

Date: August 2025

Creators Union of Arab– Member of the United Nations

ECOSOC Consultative Status – Since 2017

Member of the League of Arab States

Subject: Submission to UNFCCC – COP30

Introduction

The **Creators Union of Arab (CUA)** is a non-governmental, non-profit organization established in 2001 in **Egypt, with consultative status at the United Nations Economic and Social Council (ECOSOC)** since 2017, and recognized by the **League of Arab States**. The Union operates across multiple Arab countries and maintains an extensive international network of representatives.

Our mission is to elevate creative and innovative thinking, support and empower creators across all fields, and foster projects that contribute to sustainable development, including climate change adaptation and mitigation. The Union actively participates in international climate events, including the COP process, and has presented its "Sustainable Schools" initiative at **COP28** in Dubai under the patronage of the **UAE Ministry of Education**.

Q1: What should success look like over the next 5 years, and how can it be measured effectively?

For the **Creators Union of Arab**, success over the next five years lies in empowering creative communities to become active contributors to climate action through education, innovation, and inclusive participation. We envision success as:

- Integration of Climate Education: Expanding initiatives such as the Sustainable Schools Program to embed climate awareness and behavioural change across curricula in at least 50% more schools across the region.
- Creative Solutions for Climate Challenges: Supporting creators, innovators, and young talents to design practical, scalable projects that address mitigation and adaptation challenges.
- Regional and Global Partnerships: Strengthening collaboration with UN agencies, governments, and civil society to amplify the role of culture, education, and creativity in climate resilience.
- Measurable Impact: Establishing clear indicators, including the number of schools and students engaged, projects implemented, and measurable reductions in environmental footprint at the community level.
- By combining cultural creativity with scientific knowledge, success will be measured not only in numbers, but in the tangible shift towards more sustainable behaviours, stronger climate-conscious communities, and the recognition of creators as central actors in building a resilient future.



This overview encapsulates the Union's standpoint as a civil society organization, committed to understanding community behaviours and addressing their evolving needs, while actively contributing to sustainability and climate action in alignment with global development priorities success means can be summarized as follows:

- Mainstreaming climate education into education curricula at all levels.
- Expanding the reach of creative climate action projects across countries.
- Building measurable shifts in awareness, behaviour, and community engagement with climate solutions.
- Strengthening cross-sectoral and cross-border collaborations.

Q2: How can the GCAA facilitate direct and impactful engagement between Parties and NPS to support implementation efforts at both national and sectoral levels?

We believe that the Global Climate Action Agenda (GCAA) can foster direct and impactful engagement between Parties and Non-Party Stakeholders (NPS) by establishing inclusive mechanisms that link national policymakers with grassroots innovators and creative actors. At the national level, this can be achieved through structured partnerships with schools, universities, and civil society initiatives that integrate climate education and behavioural change into curricula and community practices. At the sectoral level, the GCAA should promote multi-stakeholder dialogue platforms connecting education, media, technology, and environmental sectors to co-create solutions, share knowledge, and ensure coordinated implementation. By embedding creativity, education, and inclusivity, the GCAA can transform engagement into active co-creation, enabling effective delivery of the GST, NDCs, and NAPs while amplifying the role of civil society in achieving sustainability goals, this vision can summarize as follows:

- Establishing joint action platforms connecting governments with creative and cultural organizations.
- Providing direct funding channels for community-driven and creative climate projects, with simplified access.
- Supporting interdisciplinary collaboration linking arts, media, education, and climate science.
- Organizing regional knowledge-sharing hubs to align NDC and NAP implementation with cultural engagement.

Q3: How can the CGAA promote inclusive and equitable engagement, in particular from underrepresented groups and regions?

The Creators Union of Arab affirms that promoting inclusive and equitable engagement requires placing underrepresented groups—especially youth, women, and communities from the Global South—at the heart of the Global Climate Action Agenda (GCAA).

This can be achieved through open access to knowledge, capacity-building programs tailored to local contexts, and dedicated funding channels that empower creative and community-based initiatives. By integrating culture, education, and innovation into climate action, the GCAA can ensure that marginalized voices are not only represented but actively shaping solutions. True inclusivity means transforming these groups from passive beneficiaries into active partners, thereby enriching global efforts with diverse perspectives and locally rooted practices that strengthen resilience and sustainability, all these actions can summarise as follows:



ECOSOC CONSULTATIVE STATUS 2017
عضو استشاري بالأمم المتحدة
UNITED NATIONS

- Ensuring financial and logistical support for youth, women, and rural communities to participate in global climate processes.
- Highlighting success stories from marginalized areas to inspire replication and scale-up.
- Creating inclusive training programs that integrate entrepreneurship, innovation, and sustainability skills.
- Building regional creative coalitions that unite artists, educators, and innovators to address climate challenges through culturally relevant approaches.

Q4: What improvements can be made to ensure better transparency, reporting, and follow-up of the GCAA?

From the perspective of the **Creators Union of Arab**, improving transparency, reporting, and follow-up within the **Global Climate Action Agenda** requires a multi-layered approach:

- First, adopting unified digital platforms that integrate blockchain-based verification can ensure the credibility of data and progress reports, while reducing duplication and misinformation.
- Second, regular and inclusive reporting cycles should be designed to highlight not only governmental achievements but also the contributions of civil society, academia, and creative industries, thereby capturing a more comprehensive picture of climate action.
- Third, independent civil society observers should be systematically involved in the follow-up process to enhance accountability.
- Finally, linking the Global Climate Action Portal and the Yearbook of Global Climate Action with open-access knowledge hubs would allow stakeholders, especially from underrepresented regions, to track progress, share lessons learned, and build collaborative networks.

Conclusion

The Creators Union of Arab firmly believes that addressing climate change requires more than technical and financial solutions; it demands a cultural and behavioural transformation that empowers communities to act creatively and sustainably. By fostering innovation, integrating climate education, and amplifying the voices of underrepresented groups, we aim to contribute to a global movement where creativity and sustainability go hand in hand.

We stand ready to collaborate with governments, UN agencies, and civil society to ensure that climate action over the next five years is inclusive, impactful, and measurable, and that it leaves a legacy of empowered generations capable of safeguarding our planet.