



International Advocacy

HYBRID 10 WORKSHOP

31 August - 2 September 2022

ADVOCACY PLAN

3. Families and Climate Change

Coordinator: Coen Vermeij (Netherlands)

1. Establish measurable objectives

The average rise in the global temperature has to be limited to a maximum of 2 degrees and preferably 1.5 degrees. In order to achieve this goal, greenhouse gas emissions, such as carbon, have to be reduced dramatically. This reduction of greenhouse gas emissions has to be met with the realization of cost-effective alternative sources of energy to compensate for the breakdown of fossil fuels. States and international organizations should invest more in scientific research to reduce the costs of renewable energy. Financial incentives should be offered to companies that decide to use green energy sources and subsequently, companies that emit a lot should be taxed for it. Furthermore, several consequences of climate change are already taking place, both in the environmental and human rights sector. Therefore, both the developing and the developed states should be invested in the defense against these consequences. Lastly, globalization, leading to the growth of the world economy and increasingly international lifestyles, contributes to producing and consuming less locally. World trade is one of the major polluters, therefore establishing import and export control measures could encourage more local production and consumption.

2. Define message points

We are beginning to see the start of the effects of the rise in global temperature already, for instance an increase in floods, heat waves and droughts. Furthermore, climate change is a threat to the entire planet, not just specific parts. However, areas of poverty will be hit harder by the consequences of climate change. And above all, children will be the ones that will have to deal with the consequences. Everything we fail to act on now will be a problem our children will have to cope with in the future and all the consequences of climate change that we are already seeing affect children the most. Climate change can still be slowed down, it is not too late to act, but if we fail to take adequate measures now there will be a point where it is too late. These measures must be national, regional and individual in order to have a rapid and measurable impact. However, individual responsibility is still required but is not sufficient to slow down the process. Solidarity among nations is necessary to achieve the established objectives. As a global family, we need to use universal responsibility to mitigate the negative effects of our actions on the environment. Therefore, innovation with renewable energy must be a central agenda point to

achieve structural and sustainable changes. Civil society, governments, and international institutions can play an important role in human development by creating environmental policies in which families thrive. Human creativity is the driver behind policies that will sustain the world for future generations.

3. Determine the communication activities to deliver those messages

A cultural shift has to be developed around the topic of climate change, where certain concepts and ideas surrounding it become so much integrated into our vocabulary that the measures to combat it no longer seem controversial or debatable. All available media can and should be used to spread this message. To achieve decisive political action, the majority of citizens across the globe should feel the importance of those actions and have the feeling that the actions they undertake are not in vain. In particular, political figures who are directly responsible to implement measures to achieve the formulated objectives could be used to spread awareness via speeches, social media and performances in popular media. Also, other important cultural figures could contribute in the same way to spreading this message. Lastly, children and youth should receive climate change education, awareness raising and training. This can be achieved by including 'Green Studies' in the elementary, middle and high school curriculum. In general, people should be motivated through education about what they can do with their families in daily life to contribute to reducing climate change. In the education on climate change on all levels, human well-being, both physically and mentally, has to be taken into account, to guarantee emotional resilience. Also, the youth should be encouraged to become politically and socially active, for instance by participating in political groups and NGOs.

4. Decide what resources are necessary to complete each activity

In order to reach large groups of people, the message has to be articulated clearly and precisely. One of the most important resources to achieve the formulated objectives is a clear, consistent and simple vocabulary that enables policymakers and other cultural figures to communicate the message. This will contribute to the popularization of the message and will take it out of the domain of scientists and specialists and into popular culture. There has to be a lot of advocacy to spread this message. This includes actively approaching people with a large cultural reach to endorse and spread the formulated message and mobilize policy actors. Individuals can also be facilitated in taking climate-friendly measures, for example in the field of solar panels. A financial incentive and more information about the installation, maintenance and benefits of installing solar panels can make a major contribution to removing the objections to installing them. Lastly, we need to invest in sustainable technologies to prevent energy wastage.

5. Establish a timeline and responsible party for each activity

Given the overwhelming scientific evidence surrounding climate change and the disastrous consequences of inaction, all that can be done to prevent it has to be done preferably today than tomorrow. It remains difficult to establish a concrete timeline to achieve the formulated goals,

since this is a global problem and so many different parties are involved in fixing it. However, international organizations can play a big role in facilitating the spreading of the message, by contributing to improving how the message is formulated and by continuously approaching and facilitating all the aforementioned actors that can play a role in spreading the message.

6. Fix how to evaluate whether you have reached your objectives

The rise of global temperatures is continuously being monitored, just as the carbon levels in the atmosphere and the carbon emissions by large industries. Several international initiatives such as the Paris Climate Agreement, the Arab Center for Climate Change Policies and the European Green Deal play a big role in the evaluation of measures aimed at combating climate change, and although it is difficult to adequately measure the success of a chosen method, the principle should be that we better do everything within our power to reach our objectives, even if this means doing more than enough.