

Responding to the Planetary Emergency in 2020

Rebuilding the partnership between people and nature – A Healthy Planet for Healthy People



Agenda for today

1. Welcome by Facilitator, Elise Buckle
2. Special Guest – Carlos Manuel Rodriguez, Minister of Environment of Costa Rica (High-Ambition Coalition Co-Lead with France) – *afternoon call only*
3. Background & History- Planetary Emergency by Sandrine Dixson-Declève (President of the Club of Rome)
4. Shared vision and goals for 2020 – Planetary Emergency Core Group
5. Communications framework – James Llyods (Nature4Climate)
6. Partners collective engagement - All
 - Open letter growing the momentum, connecting people, nature & climate
 - Political Outreach - The Green Deal, Recovery Packages, bearing in mind that the timelines for each country will be slightly different
 - Research, briefings and data points - Owen Gaffney (Potsdam Institute)
 - Media, communications, social media campaigning.
7. Action points, next steps and next call

Ultimate Goal, Ambition and Targets

Background : Triple Planetary Emergency combining a Human, Climate and Biodiversity Crisis

1. Major global health crisis with many unprecedented systemic impacts on society and the economy
2. On-going climate crisis, with more frequent natural disasters, extreme weather events, mega-fires, with an international scientific consensus that we are currently on a trajectory for a +3-4°C temperature rise by 2100
3. 6th species extinction crisis, with more than 1 M species on track for extinction in the coming decades.

2020 Goal : Planetary Emergency Declaration by Heads of States and Action Agenda for Climate, People & Nature

Long-term Goals: Emerging from the Emergency with a Healthy Planet for Healthy People

Ambition : As a response to current health, economic, climate and biodiversity crisis, our ambition is to:

- Support **leaders to emerge from the Planetary Emergency with concrete actionable recovery plans** which engage a deep and **systemic transformation of society, and reconcile the economy with climate, people and nature**;
- Connect the various movements to build **a movement of movements including the climate community, the nature community and the development/humanitarian/health community.**

Targets :

- **Top-down policy and advocacy** influencing key decision-makers to keep nature and climate at the top of the agenda and embrace a systemic approach to economic recovery to address the under-lying environmental crisis;
- **Bottom-up movement building** connecting climate, people and nature.

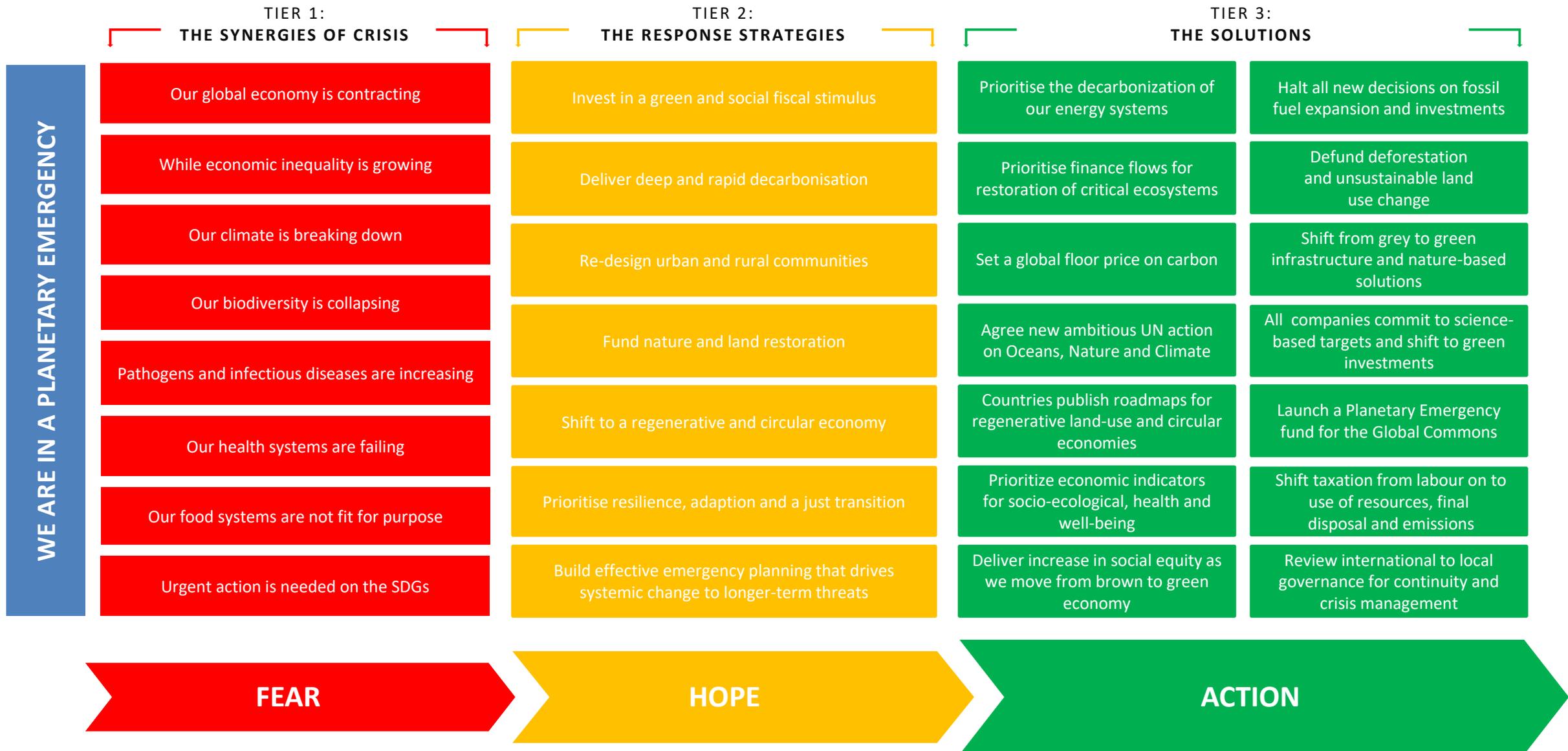
Opportunities & Threats

- **A huge momentum was built towards 2020 as a dedicated “Super Year”** for international policy action for Climate and Nature, to mark the beginning of the decade to scale action to achieve the Sustainable Development Goals.
- **Strong links between deforestation, nature loss, illegal wildlife trafficking and pandemics** to encourage leaders to address root causes of the problem
- In a crisis situation, **people might be more open to critical thinking, system change, local resilience**
- **Leaders will be looking for innovative solutions** to restart the economy, and **ready to invest** a lot of funding
- **As a collective group of 100+ influential partners**, we can align our messages, connect our communities, mobilize our networks, make our voices heard to **influence governments**
- **COVID 19 crisis taking full agenda** and narrow focus on short-term immediate issues caused by human suffering, deaths and grief without looking at the bigger picture and longer-term; important to be sensitive, give space to empathy, solidarity, support;
- **Major risk of unprecedented systemic risks triggered by the health crisis and impacting other sectors** as a domino effect (eg: food systems collapsing, rising inequalities and conflicts)
- **Potential scepticism towards environmentalists** “eco-centric” when the focus is on human health first and nature second
- **Going back to «Business As Usual»**, consuming cheap oil, with no learning the from current global crisis
- **Trade wars and rising nationalism** when we actually need more cooperation among Member States to address global issues, protect global commons and public goods (health, climate, nature)

One Planet – One Humanity – One Health

Objectives	Strategies	Tactics
<p>Movement building to address the share a compelling narratives and convince leaders to connect the dots and address the underlying causes of the on-going planetary emergency through a transformative and systemic approach</p>	<ul style="list-style-type: none"> Align messaging Strong media and communications presence Highlight root causes of current crisis and recommend a high level response to address them 	<ul style="list-style-type: none"> Develop appropriate Narrative around the concept of Fear, Hope, Action. Create an opened and inclusive group of people engaged to create a space for radical collaboration Avaaz campaign
<p>Leaders put our systems on a more sustainable pathway towards net zero emissions by 2050, biodiversity protection and life regeneration on Earth, investing in resilience, social equity and green economy</p>	<ul style="list-style-type: none"> Focus on Economic Recovery Packages (Green Deal, "Marshall Plans",etc.) Secure climate and biodiversity at the top of the agenda in 2020, with the Nature Summit during UNGA in September in New York, the Biodiversity COP and the Climate COP with online options for part of it 	<ul style="list-style-type: none"> Targeted outreach to key policy influencers, including Heads of States and Ministries of Economy and Finance, with support from Ministries of Environment
<p>Transform the economy to reduce drastically carbon footprint and invest in nature-based solutions</p>	<ul style="list-style-type: none"> Get private sector prerequisite to require government focus and measures dedicated to carbon neutrality Create clusters of markets to pioneer investment in new systems and track results and learnings 	<ul style="list-style-type: none"> Support a group of innovative CEOs ready to take bold action for climate, people, nature Include key private sector actors into a broader partner group

Communications framework: *Emerging from a planetary emergency*



WE ARE IN A PLANETARY EMERGENCY

1. The virus is also having profound impacts upon our health and human life, our behaviour, our values, our economy and relationship with nature
2. Covid-19 is likely to be one of the defining events of a generation
3. There will be very little space for stories not related to Covid-19 in the next few months
4. In crises like these its tempting to jump in and respond. But firstly, this could be counter productive (ambulance chasing) and secondly, getting into MSM is impenetrable
5. But at some point there is likely to be an interest in new angles and stories that connect the pandemic to new lenses and frames and we should be ready
6. We've tried to **focus on strategic communications at political elite** and not enter into other forms of advocacy and influencing around policy.

- Points based on conversations facilitated by GSCC and our wider community

FEAR

TIER 1: THE SYNERGIES OF CRISIS

Our global economy is contracting

While economic inequality is growing

Our climate is breaking down

Our biodiversity is collapsing

Pathogens and infectious diseases are increasing

Our health systems are failing

Our food systems are not fit for purpose

Urgent action is needed on the SDGs

We are in a planetary emergency

Communicate with empathy and solidarity as this is an experienced reality for people. This is not an intellectual argument to be won.

Avoid frames around '*Gaia's Revenge*' and **celebrating the decline in emissions**

There are clear and obvious cross overs between Food, Nature and Climate and the Global Covid-19 pandemic

- Drivers of Zoonotic diseases and links to deforestation
- Vulnerability / Fragility of global food supply chains
- Local economy / retailers struggling to respond to the crisis
- Stimulus and recovery package – nice to nature and serve people
- Prevention is always better than waiting for a cure
- Paradigm shift in political, behavioural and commercial approach
- Reinforce science / experts
- Air pollution / Fires / Respiratory diseases

HOPE

TIER 2: THE RESPONSE STRATEGIES

Invest in a green and social fiscal stimulus

Deliver deep and rapid decarbonisation

Re-design urban and rural communities

Fund nature and land restoration

Shift to a regenerative and circular economy

Prioritise resilience, adaption and a just transition

Build effective emergency planning that drives systemic change to longer-term threats

When it is time we need to harness our fears, build hope and drive action to respond to the human health, economic, climate and biodiversity crisis with solutions that build resilient societies on the longer term.

- When the elite media is ready we will be prepared to frame new angles that breathe new and hopeful life into this story to create change
- Empower frames and calls for One Health – connection between human, animal and environmental health - If we take care of nature, nature will take care of us
- Support the integration of land, nature, food and wellbeing into economy growth packages – ensure action helps to build future resilience of our food system to global shocks and protects nature

ACTION

TIER 3: THE SOLUTIONS

Prioritise the decarbonization of our energy systems	Halt all new decisions on fossil fuel expansion and investments
Prioritise finance flows for restoration of critical ecosystems	Defund deforestation and unsustainable land use change
Set a global floor price on carbon	Shift from grey to green infrastructure and nature-based solutions
Agree new ambitious UN action on Oceans, Nature and Climate	All companies commit to science-based targets and shift to green investments
Countries publish roadmaps for regenerative land-use and circular economies	Launch a Planetary Emergency fund for the Global Commons
Prioritize economic indicators for socio-ecological, health and well-being	Shift taxation from labour on to use of resources, final disposal and emissions
Deliver increase in social equity as we move from brown to green economy	Review international to local governance for continuity and crisis management

Messaging and evidence to align our framing of the issue

- If we take care of nature / nature takes care of us (bit simpler and more immediate)
- Nature friendly recovery (more complex and medium term)
- Pulling together best analysis and evidence on nature / stimulus value
- Engage in details of new nature economy (Jobs, co benefits)
- Building synergies, resilience and wider benefits into a medium to longer stimulus package

We are stronger together

Planetary Emergency Partnership now includes now 140+ influential partners from around the world; what we can do together:

- **Sign** the [open letter](#); use in a targeted way to influence key decision-makers, 3 messages:
 - 1. Strong solidarity responses at local level (immediate term)**
 - 2. Plan for a green economic recovery and more resilient societies (mid term)**
 - 3. Keep climate and nature at the top of the global agenda (long term)**
- Share common narratives with your networks, media, leadership opining leaders
- Stay tuned and share information through our Partners list
- Invite others to join our group to better connect the climate, people and nature communities and grow the movement (to join the Planetary Emergency Partnership write to: ebuckle@climate-sustainability.org cc: csoutham@climate-sustainability.org)