

PACITA Workshop 4

”Communication and Impact Strategies”

**World Wide Views** >>  <<



## Overview:



1. What is the 'World Wide Views'?
2. The dissemination strategy for WWViews
3. Timeline and phases of the strategy
4. Examples of dissemination in WWviews





The purpose with 'World Wide Views' is to give citizens around the world the possibility to contribute their views on substantial issues in order to influence these negotiations and the future of global policy



## THE FIRST WWVIEWS IN 2009

- involved 4,000 citizens in 38 countries spanning six continents.
- the citizens gathered in their respective nations to deliberate about the UN negotiations on climate change.
- they received balanced information about climate change, discussed with fellow citizens and expressed their own views.
- the results were uploaded to an open website immediately after each meeting



WWViews is usually planned with 3 main events

1. Project launch - 6-8 months before a COP or the actual political event

2. WWViews Day – 2 months before the COP or the political event

3. UN COP / or the Political event that is our aiming point



# PHASE 1. Before the WWViews-Day

- Activate politicians and stakeholders in due time
- Invite them into the project - let them e.g. express their opinion on the subjects and ask eventually for a question they would like to present to the citizens
- Give them a role on the day





# 75 WWViews project managers at the Danish Parliament



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## Ida Auken - Danish Minister for Environment launching WWViews on Biodiversity







Copenhagen City Hall 26<sup>th</sup> Sept. 2009



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Connie Hedegaard addressing WWViews 1.  
European Commissioner for Climate Action



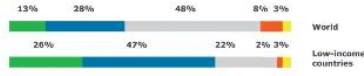
From India, Delhi.

«As developed countries have reached higher standard in the process thus strict regulation must be enforced on them as soon as possible to cut down their emissions. Also developing countries must be provided with aids to search for new ways of energy usage in place of fossil fuels to cut down the emissions without barring their progress».

#### Dealing with greenhouse gas emissions - III

3.3 What do you think the short-term target should be for lower-income developing countries?

- The same targets as for Annex 1 countries
- Their emissions should be somewhat reduced and increasingly so the richer they are and the more they emit
- Their growth in emissions should be somewhat limited and increasingly so the richer they are and the more they emit
- They should not be committed to control their emissions in any way
- Don't know / do not wish to answer



VIETNAM



INDIA



**SOUTH AFRICA**  
More than 100 people from Swaziland Natal took part in World Wide Views on Biodiversity delegates included grade 11 learners, university students, royal historians, traditional healers, songwriters, fishermen, farmers and concerned citizens.  
Dr. Busiso PM Msimango, Project Manager



**INDONESIA**  
Citizens from many parts of Indonesia were discussing biodiversity at the meeting: a Javanese, a Papuanese, and a Sumbanese and many backgrounds were represented: such as an engineer, farmer, a psychologist, and a student took part in the meeting.  
Rizka Kadwani, Project Manager



**BOLIVIA**  
Some of the citizens went by bus and by airplane to take part in the consultation; others travelled by two or three buses, and some others again both boat as well as bus and airplane. Some citizens travelled for over three days to reach the meeting in Cochabamba on time.  
Ximena Velez Jenik, Project Manager, Bolivia



On September 15, 2012 the first WWViews meeting started at 9 am in Japan. The last one finished 25 hours later in USA, Arizona. Meetings were held in twenty-five countries.

- BOLIVIA
- BRAZIL
- CAMEROON
- CANADA
- CHINA
- DEMOCRATIC REPUBLIC OF THE CONGO
- DENMARK
- DOMINICAN REPUBLIC
- FRANCE
- GERMANY
- INDIA
- INDONESIA
- JAPAN

- MALDIVES
- NEPAL
- NIGERIA
- PALESTINIAN TERRITORY
- PHILIPPINES
- SAINT LUCIA
- SOUTH AFRICA
- ST. VINCENT & THE GRENADINES
- UGANDA
- USA
- VIETNAM
- ZAMBIA

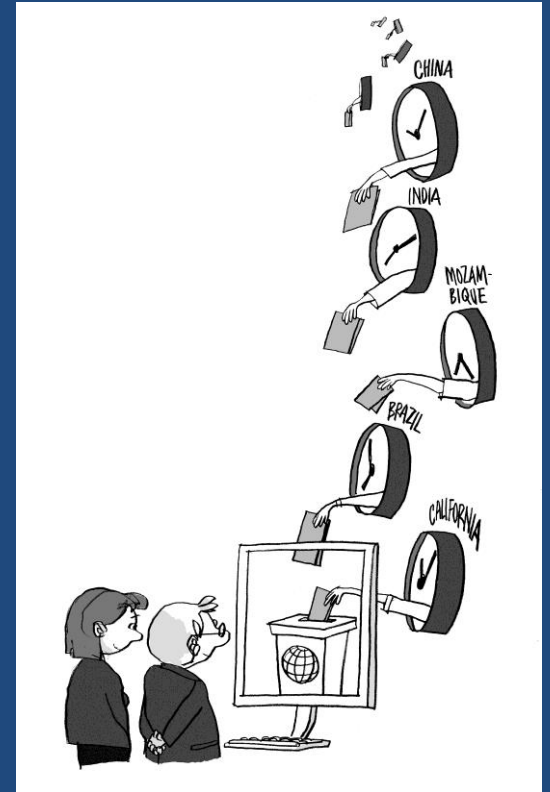
# UN calls on all countries to support projects such as the World Wide Views on Biodiversity





Bjørn Bedsted from DBT presents the report to Executive Secretary of the UN Secretariat for Biodiversity Braulio F. de Souza Dias at the COP in India





More at: [wwviews.org](http://wwviews.org)

- or ask us

Thank you for your attention

