



THE CLIMATE ACTION
ACCELERATOR

**A RADICAL
CATALYST FOR CHANGE**

INTRODUCTION BRIEF

INTRODUCTION

The **Climate Action Accelerator** aims to mobilise a critical mass of community organisations in order to **scale up climate solutions**, contain global warming below 2°C and **avoid the risk of dangerous runaway climate change**.

These organisations are key to reversing global warming, because their audiences, contributions to total greenhouse gas emissions and trend-setting potentials are significant and have been largely overlooked so far.

Enabling them to work as a community, the Climate Action Accelerator helps these organisations to at least halve their own GHG emissions every decade from now on, become champions within their own ecosystems and deliver valuable transformational change.

This will then contribute to **a domino effect for an exponential uptake and implementation of climate solutions across society**.

THE NET-ZERO PATHWAY

2020 concluded the warmest decade on record. Despite scientific warnings and growing public concern, greenhouse gas emissions (GHGs) continue to rise. Recent record-breaking wildfires, heatwaves, floods, droughts and storms only give us a flavor of what might lie in our future. **At the current rate of greenhouse gas emissions, we will have exhausted our carbon budget for 1.5°C by 2032**, or even earlier, and the world could face a global average temperature rise between 3°C and 5°C by the end of the century.

To date, climate action has been primarily driven by a mix of top-down policy efforts on the supply side, bottom-up citizen movements and coalitions of large cities and companies. These initiatives are instrumental and move in the right direction but they are not yet fast and large enough to reverse global warming and stave off the worst climate change impacts.

Time is running out and the window of opportunity for action is now.

We must halve greenhouse gas emissions every decade from now on, in order to reach net-zero emissions before 2050, according to the Carbon Law pathway developed by the Stockholm Resilience Centre. To do so, we need to leverage on fast-spreading processes of change to achieve rapidly the scope and scale of global decarbonisation required.

Reversing the trend of global warming is still possible for the following reasons:

Climate action is less a matter of developing solutions than of **accessing, implementing and scaling** them **exponentially**.

There is a **big untapped potential**, made of **community organisations** (civil society, hospitals, universities, professional networks and local governments), whose audiences and trend-setting potentials, beyond their contributions to total GHG emissions, have been largely overlooked so far.

Climate action brings multiple co-benefits, yet often underestimated and misunderstood (long-term cost-effectiveness, better health, cleaner air, protection of biodiversity, reduced waste, new jobs, safety...).

OUR VISION

In line with the Paris Agreement (2015), we envision a sustainable future, with the achievement of net-zero emissions made possible by an **exponential surge of organisations leading the way towards science-based reduction targets**, thus creating an unstoppable momentum across society.

They will demonstrate that climate action is increasingly accessible, feasible and beneficial, influence their ecosystems, get other organisations on board, and accelerate the implementation of climate solutions towards a social tipping point.

Reaching drawdown – the point when greenhouse gas levels in the atmosphere start to decline – through drastic reductions of greenhouse gas emissions and development of carbon sinks, requires a whole-of-society approach and transformative shift in scale within the next few years.

OUR TEAM

The Climate Action Accelerator operates as a **not-for-profit association**, whose mission and values are formalised in an organisational Charter. The programme is coordinated by a **multidisciplinary team**, under the direction of Bruno Jochum, Initiative Lead, and former Executive Director of Médecins Sans Frontières (MSF) in Switzerland.

This team contributes to the success of the programme through:

- **Strong values and a shared sense of urgency**
- **A drive to operationalize climate action and make it happen**
- **A spirit of collaboration** to connect knowledge and experience with the needs of organisations
- **Wide-ranging networks with major players** in the areas of aid, health and education.
- **A cutting-edge expertise**, in these three priority service sectors and a deep understanding of issues related to climate-induced crisis.
- **An extensive international experience** at high levels of responsibility.

CONTACT US

contact@climateactionaccelerator.org

OUR MISSION

We want to set a trend in society by which the greatest number of organisations **halve their emissions by 2030 or earlier**. To do so, we:

EMPOWER

Empower emblematic organisations to **at least halve their emissions by 2030**, through a "one-stop-shop" support service

CHAMPION

Transform them into **champions of change** within their networks, able to influence their ecosystems

COMMUNITY

Build a **global community of action**, sharing climate solutions as a free universal good, in order to scale up their implementation

HOW WE TRIGGER CHANGE?

The Climate Action Accelerator acts as a radical catalyst for change, by **"tipping the middle of society" into action through five sequential steps:**

1

Remove barriers to action for aspiring leaders

We can overcome psychological barriers or obstacles to change, and inspire action, by giving rapid access to tailor-made and scalable climate solutions. We can showcase that climate action can be simple, feasible and beneficial, spreading rapidly positive social norms among decision-makers, colleagues, and peers.

2

Act at the organization's level

The most influential level for climate action to maximise reach. Community organisations can point the way forward by figuring out the economics of change, involve employees, and impact not only their lives and beliefs, but also tens of additional people. Beneficiaries, clients, suppliers, partners and peers can follow a similar path. If they did it, why can't we?

3

Prioritize 3 trustworthy sectors

Aid, Health and Education & Research - for their critical and long-neglected amplification potential, the social trust they inspire, their significant contributions to carbon emissions, and our experience in these fields.

4

Initiate a domino effect

Through their networks to leverage on social tipping points. Whereby a small initial action drives a self-reinforcing and amplifying process, these organisations will act as "vectors of change", to replicate their commitment within their respective spheres of influence and get more organisations on board, for an exponential impact.

5

Act in multiple contexts

To achieve global impact. While acting in high-emitting societies, we will also target emerging countries (in Asia, Africa and Latin America), because this is where greenhouse gas emissions will increase most in the next decade, and where climate adaptation and resilience need will be the greatest.

OUR APPROACH

To catalyse rapid and radical change, the Climate Action Accelerator's approach is based on the following principles:

■ CO-CONSTRUCTIVE.

From the outset, representatives from partner organisations are systematically associated to the design, steering and implementation of activities supporting their respective sector.

■ COLLABORATIVE

Climate solutions are in open access, as a common good. Actively engaged in a community of action, organisations find and share climate solutions to common challenges, as well as network resources, learn from one another, and provide mutual support.

■ SOLUTIONS & ACTION-ORIENTED.

We select the best existing toolkits adapted to the realities of the different targeted sectors, connect organisations with the sustainable solutions needed to take meaningful climate actions and provide the enablers to amplify them. We focus first on “quick wins”, highly visible, inspiring and impactful. We also fill the gaps when they exist.

■ TAILORED TO THE NEEDS.

Beyond toolkits and playbooks, we provide organisations with support and personal guidance, in their journey to net-zero.

■ CROSS-SECTORAL

The programme engages stakeholders in a variety of disciplines, bringing actors from the three priority sectors together with climate experts and practitioners from other related fields, to allow cross-fertilisation and improve efficiency. With aid, health and education being all “service” sectors, we can activate the same fundamental levers for climate action, favour synergies and economies of scale.

■ DEDICATED TO SUSTAINABLE DEVELOPMENT.

We advance a holistic model of climate action that incorporates the 17 Sustainable Development Goals (UN Agenda 2030). Sustainable solutions simultaneously support climate stabilisation, biodiversity as well as social and economic goals.

OUR IMPACT STRATEGY : THREE PRIORITY TARGETS

We initially prioritise 3 specific service sectors.



AID



HEALTH



RESEARCH
EDUCATION

They have the highest amplification potential, in terms of trustfulness, reach - local, national, international - and connectedness, as they provide care, protect, generate knowledge, and prepare future generations. **They rank among the five most trusted sectors in society**, and are often viewed as role models, acting with integrity. Their leadership on climate action is most likely to inspire emulation by others, and throughout society.

Each of these sectors makes sizable contributions to GHG emissions. Globally, the **healthcare sector** represents **5% of total emissions** – the world's fifth-largest emitter if it were a country - of which **70% are attributable to supply chains**. Supply chains are also a leading source of emissions for **aid organisations**, transporting relief items around the world. Aid actors can also reduce their carbon footprint by “building back better”. **In the education sector**, energy consumption and travel - due to increases in international student mobility - have emerged as a major source of GHGs, contributing more than the annual emissions of many countries.

Solutions are easily transferable, with adaptations, across these three sectors. They represent major service sector organisations with missions of public interest. The service sector plays an increasing role in economies around the world and is responsible for a growing share of direct and indirect emissions, attributable to a variety of factors (buildings, food, transport, digital, supply chain, waste, land management). These are key climate action levers to curb emissions from the demand side of the equation. Based on similarities among these three sectors, the Climate Action Accelerator will activate the same fundamental levers for climate action, allowing cross-sector fertilisation, synergies and economies of scale.

OBJECTIVES

The Climate Action Accelerator operates around **three primary objectives**:

EMPOWER

Empower emblematic organisations to at least halve their emissions by 2030, through a “one-stop-shop” support service

CHAMPION

Transform them into champions of change within their networks, able to influence their ecosystems

COMMUNITY

Build a global community of action, sharing climate solutions as a universal good, in order to scale up their implementation

Read the details



on the next page.

TIMELINE

The Climate Action Accelerator seeks to set a trend with an increasingly global reach, mobilising organisations and their ecosystems toward meaningful climate action. It follows a multi-year launch schedule, with several key phases:



JOIN US

The Climate Action Accelerator gives you the opportunity to join efforts and become a partner, in a **win-win perspective**.

Actively involved in the initiative, you will publically commit to at least halve your carbon emissions by 2030, share experience with a community of practice, be transparent on results and enrol other organisations in the initiative to ensure replication.

You will benefit from:

- **A strategic opportunity to participate to a universal collective goal** – accelerating climate stabilisation – and contribute to tipping society into direct action.
- The membership of an emerging cross-sector, transnational **community of practice, sharing climate solutions as a free common good**. A space where frontrunners and newcomers collaborate together.
- Concrete **access to a “one-stop-shop support service”** with toolkits, resources and expertise.
- **Strategic decision-making advice** to set objectives, roadmaps and action plans.
- **A reputational gain**, with a new role as a committed champion in your own ecosystem, high visibility provided to your climate action, progress and results.
- **Economies of scale**, with a return on investment higher than the contribution required by an alternative investment in-house.

AT THE END OF THE NEXT 3 YEARS, WE EXPECT TO HAVE:

100 emblematic organisations,
engaged in halving their emissions
by 2030

30 organisations within each
sector identified to become
“champions”

An international community of
practice, fully effective in both
high and low income countries

OBJECTIVES, ACTIVITIES AND DELIVERABLES

OBJECTIVES

SUB-OBJECTIVES

ACTIVITIES

DELIVERABLES

1. EMPOWER EMBLEMATIC ORGANISATIONS TO AT LEAST HALVE THEIR EMISSIONS BY 2030

1.1 Inform on risks, opportunities and benefits

- Face-to-face presentations with decision-makers and staff
- Open source interactive modules

- Briefing modules (Climate emergency, Risks and impacts on activities, Contributions to carbon emissions, Levers of action, Success stories and case studies, Costs and benefits of action, Available resources, Incentives and networks)

1.2 Simplify the measurement of emissions reductions

- Simplified methodologies for carbon metrics and reduction monitoring
- Guidance and coordination of baseline measurement
- Referral to specialists

- Examples of benchmarks for similar organisations/sectors
- 10-year emissions monitoring dashboard
- List of recommended experts and linkages to practitioners and specialised partners
- Focused working group sessions

1.3 Support with playbooks, best practices and resources

- Selected toolkits and solutions for all key levers (transport, buildings, digital, supplies and waste, food, land).
- Connection to successful experiences, achievers and technical expertise
- Guidance

- Mapping of best existing open source tools
- Production of missing toolkits and sector relevant playbooks
- Repository of case studies and positive examples
- Repository of resources (technical expertise, existing initiatives, funds, incentives, standards and regulations...)
- Linkage to practitioners and partners

1.4 Advise decision makers on the formulation of science-based roadmaps

- Advice to Boards and executive teams on strategic roadmaps and detailed action plans
- Assistance in their development and implementation

- Selection of roadmap examples per type of organisation and sector
- Organisation of focused working sessions
- Production of tailor-made strategic roadmaps
- List of quick win actions with expected impacts
- List of specialised consultants

2. TRANSFORM ORGANISATIONS INTO CHAMPIONS OF CHANGE WITHIN THEIR NETWORKS

2.1 Commit organisations to at least halve their emissions by 2030

- Formal commitment act
- Enrolment as champions of a critical mass of pilot organisations

- Public commitment to at least halve emissions by 2030 with endorsement of trajectory and exemplary action path, experience sharing with community of practice and transparency on results
- Enrolment campaign

2.2 Build their capacity to influence their own ecosystems

- Guidance on strategy of influence
- Training of « Ambassadors » and transfer of communication toolkits to replicate commitment by new organisations

- Playbooks for replicating “vectors of change”:
- Public visibility campaign on commitments, actions, and results
- Presence in relevant local, regional, and international events
- Communication tools
- Training sessions for « ambassadors »

2.3 Provide visibility to attract more organisations towards exemplary action

- Increased visibility to their commitments, progress and results
- Public narrative to shift perception of climate action as feasible

- Website
- Online promotion of materials for commitments, positive examples and results
- Social network and media coverage
- Presence in relevant local, regional and international events

3. BUILD A GLOBAL COMMUNITY OF ACTION, SHARING CLIMATE SOLUTIONS AS A UNIVERSAL GOOD, TO SCALE UP THEIR IMPLEMENTATION

3.1 Share know-how and experience through an open cooperative platform

- Free online cooperative forum to share experiences, best practices and tools
- Peer-to-peer interactions between organisations
- Webinars and events

- “One-stop-shop” interactive web platform with an associated knowledge bank (playbooks, tools, repositories, useful links)
- Virtual collaborative space allowing peer-to-peer interactions, focused group work sessions
- Individualized advice, mentoring and coaching
- Thematic webinars

3.2 Identify new solutions to common challenges

- Face-to-face events at local or regional level to address a recurrent obstacle or challenge
- Identification of solutions by building on community experience and inputs

- Single issue workshops for operational staff and experts
- Production of new tools addressing an obstacle or challenge

3.3 Animate a community of action rewarding member organisations for progress

- Promotion of a shared identity of purpose between frontrunners and beginners, implementers, experts and resource providers
- Reward champions and innovation.
- Publicity on progress with transparency on key indicators

- Guiding principles and common identity
- Interactive web platform supporting membership and providing visibility on positive achievements
- Social network and media coverage
- Regular monitoring of key indicators at community-level and per organisation
- Public disclosure of carbon emissions per organisation



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