



# CLIMATE LOCAL: Communicating locally to protect globally

## WHAT IS CLIMATE LOCAL?

- The UN has been bringing member states together for climate 'Conferences of the Parties' (COPs) for nearly 30 years. Over this time climate change has gone from a fringe issue to a massive global priority. November's Glasgow COP26 is described as *"the world's best last chance to get runaway climate change under control"*.
- At this year's UN General Assembly, the UNSG declared that the world *"had ten years left to stop irreversible damage from climate change"*. President Kennedy's Moonshot speech in 1962 catalysed the development of new technologies to put a man on the moon by the end of that decade and achieve the seemingly impossible. Inspired by this, the Earthshot Prize sets five ambitious goals that aim to contribute to meeting the UNSG's similar seemingly impossible challenge by the end of this decade.
- The five goals refer to restoring nature, cleaning the air, reviving the oceans, building a waste free world, and fixing the climate. The Earthshot prizes will focus on local solutions to these global problems, highlighting the impact and agency of individuals, communities, and locally driven initiatives.
- In the run up to COP26 Albany, which has long focused on *delivering local solutions to global problems*, will publish a series of daily case studies. These will describe specific local initiatives within similar areas to those defined by the Earth Shot goals, and highlight the role that communications play in each one.

## AT A GLANCE

- The next ten years will be critical to tackling climate change according to the UN and as embedded in the Earthshot Prize goals.
- Successful local projects are critical in solving the global climate problem.
- Albany will be publishing a short case study on local climate change initiatives every day in the run up to COP26 to show what can be achieved.
- These will highlight the vital role that communications played or could play in their success or failure.

## WHO WE ARE

- Albany specialises in using communications to solve complex problems in challenging environments.
- We work on hyper-local issues, within communities, and in partnership with local organisations and governments.
- We believe that communications play a critical role in tackling the current climate change challenges facing the planet.



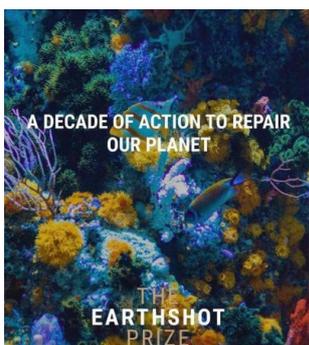
**UN CLIMATE  
CHANGE  
CONFERENCE  
UK 2021**

IN PARTNERSHIP WITH ITALY

COP26 Takes place between the 31st of October and the 12th of November  
Credit: ukcop26.org

## COMMUNICATIONS

- Many local climate initiatives have the potential to be replicated in other communities. Spreading the word is a function of good communications.
- Behavioural change, public information, media training, countering disinformation, and communications capacity building are all drivers of success in fighting climate change at the local level wherever the problems might be felt.
- Many initiatives face challenges because of push-back from local communities, communications are the keys to unlocking the support and energy of local people, local administrations and national governments.
- Communications are central to solving complex climate related problems, be that in changing behaviours or developing locally relevant and sustainable solutions.



The Earthshot prize is bringing attention to hyper-local solutions to climate problems, and rewarding them with prize money

Credit: earthshotprize.org