climate change and greenhouse gas emissions in the future.
- > **Change needs to be driven from the grassroots**, and individuals and communities must develop real action.
- > **Government officials** not usually involved in the global climate change conversation – such as ministers of finance, economic development, infrastructure, health and water – **need to be brought into this discussion.**
- > **More emphasis needs to be placed on educating today's young people.** At the moment, young people are not involved enough in the climate change movement, and there is no lobbying effort for drawing in future generations.





photo credit: Tomasz Wawer

**RACHEL KYTE:
EVERY INDIVIDUAL
CAN MAKE
A DIFFERENCE**



Rachel Kyte, World Bank Group Vice President and Special Envoy on Climate Change, took the stage at midday to a packed house and gave an inspirational keynote address in which she underlined the urgency of investments in climate change solutions and the need for the new generation to build an activist movement to demand such solutions.

In the beginning, **Kyte** focused on the topics previously discussed by the brainstorming groups. She stressed that one person can make a difference. Maybe “*that person is Michael Bloomberg [who] decides that he will push through new building regulations in New York City,*” she said. Maybe that person is “*the farmer who decides to plant a different type of crop.*”

*It might be you, it might be me.
Yes, one person can make a
difference.”*

In terms of climate change education, Kyte said that the solutions are known and that most are multidisciplinary.

*“Another challenge is effectively
communicating scientific trends
and data,”*

Kyte said, adding that there is a great need for science to inform policy and to have good policies.

Kyte affirmed that poverty and climate change “*are inextricably linked and are the moral challenge of this generation.*” Several times she highlighted the need to invest more in resilience and mitigation, stating that

*“making the world resilient costs
more up front, but ... it will save
money over time because you
will save lives and you will save
money from that resilience.”*

27. See *Shaping Climate-Resilient Development: A Framework for Decision-Making*. Economics of Climate Adaption Working Group, ClimateWorks Foundation, Global Environment Facility, European Commission, McKinsey & Company, The Rockefeller Foundation, Standard Chartered Bank and Swiss Re, 2009. http://media.swissre.com/documents/rethinking_shaping_climate_resilient_development_en.pdf

Costs of climate impacts have been growing over the years, and increased investment commitment for climate change adaptation is required. It is already known that adaptation measures are generally cost-effective and reduce the long-term costs that would accrue if such measures were not implemented.²⁷

Solidarity is also required according to **Kyte**: “For your generation, and my generation, and for my kids, climate change is redefining what it means to be in solidarity and redefining what it means to be generous.”



Rachel Kyte

[Video of speech: youtu.be/FwuP66m4BOY](https://youtu.be/FwuP66m4BOY)

“This is about building a movement. You’re the movement. As you said at the very beginning, every one person can make a difference. If you look at the examples of the women’s movement, of the gay rights’ movements, of the movements that have transformed within a generation not just what is happening in the world but the way in which young people think about what their lives might be, then every single person has made a difference.”

Kyte concluded her speech by inviting and challenging youth to take the “brave” path if they really want to make change.





photo credit: Tomasz Wawer

**WORKSHOP
HIGHLIGHTS:
CLIMATE INTERVIEW,
PECHA KUCHA AND
PANEL DISCUSSION**





photo credit: Tomasz Wawer

ELIZA ANYANGWE AND ZBIGNIEW KUNDZEWICZ

In the first afternoon session of the workshop, **Eliza Anyangwe** of The Guardian newspaper interviewed **Professor Zbigniew Kundzewicz**, head of the Laboratory of Climate and Water Resources in the Institute for Agricultural and Forest Environment, Polish Academy of Sciences, University of Poznań. Professor Kundzewicz is also a senior scientist in the Potsdam Institute for Climate Impact Research (PIK) in Germany and contributed to the IPCC's Fifth Assessment Report as a lead author of chapter 13.

Reflecting Kyte's observation about the difficulties in effectively communicating the reality of climate change, Anyangwe asked Kundzewicz why he thought there is *"such a divide between what you know and what people are told?"*

Professor Kundzewicz replied:



Professor Kundzewicz and Eliza Anyangwe

Video of interview: youtu.be/vb4E2gEoqD0

"Paul Simon wrote 'A man hears what he needs to hear and disregards the rest.' In Poland, the inconvenient truth is very inconvenient because we sit on [a lot of] coal. Poland is a country of many [climate change] skeptics."



Kundzewicz also emphasized how one person can make a difference. He said:

“We can do a lot by changing our habits, by doing things that make sense anyway. It’s always good to save energy, to save water.”

PECHA KUCHA PRESENTATIONS

28. PechaKucha is a simple presentation format, in which 20 slides are presented, each for 20 seconds, followed by a question and answers session. See <http://www.pechakucha.org/>

Tan Copsey from BBC Media Action moderated an afternoon session of dynamic Pecha Kucha²⁸ case studies from representatives of the **World Meteorological Organization, Climate and Development Knowledge Network, MAPS Program, Stockholm Environmental Institute, Consultative Group on International Agricultural Research (CGIAR), LEGO, the UNFCCC** and others.

Michelle Kovacevic from the **Center for International Forestry Research (CIFOR)** presented her organization’s approach to climate communication solutions, introducing three different aspects: (a) the challenges CIFOR faces in crafting its messages, (b) the models used to communicate these messages, and (c) media and methods chosen to reach and resonate with audiences.

“Communications has many different objectives,” Kovacevic noted. It can *“encourage people to secure food, water, and shelter and improve their economic opportunities,”* as well as help children think about their future. She explained:





“There are real opportunities for us to encourage these effective actions, provided that we use the right approaches and outlets that know the needs and preferences of our audiences.”

Video of presentation: youtu.be/d2OfvzXeBNI

Sepo Hachigonta, who is responsible for coordinating the **Food, Agriculture, and Natural Resources Policy Analysis Network**'s climate change projects, highlighted the role of government policies for addressing food and nutrition security in light of the climate threat.

He noted that building partnerships, developing capacity and generating knowledge are extremely important steps in driving for climate-relevant policy action.



“In Africa it is not always about gloom or doom ... people have got the knowledge and they are the custodians of the knowledge.”

Video of presentation: youtu.be/y pb3ZjmGezk

Marion Davis, from the Stockholm Environmental Institute, pointed out another aspect of the communication challenge: language and cultural barriers. “Language, language, language,” she emphasized.



“Climate change talks are happening in English. We need to translate a lot more.”

Video of presentation: youtu.be/LvC -a8eKdE

Camilla Torpe, Event Manager at the Danish toy firm **LEGO®**, discussed one of the company's engagement activities, **Build the Change**, in which children are given LEGO bricks to build environmentally friendly structures and even cities.

Torpe stressed the importance of engaging children and getting them to understand global problems such as climate change. She too underlined the importance of effective communication: *"We want the children to talk together and we think LEGO is a great tool to do that."*



"Our vision from LEGO is to develop the builders of tomorrow and empower children to build what they want to see in their future."

[Video of presentation: youtu.be/6WsrMM4RMzA](https://youtu.be/6WsrMM4RMzA)

Moritz Weigel from the **UNFCCC** presented the work of the **UN Alliance for Climate Change Education, Training and Public Awareness**, which was launched in 2012 to unite the expertise and comparative strengths of UN organizations working with governments and other stakeholders on building knowledge and skills and mobilizing public support for ambitious climate action:



"Education is key to bring about urgently needed changes in the way we think and act for building low emission and climate resilient societies."

[Video of presentation: youtu.be/YkqPGQL96gA](https://youtu.be/YkqPGQL96gA)

[View all the Pecha Kucha presentation videos on the Connect4Climate YouTube channel: youtube.com/Connect4Climate](https://youtube.com/Connect4Climate)



MOVEMENT MAKERS PANEL DEBATE

Connect4Climate brought together four of the most active NGOs for an inspiring panel discussion on **Building a Movement**. These “movement makers” included **David Cadman, President of International Council for Local Environmental Initiatives** (ICLEI Local Governments for Sustainability), **Kelly Rigg, Executive Director of the Global Call for Climate Action** (GCCA), **Jamie Henn, Communications Director and Co-Founder of 350.org**, and **Wael Hmaidan, Director of Climate Action Network** (CAN).

Each panelist presented his or her organization’s mission, goals, and activities. They also spoke about the urgency of climate action, the behavioral changes that the younger generations need to make, and the need for young people to engage and inspire others.

“We also need to look within ourselves and within rooms like this, within our own movement and say: ‘With these many people, what can we do?’” said **Henn**.



[Video of speech: youtu.be/w7DyWBUC6O8](https://youtu.be/w7DyWBUC6O8)

“We can do a lot of pretty creative actions! ... We can’t keep talking to ourselves, we need to get more people onboard and then together we can figure out the ways we can all take action.”

Rigg supported Henn and affirmed,



[Video of speech: youtu.be/NmBK8_LT5xU](https://youtu.be/NmBK8_LT5xU)

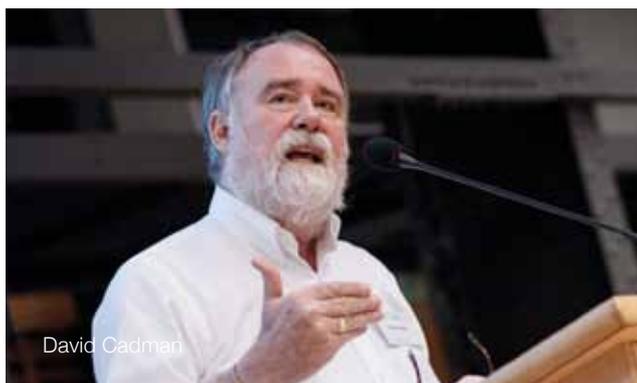
“We need to mobilize the people who do feel passionately already and get them to take stronger action. We need to get some people who have never been engaged before to take the very first step on what we call the ladder of engagement.”

She added, *“We are running out of time. We need to reach people who are probably increasingly concerned about [climate change] but don’t quite know what to do or how to engage. We all need to do the right thing, and we need to*

all play a role.” Rigg added that around the world there are “climate heroes” who already have made their own communities more environmentally friendly. “We need to celebrate that and make that visible.”

Cadman intervened with a passionate speech that began by quoting Shakespeare. *“To be or not to be, that is the question,”* Cadman said. *“We either change the path we’re on, or we, and all of the beauty of creation on this Earth, will go with us.”*

Cadman highlighted that climate action was already taking place at the local level: *“There are cities around the world that are declaring that they are moving to carbon neutral or zero carbon.”* Stressing the urgency to act, Cadman advised his audience to



“start where you are! You know your network of friends, begin to engage them, ask them to engage their friends. ... That’s where change really begins.”

Video of speech: youtu.be/Ed6DveKd0Hg

He continued, *“When young people begin to insist for their future, their parents act in another way, so start where you are! You are part of a whole raft of networks out there.”*

Hmaidan started IndyACT with two others in the Arab World, and is now the International Director of the Climate Action Network. He spoke about his organization’s activities and the results it has achieved. *“It’s important to start pushing change and I think we will win,”* Hmaidan said. He added,



“The key for success is not IQ, ... not anything related to discipline, ... but it is grit, which is having the courage to stand up and continue with full motivation and dedication to achieve something.”

Video of speech: youtu.be/18WAjNYTtwu8

Video of the Q&A of the panel: youtu.be/wzZYQ_m2oGU



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D NATIONS
AW 2013



photo credit: Tomasz Wawer

**MOTIVATIONAL
SPEECHES:
CALLS FOR CLIMATE
ACTION**



To generate more enthusiasm and drive for building up the climate change movement, Connect4Climate invited key personalities to share their experiences with the workshop audience. These personalities included **Yvo de Boer, KPMG's Special Global Advisor on Climate Change and Sustainability; Nick Nuttall, Director of the Division of Communications and Public Information of the UN Environmental Programme (UNEP); Peter Bakker, President of the World Business Council for Sustainable Development (WBCSD);** and **Stefan Maard from the biotech company Novozymes.**

YVO DE BOER

Yvo de Boer, who came on stage with the clear purpose of challenging his listeners, confronted them with two challenging questions.

“Which one of you feels that your standard of living is better than that of your parents?” he asked. After a show of hands, he said, *“So, pretty much all of you think the standard is better.”*

Then he asked, *“Which one of you expects the standard living of your children will be better than yours?”* There were fewer hands, which prompted de Boer to observe that *“Poland is a very optimistic country, you're confident you're going to live on a planet much better than the one your parents used to live in.”*

Yvo de Boer expressed doubt about their optimism and depicted the climate situation in a very realistic way, explaining the interaction between deforestation, water scarcity, biodiversity loss, food, and other climate-related issues, and adding that he found the situation frightening.

“There is a massive cost to the environment, a massive cost to society, which is not reflected in the price of what you choose to buy and, therefore, you are not confronted with the consequences of the choices that you decide to make,”

“We basically have no choice but to fundamentally change the ways in which we produce and consume,” de Boer added, lamenting that those changes are not yet happening to the extent needed.

He also spoke of his disillusionment with the international political process; he referred to the global financial crisis and to the fact that many politicians are unclear about the way forward.





Video of speech: youtu.be/PHIQIwcZi4s

“I think you could argue that for many politicians the notion of green growth, the notion of sustainable growth is much more of a faith rather than a real conviction. People believe this is the direction in which we should go, people believe this is the right thing to do, but they don’t know how to make it work in practice and there is a massive fear to be a first mover, to begin to drive that change.”

NICK NUTTALL

Nick Nuttall’s speech focused on the financial and economic aspects of climate change. He mentioned how much has been invested so far in sustainability and raised the issue of externalities. According to Nuttall externalities are how businesses pass on the cost of their production to society, in terms of air pollution that makes people sick or in terms of over using water. He explained how externalities can be calculated in economic terms, “The top global one hundred externalities of the businesses and industries on this planet is costing the world-wide economy about 4.7 trillion dollars a year.”



Video of speech: youtu.be/8ZOO3aR00aY

“Currently there is no price on carbon, no price that means anything to anyone. ... Basically a lot of companies, a lot of businesses around the world are on a free ride.”

He emphasized that this was because companies have not embraced the sustainability policies and carbon emission regulations of their governments.



Though on a positive note, the “parallel universe” of progressive climate action shows that there is a lot of good news. “In the last ten, fifteen, twenty years nearly 140 countries now have renewable energy targets or policies in place”, Nuttall explained and highlighted the examples of Costa Rica setting a target of being carbon neutral by 2020 and Denmark planning to generate 50% of its electricity from renewables by the same date.

“We need to do something about how we deal with the capital market,” Nuttall said.

*“We need to move beyond
GDP [gross domestic product].
We need to change
the rules of the game.
The rules are not working
in favor of climate change.”*

If that is not done, he added, “We will continue to live in parallel universes where [governments] will be still debating about what to do ... and we’ll never achieve what we all want to achieve ultimately, which is a sane, sensible, equitable, honest world.”

PETER BAKKER

Peter Bakker was unable to participate in the workshop in person but sent a prerecorded video message to the young people in the audience.



[Video of speech: youtu.be/hcttCg9Wkg8](https://youtu.be/hcttCg9Wkg8)

*You are the youth of the world.
This work, the COP, everything
here eventually is done for your
generation. So your generation
needs to step up, dream big,
find solutions, and add them to
Action2020,”*

Bakker said, referring to his organization’s roadmap for member businesses to create sustainable development policies by 2020.

STEFAN MAARD

Stefan Maard closed the motivational speeches with a presentation on the role of business in sustainable development:

“More and more companies are embracing sustainability solutions, and there’s been a sort of maturing of the way in which companies engage with sustainability.”

Maard referred to the fact that companies can be good housekeepers, meaning they would not just give money away but also look at their own operations and try to make those as sustainable as possible.

“The function of the sustainability innovation division at Novozymes is to find ways in which institutions, agendas, players, and partnerships with a sustainability interest can be leveraged to mobilize large-scale amounts of capital and resources from the company into sustainable solutions,” Maard added. *“And that’s frankly where we need to be going and where we are going.”*

Maard issued a call to action to the youth in the audience,



Video of speech: youtu.be/hcttCg9Wkg8

“In sum, make sure you have one voice on sustainability, including climate change, so that there is this revolution of capitalism that harmonizes financial and social needs.”

He also urged the young people to select their employers carefully, making sure that *“only the companies that are most aggressive in pushing sustainable solutions... have a chance of hiring the best and the brightest. So especially those of you that are really top in [your] class, just don’t offer yourself up to anyone who is not going to be pushing the envelope on [climate change] solutions.”*

“If you do these things, I think you can be a truly formidable force in creating a new, sustainable world order,” Maard concluded.





 CONNECT
4 CLIMATE
RIGHT HERE
RIGHT NOW

YOUTH PLEDGE:
RIGHT HERE,
RIGHT NOW,
TOGETHER





THE 2013 WARSAW YOUTH PLEDGE



#c4cMovement

We, the participants of "Be The Movement", a global forum organized by the University of Warsaw and Connect4Climate on this day, November 20, 2013, jointly and solemnly declare:

1. We are fully aware that climate change is a dangerous threat not just to our generation, but to our sons and daughters, and all future generations.

2. We and all our fellow citizens on Earth have a duty to tackle the climate change emergency right now and to change our life styles accordingly.

3. While respecting diverse opinions, we should come together to reinforce our common potential and drive collective action to conserve the environment.

4. We expect that:

- Researchers will provide us with objective data and seek innovative solutions for climate change,
- Educators will assist us in passing on knowledge and awareness to students,
- Local governments will support our activities to make sure our communities continue to be liveable and vital,
- The private sector will commit to including climate change considerations in all its business planning,
- The media will impartially report all information to raise awareness and encourage open discussion,
- National governments will create legislation to enable greater conservation of our planet and its climate.

5. Whatever sacrifices we have to make now, we firmly believe our passion for this movement will spur global action to secure better livelihoods for humankind.

6. We will 'Be The Movement'! Right here, right now, together!



The workshop called for bold action to curb climate change. An overarching theme was that every individual could be the change. Whatever level they are active in, they can contribute to advancing the climate movement, encouraging climate action, and embracing climate solutions.

In a display of enthusiasm for climate change action kindled by the workshop Polish students Roch Jasielski, Piotr Brachowicz and Karolina Gumiezna, as representatives of the student participants, read a pledge of action before the packed auditorium on the campus of the University of Warsaw.

*“We ... have a duty
to tackle the climate change
emergency right now
and to change our lifestyles
accordingly,”*

the students declared, picking up on the workshop’s theme of **Be the Movement**.



Roch Jasielski, Piotr Brachowicz & Karolina Gumiezna

[Video of pledge: youtu.be/md5tFvLg4aA](https://youtu.be/md5tFvLg4aA)

*“Whatever sacrifices
we have to make now,
we firmly believe our passion
for this movement
will spur global action
to secure better livelihoods
for humankind.”*





photo credit: Kamil Leziak

**WORKSHOP FINDINGS
AND RECOMMENDATIONS:
TAKING THE MOVEMENT
FORWARD**



As Connect4Climate leaders have always declared, bold action is required to curb climate change. The workshop confirmed this conviction, and participants recognized that their collective quest to strengthen and expand the global climate change movement will be enhanced if they



29. For example, the United Nations Education, Scientific, and Cultural Organization (UNESCO) publication *Climate Change in Africa – A Guidebook for Journalists*. Paris: UNESCO, 2013. <http://unesdoc.unesco.org/images/0022/002254/225451e.pdf>

Find **novel ways and creative messages to communicate** to new audiences why climate change is important and must be addressed

Increase efforts to partner with **private sector leaders** in a common effort to implement sustainable and low-carbon practices in the business community

Encourage contacts with **local and national policy makers** so they are aware of their constituents' concerns about climate change and constituents' desires to find ways to mitigate it

Initiate **contacts with educators**, who are key actors in driving climate action and spreading environmental awareness among youth, to encourage them to communicate the need to give climate change information to their students

Prioritize the task of finding and communicating with **new audiences** who are not yet aware of climate change or do not have solutions, and proposing activities they can implement to reduce the impacts of climate change

Assist citizens, through education and organization, to feel empowered to address policy makers' resistance to or rejection of climate change mitigation policies

Organize **more events that will include policy makers and new audiences** that have not been invited in the past to advance the climate change message beyond those already aware of this global challenge

Initiate contacts with **leaders of cities**, which are well placed by their size and locations, to introduce climate change mitigation and adaptation strategies and thus provide good examples of climate change activism to other policy makers



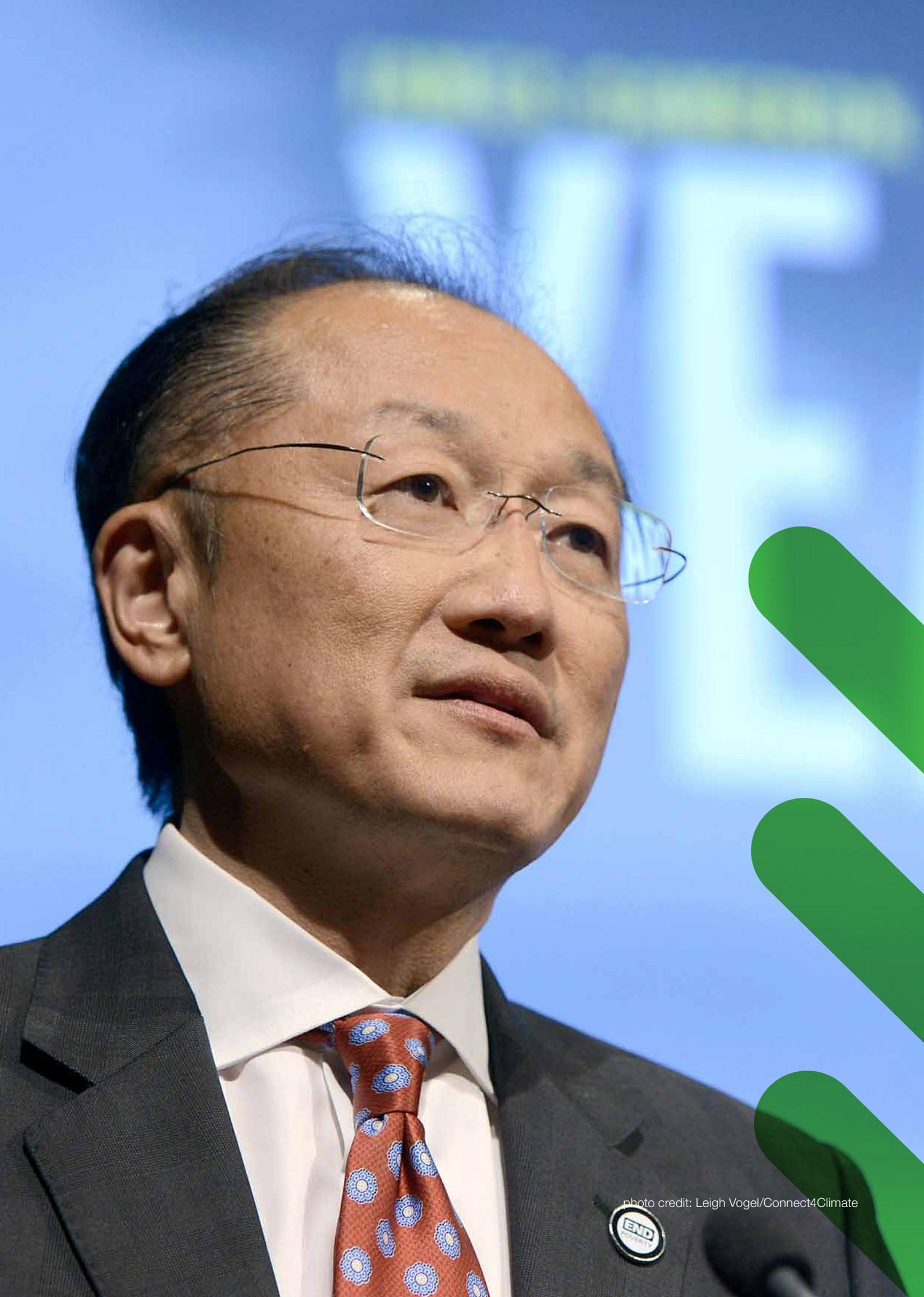


photo credit: Leigh Vogel/Connect4Climate



CONCLUSION:
WE HAVE TO CONNECT

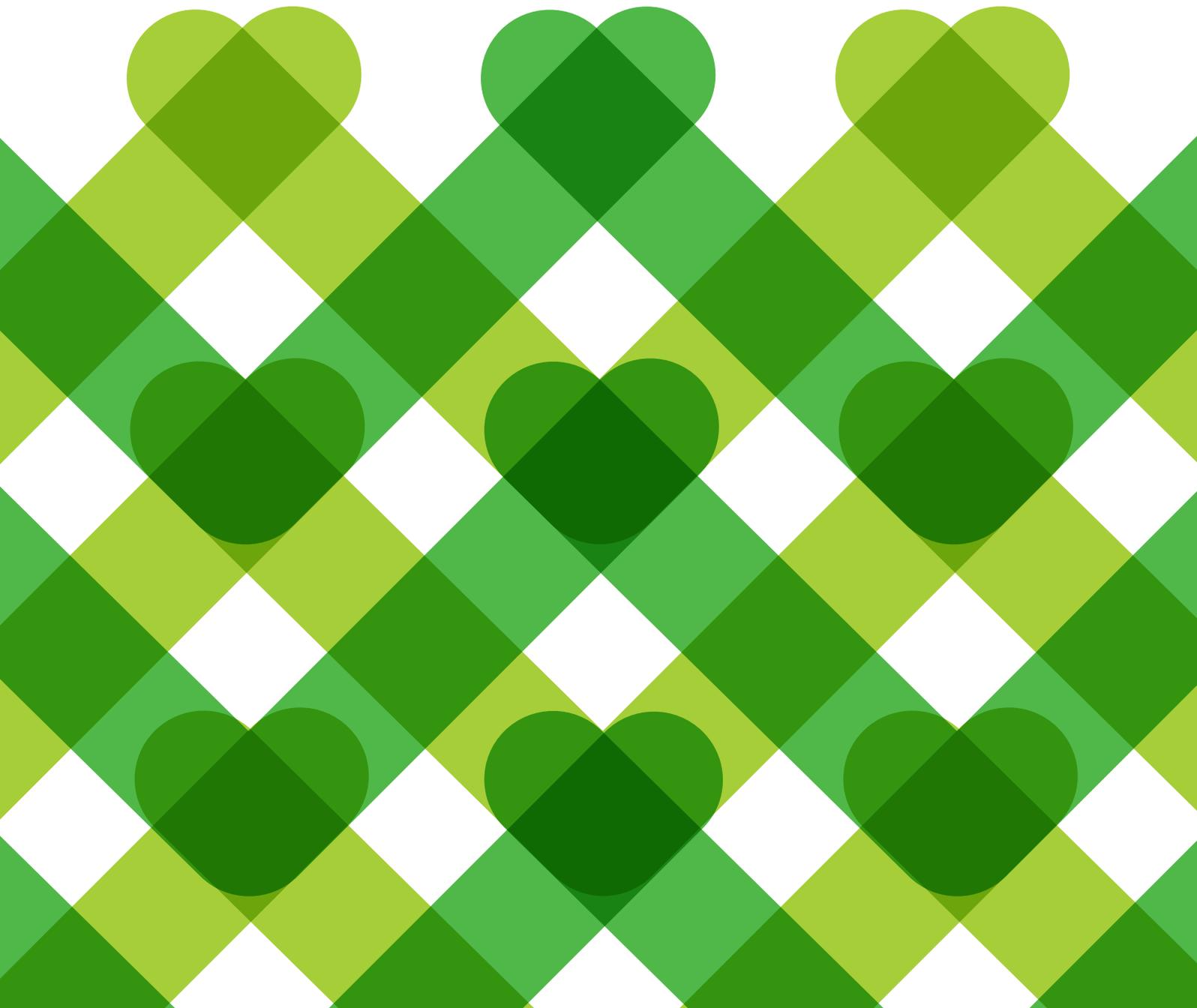




photo credit: Kamil Leziak

30. *Now for the Long Term: The Report of the Oxford Martin Commission for Future Generations*. Oxford, UK: Oxford Martin School, University of Oxford, October 2013. http://www.oxfordmartin.ox.ac.uk/downloads/commission/Oxford_Martin_Now_for_the_Long_Term.pdf

31. World Bank President Jim Yong Kim speech at *Right Here Right Now* event, March 1, 2013. <http://www.connect4climate.org/blog/jim-yong-kims-speech-at-right-here-right-now-march-1>

The **Be the Movement** workshop contributed to building a “creative coalition”³⁰ of actors to ramp up the global climate change movement to a new level of activism and to make climate change a mainstream concern in every country in the world. Creating a truly global call for climate action is greatly needed, and in the words of climate activist Kelly Rigg, “*now is our moment*” to take on the challenge of preventing dangerous injuries to our planet by keeping its temperature rise below 2°C.

In this challenging and urgent task, there is a need for collaboration. Partnership is the key word and guiding principle; partnerships are needed to raise awareness and to inspire action. As **World Bank President Jim Yong Kim** has said,

“What we need is a social movement, a social movement that will finally and for once get serious about tackling this epidemic. In order to do it, we cannot think of small-bore solutions anymore ... We have got to get serious. We have got to connect on an emotional level. The young people ... know that they are going to be living in a time



*that's unrecognisable today.
We have to listen to them.
We have to listen to the
scientists. But we have to
connect. That's the whole
purpose of Connect4Climate.”³¹*



November 20, 2013
Warsaw, Poland



MINISTERO DELL'AMBIENTE
E DELLA TUTELA DEL TERRITORIO E DEL MARE



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