



INTERNATIONAL ASSOCIATION
FOR THE ADVANCEMENT
OF INNOVATIVE APPROACHES
TO GLOBAL CHALLENGES

A UNFCCC and UN ECOSOC accredited
Civil Society Organization based in Austria



GloCha - A New Multistakeholder Partnership
for Global Climate Action Empowerment
designed by IAAI

Klagenfurt am Wörthersee & New York City, 4th of March 2019

Submission to the UNFCCC consultation on the **Marrakech Partnership for Global Climate Action**

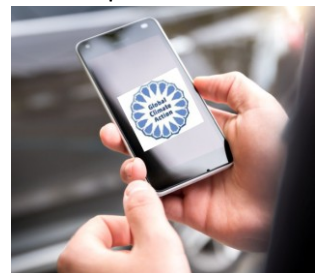
Dear ladies and gentlemen,

our UNFCCC and UN ECOSOC accredited observer organization **IAAI** www.glocha.info is welcoming the recognition of the importance of non-Party stakeholders' climate actions by the UNFCCC process and the setting up of the Marrakech Partnership for enhanced cooperation of Parties with non-Party stakeholders.

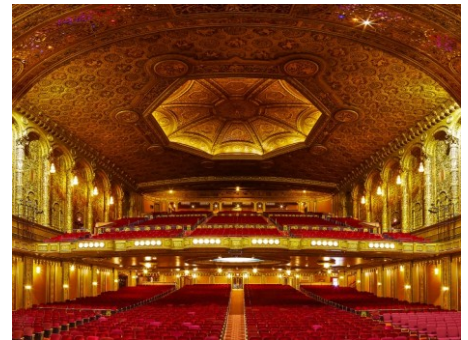
As it is the main goal of our organization to "*advance innovative approaches to global challenges*" we are delighted to have through this survey on the future of the Marrakech Partnership the opportunity to reflect on **existing work and its challenges** and to present some **new visions** for enhanced non-Party stakeholders' climate action.

The **main messages** of our submission - framed as challenges and visions - are as follows:

- **Challenge 1** (related to 'Priorities and Focus Areas' section of the survey) **Delivering on the Necessary Scale:** Despite the laudable work done by the UN CC Global Climate Action team and the High Level champions, hardly anybody outside the UNFCCC process has ever heard of the Marrakech Partnership. But the implementation of the Paris Agreement needs everybody engaged. This requires the **Marrakech Partnership to shift its ambition level towards "getting everybody engaged"** and strengthening of MP's ties with the UNFCCC Action for Climate Empowerment and UNFCCC's Climate Neutral Now programs with **simple and action and impact oriented messaging is indispensable.**
 - **Vision 1:** The Marrakech Partnerships develops with the UNFCCC Action for Climate Empowerment program, the UNFCCC recognized Education, Communication and Outreach Stakeholders Community ECOS, the UN SG Climate Summit 2019 organizers, the scientific community and many other relevant stakeholders a coherent **communication and outreach strategy which focuses on establishing "2 tons of CO2 per year per person by 2022" as the benchmark for a sustainable lifestyle** (further reading: <http://geiclimate.org/>) and a wide range of stakeholders in the field of **culture** (especially music) rallying towards getting such a standard accepted by society
- **Challenge 2** (related to Tracking and Reporting of Voluntary Climate Action') **Lack of real time climate action data and tech support for mass engagement:** There are very many people - and especially young people, standing ready to contribute to the Global Climate Action agenda, but they don't know how. The NAZCA portal <http://climateaction.unfccc.int/> is the brain of GCA but needs improvement.
 - **Vision 2 - A Global Climate Action App with meaningful and rewarding engagement opportunities on everybody's mobile device:** We envisage to work with all relevant Marrakech Partnership stakeholders (especially the NAZCA Climate Action Portal management) through our newly established multistakeholder partnership GloCha on the development of (blockchain based) **information and communication technology tools** which will provide an entry point for meaningful and rewarding climate action to every citizen and every company and every other public or private institutions. The tools shall help to document individual climate action and to get certified climate action impact units which will be rewarded by society through innovative financial incentive mechanisms (climate entrepreneurship/**climate action impact economy**) and **gamification.**



- **Challenge 3** ('UN Secretary General's Climate Summit 2019') Turning the most important global climate governance event of the year into a **unique cultural moment in human history - a deep transformative experience of global unity and mass mobilization for ambitious climate action**
 - **Vision 3:** In coordination with the mobilization coalition of the UN SG Climate Summit, there will be a **#Music4ClimateAction campaign** for unprecedented youth and civil society mobilization for climate ambition. (Young) musicians and celebrities will commit to create songs on climate action and sustainable development, there will be an Earth Music Awards **online youth music video competition** and a globally broadcasted **EarthActionNow edutainment event** the weekend before the UN SG Climate summit, bringing the call for climate action and climate ambition into the living rooms of everybody around the planet. Music, youth focused narratives from the frontlines of climate change, images and stories of **#peoplepower** in the fight against the climate crisis will be collected on an EarthActionNow climate action engagement platform and brought to a global audience together with encouraging words from the UN Secretary General. One of the highlights of the event can be a global voting for the selection of a **"Youth Global Climate Action Champion"** who would help the incoming COP25 presidency in reaching out to youth and civil society as an amplifier of the various calls for enhanced climate ambition and action.
- **Challenge 4** ('Looking Ahead'): **Lack of Co-Working Infrastructure.** Non-Party stakeholders working on climate action solutions are often disconnected from one another, from resources - there is a need for an enabling ecosystem!
 - **Vision 4:** We invite the Marrakech partnership to work with and through our multistakeholder partnership GloCha on setting up a **Global Climate Action Center** (e.g. in New York, South of the UN HQ, in Bonn or/and in Vienna) as a global co-working space for all kinds of climate action stakeholders, providing office space, event space, cultural activities, a climate action data center, resources and incubation for climate entrepreneurs etc.



<https://www.unitedpalace.org/venue/spaces-specs/>



At IAAI we are strongly convinced that a significant strengthening of the climate action impact oriented systemic integration of Non-Party stakeholders in the global climate action governance system is the only feasible approach to face the accelerating climate crisis.

We are looking forward to contribute with our multistakeholder partnership GloCha fresh and bold solutions for a climate safe future

Yours faithfully

Dr. Miroslav Polzer,
executive director of IAAI and chair of the board of directors of GloCha Foundation NYC



The Multistakeholder Partnership GloCha Creating The Future of Global Climate Action Together



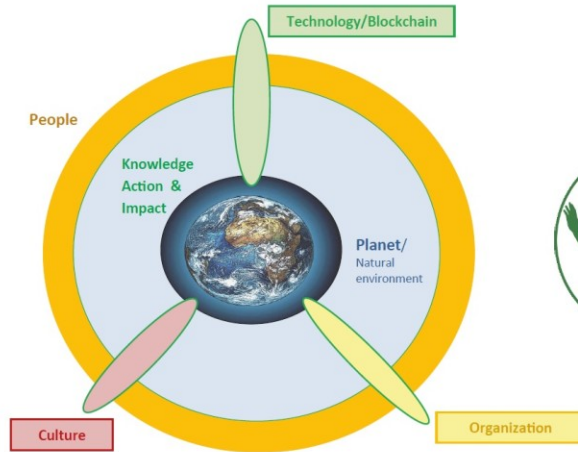
Our Mission:
Creating a Community, a Partnership of People and Institutions

- who care for people and planet
- who take impactful action towards local and global public good and who manage resources sustainably
- towards a good life for all

with

- culture (especially music)
- technology (especially blockchain) and
- organization (setting up a quasi international organization globally, GloCha centers locally & incentives)

www.glocha.org



GloCha, Blockchain and the Future of Global Climate Action at COP24:

- official side event, press conference and exhibit booth with Climate Chain Coalition & City of Goyang (South Korea)
- Youth, Music and Climate Action event at the Nordic Pavilion, 3rd December 17.00 CET
- Education, Communication and Outreach Stakeholders (ECOS) & GloCha morning meetings, 10.00 - 11.00 AM, room Warmia
- City Climate Olympics task force meeting, 5 December, 13.30h
- Global Climate Action Center Design Competition launch, 13 December, 17.00h, Press conference room Katowice
- Energy Transition & Digital Finance / Climate Entrepreneurship initiative
- #GiveYouthAChance Climate Philanthropy initiative
- Climate Action in Lake Chad Basin Region (preparations for event @ African Union permanent mission to the UN in New York in September 2019)

for further details please visit www.glocha.org or get in contact with dr. Miroslav Polzer (CEO of IAAI & president of GloCha Fdt NY) via email polzer@glocha.info



COP24·KATOWICE 2018
UNITED NATIONS CLIMATE CHANGE CONFERENCE



References:

GloCha COP24 exhibit poster

https://seors.unfccc.int/applications/seors/attachments/get_attachment?code=XPXD7FL6BZT1YNE5PLGZDB047OKU82HW

Fighting Climate Change with Music - UNFCCC video report about the COP21 Global Challenges Youth Music Contest:

<https://www.youtube.com/watch?v=HJ4pObZWg5A>

COP24 Press Conference "Building the Intellectual Infrastructure for Global Climate Action"

<https://unfccc-cop24.streamworld.de/webcast/building-the-intellectual-infrastructure-for-globa>

COP24 Press conference "Blockchain Technology for Climate Action"

<https://unfccc-cop24.streamworld.de/webcast/blockchain-technology-and-the-future-of-global-ci>

Suggestion to Include Entry Points for Youth Climate Action documentation on NAZCA at COP24 Global Climate Action event

<https://unfccc-cop24.streamworld.de/webcast/the-future-of-the-global-climate-action-portal-naz> minute 21:15 ff

California Global Climate Action affiliate event #GiveYouthAChance climate philanthropy meeting:

<https://www.globalclimateactions summit.org/events/giveyouthachance-call-for-resources-for-youth-climate-action/>, video:

<https://www.youtube.com/watch?v=MuzfvQw7Qy4&feature=youtu.be>

Presentation of GloCha at the 2018 Annual Meeting of the Academic Council on the United Nations System, Rome, July 2018

<https://youtu.be/AB7wjk3IO6Y>