



Seal the Deal! campaign 2009



Why do we care?



- ❖ **Global warming:** Temperatures are set to rise between 1.8 and 4.0 degrees Celsius
- ❖ **Economies and society:** disruption of settlements, commerce, industry due to disasters, water shortages, reduced hydropower, refugees
- ❖ **Sea level rise:** flooding, loss of coastal lands, salinization, refugees
- ❖ **Water shortages and stress:** disappearance of glaciers, reduced river flows, drought, desertification, refugees



More evidence



- ❖ **Biodiversity:** up to 30% of animal and plant species will be wiped out if temperatures exceed 1.5 - 2.5 degree tipping point
- ❖ **Food security and health:** health status of millions of people will be affected, through changing disease vectors, heat-induced illness and deaths, crop failures, malnutrition, refugees
- ❖ **Natural disasters:** increase in the number of deaths, diseases and injury due to extreme weather events, withdrawal of risk coverage by insurers



Seal the Deal!



What was it ?

- ❖ Major UN outreach campaign led by UNEP
- ❖ Engaging wide range of partners worldwide
- ❖ Short life span to end of 2009



Seal the Deal!



Campaign objectives

- ❖ Encourage governments to sign a new climate change agreement in Copenhagen
- ❖ Synchronize and deliver global action under distinct slogan
- ❖ Focus will be on Climate Change with messages based on the world's best science
- ❖ Rally UN and other partners towards a common goal



The Deal's Essential Ingredients



- ❖ Industrialized countries need to agree to ambitious mid-term greenhouse gas reduction targets
- ❖ Developing countries need to undertake nationally appropriate actions that will cut their emissions beyond business as usual
- ❖ Scaled-up financing and technological support for mitigation and adaptation efforts, especially for countries most vulnerable to climate change impacts
- ❖ Establishing a governance structure that can channel resources efficiently to developing countries



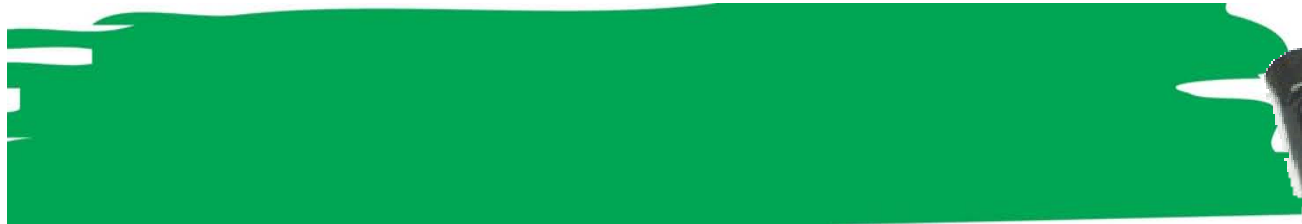
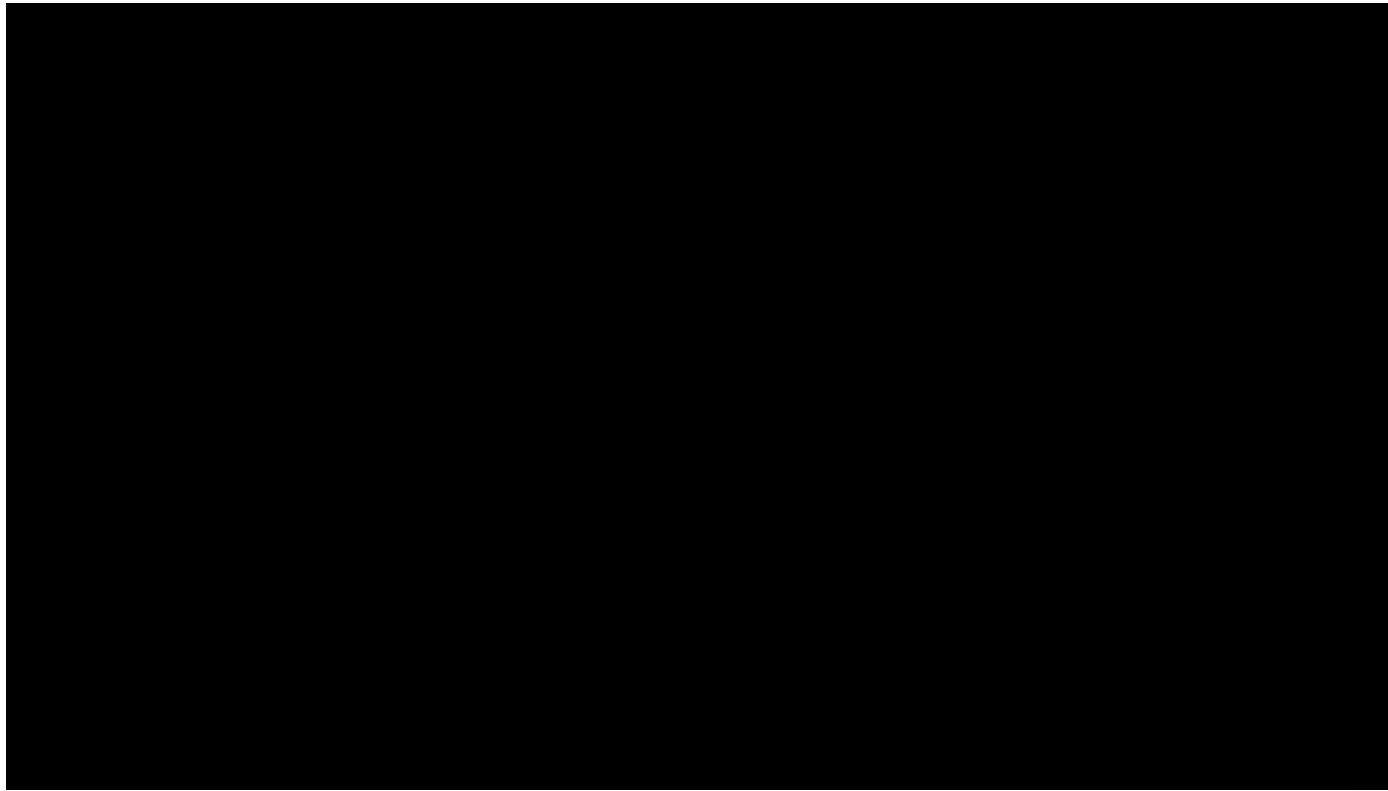
Who was our target?

- ❖ All Heads of State, Heads of Government
- ❖ Business, industry
- ❖ NGOs (i.e. Global Campaign for Climate Action coalition)
- ❖ Science and faith
- ❖ Cities and regions, trade unions
- ❖ Concerned global citizens



video

About Seal the Deal!



Diverse stories from around the world

www.sealthedeal2009.org

//www.sealthedeal2009.org/campaign-in-action



The UN Worldwide Campaign on Climate Change

Seal the Deal!

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CAMPAIGN IN ACTION

"My Excellence" performs for the UN Secretary General urging people to Seal the Deal! in Copenhagen



Austrian group "My Excellence" performs for the UN Secretary General urging people to "Seal the Deal!" in Copenhagen.

UN Secretary General Ban Ki-moon visited Vienna International Centre (VIC), the official name of Vienna's UN complex, on Friday to mark its 30th anniversary.

The popular Austrian band, "My Excellence," who are famous for mixing classical music with pop and rock, played in support of the UN's "Seal the Deal" climate petition.

The UN Secretary-General thanked the band for supporting his campaign for Member States to negotiate a fair, balance and effective agreement at the United Nations Climate Change Conference in Copenhagen in December and 'Seal the Deal'. The group have composed a song called "Come On" (Seal the Deal) which will be on general release from October.

Speaking at the event, Ban Ki-moon thanked Austria for its significant contribution to the United Nations and said: "When this Centre opened its doors in 1979, it was a bridge between East and West during the Cold War. Now it is a twenty-first century hub for addressing human security issues at the heart of a united Europe."

Photo By: Kian Lovett

Seal the Deal! at Parliamentary Network on Renewable Energy and Climate Change

"One Kenya. One voice. One position."

That was how the Speaker of Kenya's National Assembly, Hon. Kenneth Marende, MP, summed up the task facing the country's Parliamentary Network on Renewable Energy and Climate Change, launched today, as the country finalises its preparations for COP 15 in Copenhagen.

CONNECT



PHOTO GALLERY



The Climate Petition

THE PETITION

Let your voice be heard!

World leaders, meeting in Copenhagen this December, will be presented with the

The Climate Petition is a consolidation of global appeals for a definitive agreement

Choose this historic moment to make a difference. Add your voice to the

The Climate Petition

"We the Peoples of the World Urge Political Leaders to:

Seal the Deal at COP 15 on a climate agreement that is definitive, equitable and effective.

Set binding targets to cut greenhouse gases by 2020.

Establish a framework that will bolster the climate resilience of vulnerable countries and protect lives and livelihoods.

By country

By date From: To:

Show only famous people

01-09-2009

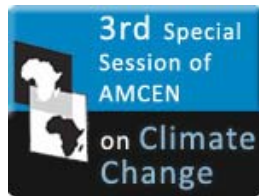
• Miss **renna monica**,

Climate Petition:

- ❖ Essential plank of campaign
- ❖ Hundreds of thousands of people have signed it online
- ❖ 5000 + people have stamped cloths
- ❖ Climate campaigning around the world from various campaigns has delivered at least 12 million signatures



Events



- Seal the Deal!** presence at hundreds of events eg.
- ❖ Commission on Sustainable Development, High-level Summit (NYC)
 - ❖ C40 Cities (Seoul)
 - ❖ African Ministerial Conference on the Environment (Nairobi)
 - ❖ UNFCCC sessions (Bonn, Bangkok)
 - ❖ over 100 cities during Global Climate Week in September
 - ❖ At schools, youth rallies, street parties and tree planting parties



Statistics

Online outreach:



- ❖ 3000 odd websites linked to sealthedeal2009.org
- ❖ Virtual Climate Wall has user-generated pictures, videos and messages
- ❖ Petition signatories from all over world



Broadcast engagement



Paris Declaration on Broadcast Media and Climate Change:

- from UNESCO International Conference, Paris, Sept 09
- Key points include:
 - ❖ To encourage dissemination of audiovisual content at local level to give voice to marginalized populations affected by climate change



Broadcast engagement



Paris Declaration on Broadcast Media and Climate Change:

- ❖ To help raise the skills of broadcast media professionals through training and better access to good science, eg. from UNEP, IPCC
- ❖ To develop broadcasting industry standards in environmental management: to urge your employers to set quantifiable targets for reducing your organization's own carbon footprint



Campaign peaks

- ❖ 24 Oct: UN Day and 350 global day of youth action
- ❖ 7 Nov: one month to go (youth 'buddy' campaign)
- ❖ December: Copenhagen



Campaign peaks

Train to Copenhagen:

- ❖ Organised by the International Union of Railways
- ❖ Train will deliver petition
- ❖ At least one carriage will have **Seal the Deal!** branding
- ❖ Senior UN officials to travel on train
- ❖ Train will have high-speed connectivity for media announcements
- ❖ Train to be welcomed with protocol and fanfare in Copenhagen



Campaign peaks



Climate Heroes:

- ❖ Climate Heroes are environmental activists who motivate millions of others to Combat Climate Change and sign the **Seal the Deal!** petition
- ❖ Roz Savage is rowing across the Atlantic and will then walk with hundreds of her supporters from London to Copenhagen
- ❖ Father and son team Charles and Sho Scott are cycling across Japan



Campaign peaks

Climate Heroes:



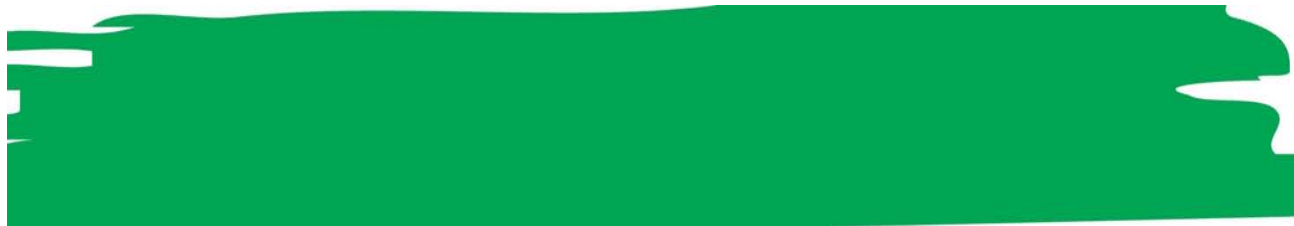
- ❖ Photographer Luo Hong is working with millions of Chinese youth and teaching them environmental activism
- ❖ David de Rotschild and team are sailing in the Plastiki, a catamaran made out of reclaimed plastic bottles
- ❖ Publicity generated by these media-savvy Climate Heroes provides further exposure to the campaign.



Campaign peaks

Copenhagen:

- ❖ Strong support from Lord Mayor of Copenhagen
- ❖ Public space for campaign:
- ❖ Kongens Nytorv Square
 - installation of over 200 stamped cloths: maze
 - Hard Rain exhibition
- ❖ 7 Dec: Dance for Climate Concert - supporting **Seal the Deal!**



Audio visual



- ❖ Public Service Announcements: six high profile identities
- ❖ Road to Copenhagen: Seal the Deal! TV series:
 - series airs on CNBC and website
 - showcases efforts of business community to combat climate change
 - 50 testimonies on line re. Climate Change



Public Service Announcement

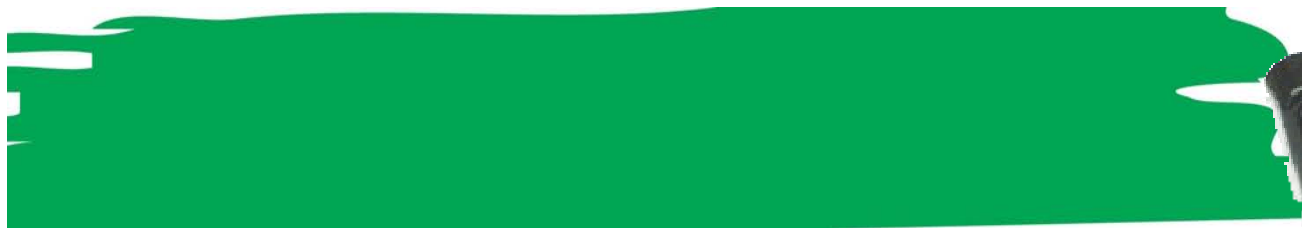
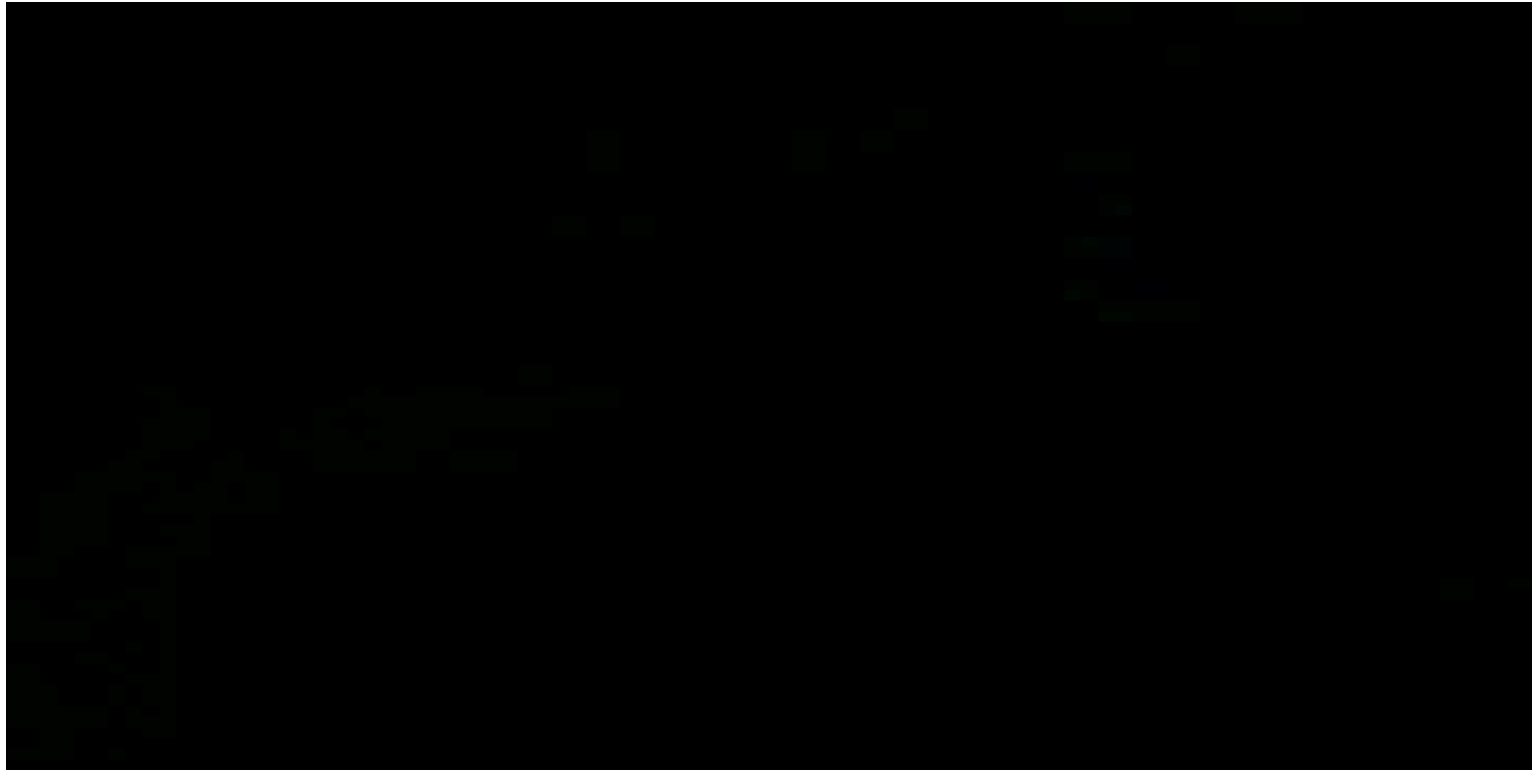


Broadcast release: September 18th
and shown in 39 countries



video

Seal the Deal! PSA



Fun facts and figures

- ❖ 200 cloths made into a Climate Maze in central Copenhagen
- ❖ Five world leaders signed petition
- ❖ Top content on website: Climate Petition
- ❖ 50 odd official partners
- ❖ Hundreds of Seal the Deal! organised events



