

Cyber.

The Client

Founded in 2007, the Global Humanitarian Forum (GHF) is a new international organization personally led by Kofi Annan working to build a stronger global community for overcoming humanitarian challenges. Their vision is one of a world where the full potential of the global society is harnessed for eradicating human suffering.

The first cause of the GHF is to address the human impact of climate change. The Forum works to increase awareness on the human face of climate change - as opposed to its emissions or purely environmental aspects - and to boost support to vulnerable populations worst affected by climate change. Mr. Annan calls this cause Climate Justice. Although being driven by the Global Humanitarian Forum, they remain a 'silent voice' behind the campaign.

The Global Alliance for Climate Justice is an open, democratic club of climate heroes founded by Mr. Kofi Annan in his role as President of the GHF. While it starts as a publicly recognised collective of leaders in science and culture, speaking out for the cause of Climate Justice. Their position gives the campaign credibility, trustworthiness and an immediate human voice, thereby amplifying its importance. Most importantly, they are only the starting point – the campaign's goal is to recruit Climate Allies from around the world. The more general public participants engage with the campaign, the more their status as a Climate Ally increases, making the campaign interactive and engaging, and securing a commitment of attention and assistance for the cause. Current Climate Allies include: Desmond Tutu, Mary Robinson, Barbara Stocking, Muhammad Yunus, Rajendra Pachauri among many others.

The GHF will be working in partnership with a number of organisations in order to deliver the campaign, including the GCCA, a coalition of NGO's such as Oxfam and Greenpeace who will also be carrying the Tck Tck Tck campaign symbol in the drive to Copenhagen.

The Brief

To create a cyber campaign that raises awareness of the critical importance of the Climate Change Summit in Copenhagen in December this year using the devices of Kofi Annan's campaign which are: the Tck Tck Tck symbol and the line "Time for Climate Justice". Once aware people are urged to become "Climate Allies" – by engaging in a number of activities on line, such as uploading their live 'Tcks' to the Campaign website and so become part of the (world's biggest) on-line petition (to be handed over to world leaders in Copenhagen in December), or downloading the campaign song which has been re-recorded especially for the campaign. The objective is to get people to engage in the fight for Climate Justice and getting their

friends, peers and families to do the same. The Young Lions are asked for brilliant ideas which will drive this campaign throughout cyber space and bring as many people in the world as humanly possible to join Kofi Annan in this huge push.

This Campaign works to translate passive concern about climate change into active public commitment, over a period of 6 short months in the countdown to Copenhagen. The overarching goal of the campaign is to drive for a just deal in Copenhagen. In order to achieve a just deal, many politicians will be forced to take difficult decisions that contradict short term interest in favour of long term prosperity and well being. To take such decisions politicians require political space for manoeuvre and only mass public mobilization on an unprecedented scale is likely to provide the requisite political space.

Why Are We Advertising?

The United Nations Climate Change Conference in Copenhagen in December 2009 is the most vital event in history to bring justice to the climate crisis. The world must come together and call for its political leaders to make fair and just decisions to resolve this problem, the greatest problem facing us today.

- Today, global warming causes 300,000 deaths a year.
- 325 million people around the world are currently affected by climate change
- 98% of those affected by climate change, 99 % of deaths, 90% of economic losses are borne by developing countries

Target Audience

The target is the world. Climate Justice is a truly global issue and must become a truly global cause. This is primarily a public communications campaign, focused on people as world citizens, be they young, old, rich, poor, any colour, any creed, northern or southern hemisphere. Youth are a particular focus, as they will be the ones to inherit the worst effects of the Climate Crisis, thereby making them most invested in the issue.

What is the Key Message?

Make a difference at Copenhagen by joining the Alliance for Climate Justice.

Tone of Voice

Empowering, Direct, Collective. The Clock is counting down to Copenhagen for all of humanity, but we can still change things, still make them better. The matter is serious, but not futile. If we all work together, we can make a difference.

Mandatory Inclusions:

TCK TCK TCK Logo

www.timeforclimatejustice.org