Global Call for Climate Action
Annual Report 2014
About GCCA
GCCA partner organisations represent citizens from a broad spectrum of civil society who are concerned about climate change and recognise a need for genuine leadership and meaningful action.
2014 was a year of new beginnings, for the climate movement, for GCCA, and for me, joining the team as Executive Director in April.

The movement was strengthened by science, primarily in the form of IPCC’s 5th Assessment Report that was released in stages starting in late 2013 and continuing throughout 2014, each one serving to further isolate and discredit the rhetoric of ‘deniers’ and vested interests. The economic case for climate action also shifted significantly, with a commission including five former heads of state and government headlining the New Climate Economy report showing that climate action and economic development are not only complementary but also interdependent. But most of all the movement was strengthened by people. Millions of us in far-flung places marching, writing, demanding, dreaming, and most of all acting, to turn the tide of climate change.

The phenomenal Peoples’ Climate March in September created a renewed energy and optimism that permeated the UN Climate Leaders Summit. The message was clear: the debate about whether climate change is happening is over, we need to look to the future, to change everything we need everyone, and we need to start now. ‘Everyone’ was out in force on September 21st, including the dozens of ministers and even world leaders who joined 400,000 people on the streets of New York, while nearly 300,000 others took part in 2,600 events in 162 countries. Inside the UN Summit, Marshall Islands poet Kathy Jetnil-Kijiner became a sensation when she told the climate movement’s story in poetic form. The world took notice. This is no fringe movement. This is people power, and it heralds a new, more determined, and more influential phase in the evolution of the global climate movement.

Negotiations were tougher, and official outcomes more guarded, three months later at the annual UN climate conference in Lima (COP20), but the people at least did not disappoint. Living in South America myself, I was proud to see the continent’s largest ever climate march when over 15,000 people rallied on the streets of Lima on December 10th, Human Rights Day; a swirl of colour and music tempered by genuine alarm about the very human consequences of climate change already being felt in Peru and across the region.

GCCA was a key player in all of this. Working behind the scenes, months in advance of the big moments, to gather the stories, connect the people, interpret the science, and supply our partners’ campaigns with tools, training, access to the media, and the immeasurable strength that comes from being part of a global force for change. We continued to show our partners and the world the sum of the movement’s many parts – how our partners influence public discourse and political outcomes – and through our communications work we often reached governments, UN officials, and opinion leaders with the movement’s core narratives and messaging. And, finally, we were there on the ground on the day, briefing NGOs and other activists, sending out our unrivalled, up-to-the-minute briefings of what was actually happening, amplifying the voices and catalysing the actions of our partners to fortify the impact of the entire movement. Personally, I was thrilled to confirm what I had suspected when I signed-up with GCCA: it’s the ultimate fixer and facilitator, a leading collaborator in the climate movement known for getting stuff done.

We opened up to vast new audiences in 2014 as the Tree communications platform grew branches to serve Chinese, French and Spanish speakers, and extended operations into Latin America. The 20+ members of the Secretariat continue to pioneer virtual team work. Based in 12 countries – from Australia and China in the East, through Europe, and across South, Central, and North America in the West – we benefit from different perspectives and opportunities, while still working closely together thanks to the full spectrum of modern communications technologies. This format fits the needs of the ‘networked call-to-action’ that GCCA is spearheading and which is set to help partners engage with new audiences in their home languages in the run-up to the Paris UN climate conference.

Joining the GCCA team is an exciting challenge for me, and I am hugely indebted to outgoing Executive Director Kelly Rigg, and the entire GCCA staff, for their warm welcome and invaluable support. Together we have now undertaken a strategy ‘refresh’ aimed at meeting the ever-shifting challenges faced by the climate movement and ensuring that GCCA focuses on activities that best serve the priorities of our partners.

GCCA is more determined than ever to grow and activate our partnership, to build ever-bigger global moments, and help our partners to win game-changing national campaigns. These are our priorities going forward into 2015, and with the power of so many people behind us we are confident that we will make a real difference in the crucial year ahead.
Our highlights in 2014

Peoples’ Climate March: putting boots on the ground
GCCA worked behind the scenes for over a year to prepare for the biggest date in 2014, leveraging every possible asset and contact to rally around the historic Peoples’ Climate March in the run-up to the UN Climate Leaders Summit. It was an opportunity to work closely with new partners, especially in the New York area, and build the capacity of the entire network. Grassroots mobilisation in NY focused on building a unique network of parents groups, social entrepreneurs, the clean energy community, and the yoga community. We also linked with the people behind the Future of Energy documentary and landed a national AP story when it premiered in NY a week before the march.

In the preceding months, GCCA convened weekly calls with key partners 350.org, Avaaz, USCAN and Climate Nexus to catalyse activities and identify gaps. Our new Climate Tracker global #call4climate, asked participants to write and pitch opinion pieces linked to the march. GCCA collaborated with Climate Nexus to secure celebrity outreach and the successful placement of opinion pieces related to the Peoples’ Climate March. Everything came together on the day as we bore witness to the world’s biggest ever climate march, and inspiring events across the globe, with world leaders, business people, activists, parents and artists walking shoulder-to-shoulder.

Climate Leaders Summit: poetry in motion
The role we played around the UN Climate Leaders Summit showcased GCCA at its best; playing catalyst, connector and facilitator, and leveraging the strengths of our partners to generate much more than the sum of their parts. In partnership with Avaaz and 350.org, GCCA helped to organise and shape the civil society portion of the Summit’s high-profile Opening Ceremony by working closely with the UN Secretary-General’s Climate Change Support Team and the UN Non-Governmental Liaison Service. This joint effort helped secure the strong participation of civil society leaders and poets Kathy Jetnil-Kijiner from the Marshall Islands, alongside speeches by Ban Ki-moon, Mayor Bill de Blasio, Al Gore, and actors Li Bingbing and Leonardo DiCaprio. GCCA and Avaaz were also behind the creation of a three-minute ‘visual aggregation’ of civil society actions and demands from around the world that served as the visual backdrop to Kathy’s performance. Her performance received a standing ovation, and a long-standing member of the Secretary-General’s staff later said that the only other such ovation in the GA Hall he could remember was for Nelson Mandela. To date, Kathy’s performance has been watched on YouTube nearly 500,000 times, and mentioned in over 125 media articles. For many it ranked alongside the Peoples’ Climate March as the highlight of Climate Week. GCCA is proud to have helped make this momentous telling of truth to power possible.

IPCC Fifth Assessment Report: adding faces to the figures
GCCA and partners worked throughout 2014 to ensure that the findings of the landmark IPCC Fifth Assessment Report (AR5) reached and inspired a huge global audience. Action was aimed at localising and personalising the complex science contained in the Working Group (WG) reports, to enable partners and journalists to transmit accurate, relevant and engaging stories. At the heart of the materials provided by GCCA and our main partner the Climate Action Network (CAN) were the Global Resource Packs created for the WG2 release in Yokohama (March), WG3 release in Berlin (April), and the Synthesis Report release in Copenhagen (November). These broke down extensive scientific reports into easily digestible and actionable materials, including key findings, social media content, press releases, and more. Partners were also given Regional Breakdown Reports and powerful story-telling material to help give the science a human face. Dozens of personal accounts and images of climate action and resilience were sourced from partners around the world and shared across our network of partners and allies.

The GCCA played a crucial role in coordinating the civil society effort on the ground at several IPCC meetings during the year, aimed at vigilantly tracking the negotiations in real time and ensuring that governments agreed the strongest possible Summaries for Policymakers (SPMs). To further help partners to target their advocacy efforts back home, we also organised AR5 strategy catalyst workshops in Argentina, Brazil, China, India, Nigeria, Peru, South Africa and Tanzania. These efforts resulted in a lot of – mostly helpful – media coverage of the IPCC science around the world. To strengthen media coverage in the South, and build capacity with science and environment reporters, a series of media briefings and ‘webinars’ were held in collaboration with Internews and Earth Journalism Network, and co-funded by the European Climate Foundation (ECF). These took place in Argentina, Brazil, India, Indonesia, Nigeria and the Philippines, in order to brief local and regional journalists about AR5.

Joint GCCA-CAN work to coordinate and enhance communications around the AR5 release can be held up as an example of highly effective collaboration among partner networks, and created a new community of digital and social media practitioners. Between the regional targeting, the Twitter storms and the Facebook memes, deniers and sceptics did not get much traction and real science was able to speak for itself.

Beautiful Trouble: generating solidarity in Central & Eastern Europe
Poland and the entire Central Eastern European region remained a focus in 2014, taking the actions and networks initiated in the run up to COP19 in Warsaw in exciting new directions. GCCA and partners are working to help the emergent grassroots climate movements become more effective, visible and linked up with global actions. In August, this region was in the spotlight as over 7,500 campaigners from 27 countries formed an 8-km long ‘human chain’ across the Neisse River...
that divides Poland and Germany to call for an end to coal expansion in Europe. This action drew global attention to the plight of two historic villages directly threatened by proposed new lignite mines – Kerkwitz in Germany and Grabice in Poland, united in solidarity by the human chain stretching between them. Over 6,000 people risk losing their homes if these vast open-pit mines go ahead and large areas of forests and farmlands will be destroyed. People stood shoulder-to-shoulder against this threat and rallied behind a clear message: coal has no future in a world committed to tackling climate change.

Promoting creative campaigning like this is the rationale behind GCCA’s capacity building collaboration with the creative activist group/publisher Beautiful Trouble. A five-day Beautiful Trouble training session for 25 young climate activists was organised jointly with 350.org and Avaaz in September with participants from Belarus, Hungary, Montenegro, Poland, Russia, Serbia, Slovakia and Ukraine. GCCA provided expertise, outreach, logistical support and part of the funding for the session, while the group shared an innovative methodology that has proved successful at bringing people out on the street and encouraging them to join the global movement. As a direct result of this session, youth groups organised Peoples’ Climate March actions on 21st September in both Budapest and Warsaw, and successfully used these tactics to take a visible stand against a government squeeze on civil society space in Hungary. GCCA will continue to support the groups involved as they work to mobilise citizens across the region.

Mentoring: empowering the leaders of the future

The GCCA Mentoring Scheme – a new pilot programme aimed at empowering young climate leaders and youth-led groups to build and grow their own organisations and campaigning projects – was launched in 2014. A worldwide selection process matched 14 successful candidates from Brazil, Fiji, India, Rwanda, Sudan, Trinidad & Tobago, and Ukraine, with mentors from their own regions. The scheme began with a six-month programme during which mentors and mentees met regularly; benefited from one-to-one sessions with experts; and participated in four whole-group Skype training sessions on issues such as Theory of Social Change, Allies / Power Mapping and Knowledge Sharing. GCCA received positive feedback on the value of the sessions from all participants, who acquired valuable leadership skills and insight into movement strategy. They have since self-organised a Facebook group and Whatsapp messaging list to continue to share ideas and strategies, and a review of the pilot is underway to determine its future direction.

Adopt-a-Negotiator: keeping the talks on track

Already one of GCCA’s most successful programmes, AaN broke new ground in 2014 with its strongest ever media coverage and impact at COP20 in Lima. As the talks went right down to – and beyond – the wire, many delegates relied on AaN’s play-by-play updates to keep up-to-speed on subtle text changes and which countries were pushing and pulling in which direction. The new ‘Climate Tracker’ programme also took off, working with a wider group of talented activists to build their capacity as communicators.

Around 750 people applied for our COP20 Fellowships, joining our Climate Tracker programme as part of the selection process. In addition to participating in skill-ups to hone their skills, applicants answered our encouragement to test their abilities by publishing 255 articles across 72 countries and 13 languages, which were shared over 16,000 times on social media. We offered GCCA-funded COP20 Fellowships to ten of the most promising candidates - from Bangladesh, Colombia, Costa Rica, India, Italy, Kenya and the Philippines, Poland, Spain and Venezuela, as well as three self-funded Fellows from Canada, New Zealand and Taiwan. Once in Lima, they met with their respective negotiators and ministers, gave feedback on government positions, and published over 100 blogs on GCCA-managed platforms, while placing approximately 250 stories in a mix of trade and mainstream media around the world. Their work was published on at least 47 media platforms and shared 50,000 times on social media. The Philippines’ tracker’s opening post was picked up by GMA news and ‘liked’ 9,600 times on Facebook. Our New Zealand tracker appeared on TV stations challenging the country’s Prime Minister in front of over 400,000 viewers. Our Colombian tracker interviewed his country’s president, Juan Manuel Santos, and the Canadian tracker’s critical op-ed about the government’s climate performance was re-published in newspapers across Canada. The AaN website was a lifeline during the final stretch of the COP20 talks, and many professional media outlets, including The Guardian, featured tracker output in their own Lima live-blogs. All told, our efforts led to the publication of more than 350 stories in major international and domestic media platforms; if we add blogs, participants connected with audiences around the world through nearly 600 stories over the course of the year. 2014’s trackers will be a tough act to follow.

Microsites: a networked call-to-action

GCCA spearheaded an innovative ‘networked call-to-action’ initiative in 2014 that included the launch of several microsites (light engagement websites) aimed at helping partners to connect with both new and existing audiences. GCCA designed three specialised microsite templates that have so far been used by six partner coalitions. These sites all helped to expand the reach and impact of the climate movement by appealing to different sectors and telling different sides of the story.

Originally, a large-scale launch to aggregate these efforts was planned under the Now is Our Moment masthead, but after careful consideration and discussion with partner groups this plan was not executed, in order to maximize focus on the New York street mobilisation. Microsites launched include LastHours.org (a collaboration with author Thom Hartmann and the Leonardo DiCaprio Foundation, featuring short videos about climate change); SupportClimateJustice.org (a collaboration with the Mary Robinson Foundation and the World Resources Institute); FastForTheClimate.org (a joint effort by over 18 mainly youth and faith-based NGOs seeking to grow the fasting movement inspired by Yeb Saño’s fast after Typhoon Haiyan); WECANdeclaration.org (promoted by the Women’s Earth and Climate Action Network within a coalition of 17 NGOs); ActClimate.org (led by the ACT alliance of 44 Christian charity organisations in five languages); and the Track0.org site (launched during Climate Week in September to promote narratives and initiatives supporting a net zero phase-out).
Our highlights in 2014

The Tree: taking root and bearing fruit
The Tree, our flagship communications initiative, flourished in 2014 and we celebrated the launch of new branches for Chinese, Spanish and French speakers – major milestones in our mission to build a diverse global movement. This expansion means there are ‘el árbol’, ‘木’ or ‘tree’ desks in Beijing, Brussels, London, Montreal, Sydney, Valdivia, and Washington DC. The treealerts.org website is now also multi-lingual. We continue to explore the best ways to deepen engagement with different audiences and in different regions, and to ensure that the Tree model is fit-for-purpose in both developed and developing countries.

In 2014, the Tree coordinated messaging and action across a wide variety of subjects. This included: the 2030 climate and energy package in Europe; in Latin America during COP20 in Lima; in North America as the oil sands and other business stories developed; and in Australia as the government’s regressive climate policy sparked widespread reactions.

Work on the ground during key moments, like the Peoples’ Climate March and COP20, went well beyond our daily bread of writing and circulating Alerts and blogs. We set up and managed Tree calls between influential campaigners, rebutted deniers and mobilised celebrities to write and speak on key issues, and brought people together physically during Tree ‘Happy Hours’ and coordination meetings.

The numbers speak for themselves: over 550,000 Twitter impressions were generated from Tree Alerts in key months; we now have close to 2,000 influential subscribers; and 60-80% of participants state that Tree resources empower them to engage effectively in climate debates and win arguments.

Digital Outreach: creating impressions
2014 was a record year for web and social media traffic across the TckTckTck platforms as GCCA accumulated well over 11.2 million direct impressions (2.1M web, 5.1M on Facebook, and 4.0M on Twitter). Our small but relentless team appears to never sleep. In 2014, it produced over 400 Facebook posts, 2,200 tweets, and 1,000 articles and striking visuals for the website, including more than 200 action posts from our partners directly calling on people to take specific action. We now have more than 35,000 Twitter followers, 43,000 Facebook ‘likes’, and attract approximately 500,000 unique visitors to the website each quarter.

One popular feature is the news widget that carries our curated global mix of climate news and actions, and can be embedded on partner and even government websites (as in the case of Bangladesh). We also have a growing network of followers on the Chinese platform WeChat, and seized the opportunity of COP20 to re-engage audiences on Youtube and Flickr, pulling together photo and video content that was picked up by sites like Grist.org and shared widely within our networks and on global media. During the football-mad summer, GCCA’s brilliant, World Cup-themed blog post highlighted a leader board of key climate negotiators to watch – an example of creative content that helps drive digital traffic.

The digital strategy is constantly responding to challenges and digital innovations; in 2015, one goal will be to ensure that it evolves to fit with the priorities of the refreshed GCCA strategy.

COP20 in Lima: action-oriented collaboration
To help our partners – both in Lima and at home – make their strongest possible impact at COP20, we provided a suite of communication and coordination support before, during and after the event. In addition to the work of our exceptional AaN Fellows, we compiled ‘Daily Tck’ email briefs to help our partners and influencers track each day’s developments, and played a key role in amplifying our partners’ efforts – like the now iconic Fossil of the Day – through technical support and the creation of timely video, photo and other digital assets. Another strategic GCCA intervention was to offer financial and advisory support to TierraActiva (Peru and Bolivia) to run ‘CasaActiva’, a free, alternative convergence space where activists could collaborate and prepare actions. It was a great success: more than 25 Latin American and international groups made use of the space. We offered further coordinating support to partners and peers inside the COP venue through morning Daily Tck meetings, where the latest intelligence, priorities and plans were shared. A storify live-blog hosted on the TckTckTck website provided a near-constant window into the COP’s evolution from the movement’s perspective. Our team played a central role in aggregating, synthesising and sharing daily Media Analysis and Social Media morning reports, which were in high demand by NGOs, journalists and governments alike. All of these resources, along with the Tree Alerts and AaN insights, helped many to navigate their way through the COP. While the official outcome in Lima fell well short of our hopes, the impact of GCCA and our partners leaves us in a strong position to power through to Paris 2015.

Connecting actors and driving action behind the scenes
GCCA’s work to help drive forward joint plans and strategies with our partner network ‘behind the scenes’ is every bit as important as the more visible aspects of our work. For example: hosting calls of key groups in the run up to the Peoples’ Climate March; conducting an early survey to gather an overall picture of the movement’s plans for mobilisation in 2015-16; and bringing organisations together at key external events. In these ways and more, in 2014 we provided avenues for our network to review progress, challenge assumptions, explore theories of change, and identify opportunities for strategic collaboration – all to strengthen the power of people standing up for climate action. In 2014, we also co-convened a diverse group of communications experts representing many different constituencies – from grassroots to business and from health to faith – who work towards alignment and coordinated discourse around key moments. Messaging around the September 2014 Climate Leaders Summit showed how this can make the collective effort more effective: together, we succeeded in framing the Summit and managing expectations in ways that had a notable impact on international media coverage.
What is GCCA?

The Global Call for Climate Action (GCCA) is a diverse network of more than 450 non-profit organisations in more than 70 countries, all united around a shared goal: to achieve a world safe from runaway climate change. Our partners come from a broad spectrum of civil society, including environmental and humanitarian organisations, youth groups, faith-based charities, labour unions, agricultural workers, and individuals from across the globe.

GCCA’s role is to harness the strengths of this unprecedented network in order to engage more people and galvanize public opinion in support of urgent, transformational climate action.

We do this by aligning and amplifying the communication and mobilisation activities of our partners to promote unity among the growing climate movement, and aggregate its combined impact around key global moments. This work includes both facilitating effective local actions during important events and campaigns, and operating as a global hub to connect and relay these actions worldwide. The GCCA Secretariat provides its partners with training, mentoring, media resources and contacts, tailor-made 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.

We are neither a global campaign nor a standalone NGO. Becoming a partner is simple. The groups joining the GCCA have different priorities and constituencies, but all support our Call-to-Action: The climate is becoming dangerously imbalanced due to human interference, and the choices we make in the next two years will determine our future. Now is our moment, before climate disruption becomes irreversible, to stand up for the safety and wellbeing of people — at home and around the world.

By uniting behind this Global Call for Climate Action, our growing network is demonstrating the collective strength of the climate movement and its ability to influence outcomes at the negotiation table, in the boardroom, and on the ground. We help raise the voice of civil society in all forums, and allow small groups to access information and build the capacity they need to participate effectively.

We are constantly striving to create innovative campaign tools to engage more people from different walks of life — both out on the streets and online. Our Action Centre is the world’s only collection of campaigns, petitions, and actions from across the climate movement, while our Resource Library contains categorised articles, photos, graphics, quick facts, and other vital assets for campaigners. Everything we do is aimed at enhancing and connecting the voices and actions of our hundreds of partners.

Climate change is a huge challenge but the solutions to tackle it are available today. We act as a global storyteller, sharing tales of climate struggles and climate heroes, and fighting to get scientific facts to the forefront of the debate in ways that make them accessible as well as locally and personally relevant for people. By linking local, national and international partners, achievements and struggles, GCCA is able to tell a coherent, compelling story that resonates globally and inspires broader and more diverse constituencies to act on climate change. This is crucial to generating the people power needed to drive strong, equitable action by governments, and realise our vision of a sustainable future.

Organisational structure

The GCCA organisational structure consists of the Board (led by the Chair and an Executive Committee) and the Secretariat (a team of about 20 people based in different regions, led by the Executive Director, and responsible for supporting partner campaigns, coordinating activities, and sharing resources). The Secretariat regularly works with and through ad hoc, informal working groups set up as necessary to advance joint campaigns and initiatives with GCCA partners and allies. In 2014, we worked with an IPCC Communications Working Group to support strategic communications around the IPCC’s 5th Assessment Report, and another working group helped coordinate plans around the UN Climate Leaders Summit and related Peoples’ Climate March.

To support GCCA’s strategic climate communications network, known as the Tree, a subset of the GCCA Secretariat staff operate in Chinese, English, French, and Spanish from locations in Australia, Canada, China, Europe, Latin America and the United States.

The arrival of a new Executive Director in Spring 2014 provided an occasion to revitalise GCCA’s strategy, with a focus on partner mobilisation and re-engagement in advance of the all-important year 2015.

2014 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 Ofsei-Nkansah, General Secretary, General Agricultural Workers Union of TUC (GAWU) Ghana
Joao Scarpelini, 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

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

GCCA was fortunate to secure a 13% increase in revenue in 2014 compared with the previous year, the lion’s share of which was used to further enhance and expand our communications work. This is in keeping with the Board’s 2013 strategic review and reflects the recommendations of partners to prioritise this side of our activities. By contrast, and despite the rise in available funds, spending on Secretariat operations and GCCA campaigns both dropped slightly in 2014 compared with 2013. This is a clear indication of GCCA’s focus on its role as a global communications hub and resource provider for its partners and the wider movement.

Creative use of social media, a network of new micro-websites, video, images and storytelling has allowed GCCA to mobilise a broader base of supporters around the world and amplify their voices. The constantly increasing numbers of both partner organisations and the citizens being reached by their campaigns are concrete evidence of this. By responding to the real needs of its partners, GCCA demonstrates its unwavering commitment to channelling the funds provided by our donors to the activities with the greatest potential to generate a powerful call for global action on climate change.

Our financial statements for 2013 and 2014 are summarised in the table opposite. Full audited statements are available at www.tcktcktck.org.

Sources of funding
GCCA acknowledges the generous support received in 2014 from our principal funders, in particular the Oak Foundation and the VK Rasmussen Foundation, without which our work would not be possible. We are also fortunate to have received support from a number of new donors this year, including The International Policies and Politics Initiative (IPPI), reflecting increased efforts to diversify our sources of funds.

To date, GCCA has received over 95% of its funds from foundations, while additional grants have also been given directly to some partner organisations for GCCA-related projects. As in previous years, in 2014 GCCA also benefited from valuable in-kind contributions from partners.

Fundraising is a top priority for GCCA’s new Executive Director, and is being pursued as part of the refreshed GCCA strategy and its revamped offer to partners. Identifying new sources of funding and support is a key goal for 2015.

GCCA is confident that we will be able to continue to facilitate the growing climate movement during this key year and beyond.

### Years ending December 31st, 2014 and 2013 (in USD)

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Grants</td>
<td>2,138,879</td>
<td>1,890,418</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>660</td>
<td>1,401</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>2,139,539</td>
<td>1,891,819</td>
</tr>
<tr>
<td><strong>EXPENDITURE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secretariat Operations</td>
<td>338,256</td>
<td>343,848</td>
</tr>
<tr>
<td>Campaigns (Global and Strategic)</td>
<td>617,827</td>
<td>628,407</td>
</tr>
<tr>
<td>Communications</td>
<td>1,183,456</td>
<td>919,564</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>2,139,539</td>
<td>1,891,819</td>
</tr>
</tbody>
</table>
For those of us who have been closely following the climate change negotiations and the peoples’ movement for climate action for some time now, it was clear that 2014 saw a palpable shift in the tone of the debate. There is less open hostility on display between rich and poor countries than in past years, and the gap between the delegates inside the room and the citizens outside seems less wide. And there is a clear sense of urgency and commitment as we all work together to craft an effective new global climate agreement for adoption in Paris this December.

That’s the good news. The not-so-good news is that a strong deal in Paris is far from a fait accompli. Major differences remain on longstanding questions, including which countries are most obligated to take action to reduce emissions, how and by how much to ramp up climate finance, and how much priority to give to adaptation and loss and damage in the post-2020 agreement.

It’s also increasingly clear that the Paris agreement will not by itself put the world on a path to keeping the increase in global temperatures above preindustrial levels under the 2°C threshold that world leaders agreed to in Copenhagen – much less the 1.5°C limit that many countries and NGOs are calling for. This underscores the need for strong provisions in the Paris deal to continually ratchet up ambition beyond the initial targets that countries are now starting to put forward.

We must be under no illusion about the complexity and political difficulty of these issues, but governments must understand that failing to resolve them this year is not an acceptable option. What we need in Paris is not a lowest-common-denominator deal that fails to get the job done, but an ambitious, equitable, binding global agreement that allows us to truly confront the threat of climate change together.

Paris is certainly not the end of this journey, or an all-or-nothing moment. But it is a critical opportunity that we must take full advantage of. For, as UN Secretary-General Ban Ki-moon warns: “Time is running out. The more we delay, the more we will pay.”

Our job at GCCA is to work with the broad and growing climate movement to keep the pressure on leaders for meaningful action and to continue to mobilise citizens in vast numbers. Governments need to know that people are watching them, that they are informed and engaged, and that they are ready and willing to make the changes necessary to create a low-carbon future. It is also our job to spread the word – ever more widely and beyond the usual circles – about the real, practical and profitable solutions that exist to the climate crisis. It should become common knowledge, for example, that Germany already generates 30% of its energy from renewable sources, and has committed to cut its emissions by some 55% below 1990 levels by 2030. Or that China has pledged that its total carbon emissions would peak by no later than 2030, is investing heavily in renewable energy technologies like wind and solar, and is setting up a national carbon emissions trading system that is projected to overtake Europe’s in scale by the end of the decade. These are just two examples of the massive transformation underway around the world to a cleaner, climate-friendly energy economy.

Of course, not all leaders have caught up to this new reality. Those governments that are moving too slowly on issues like phasing out fossil fuel subsidies and investments in new coal plants, tar sands, oil drilling in the Arctic, and other unsustainable practices, must be called out – not least by their own citizens. The stakes are too high to allow any country to continue to operate out of the fossil fuel polluters’ playbook.

One of GCCA’s proven strengths lies in the art of giving climate change a human face. In 2014, we shared hundreds of extraordinary stories of climate heroes, climate victims and climate leaders. Through film, art and conversations across borders, the climate movement came alive and entered a more invigorated and determined phase. The ghosts of Copenhagen were nowhere to be seen on the streets of New York, Lima or any of the other hundreds of climate gatherings throughout the year. The voices of ‘deniers’ – while not gone entirely – were taken seriously by almost no one, in the face of ever-clearer climate impacts. It was a truly remarkable year, but we must not rest on our laurels.

Fortunately, there is no chance of that. 2015 is poised to be action-packed, with opportunities for progress galore – not only in Paris, but in countries, states and provinces, and cities around the world. Wherever the action is, GCCA will be there, mobilising people and supporting our nearly 500 partner organisations, every step of the way. I invite you to join us!
GCCA partners

10:10
350
2041
RIEvolution Let's Change Now!
1 Million Women
2 Degrees C
30 Days 30 Ways
A Better Community for All (ABC4All)
Abibimman Foundation
Access Initiative, The
ACT Responsible
ACTION POUR TOUS
ActionAid
AFRIYOUTH ORGANIZATION
Africa 2 Green
AFRICA PARTNERSHIP ON CLIMATE CHANGE COALITION
Africa Youth for Peace and Development (AYPAD)
African Rainforest Conservancy (ARC)
African Youth Initiative on Climate Change (AYICC)
Agir pour les Générations Futures (AGF)
Alaska Center for the Environment
Alliance for Climate Education (ACE)
Alpe Adria Green
American Diplomatic Mission for World Peace
American Renewable Energy Day (AREDay)
Armnesty International
Ayurveda
Aoleaoa Youth Leadership Institute
Apollo Alliance
AQVIVA
Article 19
Artists Project Earth
ASEAN Youth Movement
Ashoka's Youth Venture
Asset Owners Disclosure Project
Association des Jeunes pour le Développement Durable
Association for Coordinated Operations in Rural Development (ACORD)
Association Nationale pour le Développement Economique et Social (ANDES)
ASSOCIATION POUR LA PROTECTION ET LA DEFENSE DE LA FORET DU MAYOMBE
Association Québécoise des organismes de Coopération Internationale (AQOCI)
Atmosforests
AVAZ
Avenir Climat
Be that Change
Benin Environment and Education Society (BEES NGO)
BirdLife International
Blue Ventures
BORAL SOCIETY FOR MULTIPURPOSE STUDIES AND SERVICES
Botanical Gardens Conservation International (BOGCI)
Brazila Esperantista Junulara Organizo (BEJO)
Building Peace
California Institute of Environmental Design & Management (CIEDM)
Campaign against Climate Change
Campaign for Human Rights and Development SL
Campus Progress
Canadian Parks and Wilderness Society (CPAWS)
Canadian Youth Climate Coalition (CYCC)
Cape Farewell
Carbon Fund
Carbon Market Watch
Carbon Offsets To Alleviate Poverty (COTAP)
Carbon Shift Ltd
Carbon War Room
CARE Climate Change
Caribbean Youth Environment Network (CYEN)
Caritas International
Center for Child Honouring (CCH)
Center for Creative Ecology

Center for Youth and Development
Centre for Girls and Interaction
Centre for Social Markets (CSM)
Change Partnership
Change to Win
China Dialogue
China Green Student Forum (GSF)
China Youth Climate Action Network (CYCAN)
Christian Aid
Christian World Service (CWS)
Citizens for Global Solutions
CIVICUS
Classical Aid International
Climate Action Network Austria
Climate Action Network Canada
Climate Action Network Europe
Climate Action Network International (CAN)
Climate Action Network South Asia (CANS)
Climate Bonds Initiative
Climate Buddies
Climate Central
Climate Coalition (Belgium)
Climate Counts
Climate Group, The
Climate Heroes
Climate Institute, The
Climate Interactive
Climate Justice Fast
Climate Refugees
Coalition for the Urban Poor
CODEGA Coalition
Codempk; Women for Peace
Columbia University Coalition for Sustainable Development
Community Forests Permba
Community Transformation Foundation Network (COTFONE)
Concern Universal
Conservation International
Consider Us
Construyendo Puentes
Consumers International
Converging World, The
Coolmyplanet.org
Cooperation for Development and Solidarity (CDISE)
Copenhagen Climate Council
Corporacion Grupo Tayrona
Costa Rica Neutral
Dana Milia Lingjungun
DanChurchAid
DARA
David Suzuki Foundation
Denmark.net
DEPANA
Do Something About Climate!
Do The Green Thing
Dogwood Initiative
E3G
Earth Champions Foundation
Earth Child Institute
Earth Day Network
Earth Reformers Foundation (For My Sake!)
EarthEcho International
Eco Union
Eco y Voz A.C. (RADIO Mente Abierta)
Ecology Global Network
EcoWatch
Ecoweek
Ekosphere
Environment Action Association
Environment America
Environmental Law and Management Initiative
Environmental Media Association (EMA)
Environmental Rehabilitation Institute For Kids (ERIK)
Episcopal Ecological Network (EpEN)
Equilibrium
Equiterre
Eradicating Ecodice
Ethical Consumer
European Coal Finance Campaign and Network
European Economic and Social Committee

European Journalism Centre
Fairtrade
Faiths United for Sustainable Energy (FUSE)
Federation of Environmental and Ecological Diversity for Agricultural Revampment and Human Rights (FEEDAR & HRI)
Finance Alliance for Sustainable Trade International (FAST)
Fondo Natural
Fonds d'action quebecois pour le developpement durable (FAQCD)
Fonds de dotation Tara
Footprint Friends
Forecast the Facts - Citizen Engagement Lab (CEL)
Forest Ethics
Foundation for Endangered Wildlife ( FEW )
France Nature Environment
FreeReporter
Friends of the United Nations
Friendship Ambassador Foundation (FAF)
Fundacion Atapes
Generation Zero
Germanwatch
Ghana National Youth Coalition on Climate Change (GNYCCC)
Global Call to Action Against Poverty (GCAP)
Global Canopy Programme, The
Global Footprint Network
Global Giving
Global Green USA
Global Hope Mobilization
Global Movement for Children
Global South Initiative
Global Voluntary Development Association (GVDA)
Global Youth Movement - Guyana
GlobalCool
Go Green Initiative
Goodness 500
Green Caravan Film Festival
Green Church
Green Festivals
Green Growth Leaders
Green Hand Organization (G.H.O)
Green Initiative, The
Green Student Forum
Green Team, The
Green the Gene
Green Times Publication
Green Youth Generation
Greenheart Project
Greening the Beige (GTB)
Greenvolution Hub
Greenpeace International
Greenpeace USA
Greens, The
GRID Alternatives
Grann Hverdag
HACEY's Health Initiative
Health and Environment Alliance (HEAL)
Health Care Without Harm
Healthy Planet UK
HEDA Resource centre
Helpage International
Hip Hop Caucus
HUMANBE
Humane Society International
Iceland Nature Conservation Association (INCA)
IDEAS (Intelectual Decisions on Environmental Awareness Solutions)
IIMatter
Indian Network on Ethics and Climate Change (INCEC)
Indian Youth Climate Network (IYNC)
IndACT
Initiatives for Land, Lives & Peace
Institute for Multi-Track Diplomacy (IMTD)
INSTITUTE TEAM FOR THE WORLD ENVIRONMENTAL ALLIANCE 2004 +
Integrated Effort For Development Nepal (IED Nepal)
Interamerican Association for Environmental Defense (AIDA)
Interfaith Power and Light (The Regeneration Project)
GCCA acknowledges the generous support of the Oak Foundation (www.oakfnd.org)