About GCCA
GCCA supports new voices in the climate debate by working with partner organizations to build campaigns tailor made for their audiences. Our vision is a world in which all people thrive in fair, sustainable, and resilient communities, made possible by a rapid and just transition away from fossil fuels and other carbon pollution.
GCCA marked its 10-year anniversary in 2017 by launching a new strategy for a new era. After a decade spent building pressure on governments to secure a global climate deal, we are moving out of the conference center, beyond the climate echo-chamber, and into the communities where the changes needed to achieve the hard-fought Paris Agreement actually have to happen. Our geographic focus is also shifting — southward and to the city level, with an emphasis on major emerging economies like Brazil and India. These are the places bursting with innovation and huge untapped potential for action on the climate challenges that are already affecting peoples’ lives.

Our strategy is to harness this potential by working with civil society partners whose missions overlap with climate but who are not yet fully engaged in the movement. We can breathe fresh life into the global transition to a future safe from runaway climate change by using GCCA’s expertise and networks to help mobilize these new constituencies; the millions of people dedicated to advancing causes such as clean air, public health, food security, sustainable livelihoods, active mobility, and affordable and sustainable transport. These are natural allies of the climate movement and together we can generate the scale and urgency of action needed.

In 2017, GCCA joined forces with the Global Climate and Health Alliance (GCHA) to launch the Unmask My City initiative, inspired by the once in a generation health and climate opportunity created out of concern for escalating air pollution. Just as they did with the worldwide anti-tobacco campaign in the late 20th Century, doctors and other health practitioners are sounding alarms about the dangers of worsening air quality in our cities. This is not an abstract or distant threat only visible on satellite images or in scientific projections — dirty air is the biggest environmental health hazard of our time, causing one in every nine deaths. Doctors and nurses are on the frontline of this public health crisis.

Climate and air pollution campaigners share the same goal: to eliminate the emissions from vehicles and industry that are engulfing our streets and contributing to climate change. Unmask My City is driving engagement in a universe of more than 10 million health professionals. By supporting them to become active protagonists for action on climate and air pollution, GCCA is helping mobilize a new, highly influential constituency.

Preparing for the simultaneous launch of Unmask My City in May 2017, in eleven very different cities around the world, was a major operation that many members of the project team — from both GCHA and GCCA — describe as the most intensive and complex challenge of their careers. The winning combination of a dedicated team and committed partnerships ensured the success of the launch and is now driving the implementation of this dynamic multi-local campaign. For GCCA, this is a blue-print of what can be achieved by focusing on win-win opportunities for change with new partners.

There are hundreds of millions of people around the world, from all walks of life, who are deeply worried about climate change but have not yet raised their voices to call for action. GCCA is committed to working with diverse groups to advance their causes and ally them to the local, national and global movements that are demanding deep-seated policy shifts needed for a safe climate future.

Climate change threatens us all. GCCA is helping expand the climate movement to unite us all.
Humanity’s success in overcoming climate change depends on key decisions being made in countries and communities around the world right now: urban development plans, infrastructure investments, policy choices, and a host of other issues being tackled by organizations and community groups every day. This section presents highlights from GCCA’s first 10 years building public pressure to drive and support these decisions.

**2007–2017**

**GCCA: A Decade Driving Climate Action**

2007

**GCCA IS BORN**

In 2007, most people around the world hadn’t yet heard of climate change, nor did they know that countries had been negotiating for over a decade to find common ground and sign a global agreement to solve it. GCCA’s founders saw that public pressure was needed in order to help push nations to agree to a viable climate plan. GCCA was founded as the first civil society organization dedicated specifically to driving public mobilization and engagement on climate action, globally.

2009

**tcktcktck LAUNCHED (June)**

In 2009, GCCA and its member organizations mobilized millions of people around the world in the run-up to the Copenhagen UN climate summit through the tcktcktck campaign. Thanks to tcktcktck supporters, Copenhagen became a tipping point for awareness of climate change around the world, and civic activism pressured political leaders to do something about it.

2010

**YOUNG BLOGGERS BRINGING HOME THE UN CLIMATE TALKS (December)**

GCCA has sent hundreds of youth activists from around the world to the UN climate talks to post real-time climate talk tracking stories back home through the “Adopt-A-Negotiator” initiative, starting at COP15 in Copenhagen. The initiative’s impact grew consistently until the Paris UN Climate Summit in 2015, and in 2016 it became an independent organization now known as Climate Tracker (climatetracker.org).

2011

**THE MOVEMENT KEEPS tckING**

Post-Copenhagen, and through to the Cancun UN Climate Conference, GCCA played a vital role in helping project the global climate movement’s messages on the global stage. Dramatic aerial photos and coordinated actions involved a growing network of partners around each of the dates in the international negotiating agenda. A global ‘work party’ helped pioneer massive, distributed global campaign actions, and GCCA’s Fresh Air Centers, tcktcktck website, and Daily Tck briefings helped drive public engagement on- and off-line.

2012

**LAUNCH OF THE TREE (October)**

Conceived as a pro-active network to unite voices and deepen the global climate debate, The Tree quickly became GCCA’s flagship strategic communications initiative. By 2015, The Tree linked and supported 2,500 communications professionals in seven major countries and regions, providing them with weekly briefs and a consistent narrative in five languages.

**A DATE WITH HISTORY (June)**

17-year old Brittany Trilford opened the Rio+20 Summit by asking World Leaders: Are you here to save face or are you here to save us? The question reverberated around the globe and helped frame the UN Conference on Sustainable Development. It resulted from a contest and selection process involving 80,000 people and video messages from hundreds of young people around the globe. GCCA made it happen.

**ARAB YOUTH CLIMATE MOVEMENT (August)**

Formed ahead of COP18 in Doha, with support from 350.org, CAN-International, IndyAct, and GCCA, this new movement helped lift young Arab voices and led to the first ever public march in Qatar. The inspirational message ‘more than oil’ influenced media narratives across the region.
CLIMATE SCIENCE TO THE PEOPLE
The IPCC’s fifth Assessment Report (AR5) was launched in two installments, starting at the end of 2013. Through careful planning and preparation, and together with CAN-International, Climate Nexus, and the European Climate Foundation, GCCA helped ensure the report received unprecedented global media attention and was accompanied by a strong and clear storyline that effectively drowned out misinformation about climate science.

THE BIGGEST CLIMATE MARCH IN HISTORY (September)
GCCA worked with partners behind the scenes for more than a year to help make sure that the UN Climate Leaders Summit became the biggest date in 2014, leveraging every possible asset and contact to rally around the historic Peoples Climate March. GCCA also helped bring Kathy Jetnil-Kijiner’s performance of her original poem, ‘Dear Matafele Peinam’ to the UN General Assembly and to more than half a million viewers of the on-line video.

LAUNCH OF PIVOT STRATEGY (September)
After four months of strategic planning and review, GCCA unveiled its new strategy for the 2016-20 period to partners and allies across the climate movement and laid the groundwork for its pivot post-Paris.

LANDING THE DEAL PARIS (December)
Six years after Copenhagen, the global climate movement had grown and matured, with hundreds of organizations and individuals across business, government and civil society playing key roles to land the deal. GCCA’s contributions built on its strengths in mobilization and communications. Together with 350.org, Avaaz, and CAN-International, GCCA helped keep up the pressure for the deal through coordinated marches across the globe. To help shape the narrative and keep expectations on-track GCCA co-coordinated the ‘Croissant communications initiative’ with CAN-International. To support public engagement, GCCA held an international contest for spoken word artists, touching millions of people through radio, TV and social media.

HEALTH WORKERS CALL FOR A COAL PHASE OUT (May)
Together with GCHA and its member organizations, GCCA coordinated a health sector petition drive calling on G7 leaders, including host country Japan, to phase out dirty coal and protect their citizens’ health.

SUPPORTING CATHOLIC CALL TO LIVE LAUDATO SI (July)
GCCA worked with the Global Catholic Climate Movement (GCCM) to mark the anniversary of the papal encyclical and helped young Catholics bring the Pope’s words to life with a #LiveLaudatoSi campaign and actions targeting more than 2 million attendees at the World Youth Day gathering in Poland.

UNMASK MY CITY CAMPAIGN LAUNCHED (May)
On May 2nd, World Asthma Day, doctors donned pollution-monitoring light masks to demand action against the deadly rise of urban air pollution in 11 participating cities around the world. Unmask My City is the first such international initiative run by and for health professionals.
New Strategy in Action
Launch of the Unmask My City campaign

The race is now on to take action around the globe to accelerate the transition to zero carbon, climate resilient societies. With our new pivot strategy, GCCA is able to advance effective solutions and help ensure the Paris Agreement is implemented where it matters most – at the local and national level.

Our goal is to grow the climate movement into an unstoppable force for positive social change by teaming up with organizations with large, influential constituencies outside the “climate bubble” and encouraging them to become active protagonists of climate solutions on the ground. This will help deliver mass public support for rapid and ambitious policy shifts – the missing link needed to meet the challenge of achieving a peak and decline in global greenhouse gas emissions by 2020.

GCCA’s role is to identify proactive organizations focused on improving public health and enhancing quality of life, and work in partnership with them to promote climate action in tandem with their own missions. Together with these new partners, we are mobilizing large numbers of previously unengaged citizens in sustained, politically-relevant climate campaigns designed to push key policy changes over the tipping point.

Thanks to our 10 years of campaigning experience, cutting edge communications tools and extensive network, GCCA can provide specialized, carefully tailored support to new entrants in the climate movement as they develop their message and take targeted action. By working together, we are able to pinpoint crucial policy opportunities at the local and national level and design much needed strategies that will help clear the remaining road blocks that are preventing the rapid transition to zero carbon.

Healthy Cities – Healthy Climate

In 2017, GCCA embarked on its first major campaign under the new strategy, concentrating on the most fundamental element in life: the air we breathe. With our partners the Global Climate and Health Alliance (GCHA), we jointly facilitated the launch of Unmask My City - an international, multi-local campaign by and for doctors, nurses and other health professionals aimed at protecting our health and climate from air pollution. This campaign highlights the close connection between air pollution and climate change and harnesses the huge concern felt by medical professionals about deteriorating air quality and its devastating impact on health.

More than 80% of people living in urban areas where air quality is monitored are exposed to pollution levels that exceed WHO safety limits, increasing their risk of heart disease, lung cancer, respiratory diseases and stroke. Through Unmask My City, health practitioners are coming together to demand clean air for their patients and for the climate by calling for tangible city-level policy changes that will drive a clear, downward global trend in urban air pollution – and carbon emissions – and meet the WHO air quality guidelines before 2030. In each city, the campaign is putting forward practical solutions that address the sources of air pollution most harmful for their citizens – for example road traffic, a nearby coal plant, or toxins from mining – and are best suited to create positive change.

Masked Avengers Against Air Pollution

GCCA and GCHA launched Unmask My City on 2 May 2017 — World Asthma Day — in eleven cities around the world with support from an array of local partners. Activities in the individual cities – including poster campaigns, radio and television broadcasts, and events led by public health professionals – were boosted by a global campaign website and coordinated social media outreach. These actions centered around the powerful imagery of health professionals wearing LED-equipped face masks with coloured lights showing real-time PM2.5 (particulate matter) pollution levels. This GCCA-proposed visual strategy puts doctors and nurses front and center and has been a key factor in attracting partner organizations to join the campaign.

The facemask symbolizes health workers’ care for their patients and communicates a campaign goal that everyone can embrace: cities with clean air that all citizens can enjoy without putting on a facemask!
Through Unmask My City, health professionals are becoming a visible force driving healthy air campaigns where they live and work to protect the wellbeing of people and the environment.

During 2017, the GCCA team worked to provide dedicated, tailor-made support, guidance and tools at city, national and global level, by:

- Publishing city and global fact sheets profiling the health and climate impacts of air pollution, local air quality data, and concrete solutions supported by medical professionals;
- Preparing policy-relevant city ‘asks’ for dissemination in press releases, campaign website, and social and traditional media;
- Delivering engaging, city-based visual communications strategies;
- Reaching an estimated 3.6 million people with compelling #UnmaskMyCity content via social media, highlighting the voices of health professionals.

The success of the launch and first phase of the campaign can be credited to the strong partnership between GCCA, GCHA and our local partners, and its focus on a cause in which health professionals are ready to actively engage. Positive responses to Unmask My City make it both a valuable emerging contribution to climate action and an instructive case study that demonstrates the effectiveness of GCCA’s new pivot strategy. The mobilization of the health sector is a model that can be scaled up and applied to other affiliations of people who are concerned about, but not yet fully active in, climate change, such as education, agriculture and religious groups.

Unmask My City is now active in 13 cities on five continents, including key emerging economies central to GCCA’s new strategy, and discussions are underway to expand the campaign to new cities.

**Unmasking São Paulo: sustainable transportation for healthy air**

Brazil is a key focus of GCCA’s new strategy, as a major emerging economy where we have strong staff presence and a history of partnership. GCCA actively supported the local, Unmask My City partner, Projeto Hospitais Saudáveis to plan, prepare, and launch ‘Unmask São Paulo’ as part of the global campaign in the first half of 2017, kicking off with a community engagement survey to help define specific policy change goals for the city. Health professionals were invited to highlight the most effective ways to improve mobility and reduce pollution and greenhouse gas emissions in São Paulo.

Providing sustainable transport options is essential to solving São Paulo’s appalling air pollution problem. Every day, more than five million cars, one million trucks and 40,000 buses circulate in the city, with almost all the buses and trucks running on diesel fuel. GCCA is also working with partners committed to building a vocal health constituency for a rapid switch to clean and sustainable urban transport solutions. In 2017, GCCA inaugurated a new partnership with an organization called Bike Anjo (Bike Angel), which has an active base of citizens mobilizing around cycling as a clean, healthy transport alternative, thus complementing the goals of Unmask São Paulo. This partnership focuses on strengthening health-related massaging and communications around Bike Anjo’s ‘Bike to Work’ campaign in 2018.

There is growing momentum to improve air quality and take action against climate change in São Paulo and other parts of Brazil; GCCA is committed to helping diverse new voices to demand change.
What is GCCA?
Structure and Directors

The Global Call for Climate Action (GCCA) is an international network dedicated to helping ‘unusual suspects’ to join the climate movement and campaign for action. Our vision is to achieve a world in which all people thrive in fair, sustainable and resilient communities, made possible by a rapid and just transition away from fossil fuels and other carbon pollution.

GCCA’s mission is to empower and mobilize people from all walks of life to campaign for a world safe from dangerous climate change. Since our creation in 2007, we have rallied mass public support for urgent climate action in partnership with our diverse network of over 470 organizations, and played a central role in major moments of powerful citizen action around the world.

Our network brings together national and international organizations from a broad spectrum of civil society, representing millions of citizens who are concerned about climate change and recognize a need for genuine leadership and meaningful action. A GCCA partner is passionate about climate change but is not a traditional ‘climate campaigner’. They represent powerful new voices in the climate debate and strengthen the movement with their unique calls for action.

In 2017, GCCA implemented its transformative post-Paris pivot strategy, which focuses primarily on emerging economies and support for ‘new entrants’ to the climate movement. Our goal is to increase the speed and urgency of national and local climate action through public pressure from millions of new entrants by 2020. To mark this new chapter in GCCA’s work, in February 2017, we launched a re-vamped website under a new domain name: www.callforclimateaction.org

Organizational structure
The GCCA organizational structure consists of the Board (led by the Chair and an Executive Committee) and the Secretariat (a team of about 10 people based in seven different countries, led by the Executive Director).

Collectively, the GCCA Secretariat team brings together decades of experience working across all aspects of climate change, including policy and research, campaigning, fundraising and communications. They are dedicated to using this experience to expand the climate movement and help new voices to join the debate and achieve concrete results.

GCCA offers partner organizations a unique and long-term partnership to help deliver high-impact campaigns. Working behind the scenes, the GCCA Secretariat provides its partners with mentoring, media resources and contacts, tailor-made tool kits and campaign material, communication and digital support, up-to-the-minute climate information, and access to both our network and a growing global audience through our ever-evolving use of digital, visual and social media.

2017 Board of Directors
Alden M. Meyer, Director of Strategy and Policy, Union of Concerned Scientists, US; GCCA Board Chair
Dr. Phil Ireland, Managing Director, OPEN (Online Progressive Engagement Network), GCCA Board Vice-Chair
Steven Guilbeault, Senior Director, Equiterre, Canada; GCCA Board Treasurer
Guillermo Kerber, Project Coordinator, Programme Executive, World Council of Churches
Kingsley Ofei-Nkansah, General Secretary, General Agricultural Workers Union of TUC (GAWU) Ghana
Lo Sze Ping, CEO of WWF China

* Board members participate as individuals, not as organizational representatives.
Financial statement

Sources of funding in 2017

2017 Financial Statement

GCCA continues to demonstrate its unwavering commitment to channelling the funds provided by our donors to the activities with the greatest potential to generate action on climate change.

Our financial statement for 2017 is summarized in the table below. Full audited statements are available at www.callforclimateaction.org.

Sources of funding

GCCA acknowledges the generous support received in 2017 from our principal funders, in particular the Oak Foundation and Stichting Global Climate Action, without which our work would not be possible. This year we also secured new grants towards GCCA’s 2017 program budget, including from the Global Strategic Communications Council, the Waterloo Foundation, and the Institute for Climate and Society.

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. As in previous years, in 2017 GCCA also benefited from valuable in-kind contributions from partners.

Both revenue and expenditure remained relatively stable between 2016 and 2017, with the reduction primarily due to the decrease in communication spending following the outsourcing of The Tree communications system to partner organizations. Secretariat expenses increased as the team mobilized in 2017 to launch the Unmask My City campaign in multiple cities.

Securing new and diverse sources of funds to allow us to support more campaigns by our partners is a top priority for the GCCA Secretariat.

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<td>REVENUE</td>
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<td>Communications</td>
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<td>TOTAL</td>
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Cities are where the future happens first
Alden Meyer, GCCA Board Chair

The world’s great cities have been the incubators of innovation, revolution and progress for centuries, and the race to implement climate solutions is proving to be no exception. As cities, their inhabitants, and the industries that power and fuel them, are responsible for a large majority of our climate pollution, they also have the power to realise our vision of a future safe from catastrophic climate change. Fortunately, this is a power that many cities and their ambitious mayors are enthusiastically seizing.

What could have been a bleak year for the climate movement – with the U.S. President renouncing the Paris Agreement and science under siege in many U.S. federal agencies – was salvaged by intensifying determination at the sub-national level. Spurred by the president’s withdrawal announcement, more than 2,600 mayors, governors, business leaders, university presidents, and others have banded together to announce that “We Are Still In” the Paris Agreement; they represent 130 million Americans across all 50 states, and account for over half of U.S. GDP. If they were a separate nation, it would be the world’s third largest in terms of economic output. Meanwhile, not only in the U.S. but across the world, the investment in and deployment of renewable energy and energy efficiency technologies – and the number of jobs in this booming sector – keep on growing. The smart money and the smart leaders are sticking with the scientific evidence and taking meaningful action to fight climate change. Of course, much more remains to be done if we are to meet the ambitious temperature limitation goals agreed by world leaders in Paris.

Globally, local- and regional-level initiatives and city-to-city collaboration have become a driving force of climate action, exemplified by the phenomenal C40 Climate Leadership Group, the efforts of ICLEI – Local Governments for Sustainability, the Global Covenant of Mayors for Climate and Energy, and many others. ICLEI, the Global Covenant of Mayors, and UN-Habitat are partnering to drive action through the Cities and Regions Talanoa Dialogues, a key contribution to progress under the Paris Agreement in 2018, and C40 now connects more than 90 of the world’s cities, home to over 650 million people and a quarter of the global economy.

“Cities are where the future happens first” is the C40 message, and it resonates with Unmask My City, the unique partnership between GCCA and the Global Climate and Health Alliance (GCHA) that lifts health professionals who are bearing witness to the health emergency caused by air pollution. This campaign uses striking visual images to challenge people to change the destiny of their cities, to refuse to accept a future where you need to wear a face mask to walk the streets. We are proud to be amplifying the voices of some of the most trusted people in our society, the doctors and nurses in whose hands we place the health of our families, and harnessing the public outcry over urban air pollution to achieve tangible results.

GCCA has shifted its focus to prioritize the mobilization of new partners – like the health sector – in the climate movement and to support multi-local campaigns for transformative change. Unmask My City is just the beginning. Effective and affordable technologies and climate policy solutions exist across all climate-related sectors – from transport to agriculture to energy – but we need to catalyse much greater political will to rapidly implement and scale them up. That is what GCCA and its expanding coalition of new partners is working to achieve.
A diverse network of organisations working to mobilize civil society and galvanize public opinion in support of climate action.
GCCA acknowledges the generous support of the Oak Foundation (www.oakfnd.org)