



CONNECT >>>>>
4CLIMATE BE THE MOVEMENT



Photo Credit: Ivo Dukic, Winner Voices4Climate Competition

WARSAW, NOVEMBER 20, 2013
WORKSHOP AT COP19



COP19/CMP9
UNITED NATIONS
CLIMATE CHANGE CONFERENCE
WARSAW 2013

IGNITE THE GLOBAL CLIMATE CHANGE MOVEMENT

#c4cMovement



COP19 is another reminder of the urgent action needed to deal with climate change. There is overwhelming evidence that climate change is caused by human activity and that the world is warming. And yet, still not enough being done to mitigate the warming and adapt to its impacts.

BE THE MOVEMENT is a workshop organized by **CONNECT4CLIMATE** in cooperation with **UNIVERSITY OF WARSAW** in parallel to **COP19**. It is an opportunity to represent your organisation, share your experiences, and help develop a strategy for boosting the global climate change movement. How can we be the global climate movement:

- **MESSAGING FOR NEW AUDIENCES:** How do you message for new and broad audiences?
#ccMessage
- **EMPOWERING EDUCATORS:** What is needed to empower climate educators?
#ccEducators
- **INNOVATING CAMPAIGN STRATEGIES:** What is missing in climate campaigns?
#ccCampaign
- **CONSIDERING COSTS:** How do you link economic incentives to driving climate action?
#ccCost
- **LEADING FOR SOLUTIONS:** How do you catalyse the adoption of climate change solutions?
#ccLeading

This workshop will bring together a variety of climate change professionals: educators, youth, civil society organizations, private sector representatives and **CONNECT4CLIMATE** partners. Together they will identify practical and useful strategies for igniting a more energetic, robust global movement to combat climate change.

In the morning you will discuss the challenges of building the climate movement, in the afternoon we will hear and discuss Pecha Kucha case studies, a panel discussion and high-profile sessions on HOW WE CAN BE THE MOVEMENT.

CONTACT:

connect4climate@worldbank.org

MORE INFO & TO REGISTER FOR THE EVENT:

www.connect4climate.org

Pecha Kucha is a presentation format in which each presentation is exactly 20 powerpoint slides long and each slide is shown for 20 seconds.

Connect4Climate is a campaign dedicated to growing the global climate change movement. It was launched by the World Bank, the Italian Ministry of the Environment, and the Global Environment Facility in September 2011. It aims to amplify the voices of climate change knowledge brokers, solution drivers and action advocates. In two years Connect4Climate has built an active online community of more than half a million members from all over the world. With more than 160 members in the coalition Connect4Climate has developed an essential platform where people of all ages share experiences, ideas, images and solutions on climate change issues. Connect4Climate is a campaign, a coalition and a community that cares about climate change.

MORNING PROGRAMME

INTERACTIVE WORKGROUPS ON HOW TO IGNITE THE CLIMATE MOVEMENT

08:30 - 09:00

REGISTRATION

09:00 - 09:30

OPENING

Lucia Grenna, Connect4Climate
Prof. Andrzej Lisowski, Dean, University of Warsaw
Eliza Anyangwe, Guardian



09:30 - 11:00

WORKSHOP BREAKOUT SESSIONS

How do we enhance the global climate change movement? What is the missing ingredient in:

WORKGROUP:
Messaging for New Audiences
#ccMessage

How do you message for new and broad audiences?

CHAIRD BY
Eliza Anyangwe,
Guardian

WORKGROUP:
Empowering Educators
#ccEducators

What is needed to empower climate educators?

CHAIRD BY
Prof. Krzysztof Błażejczyk, WU

WORKGROUP:
Innovating Campaign Strategies
#ccCampaign

What is missing in climate campaigns?

CHAIRD BY
Jamie Henn,
350.org

WORKGROUP:
Considering Costs
#ccCost

How do you link economic incentives to climate action?

CHAIRD BY
Prof. Zbigniew Kundzewicz, PIK

WORKGROUP:
Leading for Solutions
#ccLeading

How do you catalyse the adoption of climate change solutions?

CHAIRD BY
Saleem Huq, IIED

11:00 - 12:00

PRESENTATION FEEDBACK FROM WORKSHOP SESSIONS & PANEL DISCUSSION

Moderator: **Izzy Lawrence**, MTV



12:00 - 13:00

LUNCH BREAK

AFTERNOON PROGRAMME

EXCHANGING CASE STUDIES & DISCUSSING HOW TO IGNITE THE MOVEMENT

13:00 - 13:30

MORNING FEEDBACK & AFTERNOON INTRODUCTION

Welcome by **Corrado Clini**, Director General, Italian Ministry of the Environment

Summary of Morning Workgroup Session with

Eliza Anyangwe, Guardian, and **Prof. Zbigniew Kundzewicz**, Potsdam Institute for Climate Impact Research



13:30 - 14:30

PECHA KUCHA SESSIONS

Moderator: Izzy Lawrence, MTV

Bruce Campbell, CGIAR

The Climate Smart Village

Jean-Pierre Roux, South-South-North

MAPS Programme

Marion Davis, SEI

Innovative communication

Sepo Hachigonta, FANRPAN

Climate smart agriculture

Prof Arno Scharl

Media Watch on Climate Change

14:30 - 15:30

PANEL DEBATE: CLIMATE MOVEMENT MAKERS

Moderator: Eliza Anyangwe, Guardian

Saleem Huq, Senior Fellow, IIED

Jamie Henn, Communications Director, 350.org

Kelly Rigg, Executive Director, GCCA

Wael Hmaidan, Director, CAN



15:30 - 16:00

COFFEE SNACK BREAK

16:00 - 16:15

MOTIVATIONAL ADDRESS

Nick Nuttall, Director of the Division of Communications and Public Information, UNEP



16:15 - 17:15

PECHA KUCHA SESSIONS

Moderator: Izzy Lawrence, MTV

Michael Williams, WMO

IPCC WG1 Fifth Assessment Report

Geoff Barnard, CDKN

Climate Knowledge Brokers

Camilla Torpe, LEGO

LEGO Build The Change

Moritz Weigel, UNFCCC

UN Alliance for Climate Change Education, Training & Capacity

Liang-Yi, YOUNGO

Youth Climate Movement

17:15 - 18:00

KEYNOTES ADDRESSING THE WAY FORWARD

Moderator: Eliza Anyangwe, Guardian

Beata Jaczewska, Polish Deputy Minister for Environment

Yvo De Boer, KPMG's Special Global Advisor on Climate Change and Sustainability

Peter Bakker, President of the World Business Council for Sustainable Development



18:00 - 18:30

CLOSING THOUGHTS: YOUNG PEOPLE WILL BE THE MOVEMENT

Rachel Kyte, Vice President, SDN, World Bank Group



18:30 - 21:00

RECEPTION

With remarks by Prof. Alojzy Nowak, Vice President, University of Warsaw





COP19/CMP9
UNITED NATIONS
CLIMATE CHANGE CONFERENCE
WARSAW 2013

LOCATION:
AUDITORIUM MINUS,
MAIN CAMPUS,
UNIVERSITY OF WARSAW

COP19



“ A global movement is rising. ”
- Jamie Henn

“ We need a revolution of capitalism. ”
- Peter Bakker

“ Now is our moment! ”
- Kelly Rigg

“ Once people realize the magnitude of the problem, they will step up and do what they need to do. ”
- Saleem Huq

“ Multi-lateralism is key [...] We have to get the right result in the right time frame. ”
- Yvo De Boer



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



THE WORLD BANK



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