

# THE CLIMATE HANDBOOK



## C6 - Creativity, Culture and Collaboration to Combat Climate Change



Creativity, Culture and Collaboration  
to Combat Climate Change – C6



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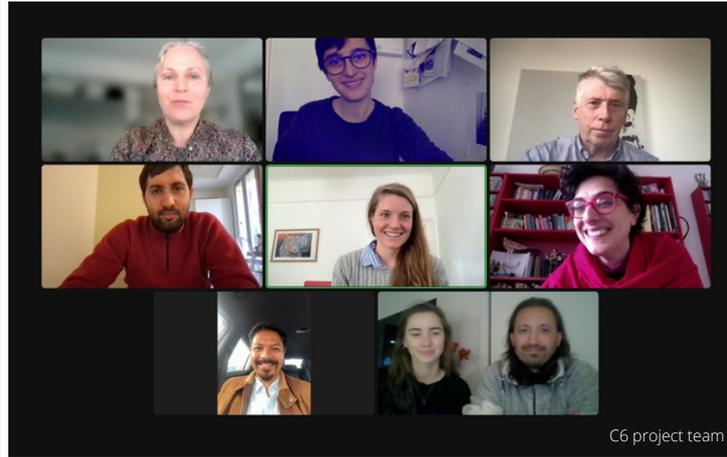
# Dear reader,

Welcome to the C6 global family. You, same as me, live through one of the most important eras of the human species. An era characterized by continuous economic growth, unimaginative technological innovations, and increasing life expectancy. An era of the internet we could say, or maybe an era where information is so easily accessible that we can immediately fact-check any statement by using our smartphones to search on the internet. An era where data is more expensive than oil, due to the insight and knowledge that can be extracted from it.

This era is called Anthropocene and it is the era where humans have become the single most influential species on the planet, causing significant global warming and other changes to land, environment, water, organisms, and the atmosphere. Our specie has such a significant impact on Earth and its inhabitants that we will have a lasting - and potentially irreversible - influence on its systems, environment, processes, and biodiversity. Our quest for "more" and for "better" has led us to where we are but it's going to lead towards self-destruction.



What you are about to read in this handbook is a collection of stories and "ways of doing things" coming from a group of organizations dedicated to making the world a better place. And by better, I do not mean richer, faster, or bigger but what I mean is a place where people live in peace and harmony with nature and each other. A place where our comfort doesn't come at the expense of others and a place that will be able to provide for our children what it provided for us.



## References:

- Katie David(2020) Natural History Museum, found at: <https://www.nhm.ac.uk/discover/what-is-the-anthropocene.html>
- Anthropocene image source <https://www.anthropocene.info/>
- Anthropocene movie to watch <https://www.upstatefilms.org/anthropocene>
- Anthropocene Age evolution source <https://rebellion.global/blog/2021/05/11/Anthropocene/>
- Free stock images from the Anthropocene movie - can be used <https://www.edwardburtynsky.com/projects/photographs/anthropocene>

# What is the Climate Handbook?

This Handbook is created by the Consortium of C6, funded by ERASMUS+. The project consortium consists of 6 partners from 5 countries: Norway, Sweden, Denmark, United Kingdom, and Italy. The name C6 refers to six words beginning with C: Creativity, Collaboration, Culture to Combat Climate Change.

This Handbook is defined as Intellectual Output 1, and is integrated to the Intellectual Output 2, 3, and 4, and created by different partners in this Climate Consortium.

We are two partners representing the Cultural Industries.

**SixtyEight Art Institute** (Denmark) and **CasermArcheologica** (Italy) are our lead creative, cultural institutions.

**Worldview Impact Foundation** (UK), **People of 2050** (DK), and **Norsk Klimanettverk** (NorwegianClimateNetwork) are the 3 NGOs representing the 3rd sector with creative activism and volunteers as capital, united to plant trees, organize festivals and training workshops for youth.

Finally, not the least, this Climate Consortium has the start-up partner and fintech enterprise **Earthbanc** as the lead partner in green tech, with the determined action to connect the creativity of the arts to financial markets and to make climate action bankable/financeable. Together we bring diverse energy into a dynamic fusion of co-creation and action to combat climate change.

The Norwegian Climate Network is the lead partner in the Consortium

Climate Change is happening in front of our very eyes. It is almost a utopian story that we can change the trajectory at this late hour. The Code Red is addressed by the world scientists and our leaders are voicing the same:

*"As citizens and as businesses and as governments, we are well aware of the drama," ... "The drama exists, we have seen it and we heard about it in every news bulletin. And that's what we need to understand, that the expression of what the science says is exhibited before our very eyes, and of course what this excellent report does is, it projects those scenarios outward, and tells us, if we do not take action, what could be the potential outcomes, or if we do take action, what will be a very good outcome." \**

We hope that this Handbook will present theoretical perspectives, creative examples and invite you to join us on this learning journey. It is enough talk ... the blah, blah, blah stories in the world to meet the climate challenges addressed by world scientists for the last 50 years. A generation of youth are screaming loud and walking in millions in the streets around the world. Still, it is not enough!



2 degrees and we are fucked", André Martinsen, Climate Art,

\* Inger Andersen, Director of United Nations Environmental Program, Press Release of IPCC [Report](https://news.un.org/en/story/2021/08/1097362).  
<https://news.un.org/en/story/2021/08/1097362>

***The joint work of the C6 Consortium (2021 - 2023) has been created in the post-covid times.***

The increased pressure in our society and the stress of climate change merged with the tragic outbreak of war in Ukraine, have influenced the work of the consortium. It was early on decided that the thematic focus of this handbook was the story of the footprint, and to bridge the narrative of climate science with the arts. It still is! Even more! With stronger force, and millions of voices and decibels. Artists have been screaming and raising their voices of concern in the visual arts - climate art - even since the time that Edward Munch made the Scream



Climate Adaptation workshop implemented during the 1st C6 training by Christopher Sand-Iversen (2022)

***This Handbook is designed and crafted by youth for youth, with the idea that this is one book of many important toolbooks and guides. This handbook is like one stepping stone presenting a direction and path for us on a collective level to leapfrog - jump - to get on the other side.***

The other side is defined to be a place beyond the gloom and doom, and more connected to the willpower of facing, mitigating, and in creative ways define a better way forward.

By now, as we write in April 2022, it is very clear that intellectual concepts on climate change and climate justice are starting to burn in our hearts.



Team building activity implemented by People of 2050 during the C6 1st training course in Copenhagen 2022

We are all seeing human suffering even with our eyes closed in the nights, as worries and concerns arise as flames with the existential question:

***Do we really have a future?***

The u-turn of this book is to invite you to move the goals, or better; - reset goals for yourself, your family, and your life. Let us all walk the other way, and leave the path we were heading. The art of creating a global culture of mature dialogues for peace and forgiveness will be part of our important skill-sets to combat climate change. Take that u-turn with us and let us restore and build back better for a new tomorrow.

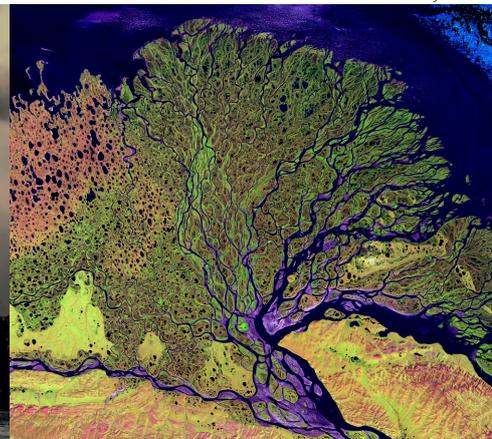
Yucatan peninsula by USGS



Emissions by Chris Leboutillier



Lena river by USGS



Niger River by USGS



Bushfires below Stacks Bluff, Tasmania, Australia by Matt Palmer



Mississippi River floods by Kelly Sikerna

To combat climate change is more like a fight with an invisible enemy. Some people have been knowing for years that the pumping of trillions of tons of carbon dioxide into the atmosphere is damaging pollution. The timetable to fix the problem will be beyond our own lifetimes. It's a job for eternity to really fix all the challenges and to cool the climate on the planet.

This is our journey - this is our first step in a path and a direction where we are all learners.

Thank you again for being our reader!

22. April 2022 - C6 World, Oslo, Copenhagen, Stockholm, London, and Sansepolcro

Inger-Mette Stenseth  
Norsk Klimanettverk

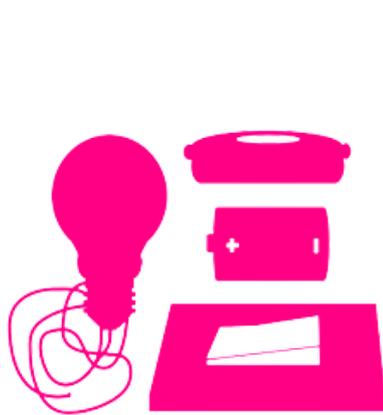


<https://www.andremartinsen.com/#/climate/> Norsk Klimanettverk / Climaestivaleen \$112  
<https://www.munchmuseet.no/en/The-Scream/where-can-i-see-the-scream/> MUNCH MUSEUM, Oslo, 2022

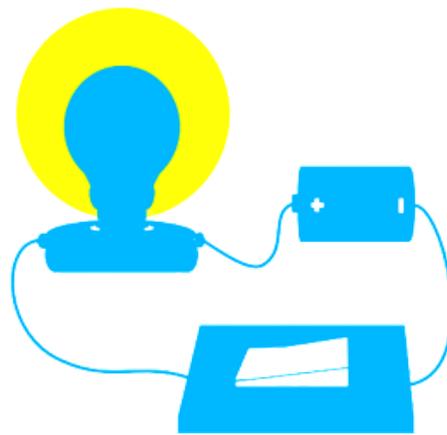
# What you see is not all

It is important to use the concept “system thinking” when trying to understand large and difficult issues such as the climate challenge. But why is it important?

Just like a city or a car, the earth’s climate is a system comprised of many small components and flows of energy and information. Its subsystems are the atmosphere, the land, the mountains, the ocean, the air movements, and, of course, human society.



This is a heap.  
Not a system.



This is a system.

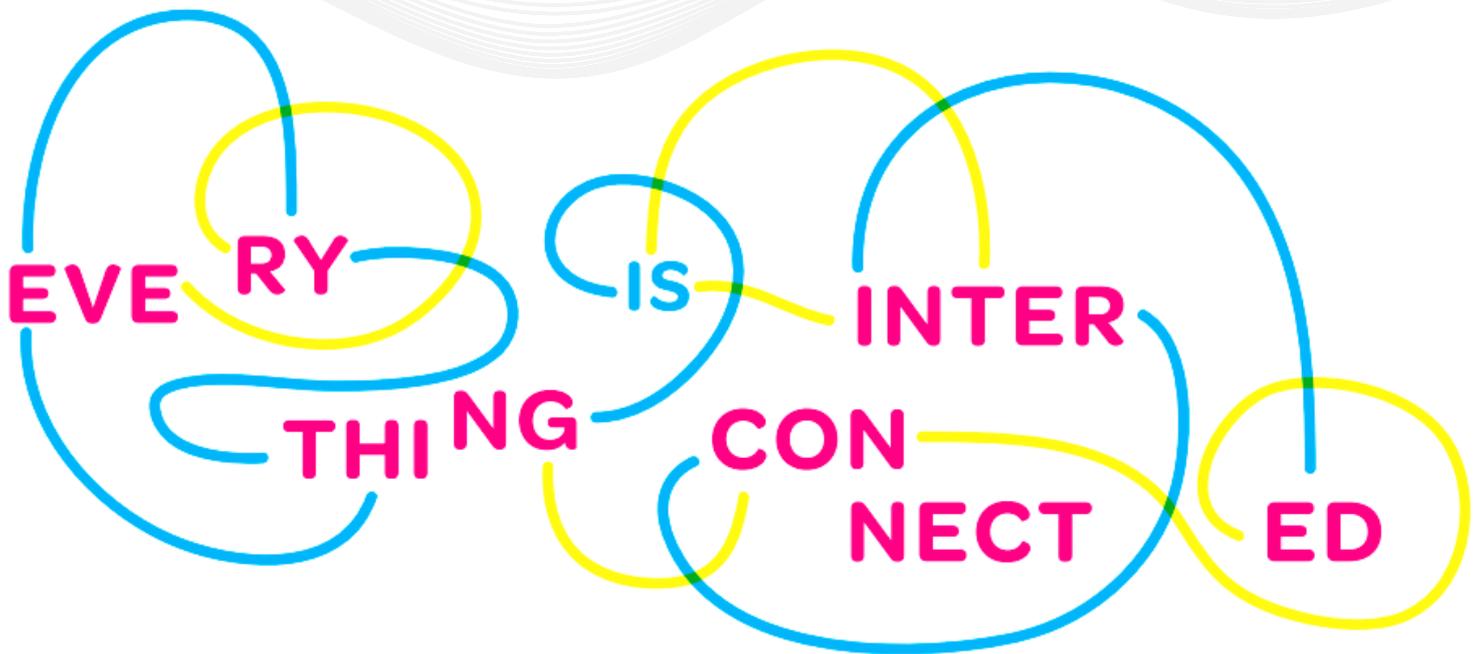
System Thinking by Institute of Play Design

“Systems Thinking” sees the results as the outcome of the interactions and the exchange of information between the various parts of a system and argues that most systems include both the sources of their own success and the causes of their own downfall inside themselves. Similarly, “Systems Problems” arise from the interactions of system elements, which are characterized by a high degree of connectivity and interdependence with other variables in the environment.

Climate change is, without a doubt, the greatest complex systems challenge we have ever confronted as a civilisation and as a species. Almost all human activity in our modern economy is linked to the usage of fossil fuels or other sources of climate-altering glasshouse gases.

Every time we watch a movie, every time we make a tea, every time we flush the toilet, we are impacting the climate. At the same time, the shifting environment affects practically everything that maintains and improves our existence, whether directly or indirectly.

<https://thesystemsthinker.com/systems-thinking-what-why-when-where-and-how/>  
<https://www.snhu.edu/about-us/newsroom/business/what-is-systems-thinking>



System Thinking by Institute of Play Design

Every time we watch a movie, every time we make a tea, every time we flush the toilet, we are impacting the climate. At the same time, the shifting environment affects practically everything that maintains and improves our existence, whether directly or indirectly. Climate change has put the price of our food, national security, access to clean water, economic opportunities for this generation and future generations, and the health of ourselves and our loved ones at peril in the last 30 years. Instead of focusing on one problem at a time, we need to discover answers to a number of interconnected problems. We must address systems rather than symptoms, and a remedy that produces new issues will not be successful or long-lasting.

That is why we require new business models, regulatory frameworks, technological advancements, and, most crucially, new methods of interacting with one another. Humanity realises that there is no one silver bullet answer to halting climate change, and our businesses are shifting away from single-technology solutions and towards a holistic strategy.

Instead of narrowly focusing on one approach, like sorting waste as the only solution, we must take a more holistic view to develop systemic solutions. Global collaboration will increase the resiliency of communities facing climate change while creating replicable and sustainable models for others to follow. The philosophy of Systems Thinking is identifying and activating leverage points that can create significant, positive impacts on climate change mitigation and energy transition for communities around the world. Now we call on you to take action, to start thinking about your home, your country, your world, and your climate as a system. We ask that you join us in creating solutions that take into account the entire system and all its complexities. Together, we can work to create measurable, meaningful, and lasting contributions — one system at a time.

# EASY PEASY

Being young and realising that climate change has already begun is not easy-peasy.

**So how do we cope with this when most adults seem not to care too much? How to create my life “easy-peasier” in this situation?**

**Young with a bright future?**

The bright future is mine, my parents said  
Pandemic lockdown to other directions led.  
School, travels, and party we’ve missed  
Ah, and not too many dates we’ve kissed.

Where is the torch to light up the bright?  
In my beating heart, with joy, without a fight?  
Friendship and relations are the keys.  
Perhaps with ancient wisdom, like chi?

Creative Collaboration is for our future. It’s really for us all.  
A Culture without any silly Combat here, there, or overall  
A life where we just hang and play more, destroying far less  
An everyday life, with nature, not making such a mess

So, where are you, our role models of faith and trust?  
Do not hide inconvenience, old habits filled with rust.  
We, the young, need you right now, don’t be strange.  
Together, side by side, the Climate we could Change!



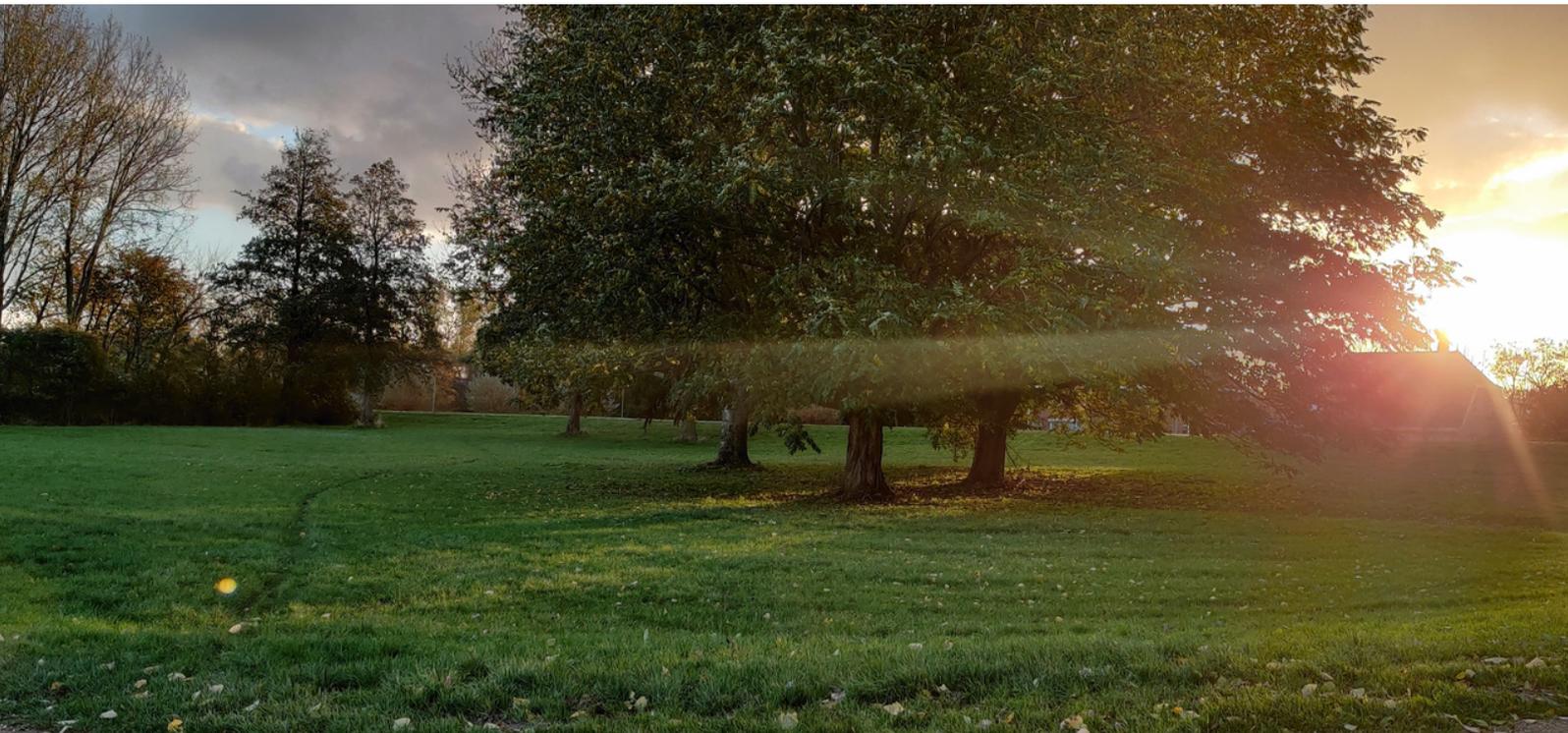
The youngest climate activist at UN COP26



# 1. Find hope in everyday life

Well, the grown-ups and the elders in society are accelerating the climate crisis.

The driving forces for them have been economic growth and wealth throughout their whole life. Materialistic consumption seems to be the measure of success. This is because we measure the success of a country through measuring its Gross Domestic Product (GDP) and the success of a company through its turnover or profit. However, countries like Bhutan are using Gross National Happiness to measure the well-being of their citizens, and that has inspired many countries in the world to change the way they are measuring success.

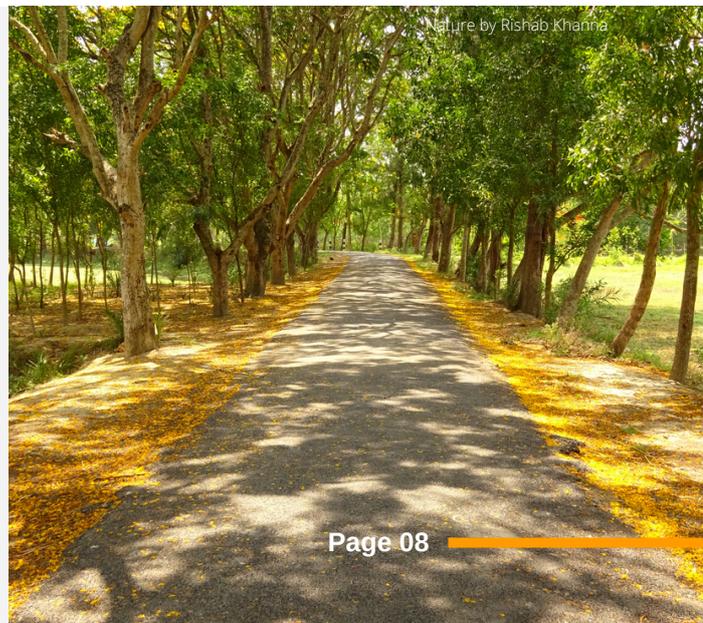


Nature by Rishab Khanna

Yet, we all might discover that this isn't creating happiness in the long run. Nowadays, no one can escape what's going on with nature and climate. The possibility of being young in this context could be that a relatively high level of consumption embraces our first decades of life. Having a smartphone from an early age and being an integrated part of a digitalized society was not the start of the elders. So instead of striving for more digital gadgets, travels, or the latest fashion – young people might find meaning and quality of life in their inner growth?

In contrast to time spent with social media, gaming, and digital platforms in general – we all can find hope in friendship, relations, health, training, and spending more time in nature. Perhaps the young can be leading in holding on to these values when growing older?

What we are longing for in life is free, fun, and sustainable. Let's find hope in our inner growth of love, health, relations, fitness, connection with myself, others, and nature.



Nature by Rishab Khanna



Rishabh Khanna

Rishabh Khanna, who was a young climate activist and had been working on climate change advocacy since 2006, experienced his first burnout in 2009 after the failure of UNFCCC COP 15 to deliver a fair, ambitious, and binding climate treaty. He learned that the biggest reason for his burnout was giving too much importance and power to the political leaders and putting expectations on things beyond his circle of influence. He decided to reflect on his own life and surrounding community and reduce his climate footprint by eating less meat, using public transport, and starting a waste management project in his community. Here are his tips for young climate activists :

I. Become aware of your ecological footprint; use a calculator like Ecological Foot Print Calculator ( Ecological Footprint Calculator ) to calculate your footprint.

II. Reflect on how you can improve your footprint, and try to start with small steps.

III. Try to keep physically fit, practice yoga, play a sport and kick your addiction to fossil fuels by trying to walk or bike. You can use apps like Walk 15 (#walk15 - mobile walking app) to track your steps, the more you walk the more impact you can make.

IV. Regular meditation or mindfulness practice helps to deal with stress and anxiety. There are many meditation apps that young people can use; following is a link to an article that has some good recommendations [The 12 Best Meditation Apps of 2021 - Yoga Journal](#)

## 2. Break the silence together - let's talk about it!



C6 Dissemination event during the UN COP26

### ***We're already facing a challenging climate change.***

*Most elders are in denial and therefore lonely with their anxiety. They compensate for suppressed emotions with even more consumption. This emotion-focused coping is not constructive.*

*Neither for themselves, the young, nor the climate.*

The young people cannot afford to avoid what's going on – yet, in balance with having the fun and open time of life. The young cannot take the burden of being problem-solvers. Yet, the young might be leaders in another way – a meaning-focused coping. How could we stay in hope and meaning without collapsing into apathy or despair?

Coping is what people do to try to minimise the negative stress. If we try the emotional way, we continue to suppress it. Coping by problem-solving might work when we might control the solution. Climate change, however, is a far more complex and dynamic problem to solve.

Could young people, often living closer to the meaning of life, be more leading in a meaning-focused coping?

Our recommendation is to host an honest conversation or a dialogue cafe in your home, school, or workplace. Following are the principles you need to keep in mind for hosting such dialogue :

I. A clear invitation: The topic of the dialogue needs to be simple for the participants.

II. An open mind and Open heart: Enter the dialogue with a space of non-judgment and be curious about your participants.

III. Listening more than talking: Everyone should get an equal chance to speak

IV. Roles: Someone needs to take notes, and someone needs to watch the time. The facilitator needs to make sure that the conversation keeps on track.



Climate talks in a Swedish school

### 3. Collaborating beyond generations

The elders have not listened to themselves, their children, or nature when striving for economic growth. They, the elders, must develop a direction towards more listening. **What is meaningful? What is sustainable? How do we collaborate better?**

For young people, meaningful coping is about positive feelings and social interaction. How do we enable more meaningful, respectful communication among parents, peers, teachers, and managers? How do we allow open, spontaneous conversations on complex, challenging problems?

**How do we empower the young to relate positively to real problems? Could these strategies work?**

- Create fora for sharing emotions related to climate and other issues.
- Have dialogues on different coping strategies and emotional, problem-solving
- Create for developing self-efficacy in dealing with climate change.

Young behavior, built in the framework of high tech, could be characterised by high touch and resilience. The way forward could be inner growth, driven by having fun together. This is possible when the young can trust that others are working in a meaningful way for a sustainable future. I can see the global work for social justice, stronger communities, and better health. I, as a young person, am not alone. I'm a part of a movement where I'm needed!



Young and senior climate activists  
Bremley Lyngdoh  
Stockholm 2022

### 4. Take action today

To be able to keep hope is essential. Having fun, and just being a young person. Carefree and joyful, exploring a meaningful life, including life challenges. The collaboration with parents, relatives, and peers could be based on mutual listening.



Elders might be helpful and supportive...  
Yet also step back to give the young people space to find their way.

Balance your digital life with a more nature-based social life. To feel the web of relationships in nature creates harmony within. With this connection to nature, it is harder to destroy it or let others act unsustainably.

Get outdoors more often. Find influencers that have understood this and let them inspire you.

Global influencers like the daughters of Russian oligarchs are taking a solid stand for stopping the war. Take this as inspiration, more than their fashion and traveling.

More and more influencers are waking up and are sending a more profound message – take care of your life, other people, and the World. Listen more to them than to the superficial ones.

Let's leave the individual plan for success and glory. We live in a global crisis of climate, war, and refugees. The way forward might be – together. Young people could be leading here. Let's break emotions of helplessness by being and working more together. Many adults are stuck in their old patterns. Let them enable progress, not block it.

Social coping is much more fun and a possible way to meet today's complexity.  
Don't suppress it – see, accept it, and act on it!  
Remember, coping is the way to meet reality.

Concrete action is to eat less meat, travel less, and reduce consumption.  
Talking about inner growth, the upside is to be on a significant journey together!

Remember that the core of a good life is accessible and sustainable: Love, relations, health, positive thinking, training, nature, friends, being present and curious...

Reflection from one of Earthbanks volunteers  
Hani Abou Fadel, young Lebanese Swedish student  
University of Lund.





## Poem: Gardening life

Gardening is such a blessing  
Where it helps enables simplicity  
Where it is more than just a dressing  
It also contributes to your flexibility  
To be happier, skillful and Creative

When you have so many seeds  
You feel like you are more festive  
Where you know you do good deeds  
You make the world a funner place  
However, seeds bring the best crops

Crops of various kinds bring joy  
Joy with happiness like rain drops  
Crops are like your happy space  
Where you eat your hand-made food  
It has a very very special place

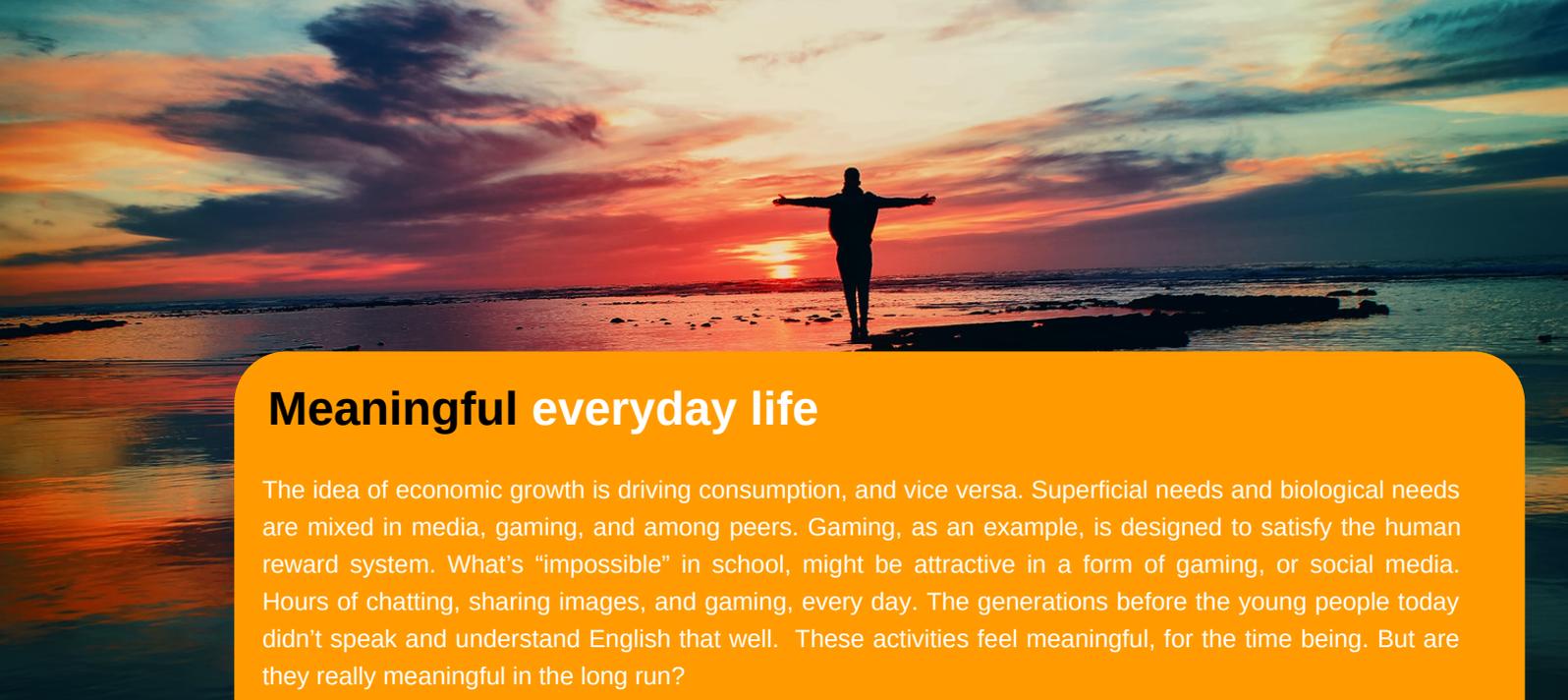
To embark your constant good mood  
Another addition to the crops are animals  
Farm animals have a unique contribution  
Where you own more than furry mammals  
But own specific kinds for attribution

Sheeps, pigs, chickens, cows and others  
Which are the biggest savers to gardeners  
That help bring humans and plants together  
Where we every aspect can help gather  
In the name of a better world and life



My other reflection towards this programme is that it helped enable me to be more active towards climate change, and get convinced that no one is too young to lead and that everyone can be an activist if they just need a little compassion and cautiousness





Meaningful sunset  
by Kurt Jane

## Meaningful everyday life

The idea of economic growth is driving consumption, and vice versa. Superficial needs and biological needs are mixed in media, gaming, and among peers. Gaming, as an example, is designed to satisfy the human reward system. What's "impossible" in school, might be attractive in a form of gaming, or social media. Hours of chatting, sharing images, and gaming, every day. The generations before the young people today didn't speak and understand English that well. These activities feel meaningful, for the time being. But are they really meaningful in the long run?

One of the deepest fears we have is to be excluded from our clan. Our ancestors would die on the savanna if they got excluded. So being included could be defined as a baseline for a meaningful everyday life. To be included in something is everything. In- and out-groups. We and them. Inclusion and exclusion. In school, in the neighborhood, in society, country, and between countries, and indifferent belief systems. As long as we focus on things or people outside ourselves, we are codependent on symbols for a "rich life". Symbols and images of life that drive consumption, economic growth, and emissions. Is it possible to live a rich life" without driving the increasing emissions? What is the secret of monks and yogis? Could many people apply that wisdom?

## Transform from "talking head", to "listening mind", and act more from the heart



Climate storytelling / interviews  
Copenhagen 2022

Empathy and compassion are good for you and all persons you are caring for. No money in the World would make you happier than giving from your heart. It strengthens your heart, your relations, and the persons you care for. This might make us persevering and even more courageous. Then it is easier to appreciate life, everyday life.

Isn't it obvious that with this listening mind, before thinking, talking head would make any life easier and more meaningful to live?

A way to learn this is to illuminate a problem and keep it in focus without trying to fix it. Being more present, listening, and caring will open new doors. Both within, and to other persons' hearts and minds.

## Accept **life-long learning** of your thinking and your **social skills**

You might be well-educated, without being cultivated. Being present and curious improves perspective skills. To be able to grasp other ways, than your own interpretation of interpreting a situation. And if you don't get it, try to explore other perspectives. Critical thinking and creativity are more than necessary in a World forming around the beliefs of "strong men".

Communication comes from Latin 'communicare': Make common. A trustful co-creating, especially in complex matters, will mobilize the skills of participating people. A more, and more widespread, the expression for this is collective intelligence. This useful resource might leverage processes that will solve the gaps. Both within, and in (the global) society.

When we develop a natural inclusive mindset, we will also leverage our intercultural competencies. After all, we all need to be included and loved.



## C6 – **“Combat”** as a key to the inner doors of change

To combat a boss, you must first capture their memory in a soul mirror. Once a boss's memory has been captured, you can challenge them in the arena as many times as you wish.”



Especially boys are playing online games. Most popular are the moments of combat in the classic “Warcraft” and the newer “Fortnite”. Grown-up boys have been responsible for the materialistic World, the devastating wars and the fossil industry. Yet, the girls and the grown-up girls also play their role in this.

We all have benefited from the economical, unsustainable growth, haven't we?

How could we together, urgently balance this into sustainability, both due to the climate and to social justice?

Could even the real World behind the word “combat” be a link to both understanding and development of a more sustainable life? Could “combat” be a portal for “Young and Climate”? Could what triggers boys in different ages to play, be a way for young, and elders of all genders to live a more sustainable real life?

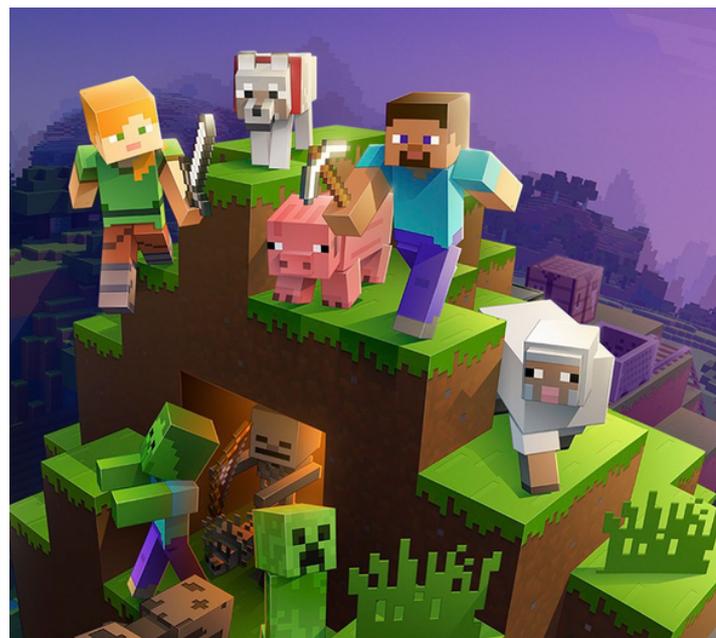


"What is Minecraft?" from [Minecraft.com](https://minecraft.com)

## Interviews with **digital playmakers**, and **young players**

More and more adults are increasingly aware of the danger in climate change. I've met some developers of digital games. They say that gamification might be a bridge for players to get used to another, more sustainable mindset. Through playing games, people might learn facts about climate change, shift attitudes, and even behavior in real life.

Using the same strategy as war games, gamification could evoke new patterns with the players. The strategy is to trigger the center of recognition in our brains. Yet, one major challenge is to attract more girls and female players. The digital platform for games seems to build on active, close to aggressive and dominating strategies. The opening might be the interactive parts of the games. The players are chatting while playing. So how on earth ;) construct this?



## From Warcraft to Minecraft – building sustainability

Minecraft has always been more constructive than, e.g., Warcraft. It's about creating more than destroying. Minecraft has always been about curiosity and discovery. The later versions have picked up some details, perhaps revealing "Keys for the inner doors".

In many wargames, like Fortnite, the player is digitally holding an automatic weapon. The role-player is running, sneaking while holding the weapon. Always ready to fire. In Minecraft, the player instead is holding a pick, hacking his way down in the mine. Explore opportunities for finding gold or a place to put a crafts table. Observing young players, used to Fortnite, I could discover the same excitement in the hacking as in the shooting. It seems to function as a channel for aggression – hack, hack, hack. And then build, build, build. So how to take this forward into sustainability?

# Minecraft Community Team gets Sustainable

“As the weather gets warmer and flowers are blooming outside, the Community Team here at Mojang Studios started thinking about some of the ways we can better take care of the planet, both in the world of Minecraft and outside of it. We got on the topic of environmental sustainability, which is a focus on meeting the needs of the present without compromising the planet for future generations.



"What is Minecraft?" from [Minecraft.com](https://minecraft.com)

There are a lot of ways you can create sustainable habits in the real world. Recycling is a big one, as is going paperless, growing your own food, donating items when you don't need them anymore, and using less water and electricity. But how can we live more sustainably in the world of Minecraft?" The company behind Minecraft started to create new plays from questions like:

What are your passions when it comes to taking care of our planet? Unlike in Minecraft, we can't just spawn a new world if we get tired of this one. We've got to take care of the one we've got! When it comes to sustainability, how are you doing your part?

Have you created any sustainable builds while playing? You might have done it without even realizing... if you've ever grown your own crops, used a dried kelp block instead of coal for fuel, or planted a tree farm, you're on your way!

I. Put solar panels on your roofs – earning points in the game.

II. Construct unique wind turbines like the ones in the real World – produce wind energy as a sustainable alternative to fossil fuel.

III. Apartment complex with private decks for each individual – possible to grow a thriving garden with potted plants even in a small place.

IV. Reduce your CO2 footprint and your dependencies on electricity. Like in a desert biome where resources are scarce – plant nature cacti to conserve water.



So, could “hacking down the mine” be a transformative channel for a young boy to get interested in this developed “Minecraft”? And could this perspective be more attractive to a girl? That remains to be explored. Many <https://www.youtube.com/watch?v=AZ7AcvbebKo&t=3s>

## Craftsmanship in the real World – a part of C6 Dissemination and Communication Plan

C6 is about encouraging young people into living sustainable life. By raising awareness among young people, more every day lives might be sustainable and even more fun. How might adults enable the sustainable leadership of young people?

Most of us in Europe think that democratic politics influence this better than autocratic politics. Yet, democracy is fragile in most countries. Interestingly enough, art and artistic expressions seem to be a tool both for dominant and democratic leaders.

The more people are taking part in society, the stronger democracy. Then we become rule-makers, not rule-takers. The games played by the young might be a platform. If we transform the attraction of fighting the shadows in the games, to embrace our collective shadows in real life, we can speed up some adequate behavior due to the climate.



Crafts by Karim Manjra



Democracy by Gayatri Malhotra

# We all speak the Sustainability language

For the purpose of the users of this Footbook, we have come up with an interactive way of visualizing and understanding the SDGs. Since we will be using our feet to “Walk our Talk” and take action on implementing the SDGs in our respective communities and countries, we will use football as a platform of using our feet as part of Team SDGs aiming to score the 17 Global Goals by 2030.

Over the past few years sport, which includes football has proven to be an economical and flexible platform for promoting global peace and sustainable development objectives. Our work at Worldview Impact Foundation (WIF) with giving Football a Chance has shown us that football has the power to change lives globally. Our WIF team is convinced that football among other sports is a very powerful tool that has the potential to tackle challenges entailed in at least 10 of the 17 SDGs.



“How sport can kick carbon”  
UN COP26

## How sport can kick carbon?

A special side event “How sport can kick carbon” was hosted at the United Kingdom pavilion during the United Nations Climate Change Conference - COP26 in Glasgow back in November 2021 showing success stories of how all sports are moving to GoZero in partnership with SkySports, from football to cricket to rugby to sailing. Thanks a carbon ton to our green athletes from the UK who are taking climate action globally like Martin Offiah MBE, Hannah Mills, and Ebony-Jewel Rainford-Brent MBE.

During the Aidex & Development2030 held in Brussels in November 2021, our WIF team met some incredible people and have been inspired on a moment-by-moment basis, and have we have learned and developed our own direction and position in the Aid and Sustainability fields.





We observed how Football Fiesta highlighted its approach of making the SDG targets and message accessible to all by using fun and participation that worked for everyone from students to ambassadors, NGOs to "eco-warriors".

Using sport for development and education is still incredibly important and combining this with the safe and fun spaces the Football Fiesta team designed a huge ring with the 17 SDGs for people to shoot specially designed footballs that would stick under each global goal targeted in the same way as the darts we throw would stick on the scoreboard.



Bremley Lyngdon during COP26

## Ways to use the SDGs and How to work with the SDGs

Now we would like to engage the users of this Footbook on ways to use the SDGs and how to work with them at the community level. So using the football analogy you can imagine playing in the SDG Team with your 17 players (including the substitute players) and each player in your team is tasked with a mission to score on one of the Global Goals by 2030.

So form your own SDG Team and take the following recommended actions in your respective communities so that you can score all the 17 SDGs by 2030.

<https://www.theguardian.com/sustainable-business/2017/feb/24/quiz-how-much-do-you-know-about-the-sustainable-development-goals>



## Scoring Goal 1

### End poverty in all its forms

1. Put pressure on your local or national governments to eradicate extreme poverty for poor people in your communities that earn less than \$1.25 per day by 2030. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition.
2. Lobby your local or national governments to implement locally appropriate social protection systems and measures for all citizens living in your communities and by 2030 achieve substantial coverage of the poor and the vulnerable. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.
3. Work with different local organizations to build the resilience of the poor and those in vulnerable situations, and reduce their exposure and vulnerability to climate-related extreme events and other economic, social, and environmental shocks and disasters within your communities by 2030. To score this goal you reached out to NGOs like the Salvation Army, the Red Cross, and Greenpeace.



## Scoring Goal 2

### End hunger, achieve food security and improved nutrition, and promote sustainable agriculture

1. Work with your local governments to end hunger by ensuring access for the poor and vulnerable people including infants, to safe, nutritious, and sufficient food all year round within your communities. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition.
2. Support your local farmers and lobby your local governments to double the agricultural productivity and the incomes of small-scale food producers, particularly women, indigenous peoples, family farmers, pastoralists, and fishers, including through secure and equal access to land, other productive resources and inputs, knowledge, financial services, markets, and opportunities for value addition and non-farm employment within your communities. To score this goal you can buy food and organic produce from your local farmers hence boosting local production of seasonal food.
3. Support your local farmers and lobby your Minister of Agriculture to ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production. To score this goal buy food products from regenerative agriculture or organic farming with no chemical fertilizers or pesticides as this practice will help maintain ecosystems, that strengthen their capacity for adaptation to climate change, extreme weather, drought, flooding, and other disasters, and that progressively improve land and soil quality within your communities.

<https://quizizz.com/admin/quiz/5c3d3f5038e26b001b2580cd/unsdg-zero-hunger>



## Scoring Goal 3

### Ensure healthy lives and promote well-being for all ages

1. Lobby your Minister of Health to ensure access to sexual and reproductive health care services, including family planning, information and education, and the integration of reproductive health into local strategies and programs within your communities by 2030. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.
2. Put pressure on your local governments to achieve health coverage, including financial risk protection, access to quality essential health care services, and access to safe, effective, quality, and affordable essential medicines and vaccines for people living within your communities by 2030. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition.
3. Work with different local organisations to substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water, and soil pollution and contamination within their countries. To score this goal you reached out to NGOs like the Salvation Army, the Red Cross, and Greenpeace.



## Scoring Goal 4

### Ensure inclusive and equitable quality education and promote life-long learning opportunities

1. Work with your local governments to ensure that all girls and boys have access to quality early childhood development, care, and pre-primary education so that they are ready for primary education within your communities. To score this goal find a local Montessori School and learn how their work on early childhood development using self-directed learning as part of pre-primary education.
2. Lobby your Minister of Education to increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurship living in your communities. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.
3. Work with local educational institutions to ensure all learners acquire knowledge and skills needed to promote sustainable development, including among others education for sustainable development and sustainable lifestyles, human rights, and gender equality. To score this goal you can educate yourself and your SDG team to promote a culture of peace and non-violence that will contribute to sustainable development within your communities.

<https://quizizz.com/admin/quiz/5f6ec3a924ddd001bda4405/unsdg-goal-4>  
<https://quizizz.com/admin/quiz/5f71e3de475534001fd01b3a/unsdg-goal4>



## Scoring Goal 5

### Achieve gender equality and empower women and girls



1. Create a movement to end all forms of discrimination against all women and girls living in your communities. To score this goal you can talk to your male friends and colleagues never to discriminate against women and girls in any situation.
2. Create a movement to eliminate all forms of violence against all women and girls living in your communities, including trafficking and sexual and other types of exploitation. To score this goal you can talk to your other male friends and colleagues to treat women and girls with respect at all times.
3. Lobby your local governments to ensure women's full and effective participation and equal opportunities for leadership at local levels of decision-making in economic, and public life in your communities. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.



Women's March in Los Angeles  
by Samatha Sophia



## Scoring Goal 6

### Ensure availability and sustainable management of water and sanitation

1. Put pressure on your local governments to improve water quality by reducing pollution, eliminating dumping and minimizing the release of hazardous chemicals and materials, halving the proportion of untreated wastewater, and increasing recycling and safe reuse within your communities. To score this goal raise the awareness of young people to reduce waste, recycle and reuse old products to avoid plastic and toxic contamination of freshwater resources.
2. Lobby your Minister of Water Resources to substantially increase water-use efficiency in your communities and ensure sustainable withdrawals and supply of freshwater to address water scarcity, and substantially reduce the number of people suffering from water scarcity. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.
3. Take leadership to protect and restore water-related ecosystems, including mountains, forests, wetlands, rivers, aquifers, and lakes within your communities. To score this goal work with your local schools and universities to protect water catchment areas and ensure that degraded ecosystems are restored.

<https://quizizz.com/admin/quiz/5f69fc4e3b9606001db6a752/unsdg-goal-6>



## Scoring Goal 7

### Ensure access to affordable, reliable, sustainable, and modern energy

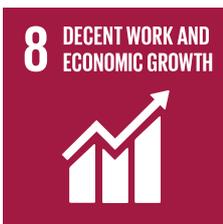


Solar panels by Markus Spiske

1. Put pressure on your local governments to ensure access to affordable, reliable, and modern energy services in your communities by 2030. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.

2. Lobby your local energy providers to increase substantially the share of renewable energy in the local energy mix by 2030. To score this goal you can switch your own energy supply to clean and renewable energy suppliers avoiding the use of fossil fuels.

3. Lobby your Minister of Energy to expand infrastructure and upgrade technology for supplying modern and sustainable energy services within your communities. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.



## Scoring Goal 8

### Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work

1. Put pressure on your local governments to promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity, and innovation, and encourage formalization and growth of micro, small and medium-sized enterprises in your communities. To score this goal you need to support your local entrepreneurs by buying locally manufactures goods and services.

2. Lobby your Minister of Employment to achieve full and productive employment and decent work for women and men, including for young people and persons with disabilities, and equal pay for work of equal value in your communities. To score this goal you need to encourage your local businesses to create equal opportunities for vulnerable people and people with special needs.

3. Lobby your Minister of Tourism to devise and implement policies to promote sustainable tourism, which creates jobs, and promotes local culture and products within your communities. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.



## Scoring Goal 9

### Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

1. Work with your local governments to develop quality, reliable, sustainable and resilient infrastructure, including local infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for people living in your communities. To score this goal promoted community and shared work spaces and sustainable hubs for young local entrepreneurs to thrive.
2. Lobby your Minister of Finance to increase the access of small-scale industrial and other enterprises locally, to financial services including affordable credit and their integration into value chains and markets in your communities. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.
3. Put pressure on your local governments to upgrade infrastructure and retrofit industries to make them sustainable, with increased resource use efficiency and greater adoption of clean and environmentally sound technologies in your communities. To score this goal you can work with your local councils to promote the development of green and sustainable buildings and work spaces.



## Scoring Goal 10

### Reduce inequality within

10 REDUCED  
INEQUALITIES

I can't breathe by Brat Sayles



1. Put pressure on your local governments to empower and promote the social, economic, and political inclusion of all irrespective of age, sex, disability, race, ethnicity, origin, religion, or economic or another status in your communities. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.

2. Lobby your Minister of Employment to ensure equal opportunity and reduce inequalities of outcome, including through

eliminating discriminatory laws, policies, and practices and promoting appropriate legislation, policies, and actions in this regard within your communities. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.

3. Lobby your Minister of Employment to adopt policies especially fiscal, wage, and social protection policies, and progressively achieve greater equality within your communities. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.



## Scoring Goal 11

### Make cities and human settlements inclusive, safe, resilient and sustainable

1. Lobby your Minister of Transport to provide access to safe, affordable, accessible, and sustainable transport systems for people in your communities, improving road safety, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.
2. Put pressure on your local governments to reduce the adverse per capita environmental impact of human settlements, including by paying special attention to air quality, and municipal and other waste management in your communities. To score this goal you can work with your local municipalities to promote bike-friendly tracks and to reduce traffic congestion and air pollution.
3. Lobby your local municipalities to provide local access to safe, inclusive, and accessible, green, and public spaces, particularly for women and children, older persons, and persons with disabilities in your communities. To score this goal you can work with your local municipalities to plant trees in your local parks and highways to reduce air and noise pollution.



## Scoring Goal 12

### Ensure sustainable consumption and production patterns

1. Work with your local municipalities to reduce your per capita local food waste at the retail and consumer level by half, and also reduce food losses along production and supply chains including post-harvest losses in your communities. To score this goal you can use an app like too good to go and collect food from local supermarkets before their expiry date for distribution to the poor and homeless people.
2. Work with your local municipalities to substantially reduce waste generation through prevention, reduction, recycling, and reuse within your communities. To score this goal you can educate the people in your communities to recycle all their waste and promote composting in their back gardens to reduce biodegradable waste.
3. Put pressure on your local governments to develop and implement tools to monitor sustainable development impacts for sustainable tourism, which creates jobs, promotes local culture and products within your communities. To score this goal you can call your local Member of Parliament and get your SDG team to sign a petition and get some political attention.



Eco labels by UNCTAD



## Scoring Goal 13

### Take urgent action to combat climate change and its impacts

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1. Work with your local governments to strengthen resilience and adaptive capacity to climate-related hazards and natural disasters within your communities. To score this goal you can plant native trees in terrestrial ecosystems and mangrove trees in marine ecosystems to mitigate the negative impact of climate change and drawdown carbon from the atmosphere.
2. Work with your local governments to integrate climate change measures into local policies, strategies, and planning in your communities. To score this goal you can create local youth councils to advise your local mayor's office or national parliament on new policies that affect the lives of future generations to come.
3. Work with your local educational institutions to improve education, awareness-raising, and human and institutional capacity on climate change mitigation, adaptation, impact reduction, and early warning for people living in your communities. To score this goal you can work with your local schools and colleges to integrate climate change education into the curriculum to prepare the next generation of climate leaders.



## Scoring Goal 14

### Conserve and sustainably use the oceans, seas and marine resources for sustainable development

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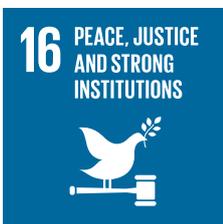
1. Work with your local governments to prevent and significantly reduce marine pollution of all kinds, particularly from land-based activities, including marine debris and nutrient pollution within your communities. To score this goal you can raise the awareness of your communities not to dump plastic or toxic wastes into rivers and streams that lead to the seas and oceans.
2. Work with your local governments to sustainably manage and protect marine and coastal ecosystems within your communities to avoid significant adverse impacts, including by strengthening their resilience, and taking action for their restoration, to achieve healthy and productive oceans. To score this goal you can promote the restoration and conservation of fragile mangrove ecosystems that are linked to seagrass and coral reef ecosystems.
3. Put pressure on your local governments to conserve at least 10% of coastal and marine areas, consistent with national law and based on the best available scientific information within your communities. To score this goal you can work with marine experts and scientists to educate the public and policymakers on the importance of protecting coastal and marine ecosystems.

## Scoring Goal 15



### **Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and reverse land degradation and halt biodiversity loss**

1. Lobby your Minister of Forestry to ensure the conservation, restoration, and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains, in line with obligations under international agreements in your communities. To score this goal you can work with conservationists to raise the awareness of the public and policymakers on the restoration and conservation of degraded terrestrial ecosystems.
2. Lobby your Minister of Forestry to promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests, and increase afforestation and reforestation in your communities. You can score this goal by working with young people and green volunteers to plant native tree species on deforested lands to reduce soil erosion and draw down carbon from the atmosphere.
3. Work with your local governments to take urgent action to end poaching and trafficking of protected species of flora and fauna, and address both demand and supply of illegal wildlife products within your communities. To score this goal you can work with anti-trafficking organizations to raise the awareness of the public and policymakers to stop the trade of illegal wildlife products and protect endangered species.



## Scoring Goal 16

### **Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions**

1. Create a movement to end abuse, exploitation, trafficking, and all forms of violence and torture against children in your communities. To score this goal you can work with anti-trafficking organizations to protect the lives of vulnerable people from any acts of crime.
2. Create a pressure group to substantially reduce corruption and bribery in all its forms within your communities. To score this goal you can work with anti-corruption organizations to hold public and private institutions accountable for any forms of corruption and misuse of power.
3. Put pressure on your local governments to ensure responsive, inclusive, participatory, and representative decision-making locally. To score this goal you can work with your local municipalities to create youth councils that will advise local policymakers on the aspirations of the young generations.

<https://sdgs.un.org/goals/goal15>



## Scoring Goal 17

# Strengthen the means of implementation and revitalize the global partnership for sustainable development

## Finance

Work with the private sector to mobilize additional financial resources for your communities from multiple sources to implement the SDGs. You can score this goal by working with concerned business leaders who can bring in impact investments to scale up green projects and initiatives in your communities.

## Technology

Work with your local governments to enhance regional and international cooperation on and access to science, technology, and innovation, and enhance knowledge sharing on mutually agreed terms within your communities. You can score this goal by working on exchange programs among young scientists to promote science and technological innovation.

## Capacity building

Work with your local and national governments to enhance international support for implementing effective and targeted capacity-building in your communities to support local and national plans to implement all sustainable development goals, including through North-South, South-South, and triangular cooperation. You can score this goal by developing partnerships with your colleagues from other countries to exchange knowledge and build the capacity of young leaders and entrepreneurs.

## Trade

Work with your local governments to realize timely implementation of good market access on a lasting basis for products coming out of your communities. To score this goal you can work with your chamber of commerce to create making linkages with other partners overseas.

## Multi-stakeholder partnerships

Put pressure on your local governments to encourage and promote effective public, public-private, and civil society partnerships, building on the experience and resourcing strategies of partnerships within your communities. To score this goal you can work with NGOs and the private sector to build long-lasting collaborations based on trust and mutual respect.

## Data, monitoring and accountability

Work with your local governments to build on existing initiatives for developing measurements and indicators of progress on sustainable development and support statistical capacity-building in your communities. To score this goal you can work with university students for real-time data collection to measure the impact of projects being implemented to achieve the SDGs by 2030.

<https://www.un.org/sustainabledevelopment/student-resources/>

<https://www.jagranjosh.com/general-knowledge/gk-quiz-on-sustainable-development-and-basel-convention-1458546021-1>

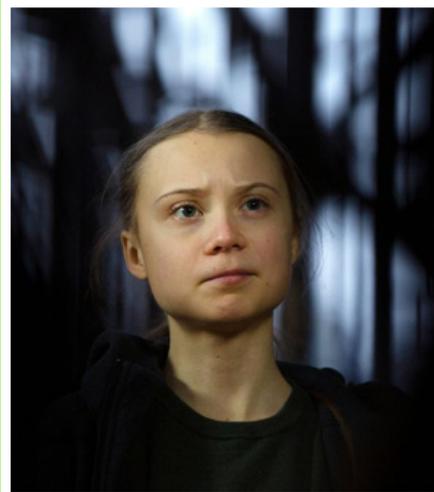
# Is it really green?

## Background about Greenwashing

Greta Thunberg, an environmental activist, made headlines in August 2021 when she slammed the fashion industry for "greenwashing."

Former Vogue Scandinavia cover girl Frida Thunberg was known for outspoken criticism of the magazine.

As part of her cover reveal, she said on Instagram: **'It's official!'**



Greta Thunberg, Vogue Scandinavia 2021



"Many are making it look as if the fashion industry are starting to take responsibility, by spending fantasy amounts on campaigns where they portray themselves as 'sustainable', 'ethical', 'green', 'climate neutral' and 'fair'" she wrote,

"But let's be clear: This is almost never anything but pure greenwashing. You cannot mass produce fashion or consume 'sustainably' as the world is shaped today. That is one of the many reasons why we will need a system change."

The food industry has also been a pretty large culprit when it comes to greenwashing, with companies such as Nestlé and Lay's potato chips being accused of carrying out the marketing deception, despite contributing heavily to the global plastic waste problem or being unsustainable in their production process.



BMW i8 by Consumer Guide

Other industries that have been guilty of greenwashing include the automotive industry like BMW advertising a zero-carbon electric car that was proven to have the option of including a petrol engine, the hospitality industry where hotels eagerly advertise sustainability awards despite the award being for a single slight improvement in operations, and the beauty industry where brands like Tarte Cosmetics and The Body Shop having been accused of the phenomenon.



A number of companies are attempting to depict themselves as "sustainable," "ethical," "green," "climate neutral," and "fair" by spending "fantasy" amounts of money on advertisements that portray them as "sustainable, ethical, green, climate-neutral, and fair." For the sake of clarity, this is virtually always nothing but pure greenwashing." The way the world is set up today makes it impossible to mass create fashion or consume "sustainably." In order to fix this, a new system will be necessary.

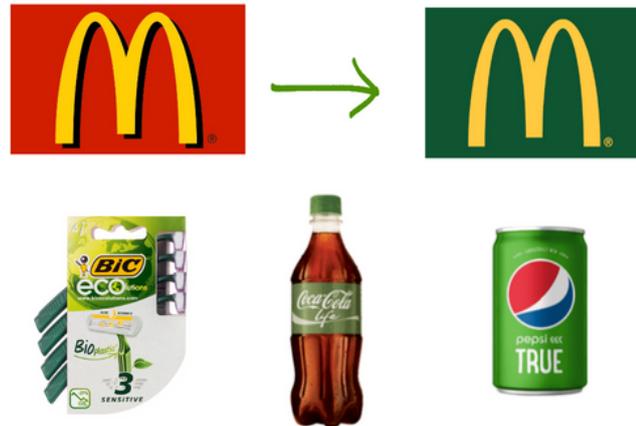
Companies like Nestlé and Lay's potato chips have been accused of greenwashing, despite contributing to the global plastic waste problem or being unsustainable in their production processes.

Automotive companies like BMW have promoted a zero-carbon electric car with the option of a gasoline engine, the hospitality industry has eagerly advertised sustainability awards despite the awards being for a single slight improvement in operations, and the beauty industry has been accused of greenwashing by brands like Tarte Cosmetics and The Body Shop, to name just a few of the many.

## Definition of Greenwashing

When firms and organisations deceive their customers or audiences into believing that a product, service, or the organisation itself is environmentally friendly or sustainable when it is not, this practice is known as "greenwashing".

Environmental activist Jay Westerveld coined the word back in the 1980s when he was staying at a hotel and noticed a sign asking visitors to reuse towels so that they might help save the planet. While staying at a hotel, Westerveld noticed the irony of the hotel's "Save the Environment" sign. His conclusion was that the hotel was not cleaning towels in order to save money, and was doing it under the guise of being environmentally responsible.



Greenwashing by Greenhero.info

### Three things you need to know about greenwashing

1

Customers are led to believe that an organisation cares about the environment when this is actually a marketing ploy.

2

Fashion businesses like ASOS, H&M, and Zara have recently come under fire for their greenwashing practises.

3

These problems date back to the early 1980s.

#### Links:

- <https://www.theguardian.com/fashion/2021/aug/10/greta-thunberg-ethical-fast-fashion-greenwashing>
- <https://www.asa.org.uk/rulings/bmw-uk-ltd-a17-389311.html>
- <https://edition.cnn.com/travel/article/eco-friendly-hotels-greenwashing-cmd/index.html>
- <https://ethicalelephant.com/tarte-cruelty-free-vegan/>
- <https://www.theguardian.com/world/2009/sep/13/body-shop-colombia-evictions>
- <https://www.euronews.com/green/2020/09/09/what-is-greenwashing-and-why-is-it-a-problem>
- <https://web.archive.org/web/20150923212726/http://www.dailyfinance.com/2011/02/12/the-history-of-greenwashing-how-dirty-towels-impacted-the-green/>
- <https://corporatefinanceinstitute.com/resources/knowledge/other/greenwashing/>

# Impact of Greenwashing

When it comes to greenwashing, the problem lies in its use as a marketing tool rather than as a way to take environmental accountability. When it comes to purchasing items or services, consumers, particularly Generation Z consumers, are more concerned about environmental impacts.

For one thing, they're willing to pay more money for eco-friendly products, so if a corporation raises the price of its product and labels it as sustainable, it could make more money than if the product was not marketed that way.



Greenwashing by Thosidesna

Environmentally-conscious corporations are exploited by prioritising profits over environmental stewardship and not truly implementing any improvements. They are unaware of the environmental consequences of their marketing decisions.

An industry's impact on the planet's pollution and deterioration could be worsened if this business model is adopted. One of the worst polluters on the earth—and a major offender of greenwashing as Greta Thunberg pointed out—is the fashion sector, which produces 10% of all human carbon emissions and is the second-largest water consumer on the planet.



Greenwashing by Minimalist The Label

## Links:

- <https://www.euronews.com/green/2021/07/02/eu-fashion-brands-found-to-be-lying-about-the-sustainability-of-their-fabrics>
- <https://www.theguardian.com/sustainable-business/2016/aug/20/greenwashing-environmentalism-lies-companies>
- <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies#>
- <https://www.euronews.com/green/2020/09/09/what-is-greenwashing-and-why-is-it-a-problem>
- <https://www.weforum.org/agenda/2020/01/fashion-industry-carbon-unsustainable-environment-pollution/>
- <https://edition.cnn.com/style/article/terms-to-understand-fashions-role-in-climate-crisis-sept/index.html>
- <https://www.forbes.com/sites/beauriver/2021/04/29/the-increasing-dangers-of-corporate-greenwashing-in-the-era-of-sustainability/?sh=4c923624a325>

Isn't this true in all industries? Many food firms are now marketing their products as environmentally friendly so that they may create a socially responsible image for consumers.

It was recently revealed that Quorn, a vegan and vegetarian food company with headquarters in the UK, was engaging in greenwashing when it claimed that its products might help consumers reduce their carbon footprint, but it failed to explain in what ways this was possible.

## How to identify Greenwashing

Nobody wants to be fooled into believing something that is not true, especially when it comes at the expense of causing environmental damage. It is critical to identify and call out greenwashing in order to help put an end to the practise. Here are a few suggestions:

**Don't believe in the green buzzwords:** The words "eco-friendly," "recycled," "sustainable," and "vegan" are common marketing buzzwords that should be taken with a grain of salt. They won't explain how they've gotten there, but they'll use these words nevertheless. They may be greenwashing if they don't give you more information, so conduct your research before making a purchase.

**Conduct research of the company:** While some products and services are advertised or are environmentally conscious, their host company may not be — think of buying a vegan leather belt from a jeans producer that actively pollutes rivers or purchasing chocolate with recyclable packaging from a company that also sells single-use plastic water bottles. Think of these examples.

**Verify everything about the company:** If a company claims to be doing what it says it is, it is likely to be confirmed by a third party. Environmental auditing organisations should have given the company their seal of approval.



Greenwashing by One Million Women

Environmental fraud in the United States is punishable by up to ten years in prison; in Europe, legislation is now being considered that would prohibit green-washing. With this in mind, it's important investigating whether greenwashing is prohibited in the country where the product or service is manufactured, and follow up with an official reporting process to ensure that the corporation is held accountable.



Greenwashing by ABC

### Links:

- <https://sustainableenviro.com/sustainability-risk-management/third-party-verification/>
- <https://earth911.com/business-policy/what-is-greenwashing/>
- [https://www.birdlife.org/news/?\\_sft\\_location=europe-and-central-asia](https://www.birdlife.org/news/?_sft_location=europe-and-central-asia)
- <https://www.globalcitizen.org/en/content/fast-fashion-how-to-be-sustainable/>

# The action we can take

**Making sure that the products and services that we buy are doing their part to end the climate problem can be done by researching them and calling them out for greenwashing and other conflicting behaviour. We can all take action."**

If you're concerned about fast fashion's influence on the environment, you might want to consider implementing some of these environmentally-friendly suggestions as a means to actively combat the business. It's also worthwhile to keep up with and learn from these anti-fast fashion activists.

If you're worried about the food industry's greenwashing, here's a list of climate-friendly substitutions for some of your favorite dishes.

There are several ways that you may get involved in the fight against climate change by launching your own petition. By launching a petition to your ministry of the environment or climate change, you can also urge world leaders to assist in resolving the climate issue and protecting the planet.



Compostable coffee by Brian Yurasits

## Links:

<https://www.globalcitizen.org/en/content/sustainable-fashion-activist-follow-social-climate/>  
<https://www.globalcitizen.org/en/content/climate-friendly-food-alternatives/>

## Petitions we can sign

<https://www.globalcitizen.org/en/action/business-leaders-step-up-and-stop-climate-change/>  
<https://www.globalcitizen.org/en/action/protect-the-planet/>

## Quiz we can take on understanding Greenwashing

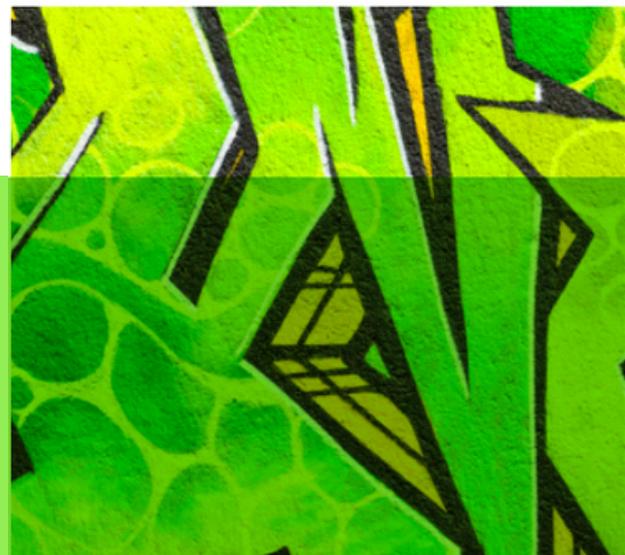
<https://study.com/academy/practice/quiz-worksheet-what-is-greenwashing.html>  
<https://www.buildinggreen.com/blog/green-or-greenwash-quiz>  
<http://dictionary.education/english/quiz/greenwash>



## Green Art

The case studies that SixtyEight Art Institute and Caserm Archeologica have selected can be divided into two categories, based on slightly different understandings of creativity:

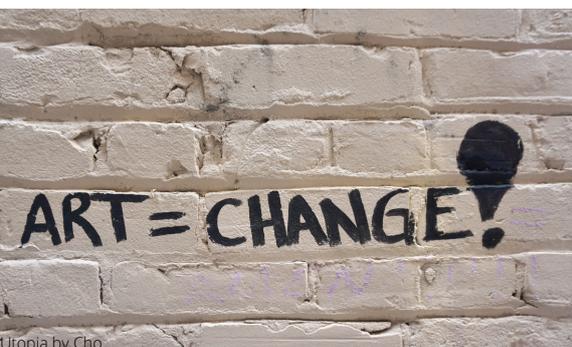
- Some of the cases presented use creativity to respond to climate change through sustainability, and these have been chosen to inspire the emulation of good practices (cases 1 and 2).
- Other of the cases are more strictly artistic - artists and artist collectives, who have a practice that is research-based and can inspire reflection and spark discussion (case 3, 4 & 5).



The material presented in the following pages was collected by applying two types of research methods: desk research and ethnographic interviews. These methods are briefly presented in relation to ethnographic work, meaning the study of a group of people in relation to a social phenomenon, e.g. food communities and their practice (what they do in daily life) in relation to sustainability.

Desk research refers to analysing already available data, meaning using websites (digital desk research), journals, or academic books or articles, to retrieve information. This type of research is known as “secondary research” since the researcher does not collect data him/her/themself but uses and selects already available material. This type of research is very common in marketing analysis and is used as the backbone of interviews or other primary methods of research.

Ethnographic interviews are one of the main methods for collecting data. Interviews can be of different types: structured interviews (questions are written before the interview and are strictly followed when conducting the interview); semi-structured interviews (questions are written before the interview and loosely followed when conducting the interview, leaving the interviewer the freedom to adapt and add more questions depending on the relevance of what the interviewee is saying); or unstructured interviews (there are no questions, merely topics of interest, from which the interviewer creates questions on the spot).



The last form of the interview should only be applied by professional anthropologists since it is quite challenging and requires a broad range of experience.

At the end of the cases below, a practical guideline on how to structure and conduct an interview is outlined. In this way, the reader has the opportunity to learn some practical skills, which can be further applied to creating research-based content, aimed at inspiring new behaviours and sparking informative discussions in the reader's community.

## First Case:

KØBENHAVNSFØDEVAREFÆLLESSKAB  
(Copenhagen Foodstuff Community)  
www.kbhff.dk



KBHFF: Interview setting. (2022). Photo: Jacopo Tonelli 321Video



KBHFF: Distributing food to the members (2022). Photo Martina Tognelli

## What:

A non-profit organization, founded in 2008. There are various branches in Copenhagen.

As an organization, they buy organic and locally grown fruit and vegetables and distribute them in Copenhagen to their members.

## Who:

The founders took inspiration from an American organization called "Park Slope Food Coop".

### Why it is relevant:

Even though they do not refer directly to the climate crisis, their actions speak for themselves. They buy locally and distribute the bags of vegetables through service points in each neighborhood, which are located in already existing infrastructure such as schools or hotels. They use as little packaging as possible by placing the goods in reusable textile bags.

In addition, they create a community around the act of buying food, they organize events to increase the sense of belonging among the members, and in order to promote their initiatives.

## How:

It is a member-based organization, where people volunteer for 3 hours per month, in return for being able to buy the bags of vegetables. Lately, they have introduced a supporting membership, which allows people who do not volunteer to buy the products at a slightly higher rate.

### An example of their products

Flour: from the cooperative farm Brinkholm. They supply flour milled from wheat, Ølands wheat and rye. They grow the first two cereals themselves, while the rye is grown by another farmer in Midsjælland (mid-Zealand). On the first Sunday of each month, volunteers grind flour. It is milled on a stone mill. Since this process does not heat the flour as much as a conventional roller mill does, several vitamins and flavors are preserved. On the other hand, the flour is heavier.

## What we can learn from it:

This organization can inspire us to think about our food consumption and what we can do to reduce the carbon footprint related to, for example, transport and alternative ways of growing food. In many European countries, there are similar organizations, which aim at reducing the carbon footprint of food production, for example, by buying locally and eating seasonally.

## Second Case

LOTTOZERO/TEXTILE LABORATORIES [www.lottozero.org](http://www.lottozero.org)

### Who:

Lottozero/Textile Laboratories is a research and networking center for art, design, and textile culture, active since 2016. It was created from the transformation of an abandoned warehouse for wholesale in Prato, a Tuscan town famous for its textile tradition. Lottozero is a consulting studio, a creative hub with an exhibition area, a co-working area, and a workshop that is open to textile experimentations.

### How:

Lottozero's activities are mainly aimed at people who work in the design, textile art, and fashion sectors. The staff establishes connections between young talents and well-known local companies. This link allows both partners to benefit from the development of innovative and high-quality products with low environmental impact. In order to achieve this aim, Lottozero has an art residency and an exhibition program, which allow young designers to live in an apartment within the hub while working with local businesses and producers. This cross-pollination leads to the creation of new multidisciplinary projects and creates new forms of knowledge and expertise. In order to address the problem of fast fashion, the team promotes events – such as the Fashion Revolution Fair – in which people can buy good quality clothing and artifacts made by Italian master craftspeople to raise awareness of the value of handicrafts, textile production, and of quality fashion.

Lottozero/Textile Laboratories also organizes sustainable design courses and workshops for students at various universities. Participants are invited to reflect on and imagine new possible approaches and solutions related to materials, processes, and resources, but also to explore construction methods, modes of utilization and consumption, information systems, transparency, and traceability.

### What:

Lottozero has an all-female family history. They aim to create an open and multifunctional space in Prato where young creatives, artisans, artists, and designers can generate discussion and share best practices in the field of manufacturing and cultural heritage. Due to the fact that they recovered a former warehouse to establish their activities, Lottozero is considered an urban regeneration project, which contributes to livening up the social and cultural scene of the city.



Lottozero / textile laboratories – the loom | [www.lottozero.org](http://www.lottozero.org)



Lottozero / textile laboratories – Fashion Revolution Fair (2017) | [www.lottozero.org](http://www.lottozero.org)

### Why it is relevant:

Lottozero aims to create a functional context for the development of entrepreneurship and youth employment in the textile industry, encouraging the participation of professionals. These are often in a position of disadvantage due to the lack of places for experimentation, discussion and access to information.

The center is built on the values of collective vision, inclusion, sharing, quality, openness, economic and environmental sustainability, and a non-profit mentality. The extensive knowledge of Lottozero is complemented by the expertise of the historical textile district in Prato, and by a widespread and reliable network of excellent professionals scouted from all over the world.

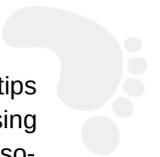
### An example of their products

One of the projects which are most representative of Lottozero's commitment to circular economy and sustainability is Circular Wool, an ongoing research project in collaboration with R.S. Ricerca e Servizi, that aims to transform waste, in particular wool, from local dairy sheep farms into raw material for textiles.

The project is being developed in partnership with various brands and values the design and production of innovative products, which have a short supply chain. The added value is given through a high level of automation and high-quality design applied to the product, which helps to convey the concept of circularity, in the storytelling of the final product.

## What we can learn from it:

The fashion industry generates a lot of pollution. However, when buying clothes, you can bear in mind a few tips to help you reduce your emissions. Try to choose clothes that have a longer lifespan or which are created using recycled raw materials. Choose cotton over plastic-based materials such as rayon and polyester, and avoid so-called fast fashion, where garments are not made to last long.



Lottozero / textile laboratories – Fashion Revolution Fair (2017) | [www.lottozero.org](http://www.lottozero.org)

# THIRD CASE

SUPERFLEX website: [superflex.net](http://superflex.net)



SUPERFLEX; Dive-In(2019) Photo: Lance Gerber



SUPERFLEX; Dive-In(2019) Photo: Lance Gerber

## Who:

SUPERFLEX is an artist collective founded in 1993 by Jakob Fenger, Bjørnstjerne Christiansen, and Rasmus Rosengren Nielsen.

## What:

SUPERFLEX has consistently collaborated with a wide range of professionals and ordinary members of the public, from gardeners to engineers to young people. Their way of working is closely connected to the idea of generating alternative models of social and economic organization. Their artworks have therefore taken the form of energy systems, beverages, sculptures, copies, hypnosis sessions, infrastructure, paintings, plant nurseries, contracts, and public spaces.

## Why their practice is relevant:

Their way of working constantly reshapes the idea of participation and engagement. In particular, recent works have expanded the notion of participation to include other species.

[Interview / Dive-In](https://www.youtube.com/watch?v=cnz2aAKsRB8) : <https://www.youtube.com/watch?v=cnz2aAKsRB8>

[Interview / Urban Space](https://www.youtube.com/watch?v=rICo4Mg3Rdk) : <https://www.youtube.com/watch?v=rICo4Mg3Rdk>

[Interview / Their story as a artist's collective](https://www.artspace.com/magazine/interviews_features/qa/an-interview-with-superflux-the-danish-artists-group-behind-flooded-mcdonalds-55012) : [https://www.artspace.com/magazine/interviews\\_features/qa/an-interview-with-superflux-the-danish-artists-group-behind-flooded-mcdonalds-55012](https://www.artspace.com/magazine/interviews_features/qa/an-interview-with-superflux-the-danish-artists-group-behind-flooded-mcdonalds-55012)

# Specific Projects

## 1

*Interspecies Assembly (2021)* is composed of a series of pink marble sculptures arranged in a broken circle and installed in Central Park (NYC). The idea behind the work is to create an environment in which humans have to slow down and become aware of the existence of other species. Around the broken circle the clauses of an Interspecies Contract are imprinted in the sculptures. Humans are in this way asked to reflect on their role in relation to other species and to consider changing their behavior towards them.



## 2

*Dive-In (2019)* is an architectural piece located in Coachella Valley, California. The structure is a drive-in cinema for humans but will become a marine infrastructure for fish and other marine creatures when the sea level rises. The piece was developed in collaboration with Dr. Alex Jordan, an expert in the collective behavior of fish, who suggested the color pink because it attracts coral polyps and facilitates biodiversity.



### What can we learn from it:

SUPERFLEX works aim at stimulating our curiosity and helping us to look at reality from different perspectives. SUPERFLEX highlights how by using our imagination and by working collaboratively art can spark discussion!

[Interview / Dive-In : https://www.youtube.com/watch?v=cnz2aAKsRB8](https://www.youtube.com/watch?v=cnz2aAKsRB8)

[Interview / Urban Space : https://www.youtube.com/watch?v=rICo4Mg3Rdk](https://www.youtube.com/watch?v=rICo4Mg3Rdk)

[Interview / Their story as a artist's collective : https://www.artspace.com/magazine/interviews\\_features/ga/an-interview-with-superflux-the-danish-artists-group-behind-flooded-mcdonalds-55012](https://www.artspace.com/magazine/interviews_features/ga/an-interview-with-superflux-the-danish-artists-group-behind-flooded-mcdonalds-55012)

# FORTH CASE

Åsa Sonjasdotter website: [potatoperspective.org](http://potatoperspective.org)

## Who:

Åsa Sonjasdotter is an artist, researcher, organizer, and writer who lives on the island of Ven, South Sweden, and in Berlin, Germany. She holds an MFA from the Department of Theory and Communication at The Royal Danish Academy of Fine Arts. Since 2014 she has been a research student at the Art Department, University of London, UK.

## How:

Her practice investigates the processes of co-species knowledge, memory, and loss through the cultivation of plants, imagery and stories.

## Why their practice is relevant:

She tackles the climate crisis from a historical and feminist perspective, which is based on a deep understanding of the use and misuse of soil. She works collectively, grounding her artistic research in collaboration across disciplines. In addition, she generates community through discussions and activities with others.

## Specific Projects

1

*Peace with the Earth, Tracing Agricultural Memory – Refiguring Practice* (Archive Books, 2019). In her latest publication she enquires into overlooked farming histories connected to the staple crops of emmer wheat, potatoes, and turnips.

2

Founder member of *The Neighbourhood Academy*, a bottom-up learning site and a branch of Prinzessinnengarten, an urban garden in Berlin, Germany.

3

*Potatoes' Prospective* (since 2005, ongoing). Potatoes were first introduced to Europe after the discovery of 'the New World'. In the 17th century, with the enclosure and privatization of land, potatoes became a lifesaver for those who lost their homesteads. These older potato varieties found in Europe are tangible and living witnesses to the way food relations have been transformed into the large-scale, global system prevalent today – a system that is in urgent need of revision, as the current crisis demonstrates. By tracing developments back in time and learning from the older farming practices that these potatoes were bred for, this artwork looks at ways in which to reimagine the nurturing relations of cultivation. Part of this project has been developed together with a community of farmers in Sankt Ibb, Ven, Sweden.

## What we can learn from it:

The story behind what we eat is more intricate than one could think. Seeds can tell stories regarding our condition as humans and tackle notions of power relation.

[About Seeds' Project](https://www.youtube.com/watch?v=Br7Xdcg6Kug) : <https://www.youtube.com/watch?v=Br7Xdcg6Kug>

[About Potatoes' Prospective](https://www.youtube.com/watch?v=mE-wdRuB83E) : <https://www.youtube.com/watch?v=mE-wdRuB83E>

Installation view; at back: Åsa Sonjasdotter: Cultivating Abundance (2022). Photo: Jenny Sundby



Åsa Sonjasdotter: Cultivating Abundance: workshop.Detail (2022). Photo: Jenny Sundby



Åsa Sonjasdotter: Cultivating Abundance: workshop. (2022). Photo: Jenny Sundby



Åsa Sonjasdotter: Cultivating Abundance: workshop.Detail (2022). Photo: Jenny Sundby



## FIFTH CASE

Roberto Ghezzi and NATUROGRAFIE© [www.robortoghezzi.it](http://www.robortoghezzi.it)

### Who:

Roberto Ghezzi (1978) is an Italian artist from Cortona (Tuscany). Originally trained in the family's sculpture studio, he studied at the Academy of Fine Arts in Florence. He began to exhibit in the 90s and, since then, he has shown his artworks in various Italian and international galleries and museums.

### How:

Ghezzi's production is based on a deep interest in the natural landscape, which he investigates both through pictorial representation and direct contact with the natural environment. His paintings and drawings of landscapes and environments often serve as sketches for works of sculpture and the Naturografie series, which has become the focus of his work.

### Why their practice is relevant:

His artworks provide the audience with the possibility to experience the landscape from a new and unexpected perspective, with the minimal intrusion of the hand of the artist. His artworks propose a new dialogue between culture and nature, which is based on understanding natural places as the channel of the artist's creations. In addition to the artistic value, the NATUROGRAFIE© project allows us to map a geographical area by emphasizing the value of the landscape and its rich biodiversity.



Roberto Ghezzi – the artist | [www.robortoghezzi.it/artista](http://www.robortoghezzi.it/artista)



Naturografie © – detail (2022) | Photo: Roberto Ghezzi

## Specific Projects

The practice of producing the Naturografie canvases, which he has carried out over the course of a decade, involves installing the treated canvas in the environment, typically in watercourses or else in the soil. Over the course of a month to a year, natural processes take place on the treated surface, leaving traces such as mold growth, and the tiny footsteps and trails of animals. The light, the water, and the living beings act on the canvas to create living and always different pictorial landscapes. When Ghezzi removes the canvases from nature, he fixes them at the given stage of what would otherwise be an ongoing development of the natural processes, in order to show us an example of the work of nature. This method, as opposed to depicting the landscape through for example paintings and drawings, takes a different approach to examining the relationship between nature and culture. It offers an alternative to the dominant narrative in Western culture that humans are the masters of nature, showing us instead how nature is the great protagonist, and that humans exist in and with it. In NATUROGRAFIE© the artist lets nature “work” through its long, cyclic time.



Naturografie © – the process in Copenhagen (2021) | Photo: Roberto Ghezzi



Naturografie © – from the exhibition The Writing of Nature (2022) | Photo: Roberto Ghezzi



Naturografie © – the exhibition The Writing of Nature (2022) | Photo: Jenny Sundby



### The power of interviews and practical tips on how to generate change in your community

The British linguistic Norman Fairclough understands interviews at 3 levels:

“The discourse produced, so the text. The interaction, which is the process of production and interpretation that goes on between the individuals involved in the interview. Finally, the context, which refers to the social conditions that affect both the interaction and the text.”

With this in mind the following guides will help you structure and conduct interviews.

## Tips on how to structure and conduct an ethnographic interview:

### Structure:

1. Identify what topic you are interested in knowing more about (e.g. food)
2. Derive categories for your topic (e.g. food habits, food consumption)
3. Derive even more precise categories (e.g. food habits with regard to organic food, or meat consumption)
4. Identify possible respondents, people who have knowledge or experience of the topic you have chosen.
5. Do your “homework”, meaning if the person you would like to interview is part of an organization/volunteer group/university/company, etc., look at the organization’s website, in order to avoid asking questions whose answers are on the website.
6. Understand what the aim of the interview is, meaning who are you conducting the interview for, or what your potential audience is.
7. To write more interesting questions, investigate what has been written about the topics by reading academic articles or books which talk about the topic you are interested in.
8. Write questions related to your topic of interest, remember personal stories and personal experiences are what you can learn more about through an interview.
9. Get in touch with the potential interviewees:
  - a. briefly outline the topic of your interview.
  - b. make sure to clearly communicate where the material will be shared or published - if necessary look into NDA (non-disclosure agreements) to secure the protection of the data collected.
  - c. suggest various time slots for the interview.

### Conduct:

1. Remember to ask name, age and other demographic information, which might be relevant to your topic (e.g. vegetarian, vegan, meat-eater).
2. It is good practice to record your interviews (ask your respondent for permission to do so).
3. Nod when your interviewee is speaking.
4. Do not interrupt him/her/them.

### Afterwards:

1. Make sure you transcribe or at least re-listen to the interview, more details can emerge in comparison to the ones you remember.
2. When using your interview in articles or blogs, make sure to put the interviewee’s remarks in quotation marks.
3. Depending on the context and on the agreement with your respondent, you can use their full name, initials, or a pseudonym.



Below are a few quotes from the interviews conducted by the young participants of the training course in Copenhagen:

The participants interviewed members of KØBENHAVNSFØDEVAREFÆLLESKAB



**Q: What were your personal reasons for joining this organization?**

A: "I care for the Earth and [always wanted to do something], as a young person growing up I saw all the pollution levels going up in big parts of Europe, it was called acid rain and it was killing forests in central Europe... [I have] an interest in trying to protect nature and the environment."

A: "For me this place is a relatively easy way of taking action and not sitting and waiting for someone else to do something, just go and join this and meet up with people and find a way to do things more sustainably."

**Q: Has your perception of food changed since you joined the organization?**

A: "I eat a lot more vegetables, and I learn to eat very local products, and I do not get tired if I get cabbage every single week in the winter... I really try to eat Danish and seasonal food."

# Climate Festival §112

A Norwegian festival to celebrate a collaborative culture and to combat climate change

The secret to making a festival self-organized and growing from the grassroots and up, with no funding and no commercial sponsors, has its mystery hidden in a word. The word is like a seed and has the power to grow. All cultures on the planet have this word embedded, like willpower from the heart multiplied with a concern for what is happening around us - all the stuff that we can see with our eyes wide open and what we easily can act on, if we really get our acts together. This chapter hopes to spark the art of creating a festival on climate as a self-organizing thing, inspired by this one word and the impact it has on transformative change.

In Norwegian culture the word is dugnad. A family can do a dugnad, a street can do it, a city can do it yes, in fact, all have to do it, even if you do not really like to do it. To be part of a dugnad is to come together on a volunteer basis and to give your time for free to the task in front of you. The easiest way to observe it is for the spring cleaning in April and May, when the Norwegians prepare for the Children- and Schools Parade for 17.May - National Day Celebration - when every school in the country comes together to celebrate. You can then see folks all over the place doing a spring cleaning in the public spaces, as a part of a collective cultural act of togetherness.



When the Climate Festival was born in the aftermath of COP21 (2015) in Paris, it did not emerge from the same energy to celebrate as the National Day. It came from a place of urgency of action from the creative class of artists and culture workers, in partnership with the grassroots movement of Grandparents for Climate. These brave hearts started to hold the Norwegian Government accountable to the Climate Law, §112 in the Norwegian Constitution:

*“Every person has a right to an environment that is conducive to health and to a natural environment whose productivity and diversity are maintained. Natural resources should be managed on the basis of comprehensive long-term considerations whereby this right will be safeguarded for future generations as well. In order to safeguard their right in accordance with the foregoing paragraph, citizens are entitled to information on the state of the natural environment and on the effects of any encroachment on nature that is planned or carried out. The authorities of the State shall issue specific provisions for the implementation of these principles.”*

<http://climatecasechart.com/climate-change-litigation/non-us-case/greenpeace-nordic-assn-and-nature-youth-v-norway-ministry-of-petroleum-and-energy/>  
<https://www.framtiden.no/200502252134/om-oss/in-english/the-origin-of-future-in-our-hands.html>

## The small steps towards the 1000 miles.

The environment and the deep ecology movement have had a long-term stand-in the Norwegian mentality since its rise in the early 1970s, to the build-up to the Brundtland Report and Agenda 21 in the 1990s. Its first wave of environmentally concerned citizens reached an early climax with the large-scale movement of the not for profit organization Future in our Hands ( Fremtiden I våre hender), where people of all ages were flocking to public citizen gatherings in the numbers of thousands to the Gymnastic Hall, Nadderudhallen, in Oslo. The Future in our Hands movement was founded by the advertisement man and author Erik Damman, addressing the concerns to radically change lifestyles of overconsumption and exploitation of our natural resources - overuse of nature`s capital.

The Manifesto of 1974<sup>1</sup> has this quote that is still relevant for our time:



*"Working together, we might reverse the insane trends prevailing today. If no change takes place, more than half of the children living today will die of hunger or deficiency diseases before they reach adulthood - because a majority of the world's population does not even have enough food. Our greatest problems are caused by surpluses and waste. Our increasing over-consumption is leading to a catastrophe for our descendants. Reason tells us that we can no longer emphasize materialistic values if we are to solve the problems of today and tomorrow. By listening to reason, we can also create a healthier society for ourselves. ... There are many of us who would like to work for such a change in our own personal way of life- if we thought it would be of any use. It will be of use if we act together."*

The youth in the 1970s are now their grandparents and great-grandparents, and this fact has formed a new movement of generational partnerships. The Grandparents movement grew out of the organizational structure of Future in our Hands, united in a partnership with the youth organization of Nature and Youth. This environmental activist coalition presented in 2016 a declaratory judgment from the Oslo District Court that Norway's Ministry of Petroleum and Energy violated the Norwegian constitution - §112 - by issuing a block of oil and gas licenses for deep-sea extraction from sites in the Barents Sea. Their petition highlighted several key factual points in the **People v Arctic Oil Case**<sup>2</sup>:

-- the licenses would allow access to as-yet undeveloped fossil fuel deposits, and such development is inconsistent with the climate change mitigation required to avert global warming of 1.5°C and possibly even 2°C in excess of pre-industrial levels;

Reartic: <https://reartic.org/>

Reartic Think & Talk: <https://memetor.com/2020/01/14/reartic-thinktalk-oslo-klimafest-pa-salt/>

Arctic Arts Projects: <https://www.arcticartsproject.com/>

-- the area made accessible by the licenses would be the northernmost yet developed, and would be about the ice zone—thus rigs and tankers would be exposed to unprecedented risks of damage and spills, and their operation would deliver emissions of black carbon to the highly sensitive arctic; and

-- the Norwegian government will incur costs to develop the sites, and will only recoup those costs if the oil and gas they produce commands an adequately high market price.

The Ministry of Petroleum and Energy, the Norwegian Government, won the case raised against them. The youth and the grandparents lost. However, the environmental coalition in Norway has decided to bring the case forward to the European Court of Human Rights (ECtHR) to confront politicians on the dire consequences of dragging their feet instead of standing tall facing needed decisions on behalf of future generations, as expressed in §112.



## A festival is building a transformative culture



In parallel to the focus on the juridical aspects - Laws on Ecocide- climate activists started the movement of celebration of the most beautiful lawn in the Norwegian Constitution §112 - and multiple projects and partnerships emerged in a culture ready<sup>3</sup> for a transformation. It started off with the intention to find a time of the year with very little competition, and a commercial low for festivals, and the cost of renting venues also lower than in the Summer months of May - September. The whole month of January was defined as the month for the Climate Festival §112, and the dugnad started with all its creative force. The social media campaign was streamlined and made it easy, open, and transparent; concerts, poetry jam, film and writing contests, theater performances, comedy shows, fashion extravagance and redesign, surplus free dinners for all at the library, all kinds of climate lectures from scientist to architects for green procurement in city

[The Wellbeing Project for Social Change: https://thewellbeingsummit2022.org/the-wellbeing-summit/page/home](https://thewellbeingsummit2022.org/the-wellbeing-summit/page/home)

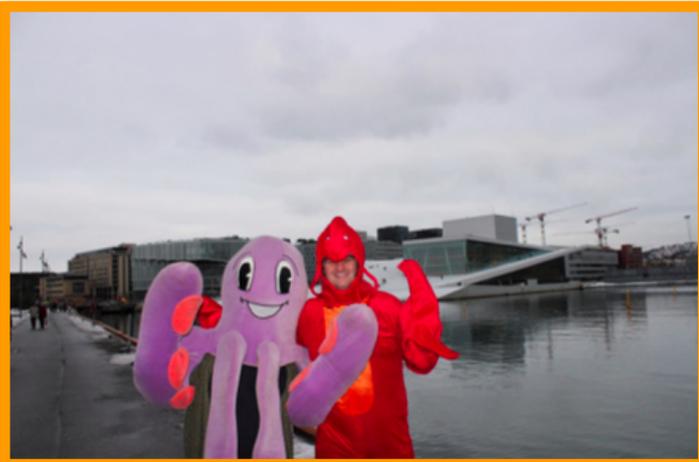
[Rjukan Solar Punk Academy, Norway - https://www.rjukansolarpunkacademy.com/](https://www.rjukansolarpunkacademy.com/)

[Norwegian Center for Climate Services - Svalbard Year 2100 https://www.miljodirektoratet.no/globalassets/publikasjoner/m1242/m1242.pdf](https://www.miljodirektoratet.no/globalassets/publikasjoner/m1242/m1242.pdf)

[Zero - Zero Emission Resource Organisation, Norwegian Non-Profit advisor the Norwegian Government https://zero.no/om-zero/](https://zero.no/om-zero/)

infrastructure, ... you name it ... it started in early 2010 and built up towards the year 2019 when Oslo was Europe's Green Capital, and the Climate Festivals §112 extended to more than 25 cities and 500 different events taking place all over Norway, and the focal point of Oslo Winter Climate City event at SALT, Oslo Harbor.

In 2019 The Climate Festival §112 engaged all age groups and even brought back to life the famous Climate cartoon Blekkulf to perform its outdoor show with grandparents, parents, and a new generation of children.



## Climate Art and culture

The smartest step and investments in festival infrastructure in this process can be seen in the visual campaign of Climate Art by André Martinsen: "A Battle for the Climate". His work and gift to the Norwegian Climate Network made a streamlined and cool, highly professional visual profile with the capacity to stand the last decade of the visual and graphical narrative of the climate fight. This was offered for free and made possible to have the same profile and graphical representation in the decentralized festival on dugnad, combined with local uniqueness of creative diversity for each festival activity in a localized program for the different cities and villages in Norway.

The Climate Festival §112 has engaged our creative capital and investment into multiple art projects, one of them was REARTIC, with its mission is to connect, unite, and engage local governments, businesses, and civil societies worldwide in taking bold actions to reduce our collective impact on climate change. This bold climate action story we still hope to see in full scale as an open-air art exhibition at the Opera House in Oslo. This urge to express is not limited to artists in the Northern hemisphere, but artists worldwide are using all their creative power to express the urgency for action with reference to climate science and their own deep emotional commitment.

**Spitsbergen** on Svalbard, 79 degrees north latitude and part of Norway, the ground zero for climate science, and deeply impacted by climate change. Artists have brought the stories from the high north, and is a skill of visual literacy, and engage people from a place of beauty and awe.

[Klimafestivalen §112 - www.klimafestivalen112.no](http://www.klimafestivalen112.no)

[André Martinsen: https://www.andremartinsen.com/#/climate/](https://www.andremartinsen.com/#/climate/)

[Nordic Pavilion, Biennale 2022 - the making of kin! https://oca.no/news/announcing-the-artists-for-pavilion-of-the-nordic-countries-at-biennale-arte-in-2022](https://oca.no/news/announcing-the-artists-for-pavilion-of-the-nordic-countries-at-biennale-arte-in-2022)

## The roar of civic engagement

The Climate Roar (Klimabrølet), a partnership organization with the Climate Festival §112, took its high leverage in August of 2019 to make the public event in front of the Norwegian Parliament in Oslo, and the largest climate celebration in Norwegian history with a total of 60 000 people in the whole country. A legacy was built with the goal to roar throughout an entire parliamentary term of 4 years, to daily remind the elected representatives of what is at stake, and to give them broad support in implementing visionary and sometimes unpopular measures for a greener policy.



- The largest climate mark in Norwegian history: 30,000+ roaring in Oslo, 30,000+ in the rest of the country
- Increased room for political action: politicians from across the political spectrum, cheering for courage and a mandate to implement far-reaching climate measures.
- The most important issue of our time: The climate issue became important in the municipal elections in 2019, and sailed up for the first time as the most important issue for voters in 2020.

- Vitamin injection in sustainability work: Countless actors in the private and public sectors, tackled sustainability work in the wake of Klimabrølet
- "Klimabrølet" was the new word of the year 2019, and Foreningen Klimabrølet won the Oslo Environmental Award in the category "voluntary association" ~ Klimabrølet, 2019, Foto: Archive

## 2020 - an earthquake year and all festivals on hold

*2020 CHANGED THE WORLD IN MANY WAYS.*



The pandemic situation was an earthquake that shook humanity out of its good old self. Life changed for all of us in a brutal lockdown - the world stopped in the Spring (in the Northern hemisphere) of 2020. All creative industries and freelancers were on hold, cultural events and concerts were canceled, and the increased level of online learning and zoom became a new word. Airplanes stopped and touristic patterns changed completely. Financial earthquake all over in family- and private enterprises, and in the 3rd sector stagnation and hyper consolidation with social collapse and masking obligatory in every public space. The sophisticated way of expressing a societal earthquake is the disruptive dynamics of radical change. "Business as Normal" got a global reset in 2020. Every festival on the planet was disrupted with online musical events and fundraising for artists, and new conferencing platforms

[Stop Ecocide - https://www.stopecocide.earth/what-is-ecocide](https://www.stopecocide.earth/what-is-ecocide)

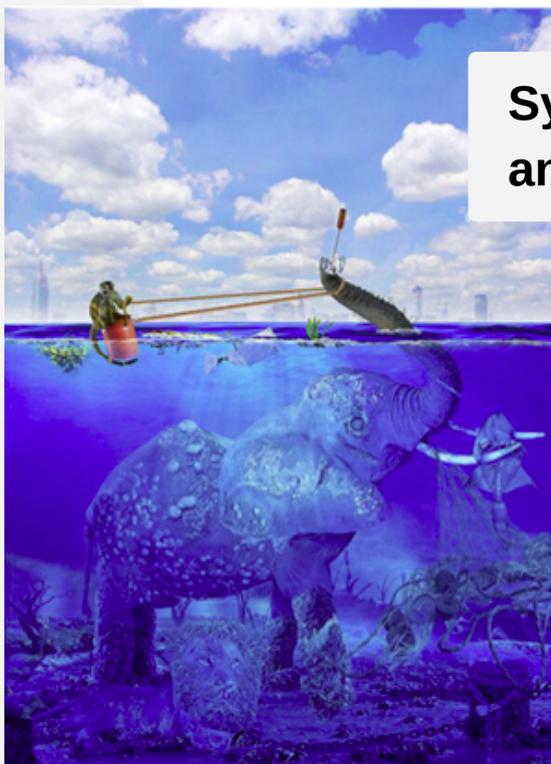
[The Wellbeing Project for Social Change: https://thewellbeingsummit2022.org/the-wellbeing-summit/page/home](https://thewellbeingsummit2022.org/the-wellbeing-summit/page/home)

emerged in the fintech industries as the world went into virtual reality and videoconferencing. AI, Metaverse, IoT, Blockchain, the Green Deal, green procurement and SDGs, LCA and circular economy (CE), green screen, and hypertext-googled documents. It was really an earthquake, and new words defined the new realities of fake and real news, with a steep learning curve for humanity for good and for worse. To be outdoors even in some public parks was at some point defined as prohibited. Slowly, slowly the world came back to a new normal and a radical rethink was part of this new normal.

For the Climate Festival §112 we went slow. In some cities in Norway, it stopped and in other places, it found its way to new activities and adapted to other times of the year. The Green Shift became a new mantra and over the night financial support to educational institutions was available. What was impossible before 2020, was now suddenly possible. A more generous culture emerged, and suddenly more money was available for startups and social innovations. The public sector started to engage in the Smart City movement and the SDGs and their bright color palette are now to be seen everywhere. The transition- and regenerative economy started to grow like small plants in a new culture with strong roots below the surface.

The volunteering energy of the activists - the *dugnad*- in the climate movement merged with the private-public sector as a dynamic force for a green innovation strategy on all levels with a framework of the SDGs as the manual, the KPI in place, to meet climate change, mitigate and adapt - still with the oil and gas industry as the powerhouse in the Norwegian economy in an energy transition to a low carbon economy.

*“We bring forward a brave culture of change to meet the climate challenges on all levels of the society. Politicians, public servants, and climate scientists cannot do this alone. The 3rd Sector of volunteers has been the backbone of the Norwegian Climate Festival §112. - Heidi Helgesen, Director of the Board, Norsk Klimanettverk*



## Symbiotique Partnership with Nature and the elephant in the room.

In the race to fight 1.5°C or get the Co2 down to 300ppm is like speaking Greek to most people. Neither do we understand a word like cryosphere in relation to climate change. It is very hard to grasp this new conceptual language of climate science. To be in a race to zero towards 2050, we do, in general, not have a clue what it means.

We do understand the danger of the melting of the Arctic, and we understand that climate change has made havoc in the way the weather patterns perform in front of our eyes. A warm spring can suddenly turn into a freezing Springtime. The summers are Superdry, with lightning and fire coming from the clear sky. Rainfall is like rivers falling from darker. The disruptive weather patterns are dangerous for our agriculture - our food security - and for peace and prosperity.

[The National Snow and Ice Data Center \(NSIDC\) supports research into our world's frozen realms: the snow, ice, glaciers, frozen ground, and climate interactions that make up Earth's cryosphere: https://nsidc.org/about/contact.html](https://nsidc.org/about/contact.html)  
[https://www.esa.int/Applications/Observing\\_the\\_Earth/Copernicus/Earth\\_from\\_Space\\_Scandinavian\\_Peninsula](https://www.esa.int/Applications/Observing_the_Earth/Copernicus/Earth_from_Space_Scandinavian_Peninsula)  
<https://www.regjeringen.no/en/topics/culture-sports-and-non-profit-work/the-voluntary-sector/id1080/>



Everything is connected to everything, and the power we have is in the act of standing up for our rights, halting investing in oil and gas, and to reduce emissions by phasing out the fossil industries as fast as possible and being close to zero by 2050. We, ordinary people, understand that everything is difficult. Climate change is dangerous, sad, and scary - almost impossible- and still, we are holding an optimistic voice:- yes, for sure it is possible. **What is the alternative?**

***The other internal voice is lingering in our head: What will be possible if the hot age comes faster and the disruption in the climate system comes faster than we can imagine - even tipping to a level beyond any control? What if the off-setting plan is too slow, and is in fact a huge greenwashing scheme applauded by all world leaders and global, corporate sectors? What if the calculated transition of the green tech revolution is too slow? All the “what ifs” go on and on. In many ways we all see the elephant, and still do not express what we see. Do we dare to express it? Is it too late?***

All the Carbon Dioxide Removal (CDR) is becoming a big business at the expense of people living on the frontline. The business logic of the past does not work in the new long-term scenario of climate disruption, because it is too difficult to calculate the risk and calculate the return on investments and bring it “home” as an investment within the timeframe of our own lives. Are we really understanding the dire consequences we are facing, beyond politics and economics?

We have to shift our focus and understand that it will be imperative to restore the climate - to repair the climate is the dognad. How do we do it? We still do not know. This is the existential dognad. We have to explore the future together and create a more beautiful future that we know is possible. Maybe you think this is too solarpunk, or too hippie.

***Yes, maybe you are right. This is the moment of eureka - being a youth is not about age - it is about being that radical punk, finding others having that same inner spark, - and being brave enough to live it in our togetherness!***

Here are some perspectives to think about:

1. Bring forward lifelong learning and learn from all the wisdom traditions of the indigenous culture on the planet, and address the imperative to renew our partnership with nature. Climate solutions have to start from a spiritual level and a creative, collaborative culture. This is a new era of making peace with our own human nature and our oneness with all life on the planet. Explore the Indigenous Culture of Scandinavia, the Samii - learn from what is close to you.

[Carbon Free Society: https://sustainability.google/carbon-free/#home](https://sustainability.google/carbon-free/#home)

2. The era we are facing brings forward new water stories on the planet, and our deep respect for the ocean and the water system as integral parts of the climate system. This is a science to be brought forward to all schools and every child on the planet. Literacy and climate literacy as a community project and a wellbeing project scaled up by 3rd sector and volunteers. What kind of dugnad can you bring forward in your own backyard?



3. Ignite the spirit of hope and positive partnership with all neighbors in your local community, and connect with friends, family, and strangers globally. Do your best to support a culture of compassion for people living in ecosystems facing severe climate disruption. Meet everyone with your inner know-how of volunteerism and in the spirit of dugnad: together we can do more than we can ever imagine. Nobody will be paid for every hour contributed. It will be a gift for future generations, where nature is your new bank and your creativity is a capital to be multiplied when working together. What gifts are you ready to give?

4. Start studying the Big Four Climate Restoration Methods 4:

- Systemic Limestone Manufacture. Nature stores Earth's Carbon. Imitate what works in nature.
- Seaweed Permaculture. Macro-algae can grow up to three feet a day.
- Ocean Pasture Restoration (OPR), also called ocean iron fertilization, a process to cool the Earth 10 times in the last million years during the lead-up to the ice ages.
- Enhance Atmospheric Methane Oxidation (EAMO) to be our "insurance policy" against ecosystem damage from a methane spike explosion.



[The Climate Restoration Imperative What It Is, Why It Matters, How We Can Make It Happen is a 54-page white paper authored by Peter Fiekowsky with Carole Douglis https://5740b88d-8772-4769-9414-ee63ba1de642.usrfiles.com/ugd/5740b8\\_fedad2d0ca2c404cbd7da655efd9b0c1.pdf](https://5740b88d-8772-4769-9414-ee63ba1de642.usrfiles.com/ugd/5740b8_fedad2d0ca2c404cbd7da655efd9b0c1.pdf)



5. What is social innovation for you? Do our best to redefine a lifestyle of wellness and happiness beyond consumption, and learn together to live better with a smaller footprint. Enhance your own production in a lifestyle of prosumer and not consumer - cocreate the future and be an artist beyond the stereotype of being an artist in the traditional sense.

6. How to be brave and work with the new dynamics and interplay of new laws and regulations. Bring forward infrastructure, curate a learning environment where you live and to places, you visit, and celebrate the milestones you reach.

7. Be connected with friends and family, and invite to firechat dialogue to build a resilient culture within your own folks. Climate psychology is a new field to be studied, and learn from the elders.

8. Hold the government and multinational accountable and speak up about urgency in facing the challenges, and blend this with social innovation and transit to a circular economy across all sectors.

9. Bring forward a culture of collaboration and compassion, bring the nature base solutions as part of the toolkit and into our accounting systems as fast as possible and bring common sense into the circular economy of no waste.

10. Network, network and network, and be curious on entering a steep learning curve beyond any curriculum you learn at school.





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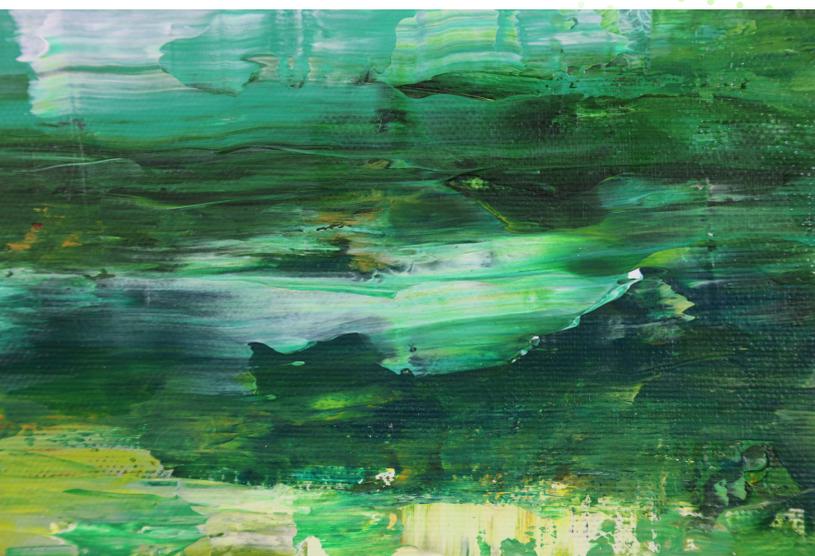


Green Wall - Photo: Paul Hanaoka

# 6 PARTNERS

4 Green organisations

2 Art museums



Green Art by Paul Blenkhorn



Aros Art Museum - Photo: Ilie Tomuleșcu