

**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

Picture: Cristian Castelnovo



CIPRA
LIVING IN
THE ALPS

Welcome!

VIA
ALPINA
YOUTH



Co-funded by
the European Union



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



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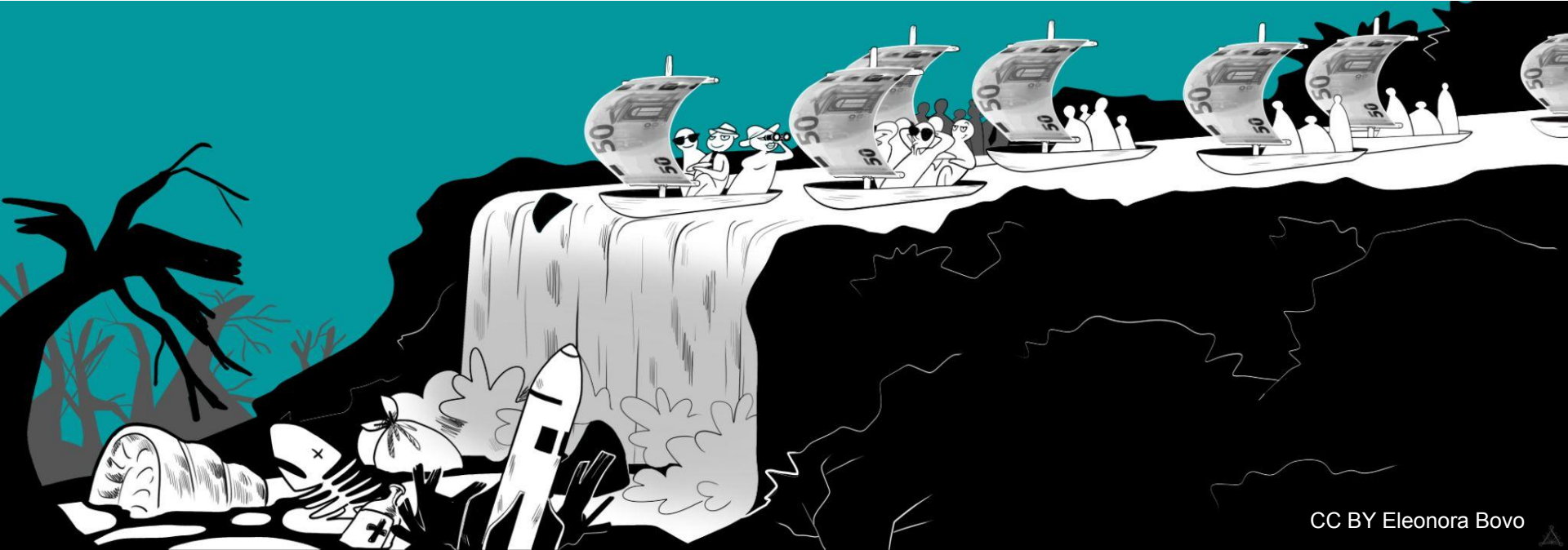


Picture: Julia Niederkofler, Location: Seifentufge/CH



VIA
ALPINA
YOUTH

Money, Activism, Climate Action



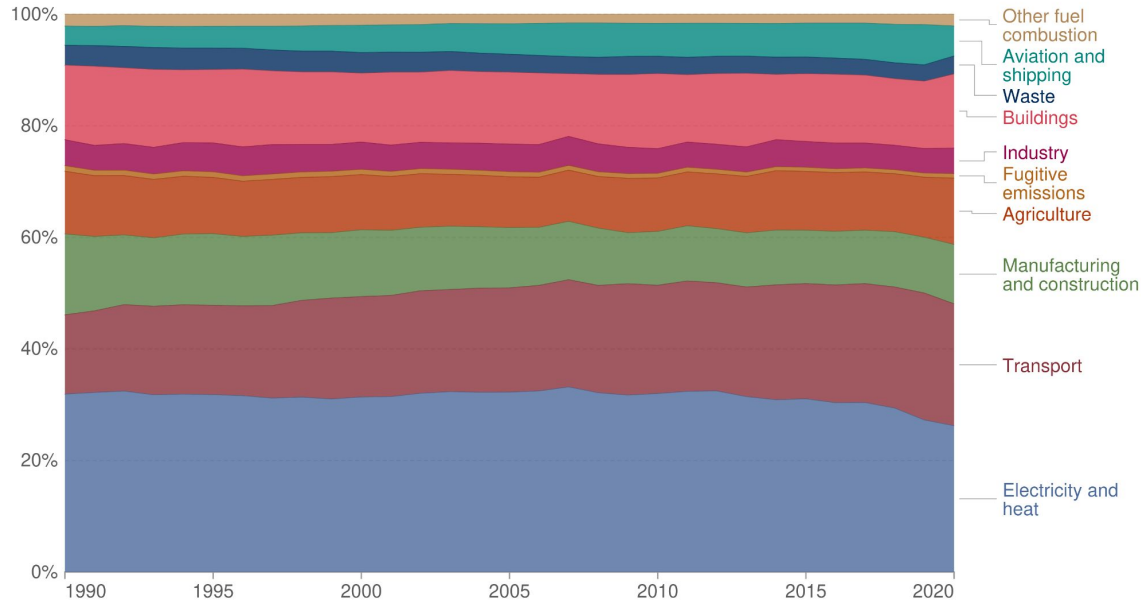
David Hofmann

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.



Data source: Climate Watch (2023)

OurWorldinData.org/co2-and-greenhouse-gas-emissions | CC BY

What can we do to mitigate climate change?

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

- ★ 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

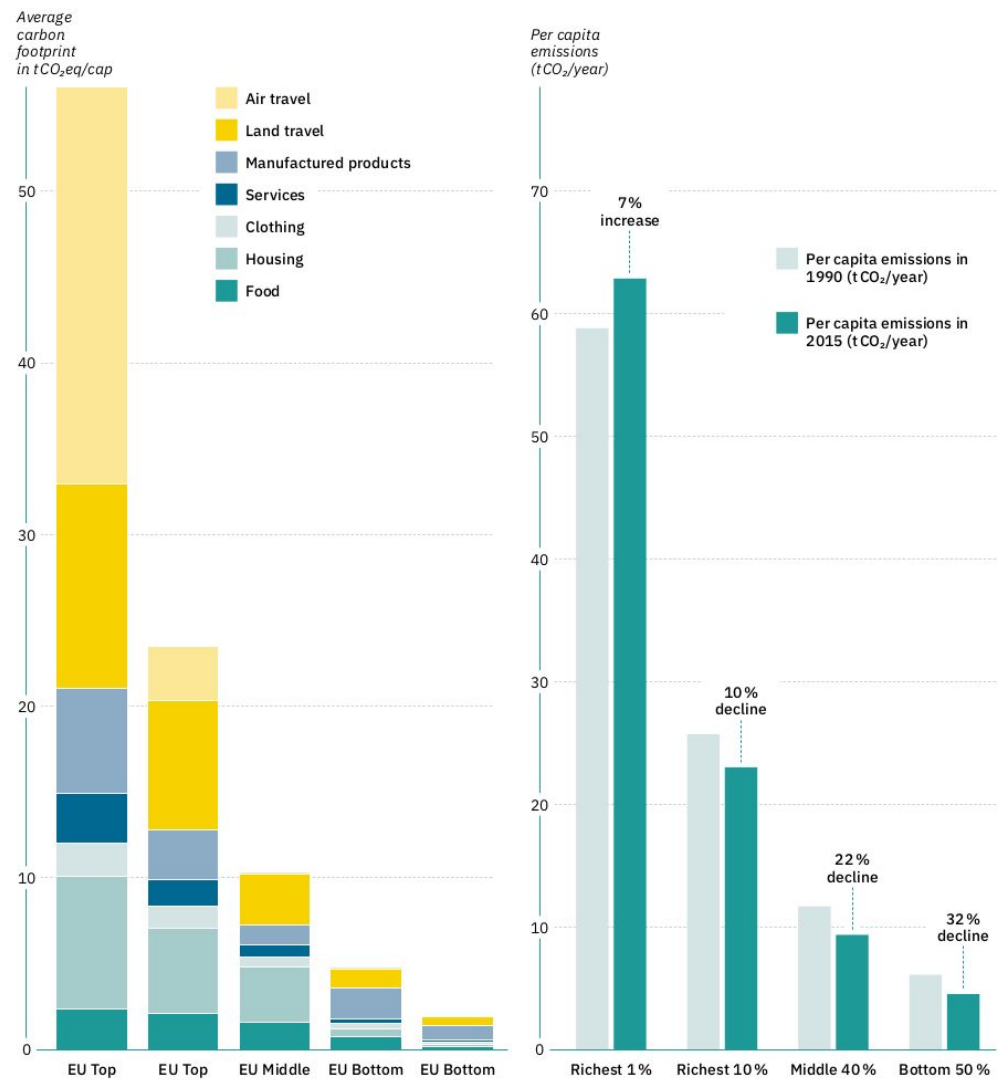


[Influence Map](#)

Average carbon footprint hides carbon inequality

Emissions grow exponentially with wealth

[Zoe Institute](#)



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**



[Euro News](#)

Is this enough?

No. But what else can we do
as **individuals**?



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
 - Boycott 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


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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



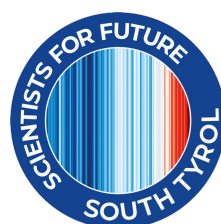
FLASHMOB

**Extinction Rebellion Trentino-Südtirol
in piazza Municipio a Bolzano**

27 novembre 2022



**extinction
rebellion**
Trentino & Südtirol



Activism - getting started

How to get started:

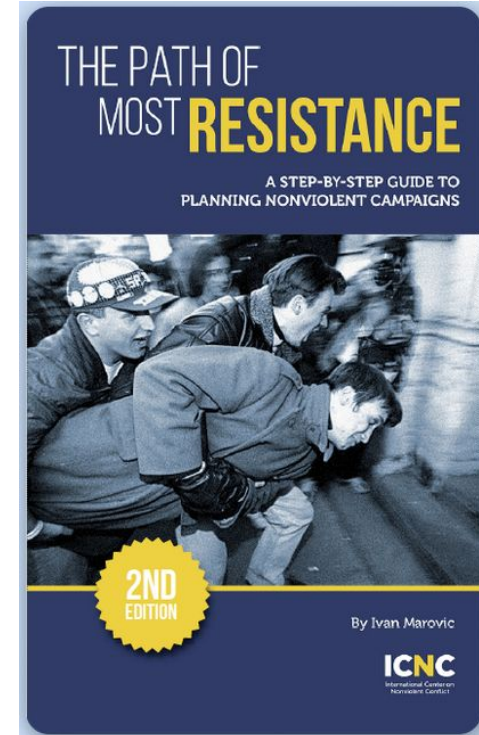
1. Checkout some groups where you live, be curious and give yourself a bit of time to find the crowd that you feel well with.
2. Be ready for the journey: you will need time and energy.
 - a. Where do you find time? Freetime. Reduce Netflix etc. or go part time
3. Build synergies - really, this cannot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



[Link to book \(pdf available\)](#)

Success in South Tyrol

Achieved: Climate neutrality until 2040

Next step: climate law.



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:

