# **Introduction & Summary**

The “**Act now! Climate Justice and Global Solidarity**” **campaign** is a collaborative effort to create new opportunities for engagement and shared solutions through the green development and aid organization CARE Danmark and the grassroots climate movement in Denmark, together with our Nairobi-based partner network, Pan-African Climate Justice Alliance (PACJA), which represents more than 1,000 member organizations across 48 countries.

Our campaign is built on a groundbreaking partnership and natural synergy between the three partners, which for the first time links the experience and capacities of CARE Danmark’s climate resilience programming, PACJA’s climate justice advocacy across Africa, and the powerful national engagement of the grassroots Danish climate movement.

The proposed campaign arises from a stark challenge. The deepening climate crisis highlights the need for development partnerships, but it can be hard for an organization like CARE – which works in Africa and Asia on climate adaptation, supporting those most vulnerable to climate change – to reach Danes not otherwise interested in Danish development cooperation; to make work happening on the other side of the world feel immediate, with exciting new ways to be involved.

Meanwhile, recent years have seen the rise of one of the most effective and vibrant movements in decades: the climate movement in Denmark. In particular, the groups organizing under the formal umbrella of 350 Klimabevægelsen – including Den Grønne Studenterbevægelse (university students), Fridays for Future (primary- and secondary-school students), and Folkets Klimamarch – have blossomed with engaged activists across the country. They arrange trainings, events, and demonstrations that have attracted thousands, including a 2019 climate march that was one of the largest demonstrations in Danish history.

CARE, 350 Klimabevægelsen, and PACJA share a commitment to global climate justice as part of their core missions. Taken together, we also offer a rich toolkit of sustainable solutions: whether CARE’s development projects directly combatting the effects of climate injustice, PACJA’s work strengthening civil society, or 350 Klimabevægelsens advocacy building support and calling for responsible action in Denmark.

 Only by framing climate injustice as global injustice can we find solutions that build on shared values and equal partnerships across countries. But the Danish climate movement has lacked connections to the developing world, and thus lacked the legitimacy and accountability that comes from working with those who experience climate injustice first-hand. With this campaign, we propose a solution that builds bridges between climate injustice in developing countries and climate justice in Denmark; between *them* and *us.*

As detailed in the following pages, our grassroots education, training, and movement-building campaign uses an array of interlocking strategies to introduce thousands of Danes to the role of development partnerships in securing climate justice, engage them in creating shared solutions with their neighbors and voices from developing countries, and establishing a cohort of first-time leaders in Denmark who will lead advocacy for climate justice in their hometowns. The project has three main elements, described in greater detail in section three:

**1.** **Education & communications campaign on global principles.** Activists and civil society experts from the Danish climate movement, PACJA and CARE will meet virtually to establish a mutual set of principles and calls to action, to plan, and to produce a communications campaign using video and written educational materials. These will be used as the raw material across the campaign and to recruit potential new activists.

**2.** **Training of new leaders and planting of local groups.**  A team of volunteer activists will participate in skills- and knowledge exchange with PACJA activists, develop new volunteer leaders, establish 10 new local groups around the issue of global climate justice and lead a series of public events around these issues.

**3. Public action for global climate accountability and solidarity.** The first two elements of the campaign will result in these new activists designing and leading public actions culminating in national marches and strikes for sustainable solutions, responsible action, and climate justice which reflect the priorities and feature voices from developing countries, with the participation of both CARE and PACJA.

The project is ambitious but well within reach as it combines, for the first time, CARE’s expertise and array of concrete projects related to climate adaptation in the developing world with the Danish climate movement’s unparalleled grassroots momentum and popular engagement.

Together with PACJA’s history of proven results supporting and implementing innovative civil society solutions across Africa, we are eager to spend 2020 and 2021 establishing a strong and lasting connection between the climate movement and development aid, using that work to substantially increase the number of Danes engaged in issues of global climate justice and activating an entirely new wave of leaders who take action to support ongoing development partnerships that, like this initiative, place the voices and visions of actors from developing countries at the heart of the agenda.

# **1. Objective and relevance (the world around us)**

### *What changes for the target group do you wish to bring about by means of the intervention?*

The campaign seeks to inform the Danish public about climate justice and create opportunities for the target groups to take action by providing new spaces for engagement and fostering the development of joint solutions.

From the three core elements of materials and stories, local movement-building, and public action, we use multiple strategies to increase engagement and commitment to sustainable development. Our target group will learn about, be personally engaged in, and have the opportunity to directly support development projects related to climate justice; civil society advocacy in the Global South; and to support and call for responsible climate action in Denmark as part of a thriving popular movement. Moreover, because participants will be educated and enriched through exchange and partnership with voices in the Global South, we fully anticipate new activities and solutions will arise, leading to engagement opportunities and changes we can’t anticipate.

Because this approach targets people at various levels of the “pyramid of engagement” it is helpful to break down the planned outcomes according to the main paths of intervention:

* ***Leaders*.** Corresponding to the two highest levels of the pyramid – “leading” and “owning” – we seek to identify and develop brand new leaders around the country who understand the essential nature of sustainable development as part of global climate justice and who lead on the issue in their own communities by building new skills and knowledge, and by leading informational events and mass mobilizations.
* ***Activists*.** With our allies at PACJA, we will create a variety of opportunities for personal meeting and mutual sharing of knowledge and expertise between hundreds of leaders and activists in the broader Danish climate movement and across Africa. Through skill-building trainings, workshops, and panel debates, new “contributing” activists will both learn and immediately put into practice new knowledge and skills. These will be anchored in the perspectives and experience of their counterparts in developing countries.
* ***Supporters.*** The campaign’s many public-facing activities – including communications campaign, local events, and public actions will themselves reach new geographic areas and new members of the target group, inciting “endorsement” actions such as fundraising donations, petition signatures, and response to other, small calls to action around the campaign's message. These endorsers can then be moved further up the pyramid.

Additionally, as a movement-building campaign, we engage in mass communication and action that will reach two hundred thousand. Many Danes will likely connect issues of global climate justice and development partnerships for the first time by encountering our communications and educational materials, attending an event, or signing up for updates from the campaign. This broad base is a pre-requisite to any mass movement and necessary to find new supporters. However, because their limited engagement does not rise to the level of sustained participation outlined in *Engagementspuljen’s* guidelines, they represent collateral benefits but are not a direct target of our proposal.

### *How will the intervention promote the target group’s engagement and participation in the field of development cooperation?*

There is a manifest interest for climate justice among the Danish public, providing an untapped opportunity for promoting citizen engagement and participation in the field of development cooperation.

According to Danida’s annual survey of citizen perceptions, 59% of the public wants to see “climate change and environmental concerns prioritized very highly in the Danish development cooperation.” Yet a scant 8% of the public believe Danish development cooperation is primarily focused on climate-related development. According to another 2019 survey by YouGov, 82% of Danes place the global responsibility for climate change primarily on national governments of wealthy countries.

A great many Danes are hungry to see the connections between climate justice and development partnership and to find ways to get involved. Our campaign provides them by breaking down the silos that typically divide us by sector: as an INGO, a Danish grassroots movement, or a civil society network across Africa. The context in which we work has always been shared and our particular interventions often overlap, as well; this project is our first shared effort.

We engage our target groups by making these issues concrete (through the CARE Danmark cases and contacts), personal (through training and meeting with PACJA members), and actionable (through linkages to advocacy and activism, and calls to support development work and local actors). Each proposed activity serves either to draw connections and call for action from already-engaged climate activists, or uses storytelling, education, personal meeting, and collaboration to engage entirely new members of the target groups.

*Supporters* will attend public demonstrations and respond to campaign calls to action, including donation and petition signing directly related to the development cooperation for climate justice. *Activists* will share voices in meetings and trainings about development issues together with partners at PACJA, while *Leaders* will plan entire events and mass mobilizations with a focus on these issues and in partnership with actors in the Global South.

As illustrated by our planned numerical reach in section three, the result will be dramatic growth in the number of people who have engaged deeply with development issues by becoming active advocates in their personal networks, the public debate, and through grassroots activism. The climate movement in Denmark will be strengthened by a two-way partnership with African movements and sustained focus on the link to development partnerships.

## **Sustainability**

### *How have you reflected on social justice in your preparation of the intervention? This could be, for instance, through the issues that you address, or the selection of participants.*

Social justice, and the responsibility of Danish actors to follow the voices of directly-affected communities and activists in developing countries, is the explicit theme of the campaign and essential to our program plans.

Climate justice is a social injustice linked to other injustices, including racial and gender inequalities. To address those existing inequalities in the project design, CARE began by ensuring that both 350 Klimabevægelsen and PACJA contributed equally and meaningfully to the development of the project. We have avoided pre-defining “climate justice” or the solutions required. The very idea of the campaign is to create spaces and opportunities for 350 Klimabevægelsen and PACJA to jointly frame the problem and develop solutions (see the Methods section for more).

We seek to address gender oppression by favoring testimonies by women affected by climate change or fighting climate change. Not only are women disproportionately impacted by climate change, but the climate advocacy space in the Global South tends to be dominated by male activists. While providing equal access for women’s participation does not in and of itself ensure gender-balanced perspectives, it is a necessary precondition.

In a domestic context, we are conscious of the fact that both CARE Danmarks membership and the activities of the Danish climate movement tend to be concentrated around the major cities, a sign that access to our work is also affected by privilege. This campaign therefore seeks to expand our work to smaller cities and towns on both sides of the *Storebælt*, where such engagement opportunities normally aren’t as accessible.

### *How have you reflected on responsible climate and environmental conduct in your preparation of the intervention? This could concern, for instance, living conditions in developing countries or the climate and environmental impact of actual activities to be carried out, such as travel.*

We have an emphasis on “learning by doing” across all our activities and therefore frequently couple personal meetings, group trainings, and communications or educational materials to a specific call to action. Particularly in social justice work, this is a powerful and reliable way to cement a connection and establish a lifelong commitment to an issue.

In many ways, remote technology like videoconferences, online trainings, and pre-taped videos facilitate this approach by allowing partners in developing countries to be multiple places more easily, and to have one-to-one conversations with their Danish colleagues in ways that would not otherwise be possible.

But these technologies are also a necessity in light of the climate impact of air travel and the current corona crisis. We propose the most limited amount of travel: (1) for a project leader to ensure, if necessary, continuity of the communications campaign being executed by freelancers & CARE colleagues in partner countries, (2) travel within Denmark for a travelling team of activists who will support new local groups, and (3) to fly a small handful of PACJA activists to a key public action in 2021. While in the country, these activists will tour Denmark for public events in multiple cities to build momentum to the march and maximize the engagement created by their trip.

Stewardship of the climate starts with us, and although we could likely increase engagement by arranging additional physical events and travel, we cannot justify further carbon costs. Instead, we focus on establishing relationships rooted in trust and mutual respect via digital tools and a variety of meeting formats and constellations.

# **2. applicant organisation and other organisations/actors (OUR Starting point)**

### *What is your capacity as an applicant organisation to implement the intervention (experiences, resources, network, interaction with other activities, etc.)?*

Our campaign is built to allow each organization to play to its core strengths, learning from and supporting the partners in the process – from CARE’s expertise and record of effective development partnerships, the 350 Klimabevægelsen’s grassroots energy and popular engagement, and PACJA’s first-hand knowledge and experience from the Global South.

CARE contributes primarily with project management and coordination of the partners, connection to cases and local actors in Africa and Asia, development of communications and educational materials, and fundraising efforts tied to the campaign. Each element is a core competency.

CARE has established itself as Denmark’s green development and aid organization after decades of experience with long-term work to help rural farmers adapt to an increasingly volatile climate that destroys their crops, their homes, and their livelihoods. The issues of this campaign are self-evident to the local people we work with, our colleagues in field offices, and our Danish secretariat. The task of managing a variety of partners spread across several continents around the timely and on-budget delivery of shared results is par for the course.

The CARE-PACJA relationship runs deep. Starting with COP15 in 2009, our relationship has evolved from one of capacity building to one of cross-learning and joint advocacy, including with support from CISU. CARE Danmark continues working with PACJA through the Southern Voices advocacy alliance of the CARE Danmark Climate Learning & Advocacy for Resilience programme. Today, PACJA represents more than 1,000 member organizations across 48 countries and is the only civil society actor recognised by the African Ministerial Conference on the Environment (AMCEN).

CARE staff develop communications, education, and fundraising materials every day on issues related to climate justice and development cooperation. Participation in grassroots advocacy has been an increasing focus in the past two years, work that has demonstrated our effectiveness and trustworthiness to a degree that we have now developed this partnership. Together with CARE International, we have a rich network of local freelance videographers, photographers, and fixers whom we will draw on to produce professional materials that reflect voices from the Global South, limit international travel, and make for an engaging campaign.

### *If you are applying in cooperation with one or several other organisations/actors: How will you, as the applicant organisation, ensure coordination of the intervention? Describe the contributions, roles and areas of responsibility of each organisation/actor.*

***CARE Danmark*** will coordinate the project, including connections to development projects and other international partners, and lead the development of campaign materials.

***350 Klimabevægelsen*** will use campaign materials in their engagement work and leverage CARE’s relationships in expanding and strengthening their existing activism, and by planning and carrying out new activities with a development focus.

***PACJA*** will participate in the initial framing of campaign messages and, in accordance with those mutual agreements, will participate in the development of communications materials, lead and engage with two separate mutual knowledge and skill-building trainings and a variety of public events, culminating with a small number of activists that attend and help lead the 2021 climate march.

Coordination and partner management will be led by CARE’s Community Engagement Manager, a newly-designed role with the specific focus of increasing CARE’s popular engagement and developing new opportunities for Danes to participate in development partnerships and create shared solutions. Six hours per week of this employee’s staff time is allocated to the project.

In addition, we allocate salary to a part-time (10 hours per week) student organizer for the duration of the project, who will work under the supervision of CARE’s Community Engagement Manager and will have responsibility for coordinating logistics, attending events, and managing data and reporting requirements.

The following table summarizes the division of responsibilities across the three core elements of the project:

|  |  |  |  |
| --- | --- | --- | --- |
| *Project element* | **CARE Danmark** | **350 Klimabevægelsen** | **PACJA** |
| *1. Education & Communication Campaign* | * Primary responsibility for logistics, campaign development process with partners, production and launch of materials.
* Develop and promote other relevant calls to action & support development work.
 | * Shares responsibility for campaign development process with partners.
* Responsible for Danish stories in communications campaign.
* Primarily responsible for the distribution, in-person training, and use of materials.
 | * Shares responsibility for campaign development process with partners.
* Supports CARE with local human interest stories and direct testimonies for communications materials.
 |
| *2. Training new leaders, planting new groups* | * Provides coordinating and logistical support, administrative tasks.
* Secures expert voices from the field for events, as agreed.
* Responsible for planning and logistics of strategy day.
 | * Primary responsibility for arranging and executing events; establishment and support to new local groups.
* Responsible for mobilization and provides trainers for strategy day.
 | * Provides trainers for strategy day.
 |
| *3. Public actions* | * Secures key experts or voices from the field for events, as agreed.
 | * Primary responsibility for arranging and executing events.
 | * Contributes with activists to inspire the march and tour around Denmark.
 |

# **3. The work to be carried out (our intervention)**

## **The target group**

### *What is/are the target group(s) that you set out to reach? This includes expected number of persons (also be as specific as possible as regards their age and geographical location).*

### *How will the intervention reach the chosen target group(s)?*

### *How do you ensure that this/these target group(s) perceive the intervention as relevant to them?*

Our partner 350 Klimabevægelsen i Danmark is a broad popular movement for climate initiatives, which includes 'member groups': autonomous groups formally organized under the 350 Klimabevægelsen umbrella, which adhere to the organization’s guidelines but have their own goals and methods.

Our shared campaign in Denmark targets existing supporters, activists, and leaders in 350 Klimabevægelsen’s individual organizations, as well as seeking to fuel the growth of each to reach new, currently passive observers with relation to climate and development issues. The target groups for 350 Klimabevægelsen’s key member organizations are as follows:

* *Den Grønne Studenterbevægelse (DGSB)*. DGSB’s purpose is to act as a gathering point and place of action for university students in the climate movement. It works primarily with young people between 18-29.
* *Fridays For Future Denmark (FFF).* FFF’s purpose is to be the Danish part of the international youth climate strike movement and to create networks, awareness and support for the climate strike in Denmark. FFF mainly consists of young people between 11 and 19 years.
* *Folkets Klimamarch.* The purpose of the *Folkets Klimamarch* is to create large, popular demonstrations to put climate and climate justice at the top of the political agenda. Klimamarch is for everyone between 0-99 years and beyond.

Taken together, this results in a target group of all climate justice-oriented Danes over the age of 11. That may seem broad, but the goal is not to engage every single person in the target group and it matches the scale of our national campaign. As described above, the climate movement has the track record of success and a thriving national network from which to make this next spring forward together with CARE Danmark and PACJA.

Relevance of the intervention takes care of itself in a movement-building context and is the reason to cast a wide net: when members of the target group engage with our campaign in some way, they give their own expression of interest and we then work systematically to move potential new volunteers up the pyramid of engagement one step at a time. Following are initial numerical goals, broken down by level of engagement:

* *Supporters.* 7.500 will take an endorsing action for the campaign, whether by signing their name to a petition online, responding to a call to action or making a donation at a march, or joining one of our organizations.
* *Activists.* 600 will make ongoing contributions to the project by attending trainings, local group meetings, or public events, or by playing a support role in planning and carrying out events or public actions.
* *Leaders.* 100 new leaders will take ownership of these issues for the first time by coordinating their new local chapter, playing a core role in arranging their local march for global climate justice, writing letters to the editor, speaking on stage, or making media appearances about issues related to development partnerships.

In addition, the mass communications campaign will touch at least an additional 200.000 through both physical and digital actions: from the sharing and use of written materials for young people or a Facebook ad campaign. As described in “Objective” above, these efforts generate new contacts for deeper engagement and reinforce campaign messages and opportunities for participation with our entire target group but are not central to the engagement project itself.

## **Planning**

### *Describe how you will achieve the desired change. Set out the planned activities and how they will lead to specific outputs.*

### *How will the intervention expand the opportunities of the target group(s) for participating, taking action and finding joint solutions for a more sustainable world?*

**Activity 1: Education & communications campaign on global principles**

The first phase of the project is to establish a mutual set of principles, core messages, and working agreement with our African partners at PACJA and to develop shared communications and educational materials that will fuel the campaign.

Although planned for late summer and fall 2020, we may experience delays due to extended COVID travel restrictions and will be monitoring the situation closely. As a contingency measure, we will work through CARE Danmark country offices and local contacts to carry out the work.

1A: Digital town hall on principles for climate responsibility. This first digital town hall, featuring all three partners, has the aim (1) of working in collaboration to identify the key messages that should be raised in Denmark, and (2) establishing a relationship of mutual growth and accountability, including shared work plans between Danish and African activists from the start. The town hall embraces a “learning by doing” approach, leveraging technology to create powerful personal interactions between Danes and actors in developing countries. Participants will develop joint solutions together, agree on the action to be taken, and new materials to be developed in cooperation.

1B: Production of campaign videos and written materials**.** Based on the key solutions and plans agreed in the town hall, CARE Danmark will coordinate the production of a video campaign featuring stories and voices both from climate-affected developing countries and from 350 Klimabevægelsens network in Denmark, drawing connections between activists and affected communities in both regions. These materials offer a consistent and engaging way to tell the central story of the campaign and to introduce partners who will participate in meetings and other events.

The videos will be used in a variety of ways, including: (1) Facebook ads to generate new contacts via petition campaigns or other calls to action, (2) shorter clips to mobilize for public events and actions, (3) a campaign page hosted by CARE Denmark with materials and thematic fundraising and engagement campaigns, (4) as content at events themselves. National digital advertising and ensuing communications around local activities will transform hundreds of observers to active endorsers, who will find their first moment of participation among the offerings.

## 1C: Development, training, and distribution of a “How to talk to mom and dad about development and climate justice” handbook. One of 350 Klimabevægelsen’s most effective tools in recent years has been the youth-led development of practical materials that young activists can use to prepare for and spark constructive, substantive conversations with their parents and friends. All partners will work closely on this new guide in addition to developing a training and launch event. As described below, local activists will use and distribute it in their activities.

**Activity 2: Training of new leaders and planting of local groups**

Beginning in the fall and winter of 2020 and continuing over the course of the campaign, a core team of activists from 350 Klimabevægelsen will travel the country to educate and engage existing activists in the campaign and to help launch and organize at least 10 new local groups where none currently exist. Each group will be supported in carrying a series of events as part of their first steps in the movement, leading to a blossoming of activity around development partnerships and climate justice.

We similarly will closely monitor the risks of the corona pandemic impacting on this and other activities, and avoid putting any project participant at risk by observing the guidelines of the Danish authorities. Although the communications materials will largely need to be ready to begin this phase, it can relatively easily be shifted to video conference and telephone if necessary, just as the anticipated public events during the spring of 2021 could be moved online.

## 2A: Local campaign kick-off: climate action and just development now! After the digital communications launch, our shared campaign will be launched at the local level at 20 different local events around Denmark. The goal of these events is to introduce activists to the core issues of the campaign and to offer a variety of exciting opportunities to take action – from attending or arranging public events, to workshops with partners from PACJA – to maximize engagement.

2B: Planting of new local groups with a recipe for initial activities. The campaign’s momentum and unique message will be directed to help start 10 new local groups – a doubling of the current number – where each group will arrange a series of actions for the campaign: (1) hold an outreach day at the local square to distribute the “How to talk with mom and dad” pamphlets (or share them digitally) to young people, (2) hold a public event about climate justice and development in coordination with campaign videos and participation from CARE and PACJA, (3) write and publish a letter to the editor or op-ed in the local newspaper about the issues of the campaign. Many groups will add onto this baseline with additional activities including “Climate reminder” events at their town square throughout 2021. These events provide an early opportunity for new activists to step into a leadership and ownership role of development issues and ensure that we take advantage of their engagement to reach a broad audience.

2C: International strategy day with Danish and African activists. Following on the values- and process-focused Town Hall with PACJA partners which sparked the entire campaign process, Danish activists from across the country will gather for an online training and strategy day with PACJA activists, who will lead engaging skill- and knowledge-building trainings. The goal will be to establish new lasting relationships between participants in both countries, to provide concrete new tools for taking action on development issues, and identifying shared solutions that can be integrated into the goals and strategies of the Danish movement.

**Activity 3: Public action for climate responsibility and global solidarity**

The peak of the campaign – both in terms of sheer numbers engaged but particularly for the hundreds of new activists and leaders who have been activated, trained, and empowered  – comes with the climate march planned for spring 2021 and youth climate strikes planned for the winter and summer, which will have a theme of global climate justice and partnership with developing countries.

Many will have moved to leadership roles on the issue from a primarily passive role. They are now committed and have been on a journey of education, skill-building, personal connection with partners from across the world. The marches and strikes themselves will mobilize thousands more new activists, many of whom have never before had a climate march in their hometown and who will receive the campaign message and will be inspired to new action, expanding the growth like rings in water.

3A: Organizing 25 climate marches, double previous numbers. Our goal is to have activists in existing and newly developed groups able to arrange climate marches in 25 different cities in the spring of 2021, all with a focus on the campaign theme of a greater voice and support to the countries and communities most vulnerable to climate change. At least two speakers will speak directly to the issues on stage, where one will have roots in developing countries.

3B: Visit from PACJA activists, including speaking at the Copenhagen march and tour around Denmark. In recognition of the pinnacle moment of the partnership, we hope to be able to bring a small group (perhaps 2-3) activists from our partners in Africa to Denmark to speak at the large march in Copenhagen. To maximize the engagement value of their time here, we will plan three other public events in two other areas outside of the Capital Region, where they can engage with participants together with the climate movement and CARE Danmark.

3C. Issue- and skill-building training of massive volunteer corps. Volunteering as a event marshal or in another seemingly minor role for the climate march or strike is not a simple commitment: all of the estimated 600 national volunteers are treated as highly-committed activists with leadership potential, and will attend an in-depth training on the issues of the campaign in addition to their responsibilities for the march itself. This investment fosters a tremendous feeling of ownership over the event and the movement which will push additional activists up the pyramid of the engagement.

### *How will you systematise experiences and learning during and after the intervention?*

During the campaign, 350 Klimabevægelsen and CARE Danmark will meet at least monthly to monitor progress including on key metrics, to evaluate, and plan upcoming activities.

As the campaign winds down at the end of 2021, we have allocated three months over the holiday season (from December to February) to ensure a thorough systematization and evaluation process. The key components are as follows:

1. Final gathering, quality control, and reporting of campaign metrics
2. Development, distribution, and collection of qualitative survey of activists’ experiences and learnings from the campaign
3. Focus group conversations with activists at various levels of engagement, in various regions
4. Full-day systematization, evaluation, and project wrap-up seminar for all partners
5. Gathering of all qualitative and quantitative data into a digital campaign report to be shared publicly online with key numbers, stories, and video for the movement and other organizations to learn from

## **Methods**

### *How will you give voice to people from developing countries in the intervention?*

The campaign gives those most vulnerable to climate change a channel to share their perspectives on climate justice, through personal meeting, exchange, and shared testimonies.

***Personal exchanges***. PACJA represents more than 1.000 member organizations spread across 48 African countries. Through the virtual town hall meeting, potential participation in other trainings (currently being scheduled by PACJA) and the visit to Denmark, we facilitate direct exchanges and relationship-building between PACJA activists and hundreds of activists and leaders in 350 Klimabevægelsen.

***Shared testimonies.*** Because the PACJA and 350.org (of which 350 Klimabevgæelsen is a member) global networks overlap with CARE partnerships in a number of countries (Ethiopia, Ghana, Malawi, Niger, Tanzania, Uganda), the three partners have a unique opportunity to directly represent the voices of those fighting climate injustice through direct testimonies by local activists and community members directly affected by climate injustice on the ground. There will be a focus on young, dynamic climate activists who can capture the attention of a young Danish audience.

### *Which developing country (or countries) does the intervention relate to?*

While PACJA is based in Nairobi, the campaign relates to all of those countries where CARE Danmark partnerships overlap with PACJA and 350.org local chapters (Ethiopia, Ghana, Malawi, Niger, Tanzania, Uganda), as well as three Southeast Asian countries with CARE climate programmes (Myanmar, Laos, Vietnam).

All countries were selected based on three criteria: Exposure to climate change, level of climate vulnerability and presence of on-the-ground CARE Danmark climate change programme staff who can support the relationship to local activists and with the production of direct testimonies from local partners and community members, thus reducing our carbon footprint from international flights.

### *How will you ensure that the messages to be conveyed through the activities of the intervention are nuanced and constructive, fostering understanding of the fundamental causes behind the issues addressed?*

The intervention is designed such that each partner will be contributing to jointly define “global climate justice,” drawing on the expertise and experiences of each. As explained above, this joint exercise is bound to consider the complexity of global climate justice, while also ensuring that that the ideas are framed and communicated in an accessible way, and while offering clear and easy-to-grab opportunities to take action.

In addition, the very partnership offers an unconventional development narrative, transcending dichotomies of “developed vs. developing” and “North vs. South”: with the proposed intervention, we build a two-way partnership, benefiting from PACJAs technical expertise on climate justice to build the capacity of Danish civil society.

### *To what extent do you make use of new methods and/or cooperation?*

From the perspective of the development and aid community, this partnership is unprecedented. We at CARE Danmark are thrilled that the organized climate movement sees the central role that development partnerships and aid work play in ensuring global climate justice, and that they have chosen to enter into an exclusive partnership with our organization and PACJA.

We see a natural fit between Denmark’s green development and aid organization and the country’s most vibrant grassroots movement. Yet the potential for CARE Danmark cannot be overstated: hitching up to *350 Klimabevægelsen’s* motor of popular engagement allows CARE to reach a dramatically larger audience of the type of receptive, engaged, and educated young target group that can be awoken to and engaged with the value of development and aid.

Together with our strong partners in the Global South, we see this campaign as a potential model and moment for learning and sharing of strength across three sectors and starting points, with powerful results. We hope to receive the funding to carry it out and look forward to the coming process.