

**CONNECT  
4CLIMATE** >>>>>  
**BE THE  
MOVEMENT**



Photo Credit: Ivo Dukic, Winner Voices4Climate Competition

**WARSAW, NOVEMBER 20, 2013  
WORKSHOP AT COP19**



**COP19/CMP9  
UNITED NATIONS  
CLIMATE CHANGE CONFERENCE  
WARSAW 2013**

**IGNITE THE GLOBAL CLIMATE CHANGE MOVEMENT**

**#c4cMovement**



**COP19** is another reminder of the urgent action needed to deal with climate change. There is overwhelming evidence that climate change is caused by human activity and that the world is warming. And yet, still not enough being done to mitigate the warming and adapt to its impacts.

**BE THE MOVEMENT** is a workshop organized by **CONNECT4CLIMATE** in cooperation with **UNIVERSITY OF WARSAW** in parallel to **COP19**. It is an opportunity to represent your organisation, share your experiences, and help develop a strategy for boosting the global climate change movement. How can we be the global climate movement:

- **MESSAGING FOR NEW AUDIENCES:** How do you message for new and broad audiences?  
#ccMessage
- **EMPOWERING EDUCATORS:** What is needed to empower climate educators?  
#ccEducators
- **INNOVATING CAMPAIGN STRATEGIES:** What is missing in climate campaigns?  
#ccCampaign
- **CONSIDERING COSTS:** How do you link economic incentives to driving climate action?  
#ccCost
- **LEADING FOR SOLUTIONS:** How do you catalyse the adoption of climate change solutions?  
#ccLeading

This workshop will bring together a variety of climate change professionals: educators, youth, civil society organizations, private sector representatives and **CONNECT4CLIMATE** partners. Together they will identify practical and useful strategies for igniting a more energetic, robust global movement to combat climate change.

**In the morning you will discuss the challenges of building the climate movement, in the afternoon we will hear and discuss Pecha Kucha case studies, a panel discussion and high-profile sessions on HOW WE CAN BE THE MOVEMENT.**

**CONTACT:**

**[connect4climate@worldbank.org](mailto:connect4climate@worldbank.org)**

**MORE INFO & TO REGISTER FOR THE EVENT:**

**[www.connect4climate.org](http://www.connect4climate.org)**

Pecha Kucha is a presentation format in which each presentation is exactly 20 powerpoint slides long and each slide is shown for 20 seconds.

Connect4Climate is a campaign dedicated to growing the global climate change movement. It was launched by the World Bank, the Italian Ministry of the Environment, and the Global Environment Facility in September 2011. It aims to amplify the voices of climate change knowledge brokers, solution drivers and action advocates. In two years Connect4Climate has built an active online community of more than half a million members from all over the world. With more than 160 members in the coalition Connect4Climate has developed an essential platform where people of all ages share experiences, ideas, images and solutions on climate change issues. Connect4Climate is a campaign, a coalition and a community that cares about climate change.

# MORNING PROGRAMME

INTERACTIVE WORKGROUPS ON HOW TO IGNITE THE CLIMATE MOVEMENT

08:30 - 09:00

**REGISTRATION**

09:00 - 09:30

**OPENING**

**Prof. Krzysztof Blazejczyk**, University of Warsaw  
**Lucia Grenna**, Connect4Climate, World Bank Group  
**Prof. Andrzej Lisowski**, Dean, University of Warsaw



09:30 - 11:00

**WORKSHOP BREAKOUT SESSIONS**

Introduction by **Eliza Anyangwe**, Guardian



**How do we enhance the global climate change movement?  
What is the missing ingredient in:**

**WORKGROUP:**  
**Messaging for New Audiences**  
**#ccMessage**  
How do you message for new and broad audiences?

**CHAIR BY**  
**Eliza Anyangwe**,  
Guardian



**WORKGROUP:**  
**Empowering Educators**  
**#ccEducators**  
What is needed to empower climate educators?

**CHAIR BY**  
**Prof. Krzysztof Błazejczyk**, WU



**WORKGROUP:**  
**Innovating Campaign Strategies**  
**#ccCampaign**  
What is missing in climate campaigns?

**CHAIR BY**  
**Jamie Henn**,  
350.org



**WORKGROUP:**  
**Considering Costs**  
**#ccCost**  
How do you link economic incentives to climate action?

**CHAIR BY**  
**Prof. Zbigniew Kundzewicz**, PIK



**WORKGROUP:**  
**Leading for Solutions**  
**#ccLeading**  
How do you catalyse the adoption of climate change solutions?

**CHAIR BY**  
**Antonio Navarra**,  
CMCC



11:00 - 12:00

**PANEL DISCUSSION WITH WORKGROUP CHAIRS & FEEDBACK FROM WORKSHOP SESSIONS**  
Moderator: **Izzy Lawrence**, MTV



12:00 - 13:00

**LUNCH BREAK**

# AFTERNOON PROGRAMME

EXCHANGING CASE STUDIES & DISCUSSING HOW TO IGNITE THE MOVEMENT

13:00 - 13:10

**MORNING FEEDBACK & AFTERNOON INTRODUCTION**  
Welcome by **Corrado Clini**, Director General, Italian Ministry of the Environment  
Intervention by **Irene Peccetti**, Cruciani



13:10 - 13:20

**SUMMARY OF MORNING WORKSGROUP SESSION**  
**Eliza Anyangwe**, Guardian  
**Prof. Zbigniew Kundzewicz**, Potsdam Institute for Climate Impact Research & Polish Academy of Sciences



13:30 - 14:30

**PECHA KUCHA SESSIONS**

**Moderator: Izzy Lawrence, MTV**

**Bruce Campbell, CGIAR**



The Climate Smart Village

**Jean-Pierre Roux, South- South-North**



MAPS Programme

**Marion Davis, SEI**



Innovative communication

**Sepo Hachigonta, FANRPAN**



Climate smart agriculture

**Prof Arno Scharl**



Media Watch on Climate Change

14:30 - 15:30

**PANEL DEBATE: CLIMATE MOVEMENT MAKERS**

**Moderator: Eliza Anyangwe, Guardian**

**Saleem Huq, Senior Fellow, IIED**

**Kelly Rigg, Executive Director, GCCA**

**Wael Hmaidan, Director, CAN**

**David Cadman, President, ICLEI**

**Jamie Henn, Communications Director, 350.org**



15:30 - 16:00

**COFFEE SNACK BREAK**

16:00 - 16:15

**MOTIVATIONAL ADDRESS**

**Nick Nuttall, Director of the Division of Communications and Public Information, UNEP**



16:15 - 17:15

**PECHA KUCHA SESSIONS**

**Moderator: Izzy Lawrence, MTV**

**Michael Williams, WMO**

**Camilla Torpe, LEGO**

**Michelle Kovacevic, CIFOR**

**Geoff Barnard, CDKN**

**Moritz Weigel, UNFCCC**



IPCC WG1 Fifth Assessment Report

LEGO Build The Change

Looking for solutions

Climate Knowledge Brokers

UN Alliance on Education, Training, Awareness Raising

17:15 - 18:00

**KEYNOTES ADDRESSING THE WAY FORWARD**

**Moderator: Eliza Anyangwe, Guardian**

**Peter Bakker, President of the World Business Council for Sustainable Development**

**Yvo De Boer, KPMG's Special Global Advisor on Climate Change and Sustainability**

**Beata Jaczewska, Polish Deputy Minister for Environment**



18:00 - 18:30

**CLOSING THOUGHTS: YOUNG PEOPLE WILL BE THE MOVEMENT**

**Rachel Kyte, Vice President, Sustainable Development, World Bank Group**



18:30 - 21:00

**RECEPTION**

**With remarks by Prof. Alojzy Nowak, Vice President, University of Warsaw**

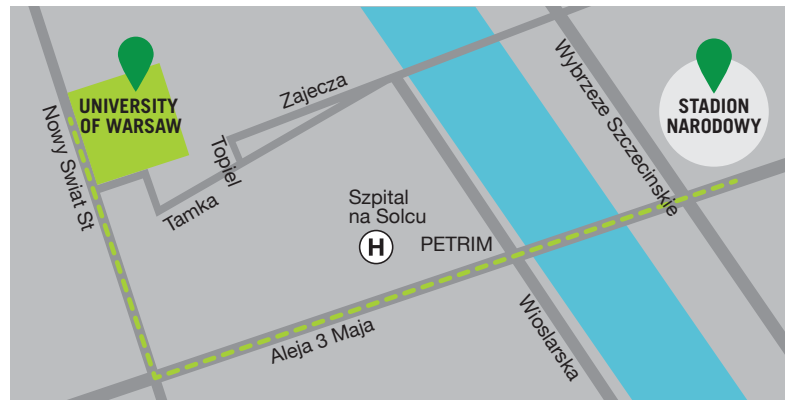




**COP19/CMP9**  
**UNITED NATIONS**  
CLIMATE CHANGE CONFERENCE  
**WARSAW 2013**

**LOCATION:**  
**AUDYTORIUM HALL,**  
**OLD LIBRARY, MAIN CAMPUS,**  
**UNIVERSITY OF WARSAW**

**COP19**



“ A global movement is rising. ”  
- Jamie Henn

“ We need a revolution of capitalism. ”  
- Peter Bakker

“ Now is our moment! ”  
- Kelly Rigg

“ Once people realize the magnitude of the problem, they will step up and do what they need to do. ”  
- Saleem Huq

“ Multi-lateralism is key [...] We have to get the right result in the right time frame. ”  
- Yvo De Boer



MINISTERO DELL'AMBIENTE  
E DELLA TUTELA DEL TERRITORIO E DEL MARE



THE WORLD BANK



**United Nations Alliance  
on Climate Change  
Education, Training and  
Public Awareness**