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 GCCA acknowledges the generous support received to date from our funders, including Oak Foundation, Sea Change Foundation, Better World Fund, Prince Albert II Foundation of Monaco and the Government of Québec, to support our work in 2008 through 2010. To date, the GCCA has received more than 85% of its funds from foundations. The GCCA partners were also awarded additional grants directly from funders for GCCA-related actions, including for example from V. Kann Rasmussen Foundation for national campaign support.
2009 may have been a pivotal moment for the start of our movement but we still have a long way to go towards building a better, more just, secure and peaceful world.

GCCA Board Chair Kumi Naidoo, Executive Director – Greenpeace International

It is said that in every crisis is opportunity. If we cast our minds back to early 2009, the world was in the midst of a deep and frightening recession, institutions were failing and global tensions were running high. Against this panoply of panic was the historic moment in December of the UNFCCC COP 15* meeting in Copenhagen. This was the moment where decisive action to deal with climate change was to be taken. A moment during which heads of state were to sit up and be counted as global leaders. A moment where empty rhetoric was to be superseded with concrete actions necessary to save every species on the planet.

Ignoring the evidence

Despite significant amounts of credible science pointing to the fact that climate change is real, man made and a reality for many millions of people worldwide, many of the most powerful political world leaders lacked the political will to heed the sense of urgency and to take action to implement concrete measures to reduce CO2 emissions in order to stave off the worst impacts.

What the world needed was something innovative, new and inspirational – echoing the millions of voices all around the world in calling on world leaders to wake up and take action to secure the future of our children. The overwhelming scientific evidence needed a platform; the sense of urgency needed to be elevated to facilitate real action. The world needed a game changer.

Embedding the message

In 2009, with its unique ability to amplify the efforts of its partners and empower the climate movement’s ability to speak in a cohesive and powerful voice, the GCCA effectively did change the game. We successfully shifted the public and institutional debate from getting any agreement to securing a fair, ambitious and legally binding treaty at COP 15. While we did not get the treaty we wanted, our voices were heard and leaders could not hide from the truth that they had failed us, future generations and the planet in Copenhagen. We drove home the message to world leaders that they were not finished, and neither were we.

As we continue our efforts in 2010 and beyond, we must remain mindful of the massive and immediate challenges ahead. Already the catastrophic consequences of global climate change are being felt by millions of people worldwide – from the drowning Pacific islands to African nations suffering food scarcity due to continual drought. The developing world is feeling the difficulty of growing nations suffering food scarcity due to continual drought.

Environmental costs of continuing growth though their addiction to fossil fuels.

Committed to change

2009 may have been a pivotal moment for the start of our movement but we still have a long way to go towards building a better, more just, secure and peaceful world. We will continue our unceasing efforts to secure equitable and lasting agreements; we will remain dedicated to social change and to the individual actions necessary to end our addiction to fossil fuels and we will maintain our commitment to create a new green economy and a fairer, cleaner world for the future. The result at Copenhagen should not dishearten us, nor serve to steer us off our path. That abject failure was the decision of the few in spite of the work of the many. We had an impact and, moving on, our voices will continue to be heard louder and louder!

The overwhelming scientific evidence needed a platform, the sense of urgency needed to be elevated to facilitate real action. The world needed a game changer; something new, something exciting, and powerful which would echo our wake up call to World Leaders, from all comers of the world.
Climate in crisis
There is a near consensus amongst governments that temperature increase should be kept below 2°C. More than 100 vulnerable countries support a more ambitious goal of 1.5° as a matter of their very survival.

Achieving these goals requires CO2 emissions cuts of at least 40% by 2020 from the developed world and around $140 billion (USD) a year to be made available to support adaptation and mitigation in the developing world. This will require a fundamental shift affecting nearly all aspects of human activity on a scale perhaps never before seen. And it has to happen fast.

The GCCA campaign strategy was formed under the assumption that we would be more effective as an alliance, a flotilla of organizations each playing to its strengths, rather than as a single campaign with uniform tactics to be followed by everyone. Our strategy was to let partners do what they do best. But by working together under a common strategic framework and with a recognizable logo, the aim was to become more than the sum of our parts.

Our aims
The GCCA developed a coordinated campaign and communications strategy that served as an umbrella framework for national and global actions in 2009. This strategy was built on the political intelligence from the ‘nerve center’ and refined based on feedback from partners. It identified stakeholders and countries that were particularly influential in the UNFCCC negotiations, prioritized key moments for mass mobilization and outlined topline asks and messaging. We were successful in creating critical linkages between insider negotiations and public campaign efforts, aligning diverse organizations on political and campaign strategies and leveraging unforeseen opportunities.

The impacts of climate change are already being felt. Left unchecked, the climate crisis raises the prospect of mass extinction, mass starvation and mass migration within the next century.

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.

The overall strategy aimed to mobilize civil society to bring public pressure to bear on government decision-makers by:

- vibrant, public campaigning at key moments throughout 2009 to demonstrate irresistible public demand for a Fair, Ambitious and Binding agreement to be hammered out in Copenhagen;
- generating public pressure within key countries to influence important decisions taken at national and regional levels;
- communicating the urgent need for action and the opportunity and hope associated with a Copenhagen agreement through a sophisticated communications campaign;
- creating space for powerful ethical grassroots leadership and raising the voices and experiences of the most vulnerable to be heard by key decision-makers;

The GCCA campaign strategy was formed under the assumption that we would be more effective as an alliance, a flotilla of organizations each playing to its strengths, rather than as a single campaign with uniform tactics to be followed by everyone.
utilizing existing and new online tools to engage millions of citizens in web 2.0 and offline actions focused on Copenhagen; and

providing global coordination of numerous NGOs in order to maximize the collective impact of groups on every continent. The GCCA aimed to amplify (but not duplicate) the extensive experience and efforts of its campaign partners.

Our successes

Despite the fact that a Fair, Ambitious and Binding treaty was not reached in Copenhagen, the GCCA achieved a series of significant successes in 2009. We became a major force in building a diverse movement of people from around the world that will influence the way in which individuals, corporations and governments think and act about climate change. In 2009 we built a powerful base for this movement and are well positioned to help it grow.

Two external evaluations conducted in January 2010 summarizing the GCCA’s impact listed a series of significant achievements:

- Built a strong sense of urgency around the Copenhagen summit, focused attention and fueled public engagement in over 150 countries – including three days of action which mobilized millions of people around the world and an unprecedented march of 100,000 people in Copenhagen.
- Developed a viable digital campaign platform offering citizens all over the world access to the international debate, opportunities for action and new media channels to promote their own campaigns.
- Established the Fresh Air Center for 200 top bloggers in Copenhagen and thousands more around the world as a space for deliberation, linking bloggers and other media with analysts and campaigners.
- Achieved public recognition through the TckTckTck brand, signifying the presence of a united climate movement at COP 15. The physical presence of the GCCA flotilla on December 12 – in particular the fact that 100,000 people marched in Copenhagen – demonstrated the potency of civil society in shaping geo-political and ecological directions for the planet.
- Provided a forum for debate and a sense of identity for the emerging global climate movement.

Most importantly, the GCCA demonstrated that there is value-added in working together and that we can be more than the sum of our parts. While two external evaluations verified these achievements, what is more telling is the interest of partners in 2010 to expand and deepen the collaboration, as expressed through their commitments to work together for the next five years.

Call to action: TckTckTck

Climate change is putting life on earth in peril. There is still time to build a greener, safer world. But the clock is ticking. In December world leaders will meet in Copenhagen to decide our destiny.

We call on our leaders to go to Copenhagen and sign a global climate deal that is:

**FAIR:** for the poorest countries and people that did not cause climate change but will suffer most from it.

**AMBITIOUS:** enough to leave a planet safe for us all.

**BINDING:** with real targets that can be legally monitored and enforced.

Add your name to the call for a global deal to save our planet from catastrophic climate change: www.tcktcktck.org

campaign asks

We want our political leaders to be in Copenhagen and to show historic leadership in achieving a treaty that is:

**FAIR**

- Reduce developed country emissions by at least 40% by 2020.
- Enable and support poor countries to adapt to the worst consequences of the climate crisis, reduce their emissions and ensure technology sharing including through the provision of sufficient public funds.
- Protect marginalized communities in rich and poor countries.

**AMBITIOUS**

- Ensure that global greenhouse emissions peak no later than 2017 and then decline steeply on a pathway to ensure concentrations of less than 350ppm in the atmosphere.
- Create a pathway to clean jobs and clean energy for all.
- Establish necessary conditions for a sustainable and prosperous future for people, flora and fauna.

**BINDING**

- Agree to a legally binding international agreement that can be verified and enforced.
National/regional campaigns

During 2009 the GCCA recognized that securing a Fair, Ambitious and Binding accord in Copenhagen required additional emphasis in specific countries and regions whose support was critical to achieving that result.

Targeted approach
The GCCA supported campaigns in 12 countries/regions to influence political conditions on the ground. In addition, national hubs were established as rapid response units, reacting to real-time intelligence coming out of the negotiations at the final preparatory meeting and during COP 15 itself. Signature events for global days of action were also supported in these key countries/regions.

In mid-2009, based on an analysis of country positions and strategic opportunities to influence them, 10 countries were identified as possible game changers (positive or negative) in the negotiation process and where it was felt the GCCA could make a difference through its civil society partners. These were: Canada, Japan, Brazil, India, Germany, France, UK, USA, Sweden, and Spain. In addition two regions were targeted in the lead up to COP 15 – South East Asia and the Arab States.

Campaign outcomes
In several cases, there is a high level of confidence that working within the GCCA framework and in partnership with other partners at the national level produced important results.

Amongst these we can cite Japan (higher targets announced during the election campaign), Arab States (adopted a more progressive position in the face of Saudi Arabia’s recalcitrance), and Germany (ambitious targets and support for finance, in particular ensuring that finance would come from new sources rather than recycling aid money). It did not produce the desired results in Canada at the policy level, however the campaign succeeded in communicating to the Canadian public that the present government is failing on climate change.

In Germany, a new coalition of environmental, business and social groups came together to implement a powerful campaign that contributed to raising German ambition on:

- mitigation (announced that it would push for an unconditional 30% cut within the EU)
- finance (agreed at least to some extent that finance would come from new sources).

The campaign also created the impression that ‘climate voters’ were a force to be contended with during the national elections.

The Avaaz action factory – a rapid response and actions team operating out of Germany – was a key component to the success of this campaign.

Pledge successes
The national campaigns also contributed significantly to the 15 million pledges amassed by TckTckTck in 2009, for example:

- Canada: 150,000 Copenhagen pledge signatures collected by the Kyoto+ coalition
- India: 1.3 million off-line signatures collected by Oxfam and 80,000 by Greenpeace
- Japan: the Make the Rule campaign collected 300,000 off-line signatures and 200 local assembly resolutions
- Germany: 1 million plus signatures collected
- France: 575,000 signatures collected by Ultimatum Climatique coalition.

Public mobilizations
Most partners at the national level say that the key moments promoted by the global campaign worked well to mobilize people in their countries.

In Canada, with the participation of thousands of people during the October 24th actions (10,000+) – from Vancouver to Parliament Hill in Ottawa. In India, activists do not recall seeing so many people (6,000+) and such diverse groups on the streets of Delhi for an environmental cause. In the UK, an unprecedented number of people (60,000+) took to the streets on December 5.

In addition, the GCCA supported public mobilization in the Philippines, Indonesia, Thailand, and Hong Kong. It also supported specific activities of some partners in Bangladesh, Vietnam, Cambodia and Nepal, including:

- mobilizing
- promoting greater knowledge of the impacts of climate change via popular education activities
- raising the profile of the TckTckTck campaign in the region through high-profile media and promotional activities, and celebrity engagement.

In the Arab region, the GCCA partners were successful in bringing together a coalition of strong and committed NGO partners to show massive support for a Fair, Ambitious and Binding deal and for a proactive stance in the negotiations on the part of Arab States. For example, the GCCA supported a workshop to train and guide journalists and media institutions from across the Arab region on the negotiations.

For more about campaigns see key moments on page 10.
Key moments

Maximising impact
The GCCA’s campaign strategy for 2009 was designed to have impact on treaty negotiations under the auspices of the United Nations Framework Convention on Climate Change (UNFCCC). Campaign activities were, therefore, timed to coincide with negotiating sessions and meetings of world leaders where climate was being discussed.

The GCCA identified a series of ‘key global moments’ to demonstrate the growing strength of the climate movement. These were:
- September 21: a ‘global wake-up call’ scheduled the day before the UN Secretary-General’s High-Level Event on Climate Change
- October 24: a global day of action organized by 350.org
- December 12: a day of mass demonstrations midway through COP 15.

In addition, a number of other political moments were prioritized for campaigning including:
- the Bonn negotiating session (June)
- the G20 meeting (September)
- the Bangkok and Barcelona negotiating sessions (October).

Some partners and national coalitions utilized other opportunities to mobilize, including at 100 days to Copenhagen (August 29) and the Stand Up mobilization (October 17-19) organized by the Global Call to Action Against Poverty (GCAP).

Delivering results
The two key global moments leading up to Copenhagen – on September 21 and October 24 – played a vital part in building a strong sense of urgency around the Copenhagen summit. They are considered by many to have been crucial in creating the public pressure and political space for so many heads of state to attend the summit.

However, all of the key moments served an important role in raising the profile of the TckTckTck campaign and providing a strong platform for joint collaboration and cooperation amongst partners.

June 1-12
UNFCCC climate change talks, Bonn, Germany
Climate negotiations meeting to discuss emission reduction targets were introduced to the TckTckTck campaign for the first time. On a rainy day in June, hundreds assembled for an aerial photo and rally to send a proactive and positive “Yes You Can” message to meeting participants. Partners, magazines, websites and others have since reproduced this photo extensively, making it an iconic image of the call for action.

September 21
Global Wake Up Call
The first of three record-smashing mass mobilization events, the Global Wake Up Call organized by TckTckTck and led by Avaaz and other partners generated over 2,600 events in 134 countries. Mounted in just three weeks, the campaign flooded the telephone lines of leaders in at least 100 countries and hit hundreds of media sources with its call for a bold climate deal. In the UK, a flash mobber at the wake-up call in Parliament Square got through to prime minister Gordon Brown and appealed to him to do more. In response, Gordon Brown committed to personally going to Copenhagen. The collective power of these actions demonstrated a globally united civil society.

October 24
Global Day of Action
The Global Day of Action, organized by 350.org and supported by TckTckTck partners across the world, was the second in a series of three groundbreaking days of global citizen action on climate change. Over 5,245 actions in 181 countries were organized, making it the world’s biggest ever climate action. Attracting wide media coverage, it was reportedly the most widely distributed political movement in history. The Global Day of Action was instrumental in reaching out to a wide audience and particularly to young people around the world. It set the scene for the events to come just six weeks later in Copenhagen.

December 12
The World Wants a Real Deal, Copenhagen, Denmark
The World Wants a Real Deal was the third of three major climate mobilizations in the TckTckTck campaign organized over a three-month period. Over the weekend of December 11-13, people around the world took up our call to action on climate change. Hundreds of thousands of people took part in over 3,000 events around the globe, including an evening rally in Copenhagen where 100,000 marched on the Bella Center where COP 15 was being held.
Communications: telling the story

2009 began with increased media coverage of climate stories and politicians making both bold and veiled statements about their stance on the issue. The buzz around COP 15 and Copenhagen began to take off. It was evident that this year had the potential to be an historic turning point in the climate debate.

By mid year, as both public and media interest in COP 15 grew, the GCCA recognized the importance of communicating a limited number of powerful but simple messages, which could be articulated by its ever-increasing roster of partners. Consequently we developed an innovative plan for shared messaging under a common brand. Into this plan we built in flexibility to adapt to local political realities and opportunities while emphasizing the urgent need for action and the opportunity and hope associated with a Copenhagen agreement, linking it with a vision for a stable and prosperous future.

**TckTckTck: a shared brand**

The GCCA chose to adopt ‘TckTckTck’ as the brand for this communications strategy. Created by a strategic partnership between Kofi Annan’s Global Humanitarian Forum (GhF) and the advertising agency Havas Worldwide/EuroRSCG, TckTckTck was designed as an ‘open source’ brand (non-exclusive and available to all). Tools, frames and messages were created for use by the GCCA partners. Our goal was that with partners utilizing the shared brand and adopting the same top line messages (‘The World Wants a Real Deal’, ‘Fair Ambitious and Binding’, ‘Global Wake Up Call’ etc), we would be perceived, synergistically, to ‘be everywhere’.

We are here in Copenhagen to fight for our identity, for our culture and for our very right to exist. I am relying on the decision makers to sign a deal that will mean that my children inherit a safe world. All the hopes and dreams of my generation rest on Copenhagen.

Leah Wickham, Fiji

Communications efforts during the year focused on providing a shared platform and media opportunities for partners, rather than getting media coverage for the campaign per se, or for the GCCA. To help implement this strategy we developed an impressive website and concomitant new media initiatives. We also worked closely with our partners in their diverse national and global campaigns to use the brand to profile the powerful and growing global movement.

**Inspiring change**

Evidence of the success of this strategy was seen throughout the year in key campaigning moments and at COP 15, where the call for a Fair, Ambitious and Binding treaty became the near universal message of NGOs as well as some world leaders. In Copenhagen, it was apparent that our shared communications message was heard. Global and national decision-makers understood that they were indeed being watched, monitored, scrutinized and reported on.

The successes of the TckTckTck campaign were recognized with a Game Changers award from We Media, a conference of leaders among media publishers, technologists, and non-profits. We Media praised the TckTckTck campaign for inspiring people through mass mobilizations, creating a state of the art website, for its deft media-savvy campaign and for the scope of the coalition.

For more on the campaign visit www.tcktcktck.org
communications
• Airport ads produced for COP 15 by Greenpeace and co-branded with the TckTckTck logo were displayed in Copenhagen airport.
• More than 100 GCCA partners signed a joint letter to world leaders published as a paid advertisement in December in the leading international newspapers, the Financial Times and the International Herald Tribune.
• Blog Action Day on October 15 – of which TckTckTck was an official partner – involved 51,000 trackable blog posts in 155 countries across six continents, reaching an estimated 17.9 people and making it one of the largest social change events ever.
• Hand over on December 7 of TckTckTck petition in Copenhagen, with more than 15 million signatures.
• The GCCA amplified the voices of respected leaders over the course of the year including three African Nobel Peace Prize winners, The Elders and the World Mayor’s Council on Climate Change. Examples included Desmond Tutu speaking at a candlelight vigil at the Bella Centre in Copenhagen and the Mayor of Toronto accepting the Fossil of the Day Award on behalf of Canada.
• The GCCA reached out to Hollywood and the entertainment industry to support the call for a Fair, Ambitious and Binding deal and collaborated on production of videos, art exhibits and personal appearances by celebrities on behalf of the campaign.

Key projects
Much of our communications work centered around three specific initiatives:
• Human Voices: providing a platform for people and communities already experiencing the very real impacts of climate change
• Opportunities: showcasing the benefits of using economic stimulus packages to invest in sustainable low-carbon infrastructure
• Adopt a Negotiator: shining a light on the role of individual negotiators from key countries working for and against progress towards a Fair, Ambitious and Binding treaty.

Human Voices and Most Vulnerable Countries project
The Human Voices and Most Vulnerable Countries (MVCs) project brought the voices of affected communities to decision makers, and amplified the voices of leaders from these countries in the UN process.

Some key outcomes:
• campaign events and materials, including Hitting Home – Stories from the Climate Change Frontline, distributed by partners to heads of state, environment ministers and chief negotiators
• visit to New York by four ‘climate witnesses’ to coincide with heads of state climate summit
• Human Voices awards to highlight the campaign to international journalists writing primarily about climate change
• TckTckTck petition delivered by young people to UNFCCC Executive Secretary Yvo de Boer and Danish Climate Minister and the President of COP 15 Connie Hedegaard.

Opportunities Working Group
The Opportunities Working Group focused on empowering the GCCA partners to communicate a positive narrative about climate solutions by developing talking points and compelling facts for use by campaign partners to refute the arguments being put forward by fossil fuel interests. Campaigners in Australia, Japan, France, the U.S. and Canada used these materials to counter industry claims that climate policies will increase consumer costs, kill jobs and exacerbate the global recession.

Some key outcomes:
• GCCA partners E3G and Climate Group released New Winners Emerging in Global Race for Low Carbon Competitiveness, a report on the positive opportunities created by low-carbon strategies
• GCCA sponsored a Jobs, Justice and Climate event as part of a larger strategy to build labor’s support for climate protection legislation at the national and international levels.
• The opportunity message and the potential of a low-carbon economy will continue to be a powerful and prominent means to reach out to broader constituencies in 2010 and beyond.

Adopt a negotiator
The Adopt a Negotiator project is a unique global initiative of youth representatives from 13 pivotal countries who are trying to change the way citizens around the world engage in the complex process of climate negotiations. The project was created by Oxfam and supported by the GCCA. Its slogan is: ‘Follow our trackers as they follow our climate negotiators’. Having built relationships with the negotiators, the negotiator trackers are uniquely positioned to closely monitor their own home country’s negotiators and report back via dedicated blogs, Twitter and other social media.

Launched at the Bonn intercessional talks in June, the project was an onsite presence during climate talks in Bangkok and Barcelona and was particularly effective at COP 15 in Copenhagen where it attracted much media coverage, notably in the US and in Canada.

TckTckTck website
To communicate to a large and diverse ‘connected’ global audience, the GCCA created the tcktcktck.org web site to host partner content, deliver social marketing tools and campaign materials and to be the online hub for the collective campaign activities of GCCA partners and ran a series of informative evening programs. Speakers included Kumi Naidoo, Bill McKibben, Naomi Klein and George Monbiot.

Website takeover
In the final days of COP 15, when it became clear that the summit was not going to deliver the ambitious agreement being demanded by millions of people worldwide, the GCCA organized a joint response to frame the outcome in a way that would prevent leaders from spinning the outcome as a success. Our message was simple: “You’re Not Done Yet and Neither Are We”.

The “Not Done Yet” message was picked up by most of the major partners, culminating in an unprecedented ‘website takeover’ of almost 25 of our partners’ home pages including WWF, Greenpeace, Amnesty, 350, Avaaz, 1Sky, Civics, and the World Council of Churches with one consistent graphic and message. Our team led all components of this campaign; the entire project was accomplished in less than 48 hours from idea to execution.

The Fresh Air Centre
One of our most significant successes during COP 15 was the operation of a digital media café known as the Fresh Air Center (FAC). The FAC played host to bloggers and partners and ran a series of informative evening programs.

digital strategy
• Just under 500,000 unique individuals visited the website during the course of the campaign
• 2.2 million page views
• over 80,000 unique visitors to the website between September and October
• 109,724 visits during COP 15 fortnight
• 20,000 strong fan base on Facebook
• 1,200+ via Twitter used ‘tibblion’ avatar with 5cktcktck logo
• 360 videos on YouTube
• 6,100 photos on Flickr
• 1,600+ mentions on popular blogs
The GCCA’s organizational structure consists of a board; secretariat (lead by an Executive Director and including a team composed of full/part-time employees and consultants); nerve center (the strategic arm and forum where partner organizations shared intelligence, provide intelligence on political strategies and guidance to campaigns on rapid response strategies) and the global campaigns team (the operational arm charged with implementing the public campaigning strategy through existing networks and organizations, disseminating communications strategies and targeting messages to a network of country-level campaigns).

Specialist groups
Additional working groups operated over the course of the year to plan specific events and mobilization around key moments. Later in the year the concept of a rapid response hub was tested; this proved to be such a success that it was repeated to great effect in Copenhagen during COP 15. The hub provided the critical linkage between insider negotiations and public campaign efforts while strengthening the alignment of the GCCA partners. It was made up of 6-8 experienced and expert campaigners and communicators who were empowered to make rapid decisions on targets, messaging and response channels based on real-time intelligence arising from the negotiations.

Board members
The GCCA board has up to 15 members, with a seven-member executive committee empowered to make decisions between board meetings. Initially the board comprised representatives from founding partners and then expanded to better reflect GCCA’s global reach. Board members* at the close of 2009 were:

- 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, Equiterre – Deputy Director, GCCA Treasurer
- Barry Coates, Executive Director - Oxfam NZ
- Peter Bahouth, Executive Director – US Climate Action Network
- Vicky Tauli-Corpuz, Executive Director – TEBTEBBA (UN Permanent Forum on Indigenous Issues)
- Fe’iloakitau Kaho Tevi, General Secretary – Pacific Conference of Churches
- Gavin Edwards, Head of Climate and Energy Unit – Greenpeace International
- Christiaan Hogenhuis, Sustainable Development Research – Oikos/World Council of Churches
- Nafisa Goga d’Souza, Executive Director – Laya
- Rubens Harry Born, Executive Director – Vitae Civilis
- Morné DuPlessis, Chief Executive Officer – WWF (SA)

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

A weapon of mass collaboration

Reaching out to new constituencies was a central plank of our overall strategy in 2009. Early in the year existing partners, recognizing that world leaders needed to hear from a wide range of constituents beyond those who normally call for action, mandated that the GCCA would work strategically to grow the membership beyond ‘the usual suspects.’

Working on this brief, an outreach coordinator was hired in early May, resulting in the growth of the partnership roster from 32 partners to more than 230 partners by the end of the year. Representing environment, development, labor, faith, human rights, health, climate justice, education, entertainment and media youth and others, the GCCA in 2009 became the world’s most diverse group working on climate change issues.

Broad support

This wide range of partners in the GCCA included many which are not normally perceived by the public as being associated with climate change issues such as the International Federation of the Red Cross, Help Age International, International Trade Union Confederation, World Council of Churches, International YMCA, and the World Mayors’ Council. The urgency of the issue and its global, unsparring impact moved many new and credible voices to join our call for a Fair, Ambitious and Binding climate agreement. Additionally, we began constructive conversations in 2009 with security, consumer, religious and business groups as well as with social movements.

Starting the year with just a handful of members (see box for brief history), the GCCA partners worked collaboratively, spoke in unison in relation to a set of demands and mounted unique and creative individual campaigns under a common agenda. In 2010 and beyond, the current partners and the many new partners expected to join the GCCA will continue their exceptional efforts toward a safe, secure and healthy world.

Partners by sector

In 2009 the GCCA broadened its reach to include many organizations working on climate change.

This chart shows a breakdown of partners by sector.

For a full list of partners see page 20

Global reach

A few examples of how GCCA partners interacted with the campaign:

• Within 24 hours of the end of COP 15, dozens of the partners participated in a website takeover initiative created by the TckTckTck digital team – demonstrating the speed at which we can implement campaign moments.

• Many partners put their unique networks and resources to work for the GCCA including the Environmental Media Association (EMA) and the Producer’s Guild of America (PGA Green), who produced two videos for the TckTckTck campaign that aired on major US entertainment shows and on the websites of partners. Neither of these videos would have happened without the direct participation of the partners demonstrating the power of collaboration.

• By adopting and promoting the TckTckTck message on websites, at events and in overall climate issue messaging existing partners were a major factor in bringing new partners to the GCCA. Because of the unsolicited affirmation by partners to their own contacts, we saw rapid growth and even greater diversity demonstrating the power of association.

• In the US, the GCCA partner USCAN coordinated effort by a group of over 100 organizations in the lead-up to and during climate week (starting September 21), an effort which was instrumental in showing a united front from civil society during the G20 meeting in Pittsburgh.
GCCA partners

Global Call to Action Against Poverty (GCAP)
Global Green
Global Humanitarian Forum
Global Movement for Children
Global Voluntary Development Association (GVDA)
Global Warming and Climate Change Initiatives for the International Youth Council
Global Giving
Goodness00
Green Thing
Greenpeace
Greening the Beige
Greenpeace International
Grimm Frierdag
Healthcare Without Harm
Help Age International
Hip Hop Caucus
Iceland Nature Conservation Association
Indian Youth Climate Network
Indigenous Environmental Network
Indiana Unit – The League of Independent Activists
International Center for Sustainable Development & Environmental Studies (ICSDS)
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 (IIDD)
International Network for Education & Trade Exchange (INEX)
International Social Workers Society
International Tibet Support Network
International Trade Union Confederation (ITUC)
International Youth Council (IYC)
Irrigation
Jalteraju
Jft
Klima Klub
Kyoto 2
Kyoto Support Group
La Dimmer Calorique
Labor Network for Sustainability
League of Conservation Voters
Live Earth
Make Poverty History
Mennonite World Conference
MERCY Malaysia
METIS Global Awareness Network
Millennium ART
Movement for Children and Youth Welfare
My Blue Planet
National Council of Churches
Natural Resource Defense Council (NRDC)
Nature Trust
NEKARINA NPO
New World Hope
Nepal Development Foundation
Niger Delta Women’s Movement for Peace and Development
Nobel Women’s Initiative
Norwegian Church Aid
Noticias Positivas
Oceana eXchange, the GEO Project
Our Ocean
ONE
One World
Organization for Women’s Development
Ontario Great Britain
Oral Health
Oxfam
Pacific Conference of Churches
PASUMI THAYAGAM
Peace and Collaborative Development Network
Pensions Climate
People’s Climate Action
People’s Initiative for Learning and Community Development (PILCD)
PeoplesLink
Physicians for Social Responsibility
Plan International
Planet Cali
Planet Ilojica
Planet Positive
Plant for the Planet
Practical Action
Presencia Ciudadana
Producer’s Guild of America
Project Survival Pacific
Rainforest Action Network (HAN)
Raising Awareness on Environment and Climate Change Program
Realizing Rights
Religious Society of Friends
RESI
Rock The Earth
Rockey Mountain Climate Organization
Sandbag Climate Campaign
Save the Children UK
Seas at Risk
Service Employees International Union
Sierra Club
Solar Generation
Sri Lanka-United Nations Friendship Organization
Stichting Dolphinmorn
Stop! Nuisances
Sustainlabour – International
Sustainability
Taking IT Global
Team
Tea Tree Change
Tejido
The Climate Institute
The Consumer’s World
The Green Initiative
The Greens Initiative
The Pew Charitable Trusts
The Prince’s Mayday Network
The Rainforest Initiative
The Regeneration Project
The Women for a Change International Foundation
This Place 09
Tibet Network
Trade Union Advisory Committee on Transparency International
Treehugger
UN Seal the Deal
Union de Grupos Ambientalistas
Union of Concerned Scientists
United Arab Emirates Association
United Climate/UNICEF
United Nations Regional Information Centre for Western Europe
United Nations Volunteers
With a looming recession during the preparation of 2009 budgets, the GCCA followed the guidelines of prudent financial management, conservative budgeting, continuous efforts in fundraising, and smart contingency planning. As a result we were able to campaign at full strength during key moments in the campaign, funnel crucial funding to partner organizations to assist in their work, develop state of the art social media and other communications tools, and maintain a highly responsive Secretariat to oversee all operations while staying within budget.

We ensure the efficient use of funds given by the foundations and others who support us. Campaigning, public outreach and mobilization are our top priorities. The largest portion of our funds – more than 75% of our 2009 operating budget – is devoted to our campaigning, communications and outreach work globally and in key countries, including via the tctcktcktck.org website.

The GCCA’s audited financial statements are available at www.gc-ca.org.

Sources of funding

The GCCA acknowledges the generous support received to date from our funders, including Oak Foundation, Sea Change Foundation, Better World Fund, Prince Albert II Foundation of Monaco and the Government of Québec, to support our work in 2008 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, including for example from V. Kann Rasmussen Foundation for national campaign support.

<table>
<thead>
<tr>
<th>Source of Funds</th>
<th>Amount</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundation grants</td>
<td>USD 7,863,746</td>
<td>2009-2010</td>
</tr>
<tr>
<td>Government grants</td>
<td>CAD $300,000</td>
<td>2008-2010</td>
</tr>
</tbody>
</table>

Statement of revenue and expenditure

Our financial statements for 2008 and 2009 are summarized below and available in full on www.gc-ca.org. The remaining funds from grants received to date are being used to support the GCCA’s actions in 2010.

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>REVENUE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating grants</td>
<td>6,874,424</td>
<td>42,116</td>
</tr>
<tr>
<td>Other revenue</td>
<td>2,566</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6,876,990</td>
<td>42,116</td>
</tr>
<tr>
<td>EXPENDITURE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secretariat operation</td>
<td>597,163</td>
<td>42,116</td>
</tr>
<tr>
<td>Strategic campaign coordination</td>
<td>630,322</td>
<td></td>
</tr>
<tr>
<td>Communications</td>
<td>2,231,351</td>
<td></td>
</tr>
<tr>
<td>Global campaign</td>
<td>1,738,205</td>
<td></td>
</tr>
<tr>
<td>National campaign support</td>
<td>1,679,949</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>6,876,990</td>
<td>42,116</td>
</tr>
</tbody>
</table>

Use of funds

In 2009, the GCCA’s funds were used to support mobilization globally and in key countries, as well as to operate the Secretariat and provide overall coordination and strategic direction for the campaign. Under global campaign, we supported actions at key moments and provided funds to partners for other global mobilization efforts. Through national campaigns we supported partners in prioritized countries for their campaign work, as well as rapid response actions.

Our communications work included outreach, media relations, the TckTckTck website and social media, as well as support for communications narratives and events through the Human Voices and Opportunities projects. Funds were also provided to partners to support strategic activities related to the negotiations, such as Adopt a Negotiator, and initiatives to support efforts by the most vulnerable countries.

Grants to partner organizations

Overall, more than three million dollars were awarded in grants to partner organizations. Most grants were awarded to support national and regional campaigning (including for rapid response actions and national hubs), with the remaining funds for global campaign and communications actions. For a complete list of grants see www.gc-ca.org.

In addition to these grants, partners reported a further total of more than eight million in funds leveraged from their own organizations plus additional sources for activities carried out with financial support from the GCCA. This is additional to the considerable in-kind contribution of partners for staff and other resources.

For more on the campaign visit www.tcktcktck.org

We always ensure the efficient use of funds given by the foundations and others who support us. Campaigning and public outreach and mobilization are our top priorities.
From commitment to change
by Kelly Rigg, Executive Director, the Global Campaign for Climate Action

Copenhagen failed to deliver the Fair, Ambitious and Binding (FAB) deal we were calling for, but it lifted climate change up the global political agenda and resulted in new commitments by many major economies.

These commitments are nowhere near enough to limit global temperature rise below 2°C – a commitment that governments set for themselves for the first time in 2009. And they are even less sufficient to reach the 1.5°C goal that the most vulnerable countries have called for. With current pledges, we are heading towards a temperature rise of 3°C at best, if the high ends of pledges are implemented. The uncomfortable reality is that all of the world’s major economies need to show much greater ambition – although some have a lot more catching up to do than others.

Raising ambitions
But commitments are on the table for the first time, and the gap between promise and commitment is plain for all to see. This gives us a basis on which we can build a campaign to raise ambition. This is precisely what the GCCA will do: our partner organizations have agreed to continue campaigning together in 2010 and beyond to close that gap. We will also work to ensure governments provide sufficient funding and technology to developing countries, helping them move towards low-carbon development pathways and adapt to changing climatic conditions. Finally, we will continue to push for a fair, ambitious and legally binding international agreement.

In the meantime, governments will have to get started implementing their commitments. There will need to be a massive shift in investment in clean, efficient technologies, sparking talk of a “low carbon race” in China, the US, Europe, Japan, India and other major economies. Unfortunately, the reality of the “low carbon race” often lags behind the rhetoric. Governments have not sufficiently recognized the real benefits of the transition to a low-carbon economy. The fact is, humans are intelligent creatures – eventually, the inevitability of a low-carbon future will sink in and those who act first will benefit the most.

Civil society must also do its part. We must create a public mandate for governments to act, to provide the space for our leaders to make bold decisions. We can do that by showing we are prepared to reduce our own CO2 emissions – as individuals, as organizations, and as communities.

A wake-up call to action
Tackling climate change – arguably the greatest threat of our times – could not be more urgent. We need to drastically reverse the current path of ever-increasing greenhouse gas emissions. The climate crisis must be the wake-up call that moves the world to action. Looking forward to 2010 and beyond, GCCA will work to transcend political fault lines and build support at all levels of society to create the conditions that not only avert climate chaos but provide a foundation for a new green economy and place the planet on a path to sustainability.