

ENTERTAINMENT AND CULTURE FOR CLIMATE ACTION

Presenting New ECCA Strategy 2026–2030

A visual overview for Climate Week NYC · September 2026



One connector between culture and the Paris process

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 and beyond - is the most trusted, most watched, most listened-to channel through which that commitment can actually reach people.

Scope: how culture fulfils the Paris Agreement.

ECCA is the connector between the world's storytellers and the Paris process, turning culture's trust and reach into climate action. "Fewer fireworks. More campfires."



Convenor

Convenes and equips a global community of practice -- consolidating an otherwise fragmented network of cultural actors



Connector

Translates policy for culture, carries culture's voice into policy



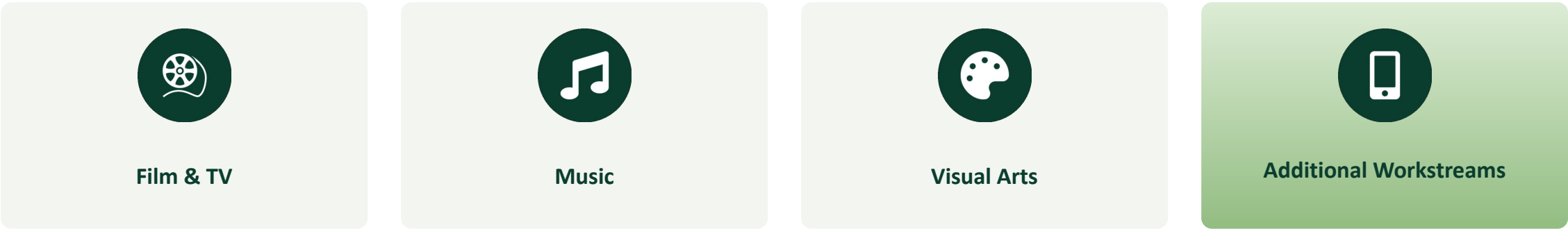
Champion

Champions storytelling and decarbonisation already underway

THE OPERATING MODEL

One community, sector and regional expertise embedded

Regional experts sit inside each sector workstream rather than running a parallel structure, convening dedicated regional sessions as needed, and holding the regional seats on SteerCo.



Regional experts embedded across all four: Africa · Asia-Pacific · Latin America & Caribbean · North America & Europe

SteerCo Small dedicated Secretariat

Four tiers



UNFCCC

Decides resourcing, staffing, the Secretariat itself.



SteerCo

Supports overarching strategy and the Annual Workplan, alongside the Secretariat.



Sector & regional leads

Decide what fulfilling the Paris Agreement looks like within their own domain.



Community of practice

Equipped and empowered, not directed.

How often the model actually meets

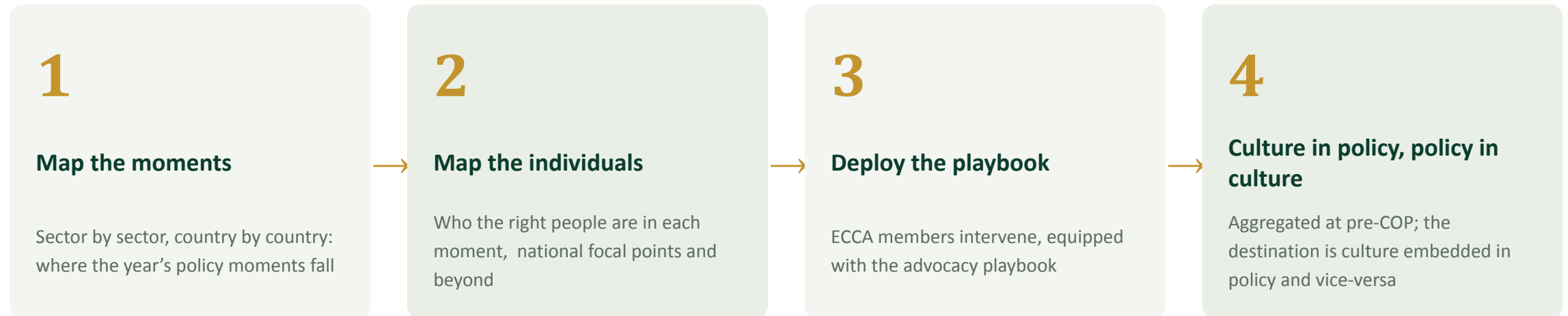
Frequent enough to matter, light enough to sustain.

	SteerCo	Direction-setting and Annual Workplan review	Quarterly
	Expert-area groups	Sector and regional workstream sessions	2–3x a year
	Community of practice	Equipped and empowered, not directed	Bi-annual
	Pre-COP policy convening(s)	Aggregates the year’s work, ahead of COP	Ongoing
	COP	Convening and work-planning for the following year	Annual

Mid-year checkpoint (added): tracks progress between COP sessions; Accelerator City showcases cross-workstream momentum

What the workstreams do, and how the bridge to policy gets built (Our Theory of Change)

Each workstream translates policy for its sector: publishing thought leadership, mapping where to intervene beyond COP, and embedding people who understand multilateral and national systems.



One shared policy-moments calendar that every workstream feeds and draws from, so members aren't mapping the same policymakers separately, or confusing them with duplicate asks.

Champion of action: shared intelligence, championed decarbonisation and storytelling



Shared intelligence

- A campfire toolkit: tested narratives, a crib sheet of facts, and a living map of who is doing what, where
- Storytelling-ready language, translated for the creative sector
- An advocacy playbook, equipping members to engage government at the right level
- Available to every member, without ever mandating how it's used



Championing stories & decarbonisation

- Champions the stories of what's working in climate storytelling, featured on the UNFCCC website
- Spotlights gold-standard decarbonisation practice through case studies and a recognition programme
- Connects cultural actors to existing UNFCCC transparency portals, rather than building a new one



How we deliver it

- A private, members-only, AI-enabled platform stocked with resources across the membership
- Stories featured on the UNFCCC website
- Decarbonisation exemplars surfaced on the NAZCA portal

The ECCA Declaration: a vision to 2030

“Culture is an integrated pillar of international climate action; climate-aligned storytelling - spanning mitigation and adaptation - mainstreamed globally; the creative industries visibly transitioning to low-carbon practice.”

Members sign once, against this stable horizon. What changes every year is not the Declaration but the Annual Workplan — the specific activities, targets and resourcing that operationalise the vision for that cycle.

WHAT ECCA IS

- Equips and empowers members to engage policymakers
- Amplifies and curates climate storytelling that exists
- Champions decarbonisation as a credibility foundation
- Convenes and connects, never duplicates

IT DOES NOT

Direct, rank, audit or mandate creative work, and it never will.

What Membership Actually Gets You

Four things ECCA offers every member, from day one. No financial obligation, no reporting requirement.

	Affiliated & empowered	Use ECCA affiliation to advance engagement with decision-makers, at festivals and inside national bodies	Advocacy
	Global community	Connect with sector and regional peers across ECCA’s network, from London and New York to festivals and markets worldwide	Network
	Shared tools	The campfire toolkit, translated policy language and an advocacy playbook — never mandating how it’s used	Toolkit
	UN-wide collaboration	Beyond UNFCCC, ECCA is the connective layer across the whole UN storytelling system	UN-wide

SteerCo & sector leads: precise composition

Recommended size: 10–12 seats, mixed membership. No formal government seats — national/multilateral policy expertise is embedded instead.

	UNFCCC Secretariat representative	Convenes and services the SteerCo	1
	Continuing Film & TV SC members	Continuity through Q1 2027	up to 3
	Sector leads	Film & TV, Music, Visual Arts, Creatives	3
	Regional experts	Embedded in sector workstreams	4
	Embedded policy expertise	Multilateral / national-systems expertise	1–2

Terms: two years, renewable once (four-year max), staggered so no more than half the seats turn over per cycle.

The Annual Workplan: how authority actually moves

Authority in ECCA is granted through the Annual Workplan - the year's operating licence for every workstream, sitting underneath the stable, multi-year Declaration.



Once signed, every activity squarely inside a workstream's approved workplan is pre-authorised. Only material in-year changes escalate — on a 10-working-day SteerCo no-objection clock.

What each can decide, act on, and escalate



Reserved matters (UNFCCC decides)

- UN emblem & UNFCCC endorsement
- Formal relations with Parties
- Resourcing & staffing
- Declaration, brand & ToR sign-off



Empowered matters (ECCA decides)

- Delivering the signed workplan
- Sub-groups within a workstream
- Surveys of own membership
- Own-org policy engagement



Escalate before acting

- New surveys outside the workplan
- New partnerships / MoUs
- New sub-bodies outside structure
- “ECCA-wide” public statements

Workstreams: matching structure to maturity



Tier 1: Full workstream

Dedicated lead, own sub-groups, own workplan section, direct SteerCo seat.

Film & TV · Music · Visual Arts



Tier 2: Federated / partner

Formally aligns ECCA's objectives with an existing sector initiative rather than duplicating it.

Gaming (prospective) → Playing for the Planet



Tier 3: Signposting only

No workstream stood up; ECCA signposts to organisations/individuals already active, revisited once demand grows.

e.g. literature, museums — based on demand

Accelerator City: the flagship in practice

Liverpool became UNFCCC's first Accelerator City in November 2024 (Expedition One), piloting nine decarbonisation projects across live music and screen production and establishing strategic collaboration initiatives. Expedition Two showcased the results, and the Tyndall Centre published the Evaluation Report : [How Cities Can Decarbonise Culture: Lessons from Liverpool's year as the first UN Climate Accelerator City](#)

FOR NYCW

- The Accelerator City programme has been confirmed as a critical programme to bring cities and the creative and cultural industries together effectively to catalyse action. It will continue and be supported by ECCA resource.
- At COP 31, ECCA will re-launch the Accelerator City programme, inviting cities to submit an Expression of Interest. All supporting Accelerator City documents, including the Selection Criteria, will be published on ECCA's website at COP 31.
- The prestigious Accelerator City status may be allocated to up to two cities in 2027, with an opportunity for further cities to be included in the overarching programme as "Observer" Cities.
- Route outcomes through the existing NAZCA portal.
- Showcase events convene all work streams in the host city, and governance runs through its own Oversight Committee, not a SteerCo seat.



What we land at Climate Week NYC



Consolidated strategy

1



Declaration

2



Secretariat staffing plan

3



SteerCo & leads process

4



Sector & regional leads

5



Accelerator City next steps

6



**Culture is an integrated
pillar of international climate action.**





Where would you like ECCA to be in 2030?

