



End Climate Change, Start Climate of Change

#ClimateOfChange

A Pan-European campaign to build a better future for climate-induced migrants, the human face of climate change.





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European Union

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Project Fact Sheet

Duration: 40 months

Start date: 15 January 2020

Countries: 13 + 10 EU Member States

Case study Countries: Senegal, Ethiopia, Cambodia, Guatemala

Project leader: WeWorld GVC - Italy

15 Partners:

Action Aid Hellas (AAH) - Greece

Alianza por la Solidariedad (APS) - Spain

Bulgarian Environmental Partnership Foundation (BEPF) - Bulgaria

Buy Responsibly Foundation Poland (BRF) - Poland

Municipality of Bologna - Italy

European Association for Local Democracy (ALDA) - France/Belgium

European Environmental Bureau (EEB) - Belgium

Forum für internationale entwicklung +planung (FINEP) - Germany

Hungarian Baptist Aid (HBAID) - Hungary

Istituto Marques de Valle Flor (IMVF) - Portugal

Oxfam Deutschland (ODE) - Germany

Slovenian Global Action (SLOGA) - Slovenia

Südwind - Austria

University of Bologna (UNIBO) - Italy

Research Centre University of Nicosia (RCSWSP) - Cyprus

10 Associates

A.C.A.B.A.S - Italy

Alleanza Italiana per lo sviluppo sostenibile (ASviS) - Italy

Associazione Noi con il Tosi - Italy

Austrian National Youth Council (ÖJV) - Austria

Cheikh Anta Diop University in Dakar - Senegal

Fairtrade Polska - Poland

Mekelle University - Ethiopia

Municipality of Milan - Italy

National Youth Network (boJA) - Austria

Polish Council of Youth Organisations - Poland

“The Action recognizes that climate change-induced migrants are not only those displaced by extreme environmental events but also those whose migration is triggered by deteriorating environmental conditions.”





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Main Results and Activities

R1 Evidence-based narrative developed on climate change impacts as one key driver for migration, highlighting the interconnection to the current development model, our economic system and our own life-style.

- > 4 Case Studies in Senegal, Ethiopia, Cambodia, Guatemala on climate change-induced migration.
- > 1 Comparative survey among 23 EU Member States on the knowledge of the nexus between migration, climate change and the current economic model among EU citizens aged 16-35.
- > 1 Report on Human Economy: policy proposals to foster socially and ecologically fair production and distribution of goods and services.
- > Trainings/workshops of stakeholders and multipliers on evidence-based findings and the nexus between migration, climate change and the current economic model.
- > Evidence-based findings dissemination through online and offline tools.

R2 Young people are made aware of their role and responsibilities on human-induced climate change root causes and its consequences in terms of forced displacement and irregular migration.

- > Preparatory work, trainings and organization of local and national debates in schools and universities.
- > Final Pan-European Debate Contest in Brussels and event at EU Parliament.
- > Field trips of debate finalists and influencers in case study countries and shooting of a web-series for the communication campaign.
- > Youth Association Mobilisation through financial support to third parties to multiply impact of the campaign.

R3 A focused, strategic, participatory and innovative Pan-European communication campaign carried out in the whole EU and particularly in 23MS including Southern and Eastern Europe.

- > Coordinated online and offline communication activities (i.e. spots, social experiments, contests) to target youth (16-35yrs).
- > A Pan European Street Action Tour: performative arts and innovation technology to raise awareness on climate change-induced migration in the main squares of European Cities.
- > TedX talks in Bologna, Brussels, Nicosia and Vienna.
- > Sub-granting to run the campaign in +10 EU Member States and multiply impact of the campaign.

“Environmentally-induced movement can take place within as well as across international borders; it can be both short and long term; and population movements triggered by environmental factors can be forced as well as a matter of choice.”

R4 Youth actively involved in advocacy actions calling for a more sustainable model including climate change mitigation measures and specific protection schemes for climate migrants.

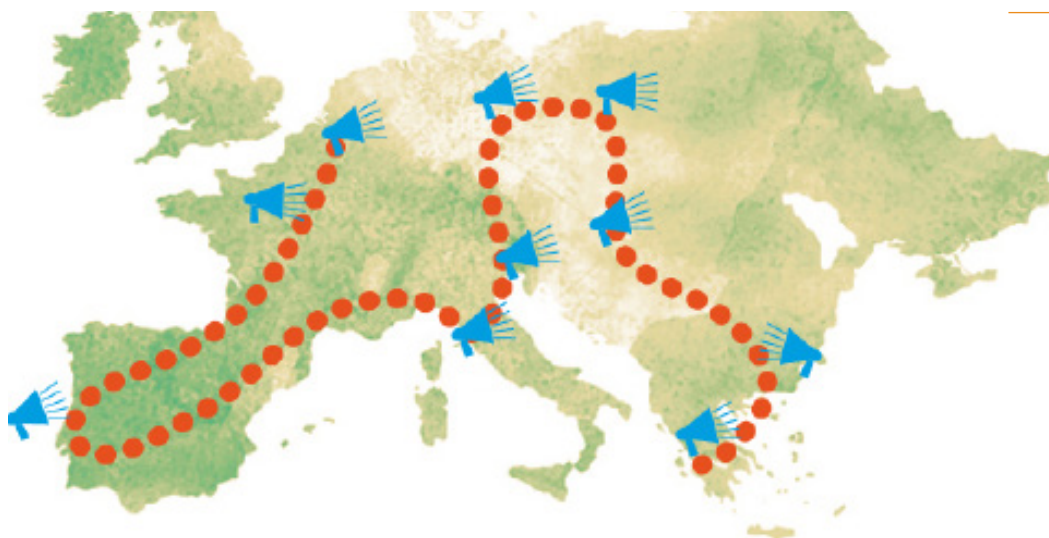
- > Youth delegations at milestone events e.g. PreCOP, YouthCOP, COP26.
- > Advocacy work towards: EU Presidency countries; European Coalition of Cities Against Racism (ECCAR) Assembly, UN, cities and local governments, Members of the European Parliament (MEPs) and policy-makers.
- > Spokesperson tours from case study countries at main advocacy events.
- > 1 Petition with youth ambassadors.

The Pan European Campaign

The long-term goal of the #ClimateOfChange Communication Campaign is to reach young EU citizens and provide them with the tools to become the protagonists of a pan-European movement. A movement of informed and aware people ready to undergo a behavioural change towards a sustainable and responsible life-style. A movement aiming to contrast the effects of climate change and support development policies to address global warming, recognising the latter as a main driver of migration and forced displacement of populations.

The communication campaign will underline how a behavioural change is necessary to improve the living conditions of citizens, especially of youth asking for a better future at European and global level. Nevertheless, the underlying idea guiding all efforts to reach this goal is that working towards contrasting Climate Change will not become a realistic objective only through a change in individual behaviour but that a joint effort of active citizens, decision-makers and policies is necessary. The mainstreaming of environmental and migration issues in all aspects of society and the involvement of new actors working towards sustainability play a key role in reaching the campaign's long-term goal.

To provoke a cultural change, action is needed, but also culture. That is why a Pan EU Street Action based on performative arts, which are literally culture in action, has been identified as the Core Campaign Action. The performance aims to expose the connections between production and consumption in Western Countries and how this model affects Climate-induced migration.



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