

# CAN Overview Paris COP21

## Outcome Communications Toolkit

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### Suggested Talking Points

- **In Paris today, all the world's countries have for the first time agreed to act on climate change, in an agreement which sends a signal that the dirty fossil fuel era is ending and the age of renewables is blossoming.** With ever louder calls for action and a fundamental shift having taken place in the global economy, 195 governments have shown international politics is catching up with the real world as they came together to forge a legal agreement to tackle the growing threat of climate change. The pact includes a commitment to a scientific long-term goal to bring emissions down to zero, with richest countries needing to take the biggest steps, first, and a regular review of national commitments every five years to get us there.
- **In Paris, there was a will to show unity with the world's most vulnerable, even though action must be scaled up in the coming years, to build resilient communities and protect people.** As the impacts of climate change hit home in communities around the world, from Chennai to the Philippines to the UK, the voice of vulnerable has been heard like never before. The new agreement recognises their

needs and concerns, even though more must be done to protect them and ensure we leave no one behind. The pact keeps the door open to limiting warming to 1.5DegC, that while still not without impacts, is an improvement on 2DegC which will wipe out some communities. The agreement sets a date to increase support for the most vulnerable people, including scaling up finance from the \$100 billion a year floor. A plan to undertake further work on how to deal loss and damage caused by climate change was included in the agreement, but some felt that the issue was politicised during the negotiations.

- **That the Paris Climate Agreement is as strong as it is, is testament to the growing numbers of people from all walks of life - the young, faith leaders, frontline elders, unionists and scientists - who are driving climate action.**

Directly before the Paris Climate Summit, the world's biggest climate marches took place with over 700,000 taking to the streets. The signatures of over 6 million were handed to the UN. As we stand in solidarity with most vulnerable people affected by climate change, our movement will grow in strength and diversity as climate change affects us all, and our access to life's basics, especially for the poorest.

- **We will not rest. We've no time. In the coming year, we will hold governments and corporations accountable as we work to make the spirit of the agreement part of the fibre of our countries.** All eyes are now on nations to use the commitments enshrined in the Paris agreement to urgently speed up the ongoing energy transition at a national level, and come back to the table and increase their climate commitments as soon as possible. Scaling up action now will mean we're all better off. That means:
  - all governments need a **credible** plan to end their dependency on fossil fuels and to **decarbonise** their economies in favour of 100% renewable energy.We will remind governments that any decision made from now on - from mining licences, to pipelines to choosing energy sources and building

infrastructure - must be in line with the pledges that they have made here in Paris.

- we need to act to **keep fossil fuels in the ground**. In [May next year](#), people will take **action** at key sites around the world show the fossil fuel industry their vision of the future is irrelevant, dangerous and unwanted.
- To further accelerate climate action and to empower countries to embrace sustainable development, we must **shift trillions** of dollars spent by governments, international banks and institutions from propping up the fossil fuel industry to renewable energy solutions. It's already where the smart money is going. Policy settings agreed in international fora such as G20 can drive investment shifts even faster.
- Richer governments must now ramp up support to poorer countries adapting to the climate impacts that cannot be avoided and find concrete solutions for the most **vulnerable communities**. Responding to climate change is not just about reducing emissions, it is about ensuring the vulnerable are protected, and that we are **creating a more fair and just world**.

## Resources

- Social Media Toolkit: <http://bit.ly/1OYi744>

## Messaging to Stakeholder Audiences

*To achieve maximum impact and to allow us to showcase the strength in our diversity, CAN communicators recommend that our final Paris communications should focus first and foremost on interpreting what we believe the outcome means for stakeholder groups, rather than providing a detailed report out on what the text contains and does not contain. To facilitate this, we have provided a stakeholder grid with messages those groups need to hear at the end of Paris, below.*

## What do stakeholders need to hear:

Sector	Message	Who Says It
Fossil Fuel Industry/ Opposition	<p>Any social licence you had is gone.</p> <p>This is a shift you cannot reverse, and it makes your current business model untenable, so you either change it, like some companies already have after seeing the writing on the wall and become part of the transition, or you get out of the way.</p> <p>We know what action with integrity looks like, and if you want a seat at the table, that's what you'll need to provide.</p> <p>If you don't, we will come at you with every legal tool in the box to ensure you pay for the damage you've caused.</p>	
Investors/ Business	<p>It no longer makes sense to invest in fossil fuels.</p> <p>The agreement matters because it will help provide certainty that the market trends towards renewable energy are backed by policy and will create a market for green innovations and you are at the forefront to benefit from that.</p> <p>You need to assess your exposure to carbon and climate risk in light of these developments - this is a train that won't be turned around.</p> <p>You can do climate action the right way or the wrong, and doing it wrong gets your brand in trouble.</p>	
Richer Governments	<p><a href="#">Public support for scaling up climate action is at record highs.</a></p>	

	<p>Paris has given you a mandate to go faster, quicker away from fossils and towards renewable energy and scale up support for poorer countries. Doing more will see you be able to manage the transition in an orderly fashion and secure the benefits of action for your people and economy at the same time helping to reduce inequality and ensure vulnerable communities are protected.</p> <p>Waiting means they will continue to leave us exposed to worsening climate impacts, with people against their governments.</p> <p>We'll continue to point out the hypocrisy of supporting action, while funding, permitting and building fossil fuel projects around the world.</p>	
<p>Poorer Governments</p>	<p>Paris can empower you to make smart, enduring development plans that skip the mistakes richer countries made and ensure your people have a higher standard of living and are protected from the worst impacts.</p> <p>But you need to make the right decisions now, there are no free passes. And our movement will stand in solidarity with frontline communities, continuing to demand that richer governments move more rapidly away from fossil fuels, fulfil their promises of funding, and help ensure that the most vulnerable are protected</p>	
<p>The Movement</p>	<p>Our movement is the movement of movements and we are growing in strength and diversity every day.</p> <p>We're winning, because we are right and we've worked hard, but now is not the time to relax.</p>	

	<p>We need to scale up our efforts to make the impact of this agreement heard around the world and to continue to fight for justice because the climate crisis is being caused by the same vested interests that are weakening regulation which protects people in regimes all around the world.</p>	
Citizens	<p>Paris has forged an exciting international agreement including all countries which can speed up the world's move away from fossil fuels and increase funding and support to poorer countries.</p> <p>Speeding up the transition to 100% renewables can save lives and money and create jobs. It will mean less poverty and inequality, cleaner air and water, and less risk from climate impacts. "and increase funding and support to poorer countries."</p> <p>Let's face it - it's immoral and irresponsible to delay scaling up action.</p> <p>We have the solutions but you we need you to come out on to the street and call for them to be rolled out more quickly and more fairly.</p>	
Faith	<p>The world needs you. Standing up for climate action is the way you can live out your faith. Your voice brings morality to the debate and that is important.</p>	
Unions/Workers	<p>Climate rights are human rights, so join the fight for the just transition to 100% renewable energy.</p> <p>We need you to help shape it so it's fair for workers.</p>	

	<p>Fossil fuel companies are going down the cliff, don't let them take you with them.</p> <p>Let's work faster and harder on the transition, faster transition is more just, reject the industry tendency to fight for every single ton.</p>	
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**What will our stakeholders likely say:**

We do not communicate in a vacuum. What we say will interact in the public domain with messages from other stakeholders. It's important to consider what we say compared to others. We can add to this table as developments emerge. 1) better outcome 2) worse outcome

Sector	Message
Fossil Fuel Industry/ Opposition	<ol style="list-style-type: none"> <li>1) Paris will not cause us to change our business model. Investors should not panic.</li> <li>2) The international community has once again failed to deliver climate action. The world needs fossil fuels.</li> </ol>
Progressive Investors	<ol style="list-style-type: none"> <li>1) It is clear that the transition is scaling up and I will invest more in the solution</li> <li>2) Investing in the transition makes economic sense.</li> </ol>
Richer governments	<ol style="list-style-type: none"> <li>1) Huge success! We have struck an agreement to solve climate change.</li> <li>2) We have made a start which we will need to build on.</li> </ol>
Poorer Governments	<ol style="list-style-type: none"> <li>1) We've achieved some protection for our people but richer countries need to go further</li> <li>2) We've been abandoned and rich countries have failed to understand their responsibility</li> </ol>

Scientists	1) too little, too late 2) Did you really hear us
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### **What can we say anyway**

These messages are handy because they are things we want to say no matter what the outcome is and can form the majority of our messaging to insulate us from the COP outcome.

*Our Vision:* With impacts already devastating communities around the world, we will not rest until the vulnerable are protected, until the poor achieve a better standard of living, until the last coal plant is shuttered, until the last mine plans are scrapped. We will not rest until there is 100% renewable energy for all by mid-century.

*Who is to Blame:* There are corporate interests who will seek to downplay today's result, and some politicians who will seek to sell it as our salvation.

*Moving Forward:* See talking points

### **Messaging on the Agreement**

#### **AMBITION MECHANISM**

1. The agreement has established check ins every five years at which countries will scale up national commitments until we reach our vision - a phase out of fossil fuel emissions by mid century, which keeps warming below 1.5C. The first discussion of the collective effort will take place in 2018, before the agreement comes into effect. This needs to be used to scale up current targets, as there's still so much more to do to make sure we get there fairly, respecting human rights and with as little damage as possible.

#### **ADAPTATION**

1. For the first time the international community has acknowledged that our collective level of effort to reduce carbon pollution is directly linked to the level of effort we must make - to adapt, connecting the new adaptation goal to the temperature limit. The hard work must now begin to create resilient communities in all corners of the globe



and governments must be held to the commitments they have made here in Paris, including scaling up efforts to adapt over time.

## **LOSS AND DAMAGE**

1. With climate impacts already causing irreversible death and destruction, it is timely that the new UN climate agreement has acknowledged that there must be a way to deal with this loss and damage as a fundamental element of a global climate deal. There is much work to be done in the days ahead in order to protect the most vulnerable as debates continue over what this element should and shouldn't include.

## **WORKSTREAM TWO**

1. Before the Paris agreement comes into effect in 2020, countries need to take advantage of the plunging price of renewable energy, harness the benefits of climate action for their people and their economies, and scale up their commitments to continue to keep us on a safe climate pathway. The agreement struck today has sketched out some plans that may see poorer countries get access to best practice renewable energy policies, but more needs to be done at the highest political levels to ensure action is scaled up.

## **FINANCE**

1. We always knew financial support for poorer countries to take their own climate action and adapt to impacts would be a sticking point to ensuring a fair and ambitious Paris agreement. Governments have agreed that in 2025 they will set a new, higher target for financial support from the \$100 billion a year floor, with richer countries obliged to contribute, but more will need to be done to ensure that communities have the support they need to adapt to the worsening impacts of climate change.

## **LONG TERM GOAL**

1. The Paris Agreement has spelled out a science based long-term emissions reductions target, which aims to peak global greenhouse gas emissions as soon as possible and get to zero emissions thereafter, countries have added a practical roadmap keep warming within the 1.5C limit. Acting as a north star for our efforts, the goal is a powerful signal that the fossil fuel era is ending, and that the irreversible, beneficial transition to 100% renewable energy, which is being demanded by citizens the world over, will pick up speed.

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### Geographical Variations of Outcome Framing

Please contribute to the following table to help others understand how Paris outcome framing will need to be tweaked for your national or regional context.

South Asia	
US	Here in the U.S., we must capitalize on this historic deal. We will need to continue to lead by supporting stronger policies that speed the transition to a clean energy economy, and work to put America back in control of our own energy situation.
Arab World	<p>Before final text: "Saudi Arabia created a lot of pressure to make this agreement less ambitious, and were backed the whole way by the silence of the the Arab Group. But for vulnerable Arab countries, who are already seeing what can happen as a result of droughts driven by climate change in Syria and Yemen, this agreement is not enough. Other Arab countries should step into the spotlight, stand up to Saudi Arabia, and show the world the power of Arab action."</p> <p>After final text: "Paris is only the beginning. During the next COP in Morocco, Arab countries have a great chance to showcase their renewable energy investments and make the agreement stronger, build on the popular will of the Arab people, and work towards something they can be proud of."</p>

Latin America

At COP21 in Paris, countries from around the world came together to commit to a historic climate agreement. As a region, we are making efforts to transition towards low-carbon and climate-resilient development, but much work still needs to be done in promoting and expanding renewable energies, sustainable transport, energy efficiency and other low-carbon initiatives.

In 2016, countries must work on expanding renewable energies, sustainable transport, energy efficiency and other low-carbon initiatives. The Paris deal gives us a roadmap on how to do this, but we need to do even more on our own. The region needs to ramp up climate action and phase out our dependence on fossil fuels

Longer version:

The majority of countries in the region are increasing efforts to transition towards low carbon and climate resilient development, but much work is to be done in promoting and expanding renewable energies, sustainable transport, energy efficiency and other low carbon initiatives. By signing this agreement Latin American countries acknowledge the need of a new climate regime applicable to all and have to make the most of it by increasing these actions and reduce the investment and dependence of fossil fuels including the non conventional, such as shale oil and gas that some countries are aiming to extract with high emissions impacts. That could be their first step to a safer climate.

Priority has to be given regarding adaptation undertakings, as Latin America is already being affected by the negative impacts of climate change.

Current available means of implementations such as finance, technology, capacity building, for the region are not enough to support the action required in the region and unlock further ambition. Latin American civil society will continue to drive momentum towards a cleaner future and call for the support required to get us there.

Human rights and gender equity are key elements for the region, some countries are already including them in their positions, nevertheless these

	<p>perspectives have to be part of an integral package with ambitious mitigation and adaptation targets to be implemented in the short-medium term.</p>
Canada	
South East Asia	
Maghreb countries	
East Africa	
West Africa	<p>Before final text: "African civil society urges the African country delegations to speak up to defend your communities. We, Africans, are the ones who are already suffering the most from climate change. While you stay silent, this deal becomes weaker. You need to tell our stories, and fight for us. Fight for a strong, ambitious deal, and make sure that countries back to the table well before 2020 to make sure we can keep warming to a safer level. Otherwise, we will see even more droughts, storms, and sea level rise, threatening our lives and livelihoods. "</p> <p>After final text: "This deal we now have only marks the beginning of what we can do. At the next climate summit in Marrakech, African countries will need to take the stage, show strong leadership, and demand climate finance for adaptation. We need international support for a transition to 100% renewables. Countries will need to keep working in the next coming years, to protect our communities—which are already suffering from the effects of climate change—and keep warming to a level that we can survive."</p>
South Africa	<p>This historic agreement has sent a strong signal that we need to move away from fossil fuels and that we have a global need to act on climate now. In South Africa, we will follow up this international agreement with actions here at home to take climate action even further. We will be working hard to push South Africa to transition to a low-carbon economy, and call on our leaders to reform fossil fuel subsidies and build more accessible renewable energy.</p>

Southern Africa	<p>Clarifying exact message (will fill in). Plans focus on a series of awareness raising, capacity building and empowerment activities particularly targeted at women and youth. We will elaborate more after going through the Paris Agreement.</p>
Europe	<p>Now the whole world is acting, this long-standing misperception that the EU is the only place with climate targets can be put indefinitely behind us. Once a leader in climate measures, the EU is now at risk of losing to others in the global race to zero emissions/100% RE unless it picks up speed. The EU governments have a duty to safeguard their citizens, and in doing so they can create employment benefits, improve public health etc. Our governments need to do more to speed up what we have achieved in Paris, EU needs to take stronger leadership, especially ensure that its 2030 targets are met and surpassed. On finance, more developing and emerging economies are also providing South-South support and so on this issue, the EU is also not alone. But as a developed economy with long-term historical responsibility, it needs to continue leading the way in supporting vulnerable countries.</p>
Australia	<ol style="list-style-type: none"> <li>1. The Paris Agreement is an important step forward. Countries world-wide are acting on climate change.</li> <li>2. This agreement heralds the end of the era of fossil fuels and the era of renewable energy is underway. The momentum towards 100% renewable energy future is unstoppable. The sunny country will either benefit or be stuck on the sidelines as the revolution progresses.</li> <li>3. More must be done. (Add here specifics depending on the outcome.)</li> <li>4. The Australian govt is out of step with the world and with the Australian people. They must now do far more.</li> </ol> <p>Here in Australia, we must leverage the Paris outcome to show that the world is moving and that Australia must get with the program. With an election in 2016, we must leverage Paris to push all parties to commit to stronger emissions targets and new commitments of support to developing countries.</p> <p>Now that we've got a global agreement, it's time for the Australian government to step up and put in place the policies needed at home to</p>

produce the promised pollution reductions, including policies to clean up and modernise our energy sector, and to ramp-up funding and support vulnerable nations and peoples adapt to climate change.

The Paris talks produced an agreement harnessing the global momentum of people, businesses and governments coming together for a cleaner, safer and fairer future for all.

Now is the time for our government to respond to the 130,000 Australians who took to the streets asking them to step up, move from back of the pack, catch up with the rest of the world and make sure Australia is doing our bit to cut pollution

The government's current Direct Action plan is not enough to meet Australia's current weak pollution target, let alone the stronger targets we need urgently

The Australian government needs to put in place a plan to:

- Strengthen its 2020 and 2030 targets, and set a 2025 'check-in' target.
  - Australia's post-2020 targets should be increased to 45-65 percent below 2005 levels by 2025, and 65-85 percent below 2005 levels by 2030.
- Scale-up its climate finance contribution inline with providing AU\$1.6billion in public funding per year by 2020.
  - This represents Australia doing our bit to contribute to the \$100 billion committed to globally in 2009. Reaching our fair share will also require mobilizing an equivalent amount from private sources.
  - At least 50 percent of public contributions should be for adaptation projects.
- Transition to 100% renewable energy, including a target of at least 50% by 2030
- Retire the oldest and dirtiest coal plants, ensuring no new coal
- End fossil fuel subsidies
- Phase out fossil fuel exports
- Provide certainty for investors and businesses

Pacific	<p>Rapid action to address climate change is a matter of survival for my Pacific people and as such when it's about survival how can we accept any compromises. That is why the Pacific region always puts forward the most ambitious proposals on the table at the negotiations. The Paris Agreement did not reflect all we asked for in the Suva Declaration on climate change but Paris was never meant to be the last step. It was meant to be a progressive step in identifying new common grounds to address climate change together as globe through a new agreement. The Pacific will continue be climate leaders post COP21, keep going strong to survive climate impacts and show leadership to the world. In the words of my Pacific community..."We shall overcome someday."</p>
New Zealand	<p>The Paris Agreement is an important step forward. Countries world-wide are acting on climate change. This agreement marks the end of the fossil fuel era and the dawn of the renewable energy era. The momentum towards a 100% renewable energy future is unstoppable.</p> <p>Although all countries must do more in the coming years, the Paris negotiations show that the New Zealand government is out of step with the world. New Zealand's government has chosen to take the opposite side of the table from our Pacific neighbours, resisting their calls for a 1.5°C goal as long as it could, blocking progress on the loss and damage mechanism they need, and turning deaf ears to their calls for increased climate finance.</p> <p>And the New Zealand government has also proven that it is out of step with the people of New Zealand. As proven by the People's Climate Marches nationwide, New Zealanders are leading the transition to a safe, just climate future.</p> <p>It's time for New Zealand's government to get with the program. While other countries are reaping the economic and social benefits of early adoption, New Zealand's ministers have instead chosen to use the Paris negotiations as a chance to meet with oil and gas companies.</p> <p>Now that we've got a global agreement, it's time for New Zealanders to make</p>

	our government step up its game. Our 2030 target of only reducing emissions by 11% from 1990 levels must be lifted before the global deal enters force in 2020.
EECCA	

## Draft PR for Nodes and Members

### **Adieu to Fossil Fuels as Historic Agreement Climate Agreement Struck In Paris** ***More work needed to protect vulnerable people***

*For Immediate Release*

**December XX, 2015 - Paris France:** In a first, all the world's countries have today struck an agreement to act on climate change. The agreement sends a signal that the dirty fossil fuel era ending.

But, **XX of XX** said, with impacts hitting home around the world, much more needs to be done to scale up action in the coming years, to build resilient communities and protect the most vulnerable.

*"We will not rest until the vulnerable are protected, til the poor achieve a better standard of living, until the last coal plant is shuttered, until the last mine plans are scrapped. We will not rest until there is 100% renewable energy for all by mid-century," XX said.*

Against a backdrop of unprecedented public support for climate action, the climate movement will be holding governments' accountable to their moral obligation to scale up action until average temperature rise is brought well below 2degC or the 1.5deg C that over 100 vulnerable countries are asking for.

***"For xx government that means xx..."***



In Paris, countries agreed to: ---INSERT TWO BULLETS FROM ABOVE ON KEY ISSUES FOR YOUR COUNTRY ---

- scale up financial support enough to bring poorer countries to the table in Paris, but they will need to do more to empower them to skip richer countries dirty development mistakes - a move that would benefit us all.
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*Contact:*

xx

### **Guidelines CAN members for the Communications at the Paris Climate Summit**

- **CAN Brains Trust** - we'll be holding small, short huddles periodically throughout COP designed to deepen our shared understanding of the political space available to us at the end of Paris.
- The purpose of these meetings is **not** to conduct policy analysis or to develop messaging which are the domains of PCG and CAN Comms respectively. Through a very tight agenda, the purpose of the huddle is to do a political check-in on the state of play which will feed into the end game messaging discussion with the network, but not replace it.
- The huddles will run for 30 mins and will be held on Tuesday 1.12, Monday, 7.12 and Wednesday 9.12 at 3pm in the ENGO room.
- Each huddle is open to **ONE** representative from any CAN member orgs and nodes with a recommendation that that person be leading the organisation at COP21, plus the CAN Board.
- **End Game Conversations** - Based on input from CAN Comms, PCG and the huddles, CAN secretariat staff will present on Thursday December 10, first at PCG and the at CAN Daily, initial outcome messages, followed by facilitated discussion.
- **Paris Bare Essentials** - Those of you present in recent CAN strategy sessions would know that the network is trying to produce a tight list of bare essentials that we

need to see in Paris. This document is designed to guide internal discussions as Paris runs - it is NOT designed to be public facing in any sense. That document will evolve in discussions before Paris, including in PCG on November 18.

- **A culture of no surprises** - when CAN communicates, say at our press briefings, we have a policy where if a country is going to be explicitly mentioned, we must inform the relevant nodes that this is occurring so that a discussion around framing that does not damage domestic efforts can occur. It would be ideal if this culture extended to include communications by individual members, especially when that communication directly targets one or two countries. This is a basis for respectful collaboration.
- **When to speak and how to speak to press** - CAN members can continue to speak to press right throughout the Paris Climate Summit. There will be times when interviews happen right at the end of COP - before CAN has called the outcome - where quotes will be used by reporters to interpret the outcome, even if that was not the intention. It is important that CAN members make it clear to reporters that they are not judging the verdict before that is agreed.
- **When to call it together** - As CAN, we agree not to send final press releases until the beginning of the final CAN press briefing or huddle. When this occurs will be at the director's discretion.
- **Tools for talking** - the CAN I secretariat communications team - with input from CAN Comms and the wider network - will produce two toolkits to empower members to communicate throughout COP21. The first will be for use in the run up. The second will be for the outcome. The outcome toolkit will feature messaging for stakeholders and geographies and a template press release for those keen to use it. CAN I will not issue a press release at the end of COP, but can issue a quote sheet if there is interest from members.
- **Join in** - Join the CAN Comms group to be part of the discussion.

