



Global Campaign for Climate Action Annual report 2010





SIMON LIM / GREENPEACE



The GCCA acknowledges the generous support received in 2009 and 2010 from our many funders, including Prince Albert II Foundation of Monaco and the Government of Québec, to support our work through 2010. To date, the

GCCA has received more than 95% of its funds from foundations. The GCCA partners were also awarded additional grants directly from funders for GCCA-related actions for national campaign support.

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COVER PHOTO: ELIZABETH RUIZ / GREENPEACE

About the GCCA

GCCA partner organizations represent citizens from a broad spectrum of civil society that are concerned about climate change and recognize a need for genuine leadership and meaningful action.



The race to the future

by Kelly Rigg, Executive Director

What a difference a year makes. While the first days of 2010 were overshadowed by the thundering failure of world leaders to agree a fair, ambitious and binding treaty in Copenhagen, the last days welcomed a glimmer of hope as UNFCCC COP 16 in Cancun laid tentative groundwork for the treaty the GCCA is calling for. In between we saw everything from an aggressive campaign by climate change deniers, to a catastrophic oil spill in the Gulf of Mexico, to the unprecedented

rallying of millions of citizens calling for action to halt climate change in countries all over the world. Throughout, the GCCA continued to grow and motivate people everywhere to get informed, get engaged and get creative about what they can do to help. The Race to the Future is on. Governments take note. Copenhagen taught us the hard way that it will be a marathon, not a sprint, but the positive response of people in 2010 has shown that this is a race we can win.



JASON DECAIRES-TAYLOR / GREENPEACE

Swelling the smart wave

The GCCA faced the challenges of 2010 head on and created many opportunities to remind world leaders of the impact civil society can have when we are unified. Rather than dwelling on the reluctance of governments, we were busy swelling the global wave of people and businesses stepping into the void and leading the change from the ground up. The number of partners allied under the TckTckTck banner now exceeds 280 organizations, both large and small, from all walks of life. In countries where GCCA focused in 2010, including China and Mexico, it was clear that the alliance has a key role to play in providing cohesion and visibility to disparate civil society players. The GCCA's Race to the Future strategy amplifies and aggregates the actions of organizations and communities, businesses and individuals. We are building a truly global movement and highlighting a growing public mandate for governments to negotiate the strong climate treaty the world needs. The goal is to generate a critical mass of voices and actions able to drive transformational climate policies and highlight the benefits of early investment in a low-carbon future.



ANDRE CAMARFA

Rapid reaction and mass mobilization

Whether dealing with the unexpected, like the Gulf of Mexico oil spill, or long-term planning for UNFCCC meetings, the GCCA focuses its resources on promoting a positive message of action and leadership for climate action. In 2010 we played a strong convening role by establishing multi-partner teams to work on key events from the UNFCCC inter-sessionals in Bonn and Tianjin, to the G20 meeting in Canada, and COP 16 in Cancun. We also provided coordination support to public campaigning initiatives around the EU 30% CO₂ reduction target and the October Climate Wave. The biggest day of the year was the record-breaking 10/10/10 Global Work Party led by GCCA partners 350.org and 10:10 Global – with over 7,300 events in 180 countries giving the Race to the Future a much-needed shot in the arm.

“The Race to the Future is on. Governments take note. Copenhagen taught us the hard way that it will be a marathon, not a sprint, but the positive response of people in 2010 has shown that this is a race we can win.”

Ensuring that the UNFCCC process did not suffer a fatal setback in Cancun was a central ambition for 2010. Throughout the year, our behind-the-scenes dialogues with the UN Secretary General’s Advisory Group on Finance, the influential Cartagena Dialogue and others have solidified GCCA’s position as an important voice for positive change. This was complemented by our “Adopt a Negotiator” program in which young bloggers track the work of negotiators representing their countries at the UN talks and report it to the public back home. We also kept the pressure on through creative direct communications with negotiators, for example the Great Climate Photo Wall and a Tai-chi practicing polar bear calling for a “balanced” package in Tianjin (which captured headlines in China). As the World Cup kicked off during the Bonn inter-sessional in June, a team of world leaders were ordered by “referees” not to “foul the planet”. And in Cancun, GCCA took the lead on rapid response actions to convince Japan not to abandon the Kyoto Protocol, and a



Pyramid of Hope which conveyed photos and messages from the public to negotiators was built. In fact, “hope” was to become both the theme and outcome of Cancun, most beautifully expressed by the aerial photo of the Hope lifeline, an iconic visual that was picked up by press all over the world when Cancun wrapped up. GCCA’s actions contributed to securing the 11th hour Cancun Agreements which have not saved the climate, but served to keep the process – and hope for a strong treaty – alive.

Empowering climate heroes

Climate change is happening, ready or not. Just how bad it will get and how costly it will be to make the transition to a low-carbon future is to a large extent in our hands, but it requires us to act now. Is our society up to the challenge to make it a smooth transition? Will the richest countries meet their moral and legal obligations to help those who are most vulnerable adapt? I firmly believe we can do this, but it will require everyone – in every country and in every society – to become a climate hero and take whatever action is within their power to take. This is my vision for the GCCA: to play a unifying role, helping our partner organizations empower these climate heroes to deliver the fair, clean and safe world we all want.



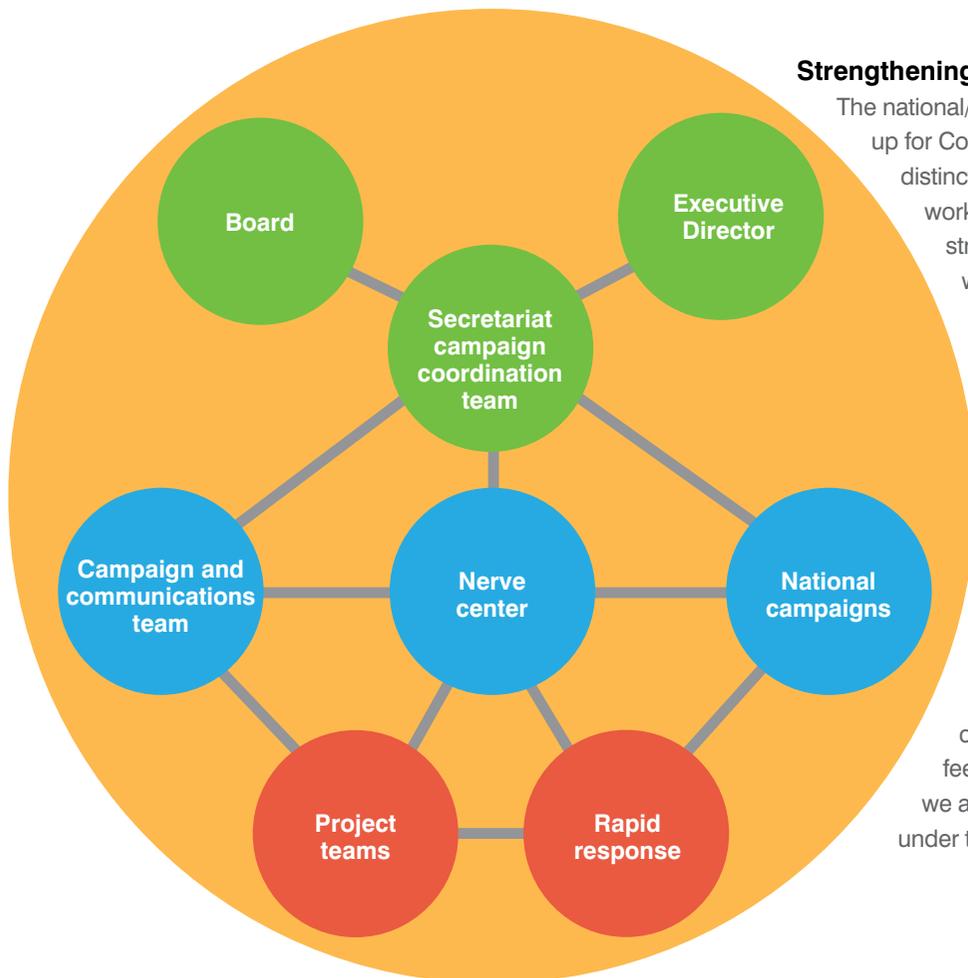
Organizational structure

The GCCA organizational structure consists of the board, the secretariat (led by the Executive Director), the nerve center (the strategic arm where partners share intelligence and guide campaign strategies) and the global campaigns team (the operational arm charged with implementing the public campaigns, enacting communication strategies and coordinating national and regional interventions). A rapid response hub of experts mobilizes at key political moments to provide critical links between the insider negotiations and public communications enabling fast decisions and targeted campaigns able to directly influence outcomes.

Strengthening and streamlining

The national/regional rapid response hubs set up for Copenhagen were one of the most distinctive value-added elements of our work, and as such they have been strengthened in 2010. Coordinators were hired in Europe, Latin America and Mexico where critical campaigning opportunities were identified. Membership of the nerve center was also expanded to reflect the uniquely broad alliance of the GCCA.

Further improvements in 2010 saw the clearer separation between governance, operational and donor functions, and the creation of more streamlined coordination mechanisms. Partner feedback has been very positive, and we are rallying increasingly consistently under the Race to the Future banner.



Board members

The GCCA board is made up of up to 15 members*, with a seven-member executive committee charged with addressing fiduciary responsibilities and empowered to make decisions between quarterly board meetings.

Kumi Naidoo, Executive Director – Greenpeace International, GCCA Board Chair

Alden Meyer, Director of Strategy and Policy, Union of Concerned Scientists, GCCA Vice Chair

Steven Guilbeault, Deputy Director – Equiterre, GCCA Treasurer

Peter Bahouth, Executive Director – US Climate Action Network

Rubens Born, Executive Director, Vitae Civilis

Barry Coates, Executive Director, Oxfam New Zealand

Nafisa Goga d'Souza, Convener, Indian Network on Ethics and Climate Change, INECC and Executive Director, Laya

Christiaan Hogenhuis, Sustainable Development Research – Oikos/World Council of Churches

Victoria Tauli-Corpuz, Chair of the UN Permanent Forum on Indigenous Issues and Executive Director of Tebtebba Foundation

Feiloakitau Kaho Tevi (Fei Tevi), General Secretary of the Pacific Conference of Churches

Mike Townsley, Head of News, Greenpeace International
Tasneem Essop, International Climate Policy Advocate, WWF South Africa

* Board members participate as individuals, not as organizational representatives. ●●●●

Financial statement

The anticipated drop-off in funding after Copenhagen necessitated a concerted focusing of GCCA activities and the clarification of the distinct roles of the secretariat, partners and board in 2010. The resulting efficiency gains have allowed GCCA to continue to make a big impact at the global and regional levels, and to build its reputation for cutting-edge media and campaign actions.

We are committed to ensuring that all funds provided by our supporters are channeled towards achieving the goals of the GCCA. This means concentrating efforts on activities with a strong multiplier effect, with an emphasis on communication and campaigning both globally and in key countries. Therefore, despite reduced staff numbers in the secretariat and lower administrative expenditure, the movement has continued to grow, reach new audiences and unify civil society activities in the race to a low-carbon future.

Our financial statements for 2009 and 2010 are summarized in the table below. Full, audited statements are available at www.gc-ca.org.

Sources of funding

The GCCA acknowledges the continued generous support received in 2010 from our founders, including Oak Foundation, V. Kann Rasmussen Foundation, WWF, Prince Albert II of Monaco Foundation and the

Source of Funds	Amount	Duration
Foundation grants	USD 2,529,898.30	2010-2011
Government grants	USD 98,700.00	2010-2011

Government of Québec, without which our work would not be possible. To date, GCCA has received over 95% of its funds from foundations, while additional grants have also been given directly to some partner organizations for GCCA-related projects.

Much of the activity in 2010 was funded by grants awarded in 2009. A fundraising advisor was recruited this year in order to identify new and additional sources of funding in the future. This year the GCCA also benefited from more staff secondments and other in-kind contributions from major partners.

Use of funds

Communication was again the biggest expenditure, and the team was expanded in 2010 to reflect the need to reframe the GCCA message in light of post-Copenhagen challenges. The resulting Race to the Future campaign has provided a huge positive boost to the movement, and GCCA's innovative use of new social media continues to multiply – as does its support base. Activities centered around key global events, like the G20 in Canada and UNFCCC meetings in Tianjin and Cancun, and global days of action, capitalizing on opportunities to reach millions of people. The communications strategy also supported the rapid response actions of the GCCA, for example through the “Daily Tck” and “blogger blasts” from Tianjin and Cancun.

Campaigning funds were split between global mobilization actions at critical political and public moments, and supporting the creation of regional networks in strategically important countries. In 2010 the latter concentrated on China and Latin America – in

Years ending December 31, 2010 and 2009 (all amounts in USD)		
REVENUE	2010	2009
Operating grants	2,628,538	6,874,424
Other revenue	686	2,566
Total	2,629,224	6,876,990
EXPENDITURE		
Secretariat operation	561,626	597,163
Strategic campaign coordination	407,390	630,322
Communications	878,052	2,231,351
Global campaign	593,660	1,738,205
National campaign support	188,496	1,679,949
Total	2,629,224	6,876,990

preparation for COP 16 and the inter-sessionals, and in advance of Rio+20 in 2012. National coordinators were hired for Mexico and China in order to prepare coherent joint civil society activities and platforms, and transitional funding was provided to build a coalition in Brazil. Looking forward to COP 17 in 2011, partner outreach also began in South Africa. This regional coordination has already garnered significant results by uniting previously isolated and even conflicting groups under the Race to the Future banner. ●●●●

United we stand for climate action

by GCCA Board Chair Kumi Naidoo, Executive Director, Greenpeace International

The challenges of 2010, and the boost of the Cancun Agreements, have served to galvanize the GCCA and shape our plans for the future. We found our feet in the post-Copenhagen shifting sands, and strengthened our voice by adding new partners to our alliance. We stand ready and united to help lead the movement for climate action in 2011 and beyond.



JEREMY SUTTON-HIBBERT / GREENPEACE

GCCA is generating ever-stronger collaboration between our diverse partners to empower millions of people to take up the climate challenge. By aggregating the impacts of this growing movement we are not only helping to reduce actual CO₂ emissions, but also securing breakthroughs in the political negotiations in favor of a fair, ambitious and binding climate treaty.

Celebrating leadership

The Race to the Future is about demonstrating leadership and momentum at all levels of society, all around the world. Whether you are a farmer, a teacher, a business owner, a student, an artist, a parent or a president – you can be a leader on climate change, and the GCCA is developing innovative ways to equip people with the tools they need to take their future into their own hands.

An important part of our strategy is to show how many countries are committed to lead by example, even in the absence of a treaty, and exert pressure on those blocking the negotiating process. Small, vulnerable countries which did the least to create the problem have a powerful moral voice. GCCA supported the launch of the Climate Vulnerability Monitor to help bear witness to this, and to give them a stronger platform at the negotiations. At the other end of the spectrum, we are highlighting the

our mission

The Global Campaign for Climate Action (GCCA) brings together a diverse range of local, national and international organizations and social movements in a bold and effective initiative to mobilize civil society and galvanize public opinion to avert catastrophic climate change and support the adaptation efforts of communities most affected by climate change, through national and international policies, corporate commitments and individual actions.

progress that is being made, and demonstrating the major benefits that are being reaped, even by countries whose official negotiating position remains very tough. China has become the unequivocal leader in renewable energy generation and is striding ahead in the economic race to the low-carbon future. In fact, for the first time ever, 2010 saw more new wind power capacity brought online in emerging economies and developing countries than in OECD countries. This should be a wake-up call to those countries who consider climate action a burden to be shared, rather than an opportunity to be taken advantage of.

“The Race to the Future is about demonstrating leadership and momentum at all levels of society, all around the world. The GCCA is developing innovative ways to equip people with the tools they need to take their future into their own hands.”

The GCCA is reaching out to new constituencies, to expand the movement beyond its traditional allies. It is vital that everyone realizes what they stand to gain by joining this race towards a more peaceful future. Each new addition to our alliance enriches the GCCA and contributes to our goal to make the reality of climate change, and the need to act on it, the norm in the public mind. Together we are building trust, calling to account those with power and leading the change.



IVAN CASTANEIRA / TCKTKTK

Seizing opportunities

Over the past year of tireless campaigning, the GCCA has identified the ways in which it can have the greatest impact. Our small secretariat helps link small grassroots organizations with large global campaigns, helps regional networks of civil society organizations to work more closely together, and harnesses the power of both new and traditional media to support our partners' highly creative and finely targeted campaigns. GCCA's strength is its ability to rapidly translate political intelligence into campaign action, and respond to any obstacle that threatens the goal of a strong climate treaty.

In the face of the GCCA's expertise and the all-pervading presence of our supporters – from leading academic advisors to savvy youth bloggers – governments have no place to hide. In the future we will further strengthen this insider-outsider global strategy for rapid reaction and pressure at key political moments. We are developing the Fresh Air Center and other new media platforms to intensify the engagement of online activists and inspire creative ways to energize people who may not otherwise follow the negotiations. An ongoing challenge is to develop a method of aggregating these millions of individual actions to paint a truly unified picture of our movement.

Focusing on the future

As we mobilize for the Race to the Future, our eyes remain firmly on the prize of a fair, ambitious and binding global treaty. Next step – Durban. COP 17 will be an important focus of our activities in 2011. We are committed to supporting the essential building blocks for a strong treaty, and are in particular ensuring that



MANISH JOSHI

governments do not shy away from their Cancun commitments, or their responsibilities to reach an adequate finance deal in Durban. GCCA will be keeping a close watch, ready to pounce as weaknesses and loopholes emerge.

COP 17 will also be a chance to reach out to African partners and join forces towards our common goals. Likewise, as we work towards the civil society preparations for Rio+20 in 2012, GCCA's Latin American alliances will deepen.

In the public arena, expect more opportunities to take action, both on- and offline and supported by cutting-edge media campaigns and iconic interventions.

We are united and excited about the future, and invite the world to join us. ●●●●

GCCA partners

1 Million Women
 10:10.org
 10:10 Global
 1Sky
 2041
 2degreesC
 30 Days 30 Ways
 350.org
 ACT Responsible
 Action Aid International
 Africa2Green
 African Youth Initiative on Climate Change (AYICC)
 Age of Stupid
 Alaska Center for the Environment
 Alliance for Climate Education (ACE)
 Alpe Adria Green
 American Renewable Energy Day (AREDAY)
 Amnesty International
 AMYCOS-ONGD
 Apollo Alliance
 AQOCI (Association québécoise des organismes de coopération internationale)
 AQVIVA
 Ashoka's Youth Venture
 Association For Coordinated Operations in Rural Development (ACORD)
 Atmosforests
 AVAAZ.org

Be That Change
 BirdLife International
 Botanic Gardens Conservation International
 Campaign Against Climate Change
 Campus Progress
 CAN Canada
 CAN International
 CAN SA (Climate Action Network South Asia)
 Canadian Parks and Wilderness Society
 Canadian Youth Climate Coalition (CYCC)
 Carbon Danger
 Carbonfund.org
 CARE
 Caribbean Youth Environment Network
 Caritas Internationalis
 CEMDA
 Center for Child Honouring
 Center for Creative Ecology
 Centre for Social Markets (CSM)
 Change to Win
 China Dialogue
 Christian Aid
 Christian World Service
 CIDSE
 CIEDM: California Institute of Environmental Design & Management
 CIVICUS: World Alliance for Citizen Participation

Climate Coalition Belgium
 Climate Counts
 Climate Justice Fast!
 Climate Refugees
 Codepink: Women for Peace
 Conservation International
 Consider Us
 Consumers International
 Copenhagen Climate Council
 Corporacion Grupo Tayrona
 Costa Rica Neutral
 Dana Mitra Lingkungan Foundation
 David Suzuki Foundation
 Denmark.net
 DEPANA
 Dogwood Initiative
 E3G
 Earth Child Institute
 Earth Reformers Foundation (For My Sake!)
 Eco y Voz A.C.
 (Radio Mente Abierta)
 Eco-union
 Environment America
 Environmental Media Association (EMA)
 Episcopal Ecological Network (EEN)
 Equilibrium
 Equiterre
 Ethical Consumer Magazine
 European Journalism Centre
 Faiths United for Sustainable Energy (FUSE)

FAQDD (Fonds d'action québécois pour le développement durable)
 Federation of Environmental and Ecological Diversity for Agricultural Revampment and Human Rights (FEEDAR & HR)
 Finance Alliance for Sustainable Trade International (FAST)
 Fondo Natural
 Footprint Friends
 Forest Ethics
 France Nature Environment
 Friendship Ambassadors Foundation
 Germanwatch
 Ghana National Youth Coalition on Climate Change (GNYCCC)
 Green Growth Leaders (PlanetCall.org)
 Global Footprint Network
 Global Green USA
 Global Movement for Children
 Global Voluntary Development Association (GVDA)
 Global Warming and Climate Change Initiatives for the International Youth Council
 Global Cool
 Global Giving
 Goodness500
 Green Church
 Green Student Forum
 Green Thing
 Greenheart Project

Greening the Beige
 Greenpeace International
 Greenpeace U.S.
 Grønn Hverdag (Green living)
 HEAL
 Healthcare Without Harm
 HelpAge International
 Hip Hop Caucus
 ICCAN (Climate Change Adaptation Network)
 Iceland Nature Conservation Association
 Indian Network on Ethics and Climate Change (INECC)
 Indian Youth Climate Network
 Indigenous Environmental Network
 IndyACT – The League of Independent Activists
 Institute for Multi-Track Diplomacy
 International Center for Sustainable Development & Environmental Studies (ICSIDS)
 International Council for Adult Education (ICAE)
 International Federation for Human Rights (FIDH)
 International Federation of the Red Cross (IFRC)
 International Institute for Environment and Development (IIED)
 International Network for Educational Exchange (INEX)
 International Social Workers Society

International Tibet Support Network

International Trade Union Confederation (ITUC)

International Youth Council (IYC)

Islands First

Jaringan Hijau Mandiri

Julie's Bicycle

Kids vs Global Warming

Kiko Network

Klima Klub

Kyoto 2

L'Ultimatum Climatique

Labor Network for Sustainability

League of Conservation Voters

Live Earth

LSE / Grantham Institute

Make Poverty History

MERCY Malaysia

METIS Global Awareness Network

Millennium ART

Momsrising.org

Movement for Children and Youth Welfare

My Blue Planet

National Wildlife Federation

Natural Resource Defense Council (NRDC)

Nature Trust of British Columbia

Nektarina Non Profit

Nepal Development Foundation

New World Hope Organization

Niger Delta Women's Movement for Peace and Development

Nigeria Youth Climate Coalition (NYCC)

Nobel Women's Initiative

Norwegian Church Aid

Noticias Positivas

Ocean eXchange, the GEO Project

OceanHealth.Org

ONE.org

One Humanity

OneWorld UK

Organization for Women's Development Bangladesh

Our Future is Green

Oxfam Great Britain

Oxfam International

Pacific Conference of Churches

Pasumai Thaayagam (Green Motherland)

Peace and Collaborative Development Network

Peace Child Internaitonal

Pensons Climat / Think Climate

People and Planet

People's Climate Action

People's Initiative for Learning and Community Development (PILCD)

Peopletech

PGA Green

Physicians for Social Responsibility

Plan International

Planet Positive

Plant-for-the-Planet

Post-Carbon Institute

Practical Action

Presencia Ciudadana

Project Survival Pacific

RACA Institute - GCAP Indonesia

Rainbow Warriors International

Rainforest Action Network (RAN)

Raising Awareness on Environment and Climate Change Program (RAECP)

RESET - For A Better World

Rock The Earth

Rocky Mountain Climate Organization

Sandbag Climate Campaign

Save the Children UK

Seas at Risk

SERAC - Bangladesh

Service Employees International Union (SEIU)

Sierra Club

Social Carbon

Solar Generation

Sri Lanka-United Nations Friendship Organization

Stichting Dolphinmotion

Stop! Nuisances

StopGlobalWarming.org

Sustainable Environment & Ecological Development Society (SEEDS India)

Sustain Labour

Sustainable Sanctuary Coalition of Greater Kansas City

SustainUS

Taking IT Global

Tanzania Civil Society Forum on Climate Change (ForumCC)

Tearfund

Tebtebba

The Climate Institute

The Converging World

The Green Initiative

The Last Ocean

The Pachamama Alliance

The Pew Charitable Trusts

The Prince's Mayday Network

The Rainforest Initiative

The Regeneration Project:

Interfaith Power and Light

The Women for a Change International Foundation

This Place '09

Trade Union Advisory Committee

Transparency International

Treehugger

UKYCC

UNESCO Etxea

Unión de Grupos Ambientalistas

Union of Concerned Scientists

Unitarian Universalist Association

Unite for Climate/UNICEF

United Nations (Regional Information Centre for Western Europe)

United Nations Volunteers

United Nations Development Fund for Women

Universe Projects International

US Climate Action Network (USCAN)

Vidas Verdes

Vitae Civilis

Vital Actions for Sustainable Development

Vote Vets

WECF (Women in Europe for a Common Future)

Wechselwelle

WIEGO (Women in Informal Employment Globalizing and Organizing)

Wildlife Conservation Society

Women's Environment and Development Organization (WEDO)

World Climate Community

World Conference of Religions for Peace (WCRP)

World Council of Churches

World Future Council

World Mayors Council on Climate Change (WMCCC)

World Organization of the Scout Movement (WOSM)

World Resources Institute (WRI)

World Student Community for Sustainable Development

World Team Now

World Vision Australia

WWF India

WWF International

Xanvil – Cultura y Ecología

YMCA International

Youngpeoplefor.org

Youth and United Nations Global Alliance (YUNGA)

Youth Engagement in Sustainability (YES) Nepal

Youth Partnership for Peace and Development

YWCA



highlights

- Strong media coverage for iconic TckTckTck visuals like Great Climate Wall at UN climate talks in Tianjin, or Pyramid of Hope and Lifeline Aerial at COP 16 in Cancun.
- Outreach to huge new audiences through collaboration with producers of HRH Prince of Wales' movie Harmony, including launch of aggregation platform mosaic:EARTH.
- Over 20 Heads of State call the Japanese Prime Minister following our "Washed Away?" campaign not to abandon the Kyoto Protocol, including Financial Times ad.
- TckTckTck initiative Adopt a Negotiator brings trackers from key countries to UN climate talks, attracting international media interest and creating series of social media hits.
- Gaining the support of UN Secretary General Ban ki-Moon, UNFCCC Executive Secretary Christiana Figueres and human rights champion Mary Robinson for 10/10/10 Global Work Party.

digital wins

- Running the virtual "Fresh Air Centers" and the "Daily Tck" at major climate moments in 2010, linked with live online TV coverage by onecimate.net reaching huge new audiences.
- Our Tai-chi polar bear becoming one of the most viewed YouTube clips in the non-profit sector during the UNFCCC inter-sessional in Tianjin.
- Winning a We Media Foundation "Game-Changer" Award, being short-listed for a Webby Award for world's best advocacy campaign, and being listed by The Guardian as a Top 50 climate tweeter.
- New TckTckTck website launched, growing Twitter following, 22,000+ Facebook fanbase, and counting...





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