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
Diverse stories from around the world

www.sealthedeal2009.org
THE PETITION

Let your voice be heard!

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:

- 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

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.

01-09-2009

- Miss renna monica,
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
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
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 Rothschild 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!
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
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