

2022 DIGITAL CLIMATE CARAVAN

(This project was originally initiated by Act Alliance Youth CoP from spring 2021, and put forth in 2022)

Background

This year the 27th Conference of the Parties (COP27) on Climate Change will take place in Egypt. Yet, despite 26 years of climate negotiations, in 2022, the climate crisis continues to ravage communities, creating multiple and intersecting paths of destruction across the world.

Coming from the ruins of the global COVID-19 pandemic, reports of the catastrophic impacts of climate change continue to persist in many different forms in different regions. Devastating climate events dominated the past year. From typhoons in Asia-Pacific, winter storms in North America, drought in Africa and Latin America, to heat waves in Europe. Alarming, costs of loss and damage caused by the climate emergency are rising and surpassing billions of US dollars per year. Moreover, the cost of lives and opportunities lost in crisis-stricken areas is immeasurable.

Some of these impacts dominate headlines, while many remain unseen. Voices of leaders from developed countries and big corporations are amplified in the media, while grassroots actors and the people most vulnerable to climate change are not heard.

As the ecumenical youth of the broadest faith-based coalition of organizations and churches working on humanitarian, development, and advocacy issues, the ACT Community of Practice on Youth Participation (ACT Youth CoP) is moved to care for Creation and put moral pressure on policymakers and leaders for meaningful, science-based and people-centered climate action.

To this end, we seek to develop a digital climate caravan that gives a platform for voices on the ground and highlights solidarity and action from within our ecumenical network. By gathering these stories from across the world through social media, we hope to unite more voices and contribute to those who are already putting moral pressure for genuine and sustainable climate action, especially in the arena of the upcoming COP 27 in Egypt.

Aims and purposes

Overall, the project objective is threefold and is centered on youth engagement and participation. The specific objectives are:

- To raise awareness on the intersectional impacts and challenges caused by the climate crisis (with regard to gender, migration, conflict, and young people, among others) across different regions.

- To strengthen and the ecumenical youth voice in the discourse on climate solutions.
- To showcase international youth solidarity within the ecumenical network regarding the climate crisis.

Form and design

We envision the Digital Climate Caravan to be on social media, where our participants and audience will be able to navigate to different regions to tell the stories of affected communities and show how the youth are taking action to combat climate change.

Social media, as a tool and platform, will be accessible to a broad audience (both inside and outside our ecumenical network), since young people are already active on social media. The main idea is that the shared content will showcase various forms of climate action projected impact and consequences in the form of pictures, recordings, videos, and articles (shorter texts). Furthermore, the participants themselves share content on their own social media and tag our accounts in it. The aim will be to also have these materials consolidated on a microsite or an extension of a webpage with a larger audience, for people to learn more about the campaign, as well as support future engagement.

On social media, Instagram in particular, we will both post through our own account as well as borrow existing official accounts of ACT members at specific times to showcase stories from organizations with ample experience working on issues around climate justice. Organizations showcased on the platform could present their activities, share tips or visit important natural sites, sharing their visit on Instagram Stories. A further aim is to broadcast discussions with different organizations and activists on our account, opening up space for inclusive dialogue and interaction.

As the campaign is to highly visual and interactive, the participants will be brought closer to the issues in other regions, areas and countries, fostering a sense of solidarity and community. The format is accessible and makes it possible for anybody to join and share content wherever they come from.

Themes that could be touched on are (but not limited to):

- Youth Responses to climate change
- Renewable Energy, Energy Efficiency
- Climate Finance
- Forest Management
- Gender and Social Inclusion
- Waste, Water and Sanitation
- Resilience, Mitigation and Adaptation
- Climate Policy
- Land Usage

Materials and resources

ACT Alliance social media policy: <https://actalliance.org/documents/act-social-media-policy/>

Proposed online platforms	Objective	Materials/Form
<p>ACTYOUTH COP</p> <p>And; ACT -Now for Climate Justice Twitter (https://twitter.com/actclimate)</p>	<p>To reach ACT Alliance members and audiences online</p> <p>To make hashtags trend through twitter rallies</p>	<p>Short-form entries (photos); Links to blogs/testimonies; 2-min videos.</p> <p>This site can be tagged, and will share those entries that adhere to ACT social media standards.</p>
<p>ACT Youth Instagram account</p> <p>ACTYOUTH COP</p>	<p>To expand reach to young audiences;</p>	<p>Short-form entries (photos); Links to blogs/testimonies; 1-2-min videos.</p> <p>Instagram Live</p>
<p>ACT Youth CoP TikTok</p>	<p>To expand reach to young audiences; Platform for creative and trendy storytelling</p> <p>(Note: since the project group does not use tik tok themselves we will initially not focus on this medium, but would warmly welcome any youth member who does to join our team if they would like to work with content for tik tok.)</p>	<p>Testimonies of impacts and climate actions delivered through videos</p>
<p>ACT Youth/ Facebook</p>	<p>To expand reach to audiences;</p>	<p>Facebook Live</p> <p>Short-form entries (photos); Links to blogs/testimonies; 2-min videos (could be re-used from Instagram reels); Facebook Stories The ACT Now for Climate Facebook page only occasionally posts.</p>

		https://www.facebook.com/actclimate #ACT4Climate
Microsite / Website extension (Depending on available funding)	To compile/consolidate stories, materials, and entries around the world	All materials uploaded on social media accounts Reference sites: https://actalliance.org/gender-justice/ https://fridaysforfuture.org/action-map/map/
Other organizational accounts	Member orgs may also post their contributions through their official accounts; As long as they use the appropriate hashtags, these are official entries to the digital caravan	
Hashtags	When youth and organisations share content from the campaign or share their own stories, please use the hashtags as well as tag our accounts.	Main: #ClimateCaravan Additional: #ACT4Climate (the ACT Now for Climate Justice Twitter hashtag) #Youth4climate

Notes:

- A social media package with samples and messaging guide will be used
- Accessibility and reachability of the social media platforms in various regions will be considered
- Entries will be gathered prior the Digital Caravan; Release of entries (uploading) will be planned/scheduled (clear timeline)
- Encourage conversations and interactions - scheduled Twitter chats and interactions; “twitter rallies”

Working group

The Digital Climate Caravan will be coordinated and managed by the ACT Youth CoP, specifically by a committee of young people from different regions ACT Alliance is present in. The ACT Youth CoP will also mobilize regional Youth CoPs for the gathering of volunteers, materials/stories, and support from different forums and members.

The group meets regularly and additional youth members are also welcome to join the further work on the campaign. This may involve planning of the website, collecting content for different parts of the world, coordinating with different organizations from your region, developing the idea further and solving other challenges the campaign may face in the future.

This is in partnership and coordination with the ACT Secretariat through the Climate Reference Group and Communications Team.

Contributions and duration

We invite ACT members and forums to freely choose how you would like to get involved in the campaign. It would be wonderful if organizations, first and foremost, would contribute to the campaign by creating suitable online content together with the youth in their region. Furthermore, promotion of the campaign on social media will be very helpful and welcome!

The campaign is coordinated by the members of the ACT Youth CoP on a voluntary basis, however if any ACT members would like to support the campaign in addition to sending in and sharing stories from your regions, the working group devoted to this project would especially welcome communications and social media experts, members with expertise in web development, translations to ACT working languages (English, French and Spanish) etc.

We hope to launch the campaign on October 24, 2022, with it lasting until the end of COP27, which will be held from November 6 to 18, 2022.

Timeline

Date/Timeline	Task/Activity	Remarks
July	Concept Note Pitch to climate campaign team	
August	Form Committee from ACT Youth And Working Group with ACT Climate Campaign Team Sending out of invitations with social media campaign package	
September	Gathering and consolidation of materials Planning of social media live activities, interview sessions.	*Date to consider - Launch of Season of Creation (Sept. 1)
October	Editing of materials. Social media content	

	<p>creation.</p> <p>Materials are scheduled for release</p> <p>Majority of content ready for uploading. 17th of October</p> <p>Campaign official Launch: 2 weeks before COP27 → 24th of October</p>	
November	<p>Posts will be shared on social media throughout the COP27 meetings.</p> <p>Livestream sessions including voices from both “inside” and “outside” the COP27 meetings will be shared on primarily twitter and instagram.</p> <p>COP27 meetings are taking place from 6th to 18th of November</p>	

Terms of Reference

Ahead of the UN Climate Change Conference 2022, (COP27) the ACT Alliance Youth CoPis organizing a virtual Climate Caravan, looking to hear how young people’s lives are being affected by climate change and how they are engaging to address these issues.

These testimonies will be posted as social media entries, with reference to the respective organization or youth group (and tags/links/credit to it when available), showing the urgent need for decisive climate action through lived experience, as well as call for global equemenical youth solidarity.

Please contribute to our campaign by sending in videos, photos, short texts and/or other materials you would like to showcase. Please make sure to include descriptions for photos, names of youth/people participating and ensure consent of all persons featured in photos/videos.

As a part of ACT Alliance Community of Practices, the Youth CoP adheres to ACT Alliance overall Social Media Policy¹.

¹ <https://actalliance.org/documents/act-social-media-policy/>

Materials can be sent to any of our youth representatives listed below:

Region:	Name:	Email address	Affiliation
Asia/ Asia-Pacific	Patricia Muncgal Brigita Ra Sekar Laras	pat.mungcal@gmail.com brigitasekar@yeu.or.id	National Council of Churches, The Philippines YAKKUM Emergency Unit, Indonesia
Africa:	Jeronim Obwar, Goitumetswe Ramotsho	jerobwar@gmail.com , goitumetswetutu@gmail.com	Young Women's Christian Association, Kenya. Evangelical Lutheran Church, South Africa
Latin America and the Caribbean	Lauri Heikkinen:	lauri.heikkinen@outlook.com	Changemaker Finland
Middle East and North Africa	Daisy Yator	Daisy.Yator@actalliance.org	ACT Alliance Nairobi
North America	Brynne Blaikie	actyouth.northamerica@outlook.com	Primate's World Relief and Development Fund's Youth Council, Canada
Europe	Tova Lindqvist	tovajohannalindqvist@gmail.com	Act Church of Sweden Youth
Overall contact	Emma Berglund	emma.berglund96@gmail.com	Act Church of Sweden Youth

Official poster

JOIN US,
NOW!

climate caravan

ROAD TO COP27
OCTOBER-NOVEMBER 2022

1
MAKE YOUR CLIMATE STORIES
(ARTWORK, PICTURES,
VIDEOS, ARTICLES)

2
UPLOAD YOUR CONTENT ON:
  

3
TAG US!
#YOUTHCLIMATECARAVAN
#CLIMATECARAVAN

4
FOLLOW OTHERS
ACTIVITIES ON:
 @ACTYouthcop
 @actyouthcop

actalliance YOUTH COP

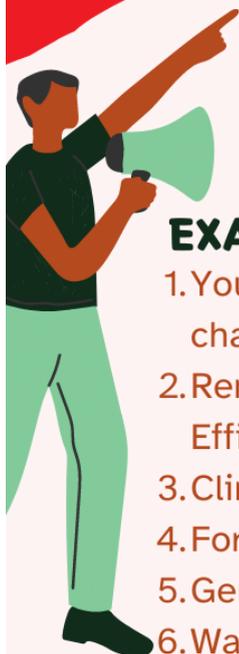
climate justice
actnow
for
climate justice

PROTECT EARTH

THE CLIMATE IS CHANGING
WHY AREN'T WE?



climate caravan



EXAMPLE OF TOPICS:

1. Youth Responses to climate change
2. Renewable Energy, Energy Efficiency
3. Climate Finance
4. Forest Management
5. Gender and Social Inclusion
6. Waste, Water and Sanitation
7. Resilience, Mitigation, Adaptation
8. Climate Policy
9. Land Usage

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