

#### Some practical requirements:

- Need a few good spokespersons (including Youth) who are willing to spearhead the effort
- Need to provide support to the spokespersons with:
  - Writing
  - Research
  - Logistics
- Need good science to back up MSV (including costs)
- Need to have a common message
- Must 'brand' ourselves
  - Letterhead
  - Logo
- Combine media contact list
- Assemble archive of photos and B-roll
- Need to build cadre of new leaders
- Roster of experts

#### Advantages of MSV

- Arctic has been good at getting global attention
- Inuit have a presence in Washington (Northstar lobby group)
- SIDS have access to UN processes as they are member states
- SIDS have permanent missions in NY and Washington)
- We have the moral high ground
- We are "sexy"

#### Some Obvious targets

- UNFCCC and post-Kyoto (from now to 2009 is key)
- U.S. (and other recalcitrant countries such as Canada and Australia)
- EU and Climate Action Network (to educate about 2 degrees C target)
- Bad corporate citizens
- India, China, Brasil

#### Clearly identified opportunities:

- Meeting of the UNFCCC Dialogue Group and Kyoto Protocol Working Group August 27-31 (Vienna)
  - Joe Konno willing to advance message through Micronesia but must be able to vet message by mid-July)
- Side event at the COP in Bali
  - Have a pre-Bali meeting of MSV (perhaps with AOSIS?)
- Have displays and cultural presentations at COP in Bali (North Slope (Alaska) dancers and Torres Island Strait)
- Request to IPCC for report on "vulnerable groups"
- Invite SIDS (Chair?) to become observer at the Arctic Council

- Press releases and letters to editors
- TV public service announcements (in Alaska but get picked up nationally sometimes)
- New UN Secretary-General panel on Climate Change (includes Brundtland) will be naming panel of advisors
- Nordic Council ministers meeting in Greenland 2008

#### Adaptation

- UNFCCC processes are disappointing
- Must use big concepts such as “polluter pays”
- Must define concept of “vulnerability”

#### Other possible opportunities

- Legal research to identify legal avenues (SPREP, Mobility Treaties, Refugee law, NAFTA)
- CBD
  - SSBSTA meeting in Paris, July 9-12
  - Next COP 2008
- Engaging Indigenous Groups (must be aware of situation vis à vis UN Declaration on Indigenous Rights)
  - UN Permanent Forum on Indigenous Peoples
  - International Indigenous Climate Change Meeting in Alaska in 2008
- Human rights
- Religious Groups
  - World Council of Churches
  - Religion, Science and Environment meeting in Greece in 2007(?)
  - Bahai
- Red Cross and Red Crescent
- Youth groups
- Bring SIDS to Arctic and Arctic to SIDS (speaking tours)
- Commonwealth
- Francophonie
- Arctic Parliamentarians
- Regional carbon trading states
- OCTA
- State of Alaska Climate Change Commission
- Insurance and Reinsurance companies (Munich Re and Suisse Re)
- Enlightened Companies (BP and Toyota, Richard Branson)
  - Must be careful to not lose moral high ground
- Hollywood
  - Korianna Kilchner
- Clinton Global Initiative
- GEF
- Non traditional media (airline magazines)

Must look outside our comfort zone for opportunities

- Educators
- Health Association

2:45

Adaptation  
- Reforestation  
- Carbon trading

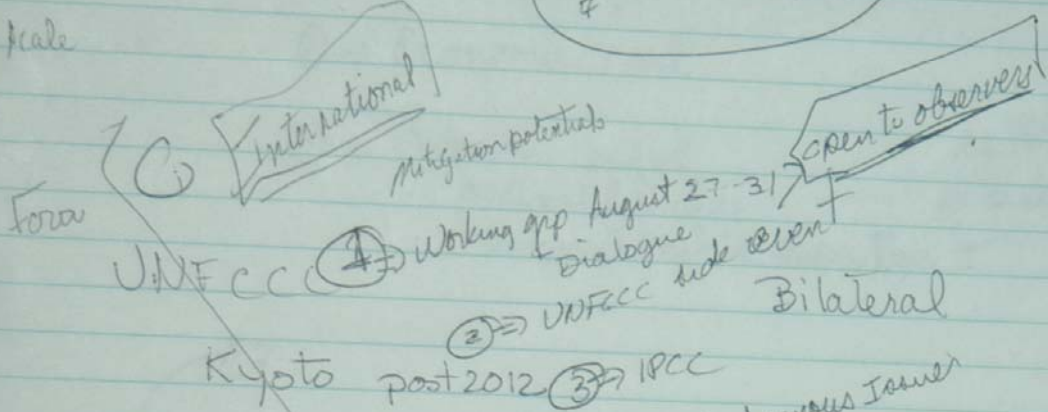
Capacity

AOSIS

Arctic

EU looking for support  
4 SID5

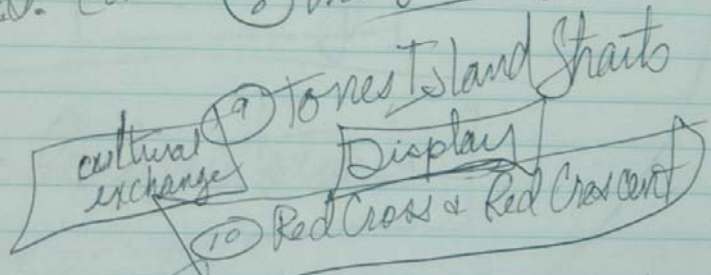
Scale



Legal Instruments

- UNFCCC
- CBD
- HR
- other
- July 9-12 Paris
- Arctic Council
- U.S.
- OCT
- Religious groups
- Indigenous groups
- 2009 Meeting COP Copenhagen
- Religion, Science, Environment
- EV. Commission

- structure
- leadership
- 



- 11) Youth Groups
- workers
- 12) Hollywood
- 13) Nordic Council of Ministers
- Bring people to us!