

ENTERTAINMENT+ CULTURE PAVILION

Entertainment + Culture Pavilion - info@entertainmentculturepavilion.org

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Dear High-Level Champions,

On behalf of the Entertainment + Culture Pavilion (E+C), we are pleased to submit this feedback to inform the ongoing development of the Marrakech Partnership and the Global Climate Action Agenda. The Entertainment + Culture Pavilion, first launched inside the Blue Zone at COP28, envisions a world where culture drives a fossil-free, just, and sustainable future, breaking free from the pervasive influence of petro-culture and redefining our societal norms. We bring together artists, cultural practitioners, community leaders, and policymakers to amplify culture-based climate solutions.

Our five core goals, which align closely with the Marrakech Partnership, are:

1. **Global Climate-Culture Policy Advocacy** – Advance recognition of culture-based climate action across UNFCCC, UN systems, and the SDGs.
2. **Activism + Interdisciplinary Collaboration** – Establish a global hub for cross-cultural exchange, positioning activism as a catalyst for transformation.
3. **Platform Underrepresented Voices** – Ensure frontline, Indigenous, and youth voices are centered in climate decision-making spaces.
Capacity Building – Catalyze access to funding and mutual aid for climate-culture initiatives, and build infrastructure for shared knowledge and resources.
4. **Sustainability in the Creative Economy** – Support the decarbonization of creative industries, aligned with the Paris Agreement and Article 12 (ACE), while advancing justice-centered, inclusive models.

Our considerations and feedback as it pertains to the questions you've set forth, include:

1. What should success look like for the GCAA in the next five years, and how can it be measured effectively?

- Ensure that culture is recognized as a transversal theme, contributing to mitigation, adaptation, Action for Climate Empowerment, and resilience-building.
- Greater integration among sectoral initiatives (e.g., ECCA, Fashion Charter, Sports for Climate Action) with the Race to Zero and Race to Resilience campaigns.
- Avoid fragmented pledges and streamline reporting pipelines to improve accountability.

2. How can the GCAA facilitate direct and impactful engagement between Parties and NPS to advance the GST, NDCs, and NAPs?

- Leverage culture as a tool for Action for Climate Empowerment, strengthening trust and collaboration between Parties and non-Party stakeholders.
- Strengthen non-party stakeholder engagement from the culture and creative industries and leverage these institutions as drivers of change:

- Cultural Leaders and Institutions: Museums, galleries, cultural organizations, festival organizers, heritage institutions.
- Artists and Creatives: Visual artists, performers, filmmakers, designers, and creative collectives.
- Community Activists and Grassroots Leaders: Local and global activists, indigenous leaders, community-based organizations.
- Media and Storytellers: Journalists, documentary filmmakers, digital storytellers, influencers.

3. How can the GCAA promote inclusive and equitable engagement, particularly for underrepresented groups and regions?

- Reduce overreliance on large corporations and private sector actors that often dilute ambition.
- Prioritize participation of cultural practitioners, grassroots organizers, and community-led initiatives driving culture-based climate action.

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

- Clarify that the ultimate goal of Global Climate Action groups is to increase accountability and transparency, using existing UNFCCC tools.
- Expand the Yearbook of Global Climate Action to highlight impact, gaps, and sectoral insights.
- Include examples of culture-based climate solutions and cultural initiatives in the Yearbook -which in the recent years has not included any mentions to culture or its own results via initiatives like the Entertainment and Culture for Climate Action (ECCA).
- Update the NAZCA Portal to include more representative categories, including a Culture filter, alongside Media.
- Establish recurring assessments such as a “Marrakech Partnership Culture Stocktake”, extending beyond creative industries to evaluate cultural and heritage contributions to climate action.

Looking Ahead: Culture Marrakech Partnership Stocktake in 2026

To support this vision, the Entertainment + Culture Pavilion proposes to host a Marrakech Partnership Culture Stocktake in March 2026 in Morocco, marking the tenth anniversary of the Partnership. This retreat would convene cultural leaders, creative practitioners, policymakers, and Marrakech Partnership stakeholders to collectively assess the contribution of the cultural and creative sectors to the goals of the Paris Agreement, identifying where meaningful progress is being made and where greater collective action is still needed, strengthen cross-sector alignment, and chart the next phase of integrating culture into global climate action.

We believe this exercise will help ensure that the Marrakech Partnership not only embraces culture as a driver of climate action but also creates pathways for accountability, equity, and systemic transformation.

We look forward to continuing the dialogue and collaborating with you in the coming years.