**EU Climate Action Week 2020**

**in cooperation with UNDP and EU Delegation to Turkey**

**Concept Note**

**Background**

After the adoption of the Paris Climate Agreement in 2015, calls for a more ambitious climate action by the nations become more frequently expressed in social movements of individuals, particularly youth, and many other actors. Coupled with the narrowing timeline to keep the temperature increase below 1,5 degrees by 2050, implementing ambitious climate action policies to solve the climate crisis became urgent and vital for nations.

Global actors such as the United Nations (UN) and the European Union (EU) are promoting the necessity of urgent climate action for decades. Sadly, the plans and pledges, which the nations put forward, are still short of closing the ambition and hence emissions and adaptation gaps to reach climate neutrality until mid-century. This indicates that advocacy towards more timely, efficient and effective climate action is still a strong need at national and local levels.

The EU is known for its strong and ambitious climate action policy, which follows long-term targets and implemented through a strong legislative and political framework. Last year in 2019, the EU re-affirmed its commitment to the Paris Climate Agreement and put forward an inclusive growth strategy aiming at reaching a climate neutral European continent by 2050: the European Green Deal. The European Green Deal is a bold commitment of the EU for a better environmental protection, expanded access to clean energy, ensuring food safety and security together with better jobs and opportunities for the society towards climate neutrality. The European Green Deal is at the same time an integral part of the EU’s strategy to implement the United Nations’ 2030 Agenda and the Sustainable Development Goals (SDGs).

The United Nations Development Programme (UNDP), as one of the global advocates of ambitious climate action, provides guidance to nations for many years on how to mitigate the underlying factors and adapt to the impacts of climate change. One recent initiative of UNDP on this front is the Climate Promise programme, which was launched at the UN Climate Action Summit in September 2019. The Climate Promise supports over 100 countries, including Turkey, to enhance their climate action through five service lines as: (i) build political will and societal ownership, (ii) review, align and update existing targets, policies and measures, (iii) incorporate new sectors and greenhouse gases, (iv) access costs and investment opportunities, and (v) monitor progress and strengthen transparency.

Climate change is one of the most serious threats mankind ever faced. It undermines the economies, nature and people. Basic rights of persons like access to water, clean air, food and shelter are at risk due to the impacts of climate change. This puts the discussions on climate change at the core of human rights debates beyond being a sole environmental problem or a development issue.

The recent Covid-19 pandemic gave all of us a strong signal how vulnerable and unprepared the nations and people are, whether living in developed or developing countries, against unexpected global risks and shocks. Indeed, governments around the world have a responsibility to address the pandemics’ impacts on health, economy and society, and also to protect their citizens from external shocks and prepare future threats. The COVID19 recovery is the chance for Governments to show they are capable of addressing these challenges by building more inclusive and resilient societies for the health and well-being of their citizens.

It is clear that, while containing the virus and saving lives are the focus of our immediate efforts, climate change, terrestrial and marine biodiversity loss, excessive use of resources and pollution on land and at sea are the existential and global emergencies. They are as urgent as ever. Therefore, the full implementation of the 2030 Agenda for Sustainable Development, the Paris Climate Agreement, Sendai Framework on Disaster Risk Reduction, and internationally agreed biodiversity goals remain crucial to help better equip the world for future systemic shocks.

Keeping in mind that the choices made today will define tomorrow’s future, societies are at a cross-road where it has to be decided whether to follow a path for a more sustainable future or keep the system vulnerable and open to shocks like Covid-19.

The EU funded “Enhancing Adaptation Action in Turkey” project which is implemented by the UNDP is targeting to increase the resilience of the society and institutions in Turkey against the impacts of climate change was recently initiated. Taking the opportunity of working together, a joint communication campaign during the Climate Action Week (CAW) in 2020 by merging the resources of both sides will have a synergistic impact on disseminating the key messages for the need of urgent and ambitious climate action.

**Date of the CAW 2020**

The climate action campaign will be celebrated between 26 October-6 November 2020. In September, several communication activities will be incorporated to the campaign. Exact date and events will be finalised with the communication event matrix.

**Theme of CAW 2020**

This year’s theme of the Climate Action Week is “vulnerabilities[[1]](#footnote-1)” - from threats to opportunities.

Diverse aspects of the **vulnerability**, which encompass the resilience and response capacity of the individuals, institutions and nations under a change which is not acclimated by the society or against a defined threat, will be emphasized throughout the campaign that will be carried out during Covid-19 pandemic.

In the context of the campaign, focus will be given to

1. Systemic shocks to socioenvironmental systems: how unsustainable development practices can contribute to deepen the vulnerabilities and inequalities which arise from climate change and pandemic,
2. Natural systems: how nature loss drives climate change and why nature is the best chance we have
3. Human systems: how incentives, behaviors, and expectations can reshape the future for resilience
	1. Social and individual vulnerability: how vulnerable social segments like women and youth can reverse the threats to opportunities
	2. Institutional and infrastructural vulnerabilities: how institutions like municipalities can enhance their preparedness for the likely impacts of climate change.
	3. Economic vulnerabilities: how economic loss can be decreased, and green recovery can be mainstreamed

Sub themes (focus areas which vulnerabilities emerge):

Natural systems:

* Spatial and temporal vulnerabilities at a scale (from ecoregion to habitats and species)
* Ecosystem services and goods (food, water, minerals, energy, biobased material)
* Disasters

Social systems:

* Health
* Food security
* Technology and digitalisation
* Governance
* Migration
* Cities
* Security and infrastructure

Economic systems:

* Economic loss/gains and climate finance
* Public private partnership
* Competitiveness
* Risk informed development
* Sectoral adaptation

**Communication aim, principles, channels, tools to be used (to be finalised by communication experts)**

Aim: Vulnerabilities to climate change will be discussed with wider stakeholders around the five service lines of UNDP’s Climate Promise in light of the European Green Deal and its’ recovery plan for Europe as a strong political guideline for all. We would like to:

* Enable visibility of good practices (stories of resilience)
* Enable fruitful communication with opportunities for partnerships
* Promote nature-based solutions and behavioral changes such as regenerative agriculture, prosuming, urban farming, etc.

Considering the ongoing risks, which the Covid-19 pandemic impose to the daily life, the communication activities within the Campaign, will primarily designed as online events and will be based on social media channels.

Apart from the conventional social media and online channels, the EU Information Centers[[2]](#footnote-2) (EUIC’s) will be the key local actors of the CAW due to their presence in 20 provinces of Turkey.

A campaign identity to be used in visibility and advocacy events as well as social media channels respecting the visibility rules of the EU and UNDP will be established and used throughout the campaign. Common key messages will be defined and drafted by both parties respecting the theme and the framework of the Climate Action Week 2020 campaign.

Previously used hashtags like #iklimicin, #climadiplo, … can be used in social media channels for ensuring continuity with previous campaigns, but based on the new theme, which is vulnerabilities, a new hashtag can be defined like #climatevulnerabilities. Communication strategy will help to identify this.

First draft of the framework of campaign will be prepared in September. Design of the campaign will be prepared jointly, with possible support from experts and consultants, in addition to the in-house capacity. EU Info Centres (EUICs) will be included with their decisions on design and campaign activities. UNDP will mobilise social media capacity, communication team, SDG advocates in Turkey.

EU Member States (EUMS) will be invited to participate to the events or invited to design their own initiatives.

For local level activities primarily carried by the EUICs might include:

* Informative billboards and posters in bus stops, as well as in communal places like village centers,
* Production of TV spots or short videos,
* Online webinars,
* Online exhibitions,
* Movie screenings by making use of e.g. Sustainable Living Film Festival (Surdurulebilir Yasam Film Festivali)

Audio-visual Productions for disseminating through TV channels and social media

* Radio interviews
* Interviews with EUMS
* TV spots
* Live Broadcasts in TV channel(s) (like Bloomberg which is a signatory of Covering Climate Now Initiative or NTV)

 Social Media related activities might include:

* Infographics
* Short videos or interviews

**Communication Activities**

Communication teams will work and prepare the first draft Communication Plan during September.

Besides the communication activities delineated in this plan, below campaigns and communication events will also be elaborated and supported mainly by the EUD:

* *EU Beach Clean-up campaign:* The EU is spearheading global efforts to reduce and avoid pollution, including marine litter. Since 2019, the EU is teaming up with the Smurfs and the United Nations to create a global beach cleaning movement, while raising awareness about the impact of marine litter on oceans and seas. This year the #EUBeachCleanUp campaign cannot escape the impact of the ongoing COVID-19 emergency and will focus more on a digital campaign, alongside limited number of actual beach cleanup activities provided that the necessary precautions can be taken.
* *#BeTheWave Campaign:* This is the flagship campaign of the EEAS to mark the UN 75th Anniversary and will be launched on the 21st of September, having its climax during UNGA. The core idea of the campaign is that even the smallest action can have a big and positive impact in the world – and when we talk about climate change, even more, as this is a global problem that we can only tackle together.
* *Climate-ish Talks 3rd Season*: UNDP Turkey has been organising Climate-ish Talks since 2019 to enhance collaboration among all actors with a climate related mind-setting on key issues such as agriculture, water, migration, technology, health, biodiversity, cities, disasters. The 3rd Season of the Climate-ish Talks will be incorporated to the EU Climate Week campaign.
* *Mission 1.5:*UNDP Turkey joined this global consultation process through a gamification process, called Mission 1.5. It is a web-based game in Turkish, along with dozens of other languages, asking citizens to share their knowledge and expectations from the decision makers to reduce GHG emissions.
* *UN 75 campaign:* The UN will mark its 75th anniversary with a one-day high-level meeting at the opening of the 75th session of the UN General Assembly. This [special event](http://sdg.iisd.org/events/commemoration-of-the-75th-anniversary-of-the-un/) will take place on 21 September 2020. The theme for this event will be: 'The Future We Want, the UN We Need: Reaffirming our Collective Commitment to Multilateralism'.

**Conceptual Framework of Climate Action Week 2020**

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| **Vulnerabilities at system level** | **Themes/sectors of vulnerabilities** | Example of [**vulnerability indicators**](https://climate-adapt.eea.europa.eu/knowledge/c-a-indicators) **with impact (exposure + sensitivity) and adaptive capacity (inputs are welcomed)**  | **Main messages** *(to be finalised with communication strategy)* | Indicative list of **target group(s) and stakeholders** *(to be finalised with communication strategy)* | **Communication success indicator** *(to be finalised with communication strategy)* |
| Impact (exposure + sensitivity) | Adaptive capacity |
| Systemic shocks | Systemic vulnerabilities* Pandemic
* Climate change
* Biodiversity loss
 | * How are our responses geared toward prevention of different kinds of violence, relapses, crises, conflicts and fragility?
* Are we (re)building resilience capacities at the level of communities and institutions?
* How are we addressing issues of risk, heeding early warnings, and what are the mitigation measures through integrated analysis and integrated solutions? How do countries understand and appreciate risk-informed development policies, with a view to shoring up government functions and basic services?
* How are we reinforcing basic principles of human rights, rule of law, and the balance of powers that are often the root causes of fragility, conflict, and violence? How can partnerships help us mitigate risk, expand the scope or prevention and resilience actions, and bring peace?
 | Climate change and loss of biodiversity are systemic shocks threatening human civilisation.The pandemic has helped to condense the experience of a slow and cumulative 80-year climate crisis into an 18-month health emergency. | Miscellaneous |  |
| Natural system | Spatial and temporal vulnerabilities* Ecoregion
* Watersheds
* Landscapes
* Habitats (forests, steppes, freshwater, mountain, marine, etc.)
 | 1- Number of fire and ha of burnt forest area2- Number, frequency and area of coastal and river flooding3- Agrophenology - change in crop phenology and production4- Increased irrigation demand and water scarcity5- Distribution and shift of species6- Change in goods and services forest provides due to change in forest composition and distribution7- Change in freshwater supply, run-off regimes, river navigation, etc due to glacier retreat (also natural hazards) | 1- Integrated fire management2- Natural habitats to absorb extreme precipitation3- Local seeds and regenerative agriculture techniques4- Resource efficiency, waterless agriculture, etc.5- Healthy habitats and connectivity6- Integrated forest management with stand dynamics at landscape level7- ??? | Nature based solutions are the best chance we have for climate resilience.  | Target group(s): 1- Youth2- Urban residents (resource consumers)3- Rural residents (resource managers)Stakeholders: Government agencies, academicians,European Environment Agency, FAO, UNEP |  |
| Human system  | Social and individual vulnerabilities* Age
* Gender
* Ethnicity
* Class
* Health status and disability
* Access to resources
* Local knowledge and culture
 | 1- Extreme temperatures and health2- Food insecurity and malnutrition due to extreme weather events, droughts and crop shifts3- Displacement and migration due to depletion of natural resources, and increasing of conflicts4- Local governments capacity to respond and recover climate risks is low. 5- Local life-styles, knowledge, art, and culture endangered by climate risks | 1- better social, economic, housing and health facilities2- Adaptation to agriculture3- Access to natural resources, and resource efficiency plans, and …4- Local public investments increased for augmenting economic and social benefits5- Acknowledging art and culture for local knowledge dissemination on resilience  | A shift in behaviours and expectations is needed and people are agents of change.1- Socially inclusive and just system with resilient individuals able to cope with systemic risks is interlinked with healthy ecosystems. 2- A new social contract 3- Young people must be recognised as active agents with equal rights, as full members of societies, and as powerful changemakers.4- Technology has no limit - can deliver what people wants (Serdar Kuzuloglu quote) | Target group(s):1- Disadvantaged groups2- Local governments3- NGOsStakeholders:Women organizationsLGTBI groupsLabour unionsILO |  |
| Institutional vulnerabilities* State
* Non-state
* National
* Regional
* Local
 | 1- Urban level climate related disasters2- Increased pressure on natural resources increased fragile settings of societies 3- Lack of innovation and education for climate science led to misinformation and wrong decision making4- Government subsidies and tax regimes do not augment climate action | 1- Urban development plans accounting climate risks2- Decentralised decision making on resource management, including vulnerable groups3- Human, technological and financial capacity supported for scientific studies and researches4- Fiscal resilience with subsidies and tax regimes is available at national and local level. | Target group(s):1- Youth2- Local governments3- Central government4- Presidency Office5- Private sectorStakeholders: Municipalities, Ilbank, EUICs, Universities and research institutions, TUBITAK |  |
| Infrastructural vulnerabilities* Critical infrastructure
* Digital infrastructure
 | Resilience of critical infrastructureCyber security |  | Line ministries (e.g. energy, transport) |  |
| Economic vulnerabilities | 1- Economic loss due to natural disasters2- Inefficient public and private partnership for global public goodsUnsustainable production and unsustainable consumption (incl. agriculture) | 1- DRR and business continuity, green growth policies and incentives2- Sustainable investment for public goods | This is a historic opportunity to initiate a green recovery, with sustainable uses of nature and climate. | Target gropus: Private sector NGOs, Companies, et.Stakeholders: Related ministries, TUSIAD, B4G, farmers and consumer unions, etc. |  |

1. In broader terms, vulnerability refers to the resilience and response capacity of individuals, communities, institutions as well as governing policies and infrastructures to unexpected shocks and changes in the system. The EU Adaptation Strategy defines adaptation as “anticipating the adverse effects of climate change and taking appropriate action to prevent or minimise the damage they can cause, or taking advantage of opportunities that may arise”. [↑](#footnote-ref-1)
2. It includes 20 information centres set up in Ankara, Antalya, Bursa, Denizli, Diyarbakır, Erzurum, Eskişehir, Gaziantep, İstanbul, İzmir, Kayseri, Mersin, Samsun, Sivas, Trabzon, Van, Edirne, Konya, Şanlıurfa and Kocaeli. [↑](#footnote-ref-2)