



## **The World Bank Group Connect4Climate Program Proposal to support 5th Dialogue on Action for Climate Empowerment in 2017**

**February 23, 2017**

### **Background**

Connect4Climate is a global partnership program of the World Bank Group on climate change communication. The program aims to raise awareness about climate change and its impact at various levels by supporting the World Bank operations, through research and capacity building and leading climate change advocacy activities with diverse partners.

Connect4Climate also works to support the UNFCCC secretariat's work on Action for Climate Empowerment (ACE), to catalyze action for the implementation of the Doha work program on Article 6 of the Convention related to climate change education, training, public awareness, public access to information, public participation and international cooperation on these issues. At the 4th Dialogue on Action for Climate Empowerment in 2016, Connect4Climate presented "FIAT LUX: Illuminating Our Common Home" as one of the good practices on public awareness and international cooperation.

### **Description**

A competition for young people to illustrate climate solutions is the centerpiece of the Connect4Climate program to promote sustainability in the creative industries. In cooperation with the Kingdom of Morocco's Ministry for Environment, the United Nations and other presenting partners, Connect4Climate launched the Film4Climate Global Video Competition in June, 2016. The Film4Climate Global Video Competition brought together the two vital ingredients – film and youth – to help build the socio-political capital for climate action and highlight climate solutions around the world by expressing their original ideas.

With more than 70 collaborating partners and high-level jury supporting the contest, over 860 submissions from 155 countries represented a global youth call for climate action. The winners were honored at the United Nations Climate Conference (COP22) at a day of events acknowledging and celebrating the power of youth, cinema and the creative industries to generate climate action and tackle climate change. The first prize winning video, "Three Seconds," was also screened at COP22's Education Day as well as during the Momentum for Change Showcase event with the UN Secretary General Ban Ki-moon, where it received a standing ovation.



## Proposal

The presentation will focus on the inspirational and educational impact of the Film4Climate Global Video Competition, and the attraction of providing a real focus for young people to be creative with the subject matter while learning and implementing through their research, scripting and production stages, but it will also explore how the example of the competition can be used within the industry to increase interest and application of climate principles.

The Film4Climate Global Video Competition was organized under the umbrella of Connect4Climate's Film4Climate initiative which is dedicated to advancing environmental sustainability and the inclusion of social messages in films and visual storytelling -- both in content and production. Counting on the support of over 160 film industry organizations, the Film4Climate initiative has hosted a number of workshops with producers and directors at high-level film festivals and organized screenings and discussions of climate conscious films at many other relevant venues.

In the lead-up to the 2015 United Nations Climate Conference (COP21), Connect4Climate collaborated with EcoProd, the environmental arm of the Ile de France Film Commission, and CeSeR, the Economic, Social and Environmental Council of the Ile de France, to bring together film industry representatives from all over the world and demonstrated specific approaches to sustainability already being applied through case studies from a number of countries. During the first Education Day at COP21, Connect4Climate joined the UNFCCC to present its strategy and the Film4Climate outreach activities and workshops for filmmakers at the *Non-formal Education* side event.

At the 73rd Venice Film Festival in 2016, Connect4Climate presented a workshop for the media and journalist training and hosted the panel discussion, which gave an opportunity to experts from the film industry to discuss and review progress on sustainability in the Italian and foreign cinema, analyzing the technologies, materials, and "green" outlook for the cinema.

Connect4Climate's Film4Climate educational activities and outreach deliver a message that climate education is a fundamental pre-requisite to increase the industry's interest and application of climate principles and advance climate solutions achieving a resilient, low-carbon future.

With such efforts, many of our Film4Climate Champions and supporters have addressed and taken on climate challenge. For example, Fernando Meirelles, film director (*City of God*) and a Film4Climate Competition Jury member, who oversaw the opening ceremony of the Rio 2016 Olympics, presented climate change as a crisis endangering the entire world at the ceremony.



At the 5th Dialogue on Action for Climate Empowerment, Connect4Climate will present the importance of educating and assimilating the film industry so that it can fast forward its contribution to raising climate change awareness, while at the same time highlighting the inspiring climate stories from young people around the world that were presented for the Film4Climate Global Video Competition together with the subsequent educational outreach. The overarching message is that Connect4Climate's strength lies in its partnership network and ability to leverage partners to reach broad and diverse audiences with non-formal education and outreach activities.