

# time for climate justice



## campaign report

January 2010



*"Copenhagen needs to be the most ambitious international agreement ever negotiated. The alternative is mass starvation, mass migration, and mass sickness. If political leaders cannot assume responsibility for Copenhagen, they choose instead responsibility for failing humanity."  
said Kofi Annan*

## Objective

The campaign's main objective was to generate awareness for the historic climate change talks in Copenhagen in December 2009 calling for Climate Justice to form the basis of a fair ambitious and binding agreement. The key objectives were articulated as follows:

- To position Copenhagen as an historic opportunity
- To galvanise public opinion
- To frame climate change as a humanitarian issue

## Context

In December 2008, the Global Humanitarian Forum convened a workshop on climate justice with a diverse and wide-ranging group of fifteen experts from fields including ethics, human rights, science and faith.

This expert group deliberated on the guiding principles of climate justice and produced a working paper which was presented at the Climate Justice Dialogue, held in Pretoria on 28 February 2009.

The foundations for the campaign and Climate Justice established its first public profile at the Pretoria Climate Justice dialogue held in South Africa in February 2009.

*"Climate change disproportionately affects developing countries, and hence we need strong leadership from people and politicians in the South. Students and academia will be a critical element of that sensitisation and mobilization process. The University of Pretoria is proud to be the co-host of this landmark debate."  
said Prof Calie Pistorius, Vice-Chancellor and Principal of the University of Pretoria.*



It was therefore quite fitting that the debate hosted in the South was comprised of a panel boasting no fewer than four recipients of the Nobel Peace Prize, Kofi Annan, Archbishop Desmond Tutu, Wangari Maathai and Dr. Rajendra Pachauri engaging young people on the issue of Climate Justice.

The live debate generated significant awareness for the human impact of climate change and the necessity for climate justice receiving media coverage on main stream television, radio, digital media and print, the magnitude of which afforded literally every person in South Africa the opportunity to view, listen or read information on Kofi Annan, Climate Justice and the Global Humanitarian Forum (GHF).

A strategic partnership with Havas Worldwide produced the tck tck tck open source concept. The tck tck tck creative and rationale was adopted as it communicated a sense of urgency with time literally ticking down to a point when the world would have an opportunity to take action to halt the adverse effects of climate change –Copenhagen 7<sup>th</sup> December. The appeal and universality of the tck symbol was such that it was adopted by the Global Campaign for Climate Action (GCCA) coalition as the unifying symbol for its partners.

#### Open Source

#### **the tck tck tck brand ethos**

"Now that we've explained the few rules that apply to the official mark, we'd like you to take some time to understand the ethos of the brand, and why normal rules do not apply to this campaign. tck tck tck is a movement, a cause everyone should feel passionate about joining. As a result, we want to create a **completely democratic campaign**, where logo size and colour take a back seat to the main objective: **Get the message heard.**

**the rules are: *there are no rules.***"

The above extract is taken from the brand guide book provided by EuroRSCG making it possible for everyone everywhere to use the tck logo to spread the message.

### Campaign strategy

The campaign's main asset and outreach tool to engage a global audience was the [www.timeforclimatejustice.org](http://www.timeforclimatejustice.org) website and accompanying social media platforms specifically designed to involve young people.

An important component of the campaign strategy was the drive to recruit high profile and celebrity "Climate Allies" to form a global alliance amplifying the call for Climate Justice as a main thrust of the campaign. Members of the global community were also invited to join the alliance by uploading a "tck" video, text message, and image or by downloading the world's first musical petition – a remake of Midnight Oil's 'Beds are Burning'.



A unique feature of the campaign was a human clock that "tck-ed" the seconds down to the start of the climate change talks in Copenhagen. In addition to "tcks" being uploaded online, four portable tck booths were custom designed and manufactured for the campaign as outreach tools in order to make support of climate justice more accessible to members of the general public.



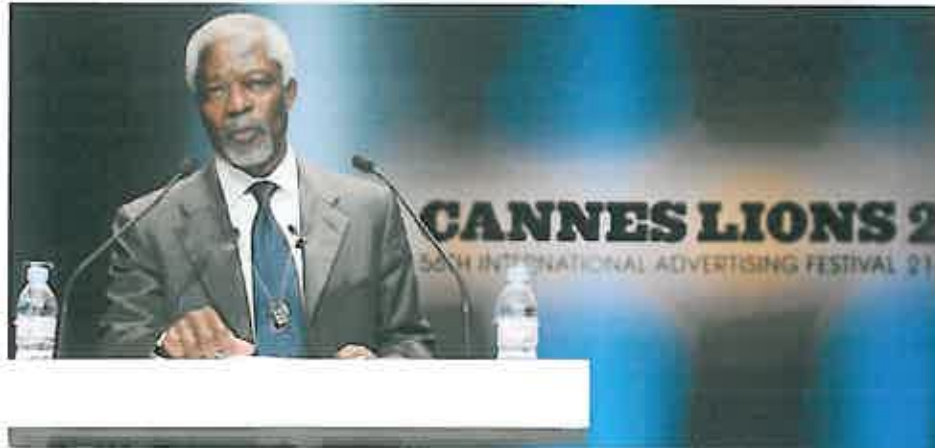
The visual symbols of the campaign: the tck tag, lapel pin and watch were sourced from an ethical manufacturer to allow a physical and tangible engagement with the campaign worn proudly by climate allies and other supporters. To offset carbon emissions produced from the manufacturing process the initiatives of Pure Planet were chosen and a monetary consideration given for reforestation projects following an assessment of the campaign's carbon footprint.

The individually numbered and therefore quite unique tck tags and other apparel were widely adopted by both NGOs as a tangible and visual symbol of the fight for climate justice and the tck movement. Whilst it was hoped that greater sales of the campaign apparel would have been achieved, 74% of the cost of production has been recovered by sales to date. Importantly, as the fight for Climate Justice will continue, the relevance and appeal of the tck apparel will continue. It should be noted that the manufacture of similar tck apparel by the GCCA was not helpful and certainly not in the spirit of cooperation.



The PR launch of the campaign took place on the 26<sup>th</sup> June 2009 at the Cannes Advertising Festival in France. Mr. Annan shared the podium with Sir Bob Geldof in an address received by a global advertising and marketing community asking for their help in raising awareness for the

historic climate change talks in Copenhagen. After receiving a standing ovation in a crowded auditorium, over 80 editorials were published in 22 countries.



Whilst the Cannes launch laid a robust foundation for the campaign, through the summer holiday months (July and August) the recruitment of high profile climate allies continued along with further developments of the [timeforclimatejustice.org](http://timeforclimatejustice.org) website.

In July the campaign team worked in partnership with the world famous Montreux Jazz Festival in Switzerland deploying tck booths to capture tcks from the thousands of festival-goers and also to recruit high profile artist performing, the main result being the chart topping British pop singer and songwriter Lily Allen agreeing to support the campaign.

### **The Global Campaign for Climate Action (GCCA)**

Post 26<sup>th</sup> June it became clear that many NGO organizations would be running their own climate change campaigns for Copenhagen as their own planning cycles were more advanced than the GCCA. The GHF exerted considerable efforts to merge its activities with the GCCA to avoid any duplication of effort and possible public confusion which did later materialize.

The GHF also coordinated a meeting chaired and convened by Mr. Kofi Annan inviting the CEO's of the GCCA coalition members. The purpose of the meeting was to ascertain if the coalition could achieve consensus on a number of key messages for the tck tck tck campaign. The meeting was largely attended by campaigners and fundraisers with very few CEOs present.

Regrettably agreement was not achieved mainly because the central ask of the GHF was Climate Justice that had relevance beyond the Copenhagen summit. A number of GCCA members and funders were not prepared to use Climate Justice as the tag line for the campaign. It is worth

noting that at this juncture the [www.timeforclimatejustice.org](http://www.timeforclimatejustice.org) website and other tools were in an advanced stage of development.

Notwithstanding the aforementioned, in the final analysis a merger of activities between the GHF and the GCCA was not possible as the GCCA were not prepared to cover the development costs of campaign tools including the musical petition 'Beds are Burning' incurred by the GHF.

The GCCA launched the website [www.tcktcktck.org](http://www.tcktcktck.org) in August 2009 which was donated by the GHF-Euro RSCG strategic partnership using the tck tck tck symbol. With 250 worldwide coalition members the tck symbol was universally adopted and not only projected on the Gate of permanent stability in China by Greenpeace, but also used in New York's Central Park by Oxfam and on WWF's marketing materials to cite but a few examples.

The open source nature of the campaign saw the use of the tck symbol by both NGOs and commercial organizations in Canada, Peru, Brasil and Australia. Whilst the tck symbol and Copenhagen logo had a number of different slogans, it soon became synonymous with Climate Justice and the main rallying call of civil society at the Copenhagen summit.

In September during the New York Climate Week Mr. Annan made a guest appearance at the people's premier showing of the film The Age of Stupid. Mr. Annan also received questions on Time.com which included climate change.

### Musical petition

*"Music is the universal language, capable of transcending cultures, generations, religions and races. A song or an artist truly has the power to translate a message or a movement more than any politician or world leader can on a global scale."*

*said Alexandre Sap, CEO of The:Hours, who assembled the artists and produced the soundtrack*



On the 1 October 2010, Kofi Annan was joined by Mélanie Laurent, star of Quentin Tarantino's 'Inglourious Basterds' and David Jones, Global CEO, Havas Worldwide for the launch of the world's first musical petition, a specially re-recorded version of Midnight Oil's 'Beds are Burning'.

The song has been supported by over 60 international music stars and celebrities including Duran Duran, Mark Ronson, Jamie Cullum, Mélanie Laurent, Marion Cotillard, Milla Jovovich, Fergie, Lily Allen, Manu Katché, Youssou N'Dour, Yannick Noah and many more.

The song was made available as a free download building a unique digital petition demanding world leaders to reach an ambitious, fair and binding agreement at the UN Climate Change Summit in Copenhagen.

The launch received media coverage by outlets around the world (130 pieces of coverage). The Kenyan press called the song an 'anthem for climate change', while the Zambian Post featured a picture of Desmond Tutu and Kofi Annan and extensively quoted the former UN Chief. The Australian press called 'Beds are Burning' a 'hit to become anthem for new generation'. Extensive news coverage of the release featured in US, UK and French media.

Articles also appeared in Japanese, Korean, Spanish, Hungarian, Russian, Dutch and Portuguese, were published in mainstream newspapers, as well as in music and fashion magazines, such as Elle and Glamour, on NGO websites and the trade and Ad industry press.

*"This will be the first time ever that a musical petition has been created to demand decisive action from our world leaders. I believe it can become the Band Aid for the internet generation. Together, we can create such a noise that our leaders will not be able to ignore it when they meet in Copenhagen this December to agree a new post-Kyoto climate agreement. Good leaders are also good followers."*

*said Kofi Annan*



The launch of the campaign song received continuous airplay on French national radio and TV stations and the video was remade in Spanish by Peruvian artists. The momentum generated by its launch was fundamental to the success of the Time for Climate Justice campaign which experienced exponential growth of over 600% at [www.timeforclimatejustice.org](http://www.timeforclimatejustice.org) with the wider tck movement both adopting its use and also benefitting tremendously.





### Campaign results

- The tck tck tck time for climate justice and partner campaigns achieved a global reach and received over 15,000,000 pledges in support of a fair ambitious and binding agreement.
- The pledges were presented as a petition to the president of COP15 Connie Hedegaard and Yvo de Boer, Executive Secretary of UNFCCC in Copenhagen.
- The Time for Climate Justice campaign received over 30,000,000 page views with 14,000,000 of these coming from China. (The number of people globally seeing the climate justice message/logo).
- Euro RSCG Worldwide estimate the global press coverage featured in over 2,000 articles spanning more than 60 countries to be worth in excess GBP 20,000,000.
- The timeforclimatejustice website enjoyed over 415,000 visits/hits during the period 25 June 2009 to 6 January 2010. On October 1<sup>st</sup>, the launch date of 'Beds are Burning', the site had over 20,000 visits.
- Furthermore, the hits were comprised of 316,000 absolute unique (individual) visitors. The top ten countries where visits originated: France, US, Canada, Brazil, Germany, Switzerland, UK, Belgium, Australia and Spain.
- The campaign song received over 1,000,000 views on YouTube with over 170,000 downloads from the timeforclimatejustice.org website alone.

### Social media

With a limited budget the internet proved the most immediate, measurable and interactive medium by which to engage a truly worldwide support base which responded with instant, by the minute feedback on the campaigns content. By way of example, over a three day period, 12-14 Jan 2010, comments were received on our Facebook wall 'page' from all over the world: Switzerland, Italy, France, Germany, Greece, Ireland, Portugal, Belgium, Bangladesh, Malaysia, Indonesia, Philippines, Peru, Puerto Rico, Mexico, New York, Oklahoma, California, Canada, South Africa and more, clearly demonstrating the global reach of the campaign.

The momentum and level of support generated by the campaign and its social media platforms will be harnessed for the continued fight for Climate Justice. An inherent limitation of the campaign was the difficulty to reach out to potential supporters in developing countries where limited access to the internet was the norm.

#### *Time for Climate Justice YouTube Channel*

- 848,000 total views for the period 26 June – 18 December 2009 (The number of individual views of video material on the channel).
- 70,000 of these views were generated from video materials produced internally by the campaign team.
- The highest level of engagement with the channel came from the age group 35-54.
- From an average of 8'000 views per day, on December 6th and 7<sup>th</sup> 2009, this increased to 40'000 views per day as YouTube featured the timeforclimatejustice channel on their home page.

Top ten countries where viewers came from pre 7<sup>th</sup> December 2009



Top ten countries where viewers came from as of 7<sup>th</sup> December 2009



➤ *Facebook*

- Over 29,700 fans (by comparison the GCCA's tck tck tck Facebook fan page achieved just over 18,000) and still increasing daily.
- The number of fans joining the Time For Climate Justice campaign peaked on October 1 coinciding with the launch of Beds are Burning.

➤ *Flickr*

- 295 images in 16 sets/albums (Also by comparison the GCCA's tck tck tck flickr account had 106 images in 6 sets)
- Total views of images 21,358
- Top 5 most viewed images
  - Mélanie Laurent, Actress
  - HRH Princess Haya, GHF Board member
  - Dan Carter, New Zealand All Blacks International Rugby player
  - The Klaxons, UK Rock band
  - Lily Allen, UK Pop singer and song writer

➤ *Twitter*

- Twitter has been a successful tool in disseminating information on the campaign's activities and directing internet users to the campaign website and the other social media pages.

- The campaign has 1,975 followers (Users who “followed” the tweets, Climate Justice tweets appeared daily on their twitter homepages. Followers especially interested in the campaign tweets, “re-tweet”, essentially forwarding Climate Justice tweets to their own twitter followers and network.)

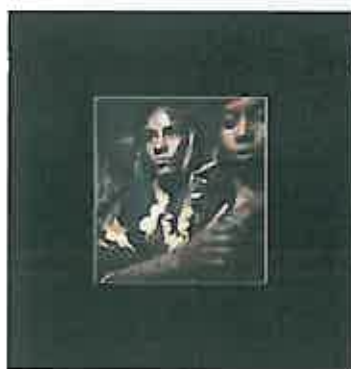
#### Website tools

The Time for Climate Justice campaign also launched the world’s first “Lobby your Leader” web tool. This unique tool allowed people from any country in the world to send a message directly to their national political leaders urging them to personally attend the UN climate talks in Copenhagen in December to secure a fair and binding agreement. The launch of this feature on the campaign website generated a surge in activity.



#### News stories

A total of 54 news stories starting from the launch of the campaign on June 26th 2009 to 22 December 2009 equated on average to two news stories per week being posted on the campaign’s website. News stories invariably focused on the human impact of climate change and the opportunity to join the fight for Climate Justice by becoming a Climate Ally.



#### Climate Allies

The recruitment of Climate Allies was designed to increase the awareness of the fight for Climate Justice and the objectives of the campaign. A total of 64 high profile Climate Allies were recruited

with a gender composition of 15 females (23%) and 49 males (77%). The ethnicity of this alliance comprised the following makeup:

- Asian/Indian: 6 Climate Allies (9.4 %)
- Arab and Africa: 12 Climate Allies (18.6 %)
- Caucasian/Hispanic: 46 Climate Allies (71.9 %)

Using Climate Allies to maximize publicity for the campaign, it was important that we endeavoured to achieve a gender, ethnicity and geographic balance to reflect the global impact of climate change and those most impacted.

Given the time and resources afforded to the campaign this was not entirely achieved and will be a focus for the continued fight for Climate Justice.

What was achieved was the recruitment of individuals from all backgrounds and sectors, to name but a few:

- Archbishop Emeritus Desmond Tutu
- Jet Li, actor and martial arts expert
- Her Majesty Queen Rania of Jordan
- Sir Bob Geldof
- His Holiness the Dalai Lama
- Dan Carter, professional rugby player New Zealand
- Clarence Seedorf, football star AC Milan





### In Conclusion

The Time for Climate Justice campaign has generated tremendous global awareness in a very short period of time for the Copenhagen summit and the call for a fair and binding agreement. Moreover, with limited financial resources, the movement benefitted from both the marketing expertise and extensive PR machinery of EuroRSCG complemented by the commitment of its staff. The achievements of the campaign have reinforced the brand equity of the GHF and the residual energy of the social media platforms and its website further best position the organization to steward the continued fight for climate justice.

The resources deployed by the GHF in the development of the campaign represent a major investment which has produced many online tools/'assets' that remain at the disposal of foundation in the fight for Climate Justice. It is therefore arguably incumbent on the GHF to continue to engage its significant campaign supporter base in the quest for the campaign's ultimate goal, CLIMATE JUSTICE.



*"It is because of individuals like you that I remain convinced that we can overcome the climate challenge and leave a just and better world for our children. The fight is not over."  
said Kofi Annan*

