

ECCA DECLARATION

Entertainment and Culture for Climate Action

VISION

Under Article 12 of the Paris Agreement, every Party committed to educating, empowering and engaging its public in climate action. Culture (film and television, music, visual arts, gaming and beyond) is the most trusted, most watched, most listened-to channel through which that commitment can actually reach people.

Entertainment and Culture for Climate Action (ECCA) exists to build the bridge Article 12 requires: connecting the creative sector to the Paris process, and carrying culture's contribution back into it. ECCA's scope is defined by how entertainment and culture help fulfil the Paris Agreement.

PURPOSE

ECCA is the connector between culture and the Paris process. It convenes and equips a global community of practice; it translates policy for culture and carries culture's voice back into policy; and it champions the storytelling and decarbonisation work the sector is already doing.

What ECCA is

- ECCA equips and empowers members to engage policymakers in their own sectors and countries. It does not direct, rank, audit or mandate creative work, and it never will.
- ECCA amplifies and curates climate storytelling that already exists. It does not commission new content.
- ECCA champions decarbonisation as a credibility foundation, through recognition and case studies. It does not impose reporting standards, and affiliation with ECCA is never a step toward national reporting obligations.
- ECCA convenes and connects. It does not duplicate or compete with existing bodies, including the Group of Friends for Culture-Based Climate Action, UNESCO, the Entertainment + Culture Pavilion, or national and regional creative-sector networks.

PRINCIPLES

- Empowerment, not direction: members act on their own behalf, under their own name, equipped by ECCA.

- Global South representation (by geography and market) and Indigenous voice (by community and knowledge system), treated as distinct constituencies, alongside youth voice, all by design, not by afterthought.
- Light governance: the smallest structure that can do the job, reviewed annually, never duplicating a process that already works better elsewhere.
- Creative independence protected: no compliance regime, no content mandate, ever.
- Transparency: decisions and their reasoning are published in a simple, public timeline.

PARTICIPATION

Signing this Declaration affiliates an individual or organization with ECCA: for use of that affiliation in the member's own advocacy; access to the shared-intelligence platform and advocacy playbook. It creates no financial obligation and no reporting requirements.

HOW THE DECLARATION WORKS

This Declaration states a vision that holds for the life of this strategic cycle, to 2030, and is not renegotiated every year: culture recognised as an integrated pillar of international climate action; climate-aligned storytelling -- spanning both mitigation and adaptation -- mainstreamed globally; and the creative industries visibly transitioning to low-carbon, climate-resilient practice.

Members sign once, against this stable horizon, so the Declaration can function as a genuine point of alignment for a global and diverse membership. What changes every year is not this Declaration but the Annual Workplan (Section 4.1): the specific activities, targets and resourcing that operationalize the vision for that cycle. Keeping the two deliberately separate is the point - a Declaration re-cut annually cannot hold as a stable reference point, and an Annual Workplan that requires Declaration-level process to change would be too slow to be useful. The Declaration and Strategy are put forward by the UNFCCC Secretariat; amendments may be requested by the SteerCo on behalf of the membership through the formal process set out in Section 4.2.