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# Individual Advocacy for Climate Action: The society-politicians interface

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# New Deals for Climate Action

## What Is the Green New Deal?

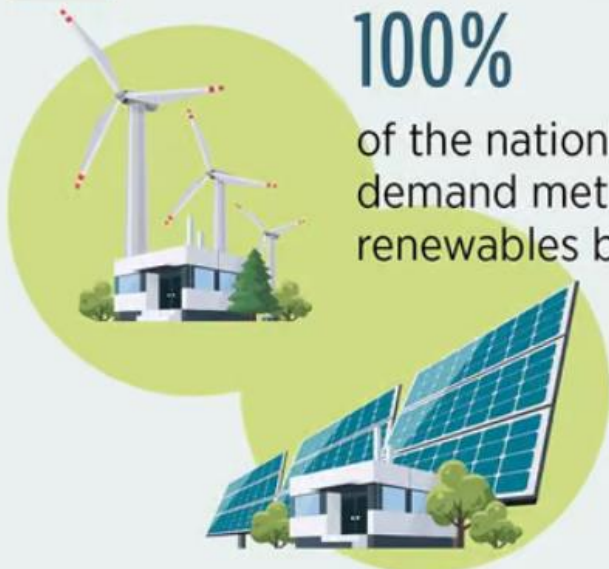
A **45 percent** cut in carbon emissions by 2030 could keep global warming to **2.7°F**. Here's how to save the planet and create jobs:

1

**What works for  
the environment...**

**100%**

of the nation's power  
demand met with  
renewables by 2030.



2

**...can also work for  
the economy.**

**10 million**  
new jobs in the  
first 10 years.

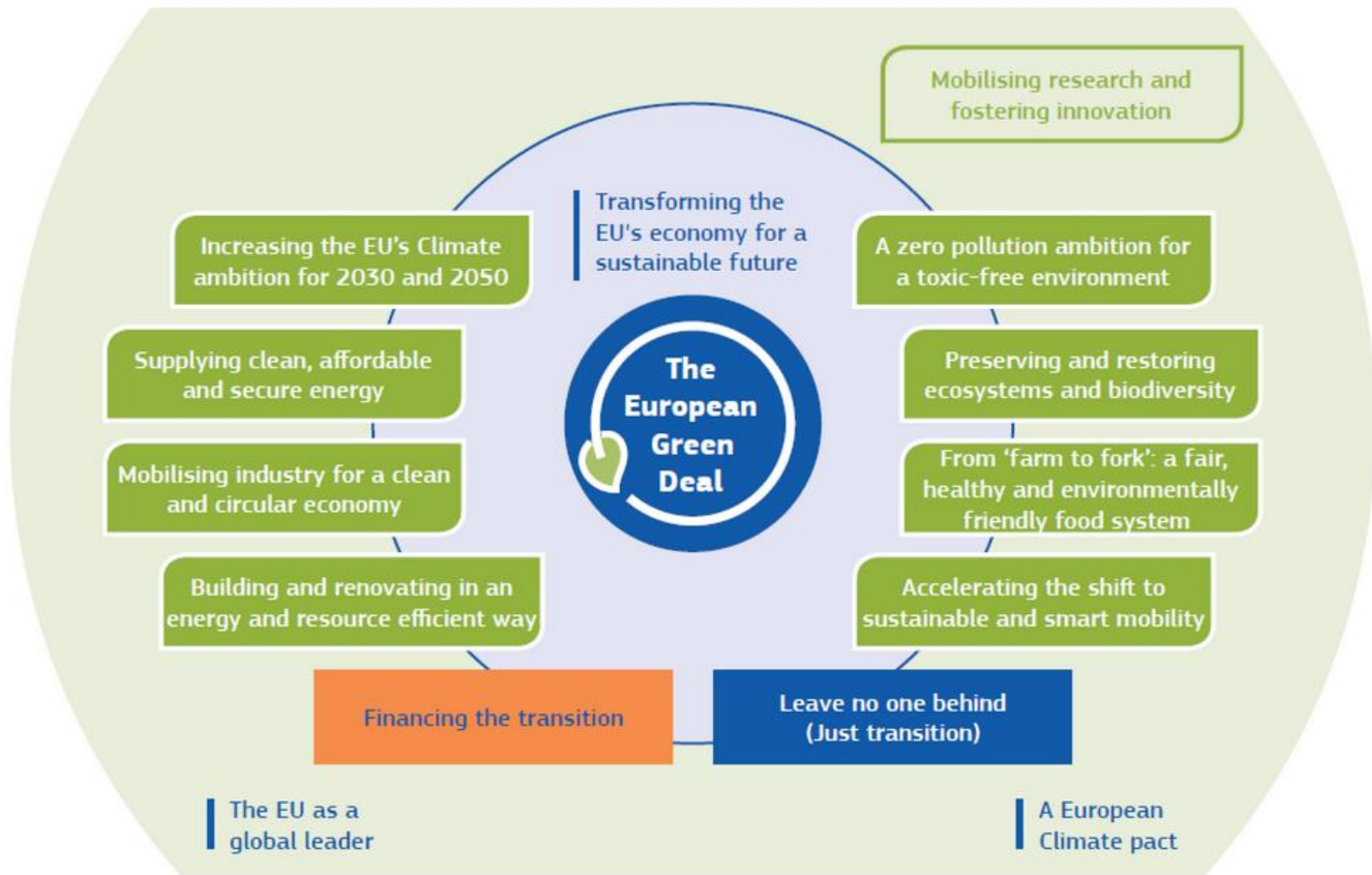


**THE  
Nation.**

Sources: Data for Progress; IPCC  
2018 Infographic: Tracy Matsue Loeffelholz



# New Deals for Climate Action





# Climate Pact Ambassadors (CPAs)

## Filter by

### Keywords

### Thematic areas

### Country

### Type

Search

Clear filters

## Meet our Ambassadors (558)



Showing results 1 to 20

European Climate Pact Ambassador representing the European Committee of the Regions in Finland

[Mikko Aaltonen](#)

### Email

[mikko.aaltonen@tampere.fi](mailto:mikko.aaltonen@tampere.fi)

### Social media links

[Twitter](#)

### Responsibilities

As a Climate Ambassador, I will promote our Green Deal goals locally and regionally working together with national as well as European levels. My aim is to increase dialogue with local authorities and citizens of my home city and region on how to best put our climate and environmental policy commitments into practice. Tampere has already taken many important steps towards circular economy and carbon neutrality, but more can be done. Good local practices can be linked better to European goals.



### Thematic areas

climate education & awareness  
raising • energy • green areas: flora,  
biodiversity • green buildings, renovation  
wave • green skills • sustainable transport

### Country

Finland



# Climate Pact Ambassadors (CPAs)

European Climate Pact Ambassador in Italy

**Daniela Acquadro Maran**

## Responsibilities

Since 2019 I conduct investigations into the negative consequence of climate anxiety in young adults. These consequences have an impact on the mental health of individuals that perceived themselves and their community as unable to purpose effective behavior to mitigate climate change. The scientific literature on this issue suggested that the perception of self and community efficacy could lead to adopting pro-environmental behavior. I would study this phenomenon and spread information about it.



## Thematic areas

climate education & awareness  
raising • other

## Country

Italy

Source: European Commission





# Climate Pact Ambassadors (CPAs)

European Climate Pact Ambassador in Spain

[Antonio Aguilera Nieves](#)

## Social media links

 [Facebook](#)

## Responsibilities

Soy voluntario ambiental con el claro convencimiento de que la mejor acción es el ejemplo.

Vivo en Andalucía, una de las zonas de la UE donde mayor es el impacto del Cambio Climático.

Lograr mantener los equilibrios naturales y conseguir que el progreso de las personas sea compatible con la biodiversidad es nuestro gran reto colectivo de los próximos años.

Para ello debemos sustentar nuestras acciones en la conciencia y en hábitos de compra y consumo responsables con todos.

I am an environmental volunteer with the clear conviction that the best action is by example. I live in Andalusia, one of the areas of the EU where the impact of Climate Change is greatest. Maintaining natural balances and ensuring that people's progress is compatible with biodiversity is our great collective challenge for the coming years.

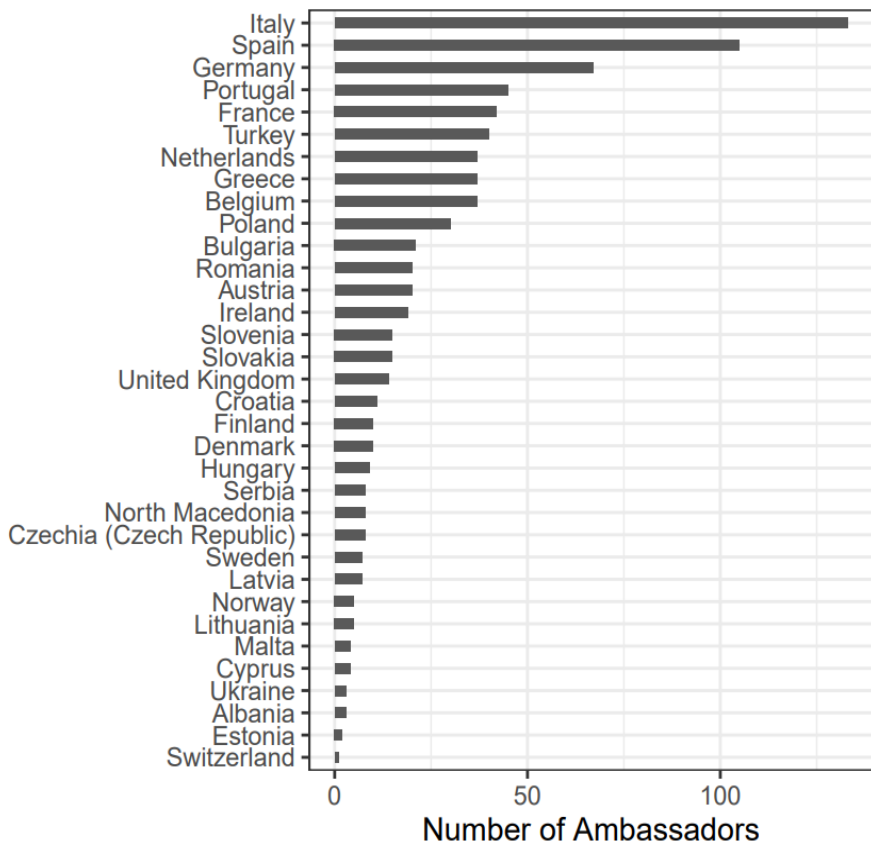
To do this, we must support our actions in awareness and in responsible purchasing and consumption habits with everyone.



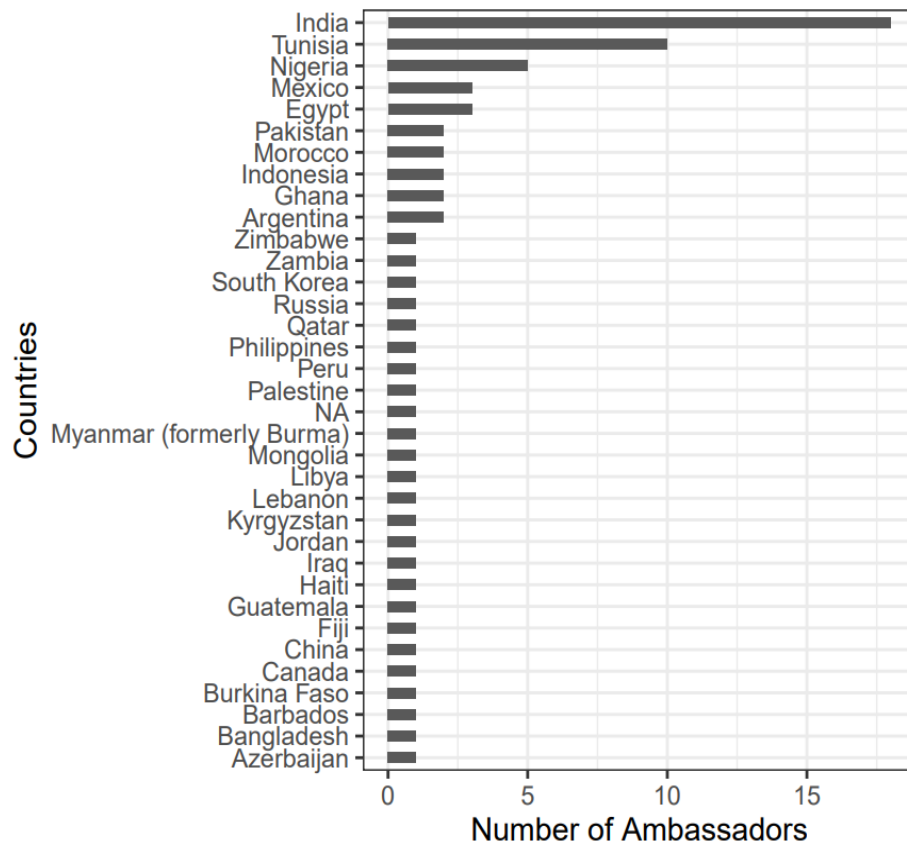


# Distribution of countries

EU Members and Associates



Non-EU/Associate countries



Tosun, J., Geese, L., & Lorenzoni, I. (2023). For young and future generations? Insights from the web profiles of European Climate Pact ambassadors. *European Journal of Risk Regulation*, 1-13.



# What role for CPAs?

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- Lead by example: taking climate and environmental action.
- Inspire others: encourage citizens, organisations, and regional and national governments to get involved in climate action and to deploy ambitious measures to accelerate systemic changes.
- Connect with others: collaborate with like-minded individuals and stakeholders from across Europe and share information.





# What role for CPAs?

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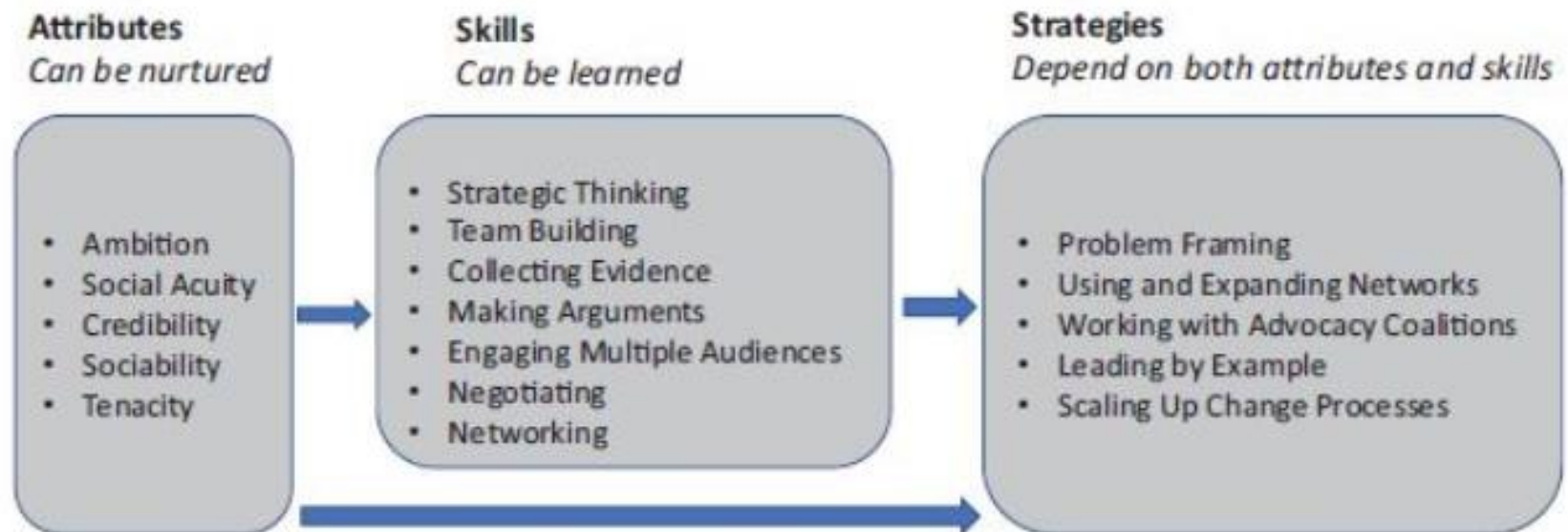
## Benefits

- Recognition from the European Commission and publication of a public profile on the Pact website.
- Access to the pan-European network of Pact Ambassadors.
- Access to resources and toolkits on climate change and climate action, the Pact, and ways to engage and communicate with others on climate-related topics.
- Access to Pact-branded material for online use (websites and social media).
- Opportunities to gain visibility for your climate action and advocacy on the Pact website and the Pact's social media channels.
- Opportunities to participate in Pact events across Europe.
- Access to online and in-person workshops with policy experts on climate action-related topics.
- Ad-hoc capacity building support.

Source: European Commission



# What role for CPAs?



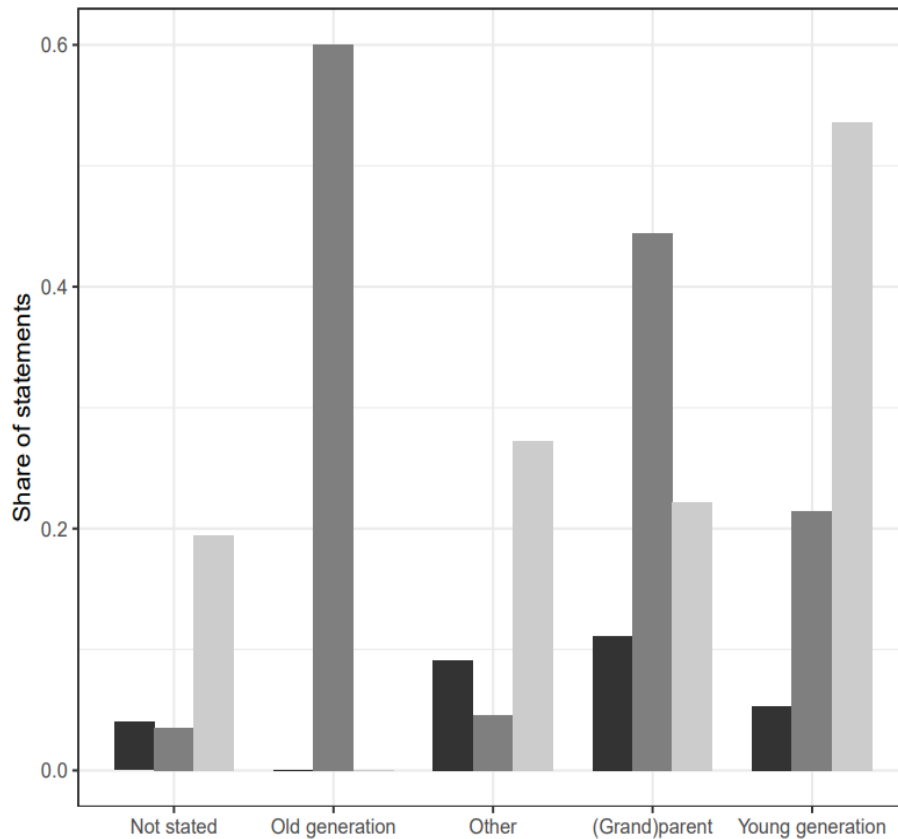
**Figure 1.** Common attributes, skills, and strategies of policy entrepreneurs.

Mintrom, M. (2019). So you want to be a policy entrepreneur?. *Policy design and practice*, 2(4), 307-323.

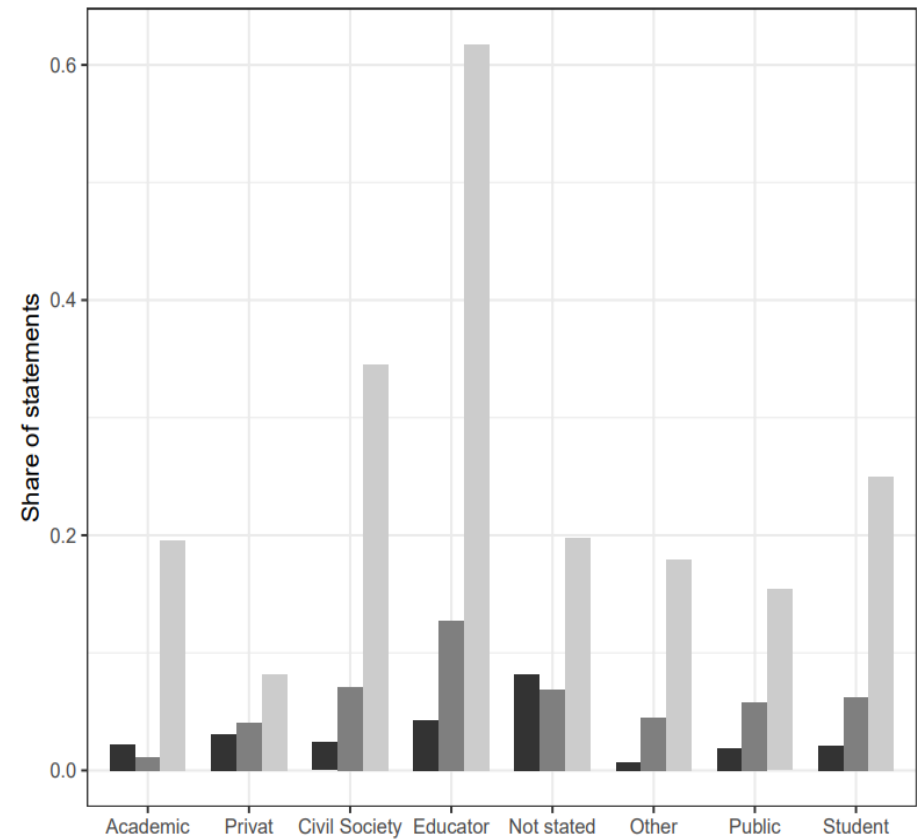


# What do CPAs promise to do?

Social roles



Professional roles



Motivation: future generations
  Motivation: young generations
  Target: young generations



# Main Insights

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- Most CPAs promise to address youth by offering education on climate change
- Very few CPAs indicate that they plan to engage in policy advocacy
- More CPAs indicate that they want to have a positive impact on the organisations in which they work, but the scope of their activities is limited to these
- Both social and professional identities matter for explaining what activities CPAs announce on their websites



# Questions for Discussion

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- How relevant are individuals for accelerating climate action?
- Which stages of the policy process could such individuals affect?
- If they approach policymakers how should they communicate with them?
- Did you ever experience that an individual was influential in your organisation for pushing an issue?





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Tusen takk for oppmerksomheten!

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