



COP 21 – WAGGGS Communication Toolkit

Girls for a Greener Future

From 30 November - 11 December 2015, the 21st session of the Conference of the Parties to the UNFCCC (COP21) will take place in Paris, France. COP21 will, for the first time in over 20 years of UN negotiations, aim to achieve a legally binding and universal agreement on climate, with the aim of keeping global warming below 2°C.

The conference is expected to attract close to 50,000 participants including 25,000 official delegates from government, intergovernmental organisations, UN agencies, NGOs and civil society. The World Association of Girl Guides and Girl Scouts will be there, represented by four young women delegates and supported by six remote delegates. Meet the team [here](#).

We all have a role to play and this Communication toolkit gives you some tips and tools to help you have an impact on an issue that affects us all.

Some background

What is COP?

COP stands for Conference of Parties – with 'parties' meaning the countries that ratified the UN Framework Convention on Climate Change (UNFCCC) in 1992 at the Earth Summit in Rio de Janeiro.

The stated and agreed objective of the UNFCCC is to reduce greenhouse gas emissions to prevent dangerous levels of human interference with the climate system. Each year, signatories to the Convention meet to advance that objective and to discuss and adopt measures to address climate change and its impacts on our society. This COP will be the twenty-first to take place since the signing of the UNFCCC, hence COP21.

Why is COP21 so important?

At COP17, held in Durban in 2011, nations agreed to establish a new, legally binding agreement to limit global warming by 2015. This year is the final deadline for creating that new agreement, meaning that this COP may be the most important conference on climate change ever held.

If we do not reach a bold agreement this year, we will lose any hope of limiting global warming to 2° above pre-industrial levels, which scientists have told us is the maximum safe limit we can allow. Beyond this limit, climate change may begin to accelerate very rapidly and the impacts of climate change – including rising sea levels, extreme storms, droughts, etc. – will be devastating.

Get involved

Send us your message on why climate change is important to you

In the weeks leading up to COP21, we will be collecting girls' perspectives on climate change and how it's affecting them. We're asking girls around the world to submit a photo or short video saying

I'm asking world leaders to take action on climate change because _____.

We will take these messages with us to be displayed and shared with thousands at COP21 in Paris. So speak out and make your voice heard!

For more information and to submit your photo or video, visit GirlsForAGreenerFuture.Tumblr.com.

Take part in a local Conference of Youth (COY)

From 26-28 November, WAGGGS delegates will be attending the Conference of Youth (COY) in Paris. 5000 young people from all over the world are expected to gather in Paris for three days of workshops and activities designed to help young activists share skills and ideas for how to tackle climate change. Simultaneously with the COY in Paris, there will be 'local COYs' organized in cities around the world, including Montreal, Rabat, Florianopolis, Antananarivo, Tokyo, Ahmedabad, Porto Novo, and Noumea. If there's a local COY happening near you, join in! If there isn't a COY near you, consider organizing one!

For more information, visit <http://coy11.org/en/decentralize/>.

Join the worldwide mobilization on November 29

To create pressure and momentum ahead of COP21, climate activists will be organizing major demonstrations around the world. From London to Johannesburg, from Tokyo to Sao Paulo, people in cities across the globe will be organizing. Find an event near you and help make it clear to world leaders that young people around the world want to see real action in Paris!

To find an event visit - <http://globalclimatemarch.org/en/>

Learn about climate change

Use our [Climate Change: Take Action Now Toolkit](#). Choose some of the activities from Part 1 of the curriculum to help girls understand climate change and how it is impacting their communities.

Start or join a campaign to pressure your city, your state, or your nation to move toward renewable energy

We need to switch to 100% renewable energy by 2050, and if we are to reach this goal, we need to start now! Our [Climate Change: Take Action Now Toolkit](#) and our [Advocacy Toolkit](#) contain tips and suggestions for how to mount an effective campaign.

Some comms activities you can do

There are lots of things you, as a Member Organisation, a leader and a Girl Guide and Girl Scout, can do to ensure that we achieve an agreement at COP 21 that is ambitious, equitable and binding. By supporting people to understand the issues, speaking out to champion solutions and engaging young people and your communities in the conversation, we can make a difference. Here are just a few suggestions from WAGGGS about some of the communications activities you can do around COP21.

1. Support your WAGGGS delegation and help influence decision makers
 - Follow them on Twitter @Waggggs_delegates
 - Send them your messages of support, ask them questions and give them answers so they can represent you when talking to decision makers
 - Follow and share their [daily blogs](#)
 - Profile them on your website, in your magazines, in your newsletters – they are amazing! And what a way to make the world sit up and take notice of the issue of climate change, young women leading on the solution
2. Raise awareness about the issue and encourage people to take action
 - Send your local and national media a press release, there are some templates you can use in the COP21 resource centre

- Share all the content WAGGGS, the delegation, and your fellow Girl Guides and Girl Scouts are creating with your networks – via social media, your websites, magazines, newsletters and events
- Watch the video of our Side event on Girls for a Greener Future, with keynote speaker Mary Robinson and encourage other people to do so too. It will be available as soon as possible after the event on 5 December
- Promote the various activities you and your members can take part in, from education programmes, to global mobilisations, to local events, to petitions and more
- Publish and share WAGGGS position statement on COP21, available now [here](#), and immediately after the event, we will publish a reaction statement to the agreement
- Change your facebook profile, email signature or website using our special COP21 images

Some tools to help

Visit our [COP 21 resource centre](#) to browse all our tools.

Read more about this year's conference and what we need from an agreement in [WAGGGS' Position Statement on COP 21](#).

Download our various design tools, such as website banners, logos and posters.

Use some of the photos in our COP21 resource centre to design your own comms material.

Use the template press releases we have prepared to engage your national and local media.

Join in the conversation using the social media handles:

- @WAGGGS_delegates
- @WAGGGS_world
- #girlsforagreenerfuture

Some other people you might like to follow include:

- @CFigueres
- @MRFCJ (Mary Robinson Foundation – Climate Justice)
- @UNFCCC
- @RestlessDev
- @Action2015Youth
- @IUCN

Some messages to start you off

Sharing your voice is what is important. But a few ideas to help you on your way to some powerful communication for COP21 are below.

On COP21 generally:

From November 30 - 11 December, world leaders will meet in Paris to reach an agreement on climate change and take steps to limit global warming. Four young WAGGGS delegates – from Sweden, France, Costa Rica, and the Maldives – will be in Paris to participate in the talks and speak up for the right of girls to inherit a sustainable future. They will be supported by remote delegates from the USA, Lebanon, Tanzania, Ireland, and Kiribati. Meet our amazing delegates and learn more about why this year's climate conference is so important.

To launch the local COYs:

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To launch the worldwide mobilizations:

WAGGGS is supporting a delegation of young women to attend the UN talks on climate change in Paris to speak up for girls. But you don't have to be in Paris to join in! On November 29, the day before the talks begin, young people will be organizing major demonstrations around the world to demand action from world leaders. From London to Johannesburg, from Tokyo to Sao Paulo, people in cities around the world will be organizing. [Find an event near you](#) and help make it clear to world leaders that young people around the world want to see real action in Paris!

To send us a message/film for our Tumblr site

WAGGGS is asking girls around the world to speak out and tell world leaders that girls need and deserve a greener future. We will take these messages with us to be displayed and shared with thousands at the UN climate change talks in Paris. Submit your video and tell us:

- My name is _____
- I'm from _____
- I am ____ years old
- I'm asking world leaders to take action on climate change because _____

Keep it short - your video should be no more than 30 seconds. You can do it by yourself or with a group! Be creative in how you share your message!

Or, if you're not able to submit a video, send us a photo of yourself instead with your message to world leaders.

Speak out and make your voice heard!

For more information and to submit your photo or video, visit GirlsForAGreenerFuture.Tumblr.com. Deadlines for submissions are 23 November.

To support your delegation

From 30 November - 11 December 2015, the 21st session of the Conference of the Parties to the UNFCCC (COP21) will take place in Paris, France. COP21 will, for the first time in over 20 years of UN negotiations, aim to achieve a legally binding and universal agreement on climate, with the aim of keeping global warming below 2°C.

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Some key dates to focus your communications activities on

25 November – WAGGGS delegates start their daily updates from COP 21. Please do comment and share, they are their representing our Movement so pass on your thoughts!

26 – 28 November – Conference of Youth (COY)

29 November - Share your stories, pictures and thoughts from the Worldwide Mobilizations

30 November - Negotiations open

5 December – WAGGGS side event, with guest speaker Mary Robinson, takes place

8 December – Gender day

11 December – Final day of the negotiations

12 December – WAGGGS releases its reaction statement, please do share it

Any questions or suggestions?

Please contact comms@wagggs.org