International Commission for the Protection of the Alps For sustainable development in the Alpine region

18. November 2024,
15.30-17.30
Online talk and Workshop
Money, Activism, Climate
Action: Strategies for a
sustainable Future
with David Hofmann from
Climate Action South Tyrol



Co-funded by the European l





About the project Via Alpina Youth

The Via Alpina long-distance-trail has been connecting all of the Alpine countries for over 20 years now. The project "Via Alpina Youth – walking the change" spreads knowledge, ideas and opportunities on sustainable lifestyles, inclusion, environmental protection and climate change along the Via Alpina trail.

Activities

- International base camps in Italy, Switzerland and France
- "Yes, we Camp" walking weekends in France and Germany
- Visit Utopias: videos, podcasts etc. about inspiring initiatives and people who live sustainability
- Workshops on communication, climate change and inclusion
- Job shadowing

This project is funded by the Erasmus+ program of the European Union.

www.cipra.org/via-alpina-youth





Money, Activism, Climate Action



David Hofmann

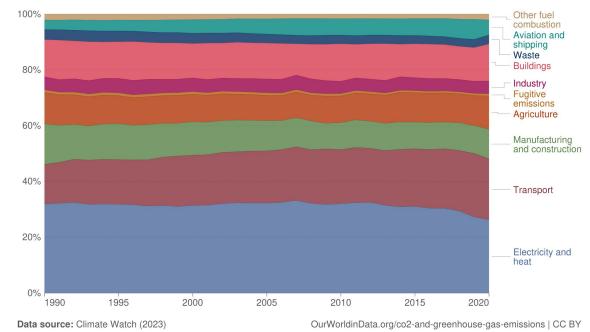
What can we do to mitigate climate change?

- 1. Electricity and heat
- 2. Transport
- 3. Buildings
- 4. Agriculture
- 5. Manufacturing and construction

Greenhouse gas emissions by sector, European Union (27), 1990 to 2020



Greenhouse gas emissions¹ are measured in tonnes of carbon dioxide-equivalents² over a 100-year timescale. Land-use change emissions are not included.



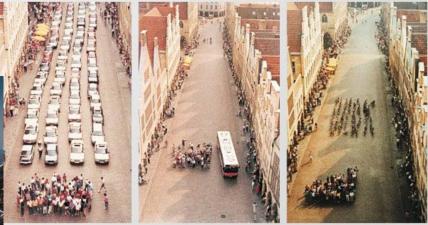
What can we do to mitigate climate change?

As individuals the most effective thing we can do is to:

- \star eat less meat and dairy products, reduce food waste
- ★ live car-free or drive less
- ★ and generally: consume less



space required to transport 60 people





But don't go crazy about it.

Have you ever measured your carbon footprint?

You need to know that:

- British Petroleum made the concept popular through a marketing campaign
- Who is responsible?
 57 companies accounted for 80% of the world's CO2 emissions in the last 6 years
- Private individual actions don't increase at a sufficient rate

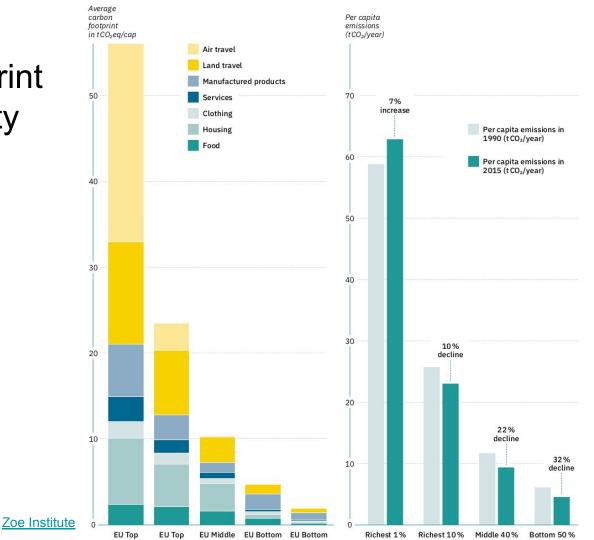


A Historical Analysis of the Oil and Gas Playbook Against Renewables and Electric Vehicles _{July} 2024

Influence Map

Average carbon footprint hides carbon inequality

Emissions grow exponentially with wealth



Okay, but what can we do about the fossil fuel industry?

If banks don't divest, we have to divest from them.

Change your bank today, it is not much effort but has a solid impact:

https://bank.green/

Banks are propping up the fossil fuel industry to the tune of €6.5 trillion, new report finds



Is this enough?

No. But what else can we do



Activism!



Activism!





Global climate movements Fridays for Future and Extinction Rebellion brought the climate crisis into the public awareness!

Activism 101

Okay, let's take a step back: what is activism?

"the use of direct and noticeable action to achieve a result, usually a political or

social one" - Cambridge dictionary

- Be effective and win the attention economy
 - Artistic actions, flash mobs, something that surprises
- Reducing rewards for doing the wrong thing

 Boykott campaigns
- Increasing rewards for doing the right thing
 - Build alternative economies
 - Moral and emotional support for fellow activists



Activism works!

A golden rule: the movement must not be split!

Even if they use tactics that you do not agree with, try to be in solidarity with them nevertheless, after all they share the same cause.

(pragmatic) Why?

Because: Radical flank theory

nature sustainability

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 Article
 Published: 21 October 2024

Radical climate protests linked to increases in public support for moderate organizations

Markus Ostarek 🖾, Brent Simpson, Cathy Rogers & James Ozden

Link to article

Activism - advanced ;-)

Think synergies!



Locale

FLASHMOB

Extinction Rebellion Trentino-Südtirol in piazza Municipio a Bolzano

27 novembre 2022





Trentino & Süd



BOLZANO

Crisi del clima, la destra litiga

L'ambiente. Vettorato (Lega) reagisce a Fdl: «I consiglieri negazionisti rischiano di annullare anni di lavoro» Ma Scarafoni, contestata dai Fridays, rincara: «Non sanno la differenza tra buco nell'ozono e buco della serratura»

BOLZANO. Il riscaldamento agita il pianeta, ma anche la destra non-che scherzi. Ha iniziato Anna Scarafoni, consigliera comunale d Fdl: «L'ecologismo? È una moda, come Greta». Ha continuato il collega consigliere Alessandro Forest, sempre di Fdl: «Non ci so-no certezze che tutto quello che no certezze che tutto quello che accade sia dovuto all'attività dell'uomo». Ma poi è arrivata la Lega. Con Giuliano Vettorato: «La tutela dell'ambiente non è una modal». Con tanto di punto sedamativo giuto age periode esclamativo, giusto per marcare la distanza. E ha proseguito, il vi-cepresidente della Provincia e assessore appunto all'Ambiente: «Ed è per questo che non condi-vido assolutamente le affermazio-ni di certi politici locali». Sottolineando i "certi" e i "locali". Un bella faglia, a proposito di terra. F non su una questione di poco con to, visti anche i livelli di investimento sul territorio a r



di bilancio nibale non avrebbe potuto pass BOLZANO, «Le audizi re facilmente le Alpi») e Alessan Commissione stanno cor mando tutti i dubbi si dro Forest, molto critico nei con fronti delle certezze ecologiste. sua volta Marco Galateo neo igliere provinciale di FdI insiste Non amo un approccio tro ma anche la debol logico a questi temi. Servi misure a favore delle de uscire dalla demagogia e dare spa interviene così la senatr io anche al confronto Ad esen presidente del Gruppo a quello sui rischi per il lavor tonomie Julia I l'occupazione di accelera «Sulle pensioni, la nuov oppo marcate dal punto di vista zione donna" limitat energetico. E fare informazio trici con invalidità civile ne». Ma Giuliano Vettorato non riore al 74%, caregiver el arretra: «In questo modo, i consiziste condan glieri negazionisti rischiano di an-nullare anni di lavoro e di interdonne a rimandare di di venti precisi sul fronte ambienta voro. Sono poi del tutto le. Sono con noi i 116 comuni a ti interventi attuativi del I toatesini. Lo scioglimento dei ghiacciai, la tempesta Vaia sono

sotto gli occhi di tutti. E dunque

ne per i datori di lavoro n

vorire il rientro occupat

and in case of the local division of the loc

Il Senato Unterberger critica

la manovra

Activism - getting started

How to get started:

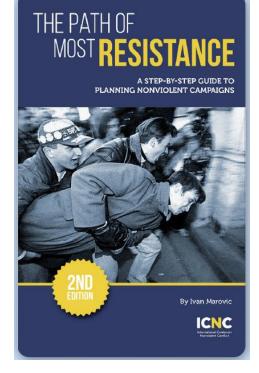
- 1. Checkout some groups where you live, be curious and give yourself a bit of time to find the crowd that you feel well with.
- 2. Be ready for the journey: you will need time and energy.
 - a. Where do you find time? Freetime. Reduce Netflix etc. or go part time
- 3. Build synergies really, this cannot be underestimated.
 - a. Nonviolent communication helps, listening helps, developing a sense of the bigger picture

Activism - getting started

Advocacy:

- Talk or write to your representative
- Build relationships with politicians

If these don't help, maybe it is time to consider going a step further: explore different tactics and strategy for instance nonviolent civil disobedience.



Success in South Tyrol

Achieved: Climate neutrality until 2040

Next step: climate law.





Klimaplan

Collective brainstorming: how to increase our influence

Three breakout rooms: Regional, State, European level.

Question: On what level of political decision making are you already active or would you like to engage and why?

Leave breakout rooms:

