Global Call for Climate Action
# UnmaskMyCity: Stallholder Hansaben Dantali wears facemask in Ahmedabad, India, and Glaucia Miranda wears one in São Paulo.

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**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.
The last two years have been a time of transformation for GCCA. Throughout 2015 it was all hands on deck for the build-up to the momentous Paris UN Climate Conference at the end of that year. We marched, campaigned and petitioned as never before, and were rewarded with the achievement of a hard-fought goal that had been the focus of GCCA since its founding in 2007: a new, global agreement between all countries to keep climate change within safe limits. But, as we said consistently before the conference, Paris is far from the end goal: Paris is a gateway to a new era. In 2016, GCCA pivoted to an exciting, new strategy that is fit-for-purpose for the post-Paris era.

In 2015, in preparation for this transformation, we asked: What is needed to turn the Paris pledge into reality? Where are the gaps and obstacles blocking action on the scale and speed required? And, can GCCA play an effective role in helping to address these gaps? The answers to these questions made it clear that GCCA needed to ‘pivot’ on its global axis, and focus its attention and energies on new horizons, and towards new constituents. Put simply, now that Paris has set the direction and so many more people are on board, it is time to shift things up a gear, or two, and boost the speed and scale of climate action.

GCCA’s new strategy is still about accelerating the global transition to a future safe from runaway climate change and powered by renewable energy. The way we’re now going about this has altered fundamentally to focus on organizations and change opportunities outside of the ‘climate bubble’. Rather than engaging public communities on the basis of a climate-focused message, GCCA now works with a diverse set of partners to advance causes that directly affect people’s daily lives: clean air and public health, jobs and economic security, urban mobility and other quality of life issues. By working with organizations dedicated to advancing these causes, our strategy helps mobilize a far bigger constituency for change. By focusing on win-win opportunities for change, we’re expanding the prospects for ambitious public policy changes required to implement the Paris Agreement.

This is not a time for incremental shifts, for business as usual or preaching to the converted. Without far greater levels of broad-based public support, more policy advocacy is not going to cut it. The campaigns that got us to Paris, won’t get us the major transformations needed to actually put the world on-track to avoid runaway climate change and thrive in the face of mounting climate impacts. So, starting in 2016, GCCA renewed its founding justification and began venturing way beyond its ‘climate bubble’ comfort zone to engage a larger universe of civil society.

Our ‘pivot strategy’ aims to maintain GCCA’s hard-earned global profile and has three key elements. First, in terms of geographic scope, GCCA is now focused on national- or city-level change opportunities in emerging economies or on global initiatives that amplify progress on those fronts. This is because emerging economies hold the greatest potential to shift the global trajectory of climate pollution and because GCCA can add the most value to partner efforts in such contexts.

Second, our strategy focuses on policy-change areas with a high potential to reduce emissions and/or build resilience and adaptive capacity in the near term. Among many other gains, the Paris Agreement provided clarity on the long-term goal the world is now aiming towards. Holding global warming to “well below 2°C above pre-industrial levels” requires urgent action to reverse the global trend of rising emissions and bend that curve downwards as far as possible by 2020. GCCA is committed to work on initiatives that can help address that challenge.

Third, in order to contribute to areas outside of the ‘climate bubble’ our strategy involves close partnership with what we call ‘new entrants’ to the climate movement – organizations or associations created to advance member interests in non-climate arenas such as health, faith, parenting, urban development, food, etc. These influential actors can exponentially scale-up and refresh the climate movement precisely because they represent interests other than those of environmental or climate activists. New entrants are increasingly engaged in climate action because they recognize the threat that climate change poses to their main interest or cause.

GCCA’s strategy is to help these organizations achieve their own missions more effectively by engaging in campaign initiatives that include climate-related change objectives. With orientation and positioning informed by GCCA’s experience over the years, we’re acting like a Sherpa to guide our new partners and help them define an authentic, distinct and complementary contribution.

A prime example of our pivot strategy in action is the campaign we’re pursuing with the Global Climate and Health Alliance: Unmask My City. This global initiative aims to improve human health and accelerate progress towards a safe climate for all by pressing for solutions to severe air pollution in major cities around the world. Together with the Global Climate and Health Alliance (GCHA) and its local and national partners, GCCA is helping to elevate and amplify city-level efforts with a package of visual communications materials, local stories woven into a globally relevant narrative, and other campaign tools. The May 2017 global public launch of the initiative featured local partner efforts in 10 cities on five continents.

I am excited and energized by the new direction that GCCA is taking, and continue to be carried by the passion and professionalism of GCCA’s extraordinary team. Change is always risky, and always involves difficult decisions. In order to focus on the new strategy we decided to dial down or even discontinue several projects from early 2016. We decided to spin-off one of GCCA’s longest running initiatives, the Climate Tracker project (formerly Adopt-a-Negotiator), which I was delighted to see still thriving under new leadership at the end of 2016. We also began to fundamentally transform The Tree service in 2016 in order to fit the new strategy and serve the needs of the new entrants that are now our primary campaign partners. Since its creation, GCCA has thrived on its flexibility; not being shackled to a particular brand identity, we have always been centered on our partners rather than ourselves. This ability to change, and to respond consistently to the needs of the climate change challenge, is what keeps us relevant.

GCCA’s new strategy is proving highly relevant even given the sweeping shifts in popular sentiment and political leadership seen across the world in 2016. As public debate is dragged backwards in the United States yet again, and political focus wanes all around the world, it is more important than ever to engage wider swathes of the public in ways that can maintain the momentum of climate action. Hundreds of millions of people around the world are deeply worried about climate change, but are not yet doing much about it. GCCA looks forward to working with fellow pioneers and innovators from other corners of civil society to get these people mobilized, and empower more diverse voices to answer the global call to climate action.
OUR HIGHLIGHTS IN 2015 AND 2016

2015 HIGHLIGHTS

THE PARIS CLIMATE SUMMIT: WE DID IT!

There is only one contender for the top highlight of 2015: the historic moment when 195 countries came together in Paris in December to sign an ambitious climate agreement that showed solidarity with the world’s most vulnerable, and signalled that it is game over for fossil fuels. But governments did not reach this conclusion alone. The outcome at Paris was driven by years of dedicated scientific research and fuelled by the unstoppable momentum of global people power. GCCA is proud to be a key part of this inspirational movement and of the contribution that our work behind the scenes – facilitating partner engagement, amplifying and connecting climate voices, refuting climate change deniers, and galvanizing citizen action – made to the achievement of the best possible result in Paris.

One word sums up our work in 2015 in the run-up to COP21 – mobilization! GCCA played a leading role in driving a collaborative initiative with 350.org, Avaaz, and CAN-International – the ‘2015 mobilization coalition’ – to ramp up action across the globe and make sure governments knew the world was watching. Together we raised funds to support massive mobilization actions in priority cities on 29 November and 12 December, including grants for partners leading actions in the global south. In particular, GCCA helped the French civil society ‘Coalition Climat 21’ to liaise with the international climate community, serving on its facilitation team for over a year to ensure strong, credible and diverse civil society involvement. This allowed it to respond effectively when the tragic terror attacks in Paris two weeks before the Summit led to the cancelation of planned civil society events. Instead of a physical march, activists and campaigners placed hundreds of pairs of shoes on the Place de la République, while 10,000 people formed a human chain to call for an end to fossil fuels. Elsewhere, at 2,300 events in 175 countries, from Dhaka to Tokyo, Geneva to Jakarta, 785,000 people turned out in force to march for the climate as Summit talks began. Even more voices joined the call when, on 10 December, our mobilization coalition and other partners handed UN Secretary-General Ban Ki-moon a global petition of 6.2 million signatures demanding a strong climate deal. GCCA’s strategic work to support our partners and strengthen the power of people standing up for climate action helped secure the outcome that we were originally founded to achieve, and which now ushers in a new era of GCCA activity dedicated to making the Paris commitments happen.

GSCC+: THE ‘CROISSANT CONSPIRACY’ GOES GLOBAL

What began in May 2014 as an informal, no-obligation communication space created by GCCA and CAN-International to help coordinate climate messaging – known as the ‘Croissant Conspiracy’ after the group’s inaugural meeting in Paris, around a towering tray of croissants – transformed during 2015 into the tightly focused, unbranded, Global Strategic Communications Committee (GSCC+) aimed at delivering powerful, positive messages ahead of the Paris COP21. Close integration among GSCC+ partners meant that, by Paris, coordination reached unprecedented levels, allowing us to operate in multiple languages worldwide before, during and after the COP. Work included media and policy analysis, pitching proactive stories, and a reactive strategy for unforeseeable threats and opportunities, involving a team including op-ed writers, graphic designers, social media campaigners, photographers and videographers. GCCA staff held key roles in this team, taking joint responsibility for overall coordination and rapid response, and leading the visual media crew, including the production of daily video newscasts broadcast via GreenTV. As part of this initiative, more than 350 participants from 107 different countries published over 1,500 articles, videos and info-graphics in more than 10 languages and 70 countries. Together, we framed the Paris Summit as a vital stepping stone in the ongoing and inevitable transition from fossil fuels to renewables and greater climate resilience, and our ‘Road Through Paris’ message had a huge impact on media coverage at and after COP21 – aligning and amplifying the ‘good news’ story that the transition is both necessary and desirable.

SPOKEN WORD FOR THE WORLD: UNLEASHING THE POWER OF POETRY

GCCA also transmitted the climate community’s story through the spoken word talents of Kathy Jetnil Kijiner – whose powerful poem had touched the world at the Climate Leaders Summit in 2014 – and eight other young artists (slam poets) who created and performed original poems around Paris/COP21. With support from the Compton Foundation, the ‘Spoken Word for the World’ project resulted in 40+ live performances in Paris, 20+ online videos, coverage in more than 25 major international media outlets, and thousands of on- and offline viewers and listeners. In just one example of the impact, approximately 800,000 people listened to Kathy’s poem ‘Tell Them’ on the Living on Earth radio program in the US. This project reached well beyond the usual ‘climate bubble’ to inspire new audiences to get active.

ADOPT-A-NEGOTIATOR

After a breakthrough year in 2014, the impact of GCCA’s Adopt-a-Negotiator (AaN) initiative grew dramatically once again in 2015. In total, participants from 107 different countries published more than 1,500 articles, videos and info-graphics, which were shared about 300,000 times on Facebook and Google+ alone. AaN attracted over 1,650 applicants in 2015, and 3,200 people joined a Facebook group set up to help spur collaboration among applicants. The best candidates participated in three accelerated training sessions in 2015, which engaged 41 youth from across 35 countries, and published 169 articles in total. The AaN team selected for Paris/COP21 included 16 Trackers who collectively published more than 400 articles that were shared over 120,000 times, and produced a popular series of engaging videos and info-graphics for new media audiences. This banner year encouraged GCCA’s longest-running initiative to take the exciting decision to relaunch as its own independent operation. Now renamed ‘Climate Trackers’, it is ready to prepare a new generation of climate communicators.

2020 PATHWAYS: POST-PARIS STRATEGIC PLANNING

In collaboration with CAN-International, throughout 2015 GCCA led an initiative to drive greater alignment in post-Paris climate campaigning priorities, known as the Critical Pathways 2020 initiative. Using a combination of desk research, interviews, three outreach and dissemination events, and a survey of 115 respondents from 39 countries, we provided information on climate-related campaigns that actors across the movement believe to be most strategic for the 2016-2020 period. This will help our partners prepare for the challenges and opportunities of this new phase in climate campaigning.
THE TREE: BRANCHING OUT TO NEW VOICES

GCCA’s multi-lingual digital publishing stream, The Tree, rose to meet the needs of this historic year, putting its network-based approach to good use keeping thousands of influencers informed and intervening in key climate debates. By the end of 2015, The Tree counted more than 2,500 actively engaged influencers (977 in Europe, 803 in North America, 493 in Australasia, and the remaining 283 in Latin America) - a rise of nearly 1,000 since 2014 – and had a cumulative potential Twitter reach of over 26 million. Even in the most saturated media markets, such as Europe and the US, The Tree’s faith, health and finance branches helped to diversify and embolden the chorus of voices calling for climate action. We added to the network by opening branches targeting new entrant constituencies, including ‘Women’s Advocacy’, ‘Parents and Grandparents’, and ‘City influencers’; along with existing Faith and Health branches (which increased their membership by 65% in 2015) these new branches had 256 influencers, or approximately 10% of the total network, by the end of the year.

To foster alignment and cooperation across the now more diverse network, GCCA held 26 TheTree networking Happy Hour events.

In June, The Tree allowed the news to travel further and deeper when the Lancet Commission delivered its groundbreaking report on “climate being the greatest health opportunity of our time,” and echoed the spiritual messages that Pope Francis put forward with his ‘Climate Encyclical’ ‘Laudato sì’. When the world’s largest pension fund announced that it would divest from coal, The Tree meant that voices were in place to deliver the news of another step taken along the path from dirty to clean energy. The Tree was also GCCA’s primary vehicle for circulating the ‘Road Through Paris’ narrative, working in five languages across nine countries and regions during COP21, with seven Tree editors on the ground in Paris to support the GCCA communications efforts and deliver special daily Tree Alerts for the network.

CALL TO ACTION: MICROSITES, MACRO-REACH

The main goal of the ‘Networked Call to Action’ (NCA) program was to pressure leaders to close the climate action ambition gap, in terms of both mitigation and finance. Launched in 2014, the initiative was structured as a series of ‘microsites’ and/or embeddable widgets, customized for partners representing an array of targeted new constituencies. Each had a ‘call to action’ petition or declaration that shared a common call for ambitious climate action by world leaders, with GCCA providing dedicated and specialist support. In 2015, the GCCA team expanded the initiative with the addition of four new microsites, bringing the total to nine. During the course of the year, the NCA project facilitated mobilization by project partners of more than one million people through microsites in more than five languages. Partners included: The ACT Alliance (actclimate.org); Fast for Climate Justice (fastfortheclimate.org); Global Catholic Climate Movement (GCCM) (catholicclimatemovement.global); Tree Media (lasthours.org); Mary Robinson Foundation for Climate Justice (supportclimatejustice.org); Leonardo Dicaprio Foundation (momentforaction.org); Our Kids’ Climate (OKC) (ourkidsclimate.org); Track Zero (track0.org), and; WECAN / WEDO (wecandeclaration.org).

NEW ENTRANT SUPPORT: FAITH, HEALTH & KIDS

In 2015, GCCA worked with three new entrant groups – the Global Catholic Climate Movement (GCCM), the Global Climate and Health Alliance (GCHA), and Our Kids’ Climate (OKC) – to link their interests and demands to UNFCCC outcomes. By facilitating participation in marches and actions in Paris and around the world, and amplifying media coverage of events and petitions, we helped raise and connect these new voices and perspectives to the climate movement, intensifying the pressure on world leaders to meet expectations at COP21. The ‘PrayForCOP21’ widget that GCCA developed with and for GCCM was endorsed by Pope Francis in May 2015 and allowed GCCM to deliver a petition of 900,000 signatures to President Hollande and UNFCCC Executive Secretary Christiana Figueres in two handover events covered by mass media outlets. Meanwhile, OKC added its petition signatures to the collective 6+ million signatures handed to UN Secretary-General Ban Ki-moon. After GCCA mobilization support to GCCM helped turn out 40,000 people in 80 cities, the Global Campaign Director of 350.org said: “It’s really exciting to see GCCA organizing this way, and wonderful to have them draft this letter for Bishops and a process for engagement from secular activists. Thanks!” The huge impact achieved by these new entrants helped convince GCCA to turn our full attention to campaigns like these, mobilizing people from outside the ‘climate bubble’ as the best route to driving action globally in the future.

2016 HIGHLIGHTS

ENERGIZING NEW ENTRANTS

GCCA began an exciting new chapter in 2016, after the success of the Paris Climate Summit, and our strategic shift towards mobilizing new entrants to the climate movement is a key part of it. This means bursting out of the ‘climate bubble’ of usual suspects to embrace partners new to the climate movement that have huge, untapped potential to connect with millions of emerging climate activists and influence political decisions. The scale of the change that these inspirational actors are poised to make happen is breathing new life into our work. GCCA’s role is to help groups whose primary interests are causes other than climate change to define their own distinct, authentic perspective and campaign effectively for climate action.

In the first half of the year, we continued working with three global partners: the Global Catholic Climate Movement (GCCM, representing Catholic/faith constituencies), the Global Climate and Health Alliance (GCHA, representing medical professionals), and Our Kids’ Climate (OKC, representing families). Each of these partners has a reach of one million or more people, and we helped them to design and raise funds for their own tailored, short-term campaign initiatives. This included bringing health voices to the G7 Summit, and engaging Catholics in a summer burst of activity, beginning with over 300 GCCM-hosted events worldwide to mark the June anniversary of the Pope’s ‘Laudato sì’ encyclical message, and culminating on World Youth Day in Poland at the end of July. GCCA also spearheaded the mobilization of Catholics in the Break Free from Fossil Fuels campaign, one of the year’s largest global climate efforts. With an eye towards enhancing campaigning in emerging economies, GCCA also completed a wide-ranging analysis of the Brazilian movement and identified 115 potential new entrant groups. As the demand for new voices to join the call for climate action rises around the world, GCCA is providing ongoing support and mentoring – including digital, campaigning and funding advice and partner matchmaking – to a growing number of entrants as a central tenet of our new network-based strategy.
OUR HIGHLIGHTS IN 2015 AND 2016

CUT COAL TO SAVE LIVES: A HEALTH STATEMENT FOR THE G7

GCCA seized the opportunity of the May 2016 G7 Summit in Japan to highlight that ending fossil fuels is not just a global climate and economic imperative, but one that is critical for human health. We helped rally over 80 leading health organizations – representing more than 300,000 doctors, nurses, health professionals and advocates from 30 countries – to sign a Global Health Statement calling on the world’s seven largest economies to accelerate the transition away from coal in order to save lives. The stark message that outdoor air pollution is responsible for 3.7 million premature deaths per year was particularly pertinent for the host nation – as Japan is planning dozens of new coal-fired power plants – as well as directly relevant to the Summit’s plans to address the global response to health emergencies and climate change. This campaign demonstrated the growing interest of the health community in climate action and energy choices, and the ability of The Tree to swiftly mobilize large numbers of influential voices. The Global Health Statement resulted in several articles both online and in print, including in the British Medical Journal, and was shared on social media by many of the participating organizations.

CLIMATE TRACKERS: ADOPTING-A-NEW NAME, STANDING ALONE

In recognition of its impact and effectiveness, GCCA decided in 2016 that it was time for the Adopt-a-Negotiator (AaN) program to stand alone as an independent initiative. Now rebranded as ‘Climate Tracker’ and with its own Director and website, at www.climatetracker.org, it continues to attract and connect with thousands of young people through a network of seven regional hubs, and publishes articles around the world. During 2016, GCCA supported the emergence of Climate Tracker as a flexible, efficient and strategic operation and acted as an interim fiscal sponsor. The initiative has begun to attract additional support for its activities, enabling some pilot projects in 2016, and is now seeking core funding to ensure ongoing operations. The AaN founding principal, that with the right support young people can become powerful voices for climate action, remains highly relevant in the post-Paris period, and Climate Tracker is committed to providing the training and mentorship needed to help aspiring young journalists shape their national – as well as the global – climate change debate.

GLOBAL CLIMATE AND HEALTH ALLIANCE (GCHA)

Global Climate and Health Alliance (GCHA), and other partners, including HEAL, Healthcare Without Harm and the Healthy Air Initiative, the campaign has engaged 30 major health sector organizations keen to mobilize their members in 17 cities on five continents. Unmask My City pulls together the latest research on city air quality and community air quality monitoring, and uses groundbreaking data visualization photography and videography to help local groups push for faster progress in cleaning up our cities. There is a growing appetite among health professionals to speak out about the perils of air pollution, and this global communications platform is designed to amplify their calls for action. By campaigning for safe, clean air, health professionals can help secure a double-win by saving lives and protecting our climate. The Unmask My City campaign is poised for a global launch in mid-2017, focussed initially on five strategic cities – Sao Paulo (Brazil), Warsaw (Poland), Adana & Ankara (Turkey), Salt Lake City (US) and Chennai (India) – and GCCA, GCHA and its members are committed to supporting further phases in the future.

THE TREE: NEW HORIZONS

The Tree network keeps growing and adapting. By the end of 2016, The Tree had attracted a total of 2,770+ active members, with approximately 900 influencers in Europe, 900 in the US and Canada, 300 in Australasia, 300 in China, 240 in Brazil, and 240 in the rest of Latin America. Globally, more than 70% of The Tree’s membership are identified as ‘outsiders’ or ‘new entrants’ to the traditional environmental movement, and much of the recent expansion has occurred in the health, parents and faith sectors, reflecting GCCA campaigns during the year. Throughout 2016, more than 350 participants were added to The Tree via referrals from its website. Globally, 95% of respondents said that Tree Alerts allowed them to make an important point in a climate debate, in most cases at least monthly, and 80% said alerts empowered them to communicate a story they would otherwise have remained quiet on.

**WHAT IS GCCA?**

The Global Call for Climate Action (GCCA) is an international network that helps ‘unusual suspects’ campaign for climate action. 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’s mission is to empower and mobilize people from all walks of life for a world safe from dangerous climate change. Since 2009, we have rallied mass public support for urgent climate action in partnership with our network of more than 470 climate campaigning organizations, and played a central role in multiple moments of powerful citizen action around the world.

In 2016, GCCA launched a transformative pivot strategy, with the goal of focusing our attention primarily on emerging economies and ‘new entrants’ to the climate movement.

### Launch of a new strategy

In the post-Paris Climate Agreement era, GCCA is turning its attention to new challenges that demand a fundamental change in the way it operates. The premise behind the new pivot strategy is that, while policy advocacy remains essential, it will be insufficient to achieve the speed and scale of change required to secure the necessary peak and rapid decline in global greenhouse gas emissions by 2050. The missing link is mass public support for swift and ambitious public policy shifts in key countries, which is precisely what the new strategy is designed to deliver.

Our aim is to serve the ‘unusual suspects’: people and organizations with primary interests and priorities other than climate change, but who recognize that climate change threatens their sector and want to mobilize their bases in support of effective, near-term responses. With GCCA support and accompaniment, these actors can help shift climate-related discourse and policy precisely because they represent interests outside the ‘climate bubble’.

GCCA is helping to tailor campaigns to the specific culture and concerns of carefully identified new entrants with large, existing bases and a strong potential to influence climate-related political decisions. As GCCA has no public-facing brand or specific agenda, it is free to focus on its partners and to embrace, encourage and help define their distinctive perspective and approach. The first major campaign is called Unmask My City, a global initiative that supports the efforts of health sector partners in major cities around the world to benefit public health and the global climate through transition away from fossil fuels and other carbon pollution.

In 2016, GCCA’s activities centered around pilot campaigns with three new entrants (see 2016 Highlights section), while adapting The Tree and other GCCA communications and campaign tools to fit the new strategy and provide a distinctive, multi-lingual service. Going forward, GCCA will be maintaining its global perspective and profile while investing increasingly in national-level campaign actions in targeted emerging economies in the global south.

Our five-year goal is to increase the speed and urgency of national climate action through public pressure from millions of new entrants in at least five emerging economies by 2021.

### 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 different regions, led by the Executive Director and made up of strategists and managers for campaigns, communication, operations and fundraising). The make-up of the Secretariat has changed to reflect the pivot strategy, with a transition from national desks to a language-based operation able to both offer members a global perspective and facilitate new entrant opportunities in their own language (Chinese, English, Portuguese and Spanish). The team has reduced its English language capacity overall in favour of Portuguese, to support campaign actions in Brazil.

The GCCA Secretariat provides its partners with training, mentoring, media resources and contacts, tailormade tool kits and campaign material, up-to-the-minute climate information, and access to a growing global audience through our ever-evolving use of digital, visual and social media. The team is currently also working to communicate the impact of new entrants and the logic of GCCA’s change model widely across the climate community, stressing what the new pivot strategy can provide in terms of connections, engagement and campaign opportunities, and being part of a politically relevant global movement. Over the next two years, GCCA aims to grow its new entrant network to 4,000+ members.

### 2015 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

Hoda Baraka, Global Communications Manager, 350.org

Fatima Denton, Director, UN Economic Commission for Africa

Tasneem Essop, Head of Low Carbon Frameworks, Global Climate and Energy Initiative, WWF International

Dr. Robert Glasser, Secretary General, CARE International

Guillermo Kerber, Project Coordinator, Programme Executive, World Council of Churches

Munqeth Rashad Mehyar, President and Jordanian Director, EcoPeace/Friends of the Earth Middle East (FoEME)

Kingsley Ofei-Nkansah, General Secretary, General Agricultural Workers Union of TUC (GAWU) Ghana

Jooa Scarpetini, Entrepreneur, Activist, Executive Director of Change Mob, Brazil

Lo Sze Ping, CEO of WWF China

Farhana Yamin, Associate Fellow, Chatham House; Visiting Professor, Faculty of Laws, University College London, UK

### 2016 Board of Directors*

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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

Farhana Yamin, Associate Fellow, Chatham House; Visiting Professor, Faculty of Laws, University College London, UK

* Board members participate as individuals, not as organizational representatives.
FINANCIAL STATEMENTS

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 statements for 2015 and 2016 are summarized in the table below. Full audited statements are available at www.callforclimateaction.org.

Sources of funding

GCCA acknowledges the generous support received in 2015 and 2016 from our principal funders, in particular the Oak Foundation, the VK Rasmussen Foundation, and Stichting Global Climate Action, 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. As in previous years, in 2015 and 2016 GCCA also benefited from valuable in-kind contributions from partners.

Both revenue and expenditure remained stable between 2014 and 2015, followed by a significant reduction in 2016. This reflects GCCA’s pivot to the new post-Paris Climate Summit strategy, and the phasing out of several initiatives that either do not fit the new direction, including several of the iconic national campaigns that came to a natural end with COP21, such as the Fresh Air briefs, or graduated to become their own independent initiatives, like the ‘Adopt-a-Negotiator’/Climate Trackers.

Securing new and diverse sources of funds to achieve the goals of the new pivot strategy is now a major priority for the GCCA Secretariat. The sharper focus and more streamlined objectives of the new strategy will help make fundraising more targeted and effective, while working with new entrants to the climate movement is introducing GCCA to previously unexplored audiences and opportunities to appeal to a far larger and more varied range of potential donors.

Use of funds

During 2015, GCCA completed an important cycle of communications and mobilization work focused on the Paris COP21 global moment, which explains the large share of the budget dedicated to communications. This followed the trend set in previous years. The next biggest expenditure was on global and strategic campaigns, leaving just over 10% for Secretariat operations.

In 2016, campaign and communication work was scaled down as GCCA turned its attention to developing and implementing a major shift in its strategy for the post-Paris period. Due to the more restricted budget during this transition year, the Secretariat reduced the volume of content distributed to the GCCA network, and prioritized communications and campaigns related to new entrant partners, key emerging countries and globally significant stories.

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GCCM Petition presented to His Holiness, Pope Francis.
Throughout 2015 and 2016, the momentum generated by the global movement for climate action was truly a phenomenon to behold. History will record the big moments – such as the signing of the Paris Agreement, the hand-shake between China and the US as they made their emissions commitments, and the record-breaking throngs of people joining climate marches – but there were countless other interventions by institutions and individuals that helped the movement snowball into an unstoppable force.

In Paris, 195 countries overcame entrenched divisions to unite around an inclusive, ambitious, science-based agreement that recognizes the urgency and scale of action required to address the greatest moral challenge of our time. While much work remains to implement and strengthen the Paris Agreement in the years ahead, it will hopefully come to be seen as a turning point in human history. I am humbled to have witnessed its adoption alongside my GCCA colleagues and partners.

Paris answered the question of whether humanity can come together to act on the threat of climate change. Now the question is, will our actions go far enough, quickly enough, to protect humanity – particularly the most vulnerable among us – from the mounting threat of climate change?

The same forces that propelled us to the Paris Agreement must also be harnessed to accelerate the world’s transition to an economy based on efficiency and renewable energy sources. This will be essential to meeting the agreement’s temperature limitation goals. Climate scientists and environmental activists – among them the original GCCA partners – got the movement off the ground, and hundreds of thousands of foot soldiers have now elevated climate change into a political imperative that governments and business have no choice but to address. Going forward, we need a critical mass of tens of millions of people to make the transition from concerned bystanders to active change-makers. This will take the mobilization of people from all walks of life, and all corners of the Earth.

Fortunately, we’re already seeing signs of such a stirring, in some cases spurred on from unexpected places. In June 2015, His Holiness, Pope Francis issued his epochal Encyclical Laudato si’, firing up the world’s Catholics and inspiring others of faith as well. A groundbreaking study in The Lancet on the health impacts of climate change provided a rallying cry for doctors and other health professionals to join the call and march for change. More and more trade unions and workers are speaking out, insisting on a just and safe transition away from fossil fuels. From parents, to indigenous people, to youth and farmers, the list of people standing up for climate action is growing and becoming more united every day.

These signs of progress don’t mean that it is all plain sailing from here on out. Our movement will inevitably continue to encounter obstacles. Working in Washington DC, as I do, it is impossible not to be alarmed by the resurgence of fossil fuel industry influence over all too many of our policymakers. But, while the forces of denial and delay remain dangerous, they will not derail us. The impacts of climate change are increasingly evident, clean energy solutions are ever-more affordable and overwhelmingly popular, and the power and passion behind the mobilization of global citizens is rapidly expanding. Try as they might, neither the fossil fuel industry nor their political accomplices will ever constitute an ‘immovable object’ large enough to counter our irresistible force for climate action.

I was in Marrakesh for COP22 in November last year, during and just after the US election. The reaction to the outcome was clear: governments, city and regional representatives, CEOs of major companies, faith and other leaders, remained united in their determination to move forward to implement and strengthen the Paris Agreement. In the 12 months between COP21 and COP22, the value of investment funds committed to divesting away from fossil fuels doubled to reach $5.2 trillion. From the world’s largest sovereign fund, to universities, city councils, churches, and individuals, the smart money is shifting towards our clean energy future.

GCCA is shifting too. During the next few years – a pivotal period that will determine whether we can get on track to meet the Paris Agreement’s temperature limitation goals – GCCA will be focusing its efforts on the dynamic emerging economies which are now the epicenters of human development. Working with partners in the arenas of health, family, faith, agriculture, and other sectors, we will bring our experience and tools to bear in helping mobilize the public on a scale commensurate with the threat. It is a thrilling prospect.

I remain honoured to act as Chair, and to work with GCCA’s Board, staff, supporters, and partners in pushing the boundaries of climate action and inspiring more people from every walk of life to join in this unstoppable global movement.
Global Call for Climate Action (GCCA)
50, rue Sainte-Catherine Ouest, bureau 340
Montreal, QC H2X 3V4, Canada
Tel: +1 514-522-2000, ext. 315
Fax: +1 514-522-1227
callforclimateaction.org

GCCA acknowledges the generous support of the Oak Foundation (www.oakfnd.org)