CAMPAIGN FOR BLUE SKIES & NETZERO 2050 IN THE REPUBLIC OF KOREA
To learn more, please visit us at www.blueskiesandnetzero2050.org.
On December 12, 2019, GGGI and the embassies of Denmark, EU, France and the UK in the Republic of Korea agreed to partner on a civil society Campaign for Blue Skies and NetZero2050 in the Republic of Korea (ROK) to build public awareness of the twin air pollution and climate crises and public support for ambitious action to tackle these crises. The Campaign will initially run during the first half of 2020, ending at a proposed Civil Society Summit on June 28, preceding the head-of-state P4G Summit on June 29-30, and will ask President Moon Jae-in to announce long-term strategy for Korea to become a net zero carbon emission country by 2050 and a more ambitious five-year Nationally Determined Conditions (NDC) target for the Paris Agreement in the lead up to COP26.

The Campaign

The Campaign brings together a coalition of organizations in the ROK to partner on civil society campaign in the country between the end of 2019 and the P4G Summit at the end of June 2020, to share experience from across the world with the ROK to build public awareness and support for action taken by the ROK government to address the air pollution and climate crises – and announce a NetZero250 commitment at the 2020 Summit.

Each participating organization is requested to link already planned events and engagements on climate action in the Republic of Korea to the Campaign. Some may wish to organize events for their own members and stakeholders on the broad subjects of the Campaign.
International support for these events aims to share their experience with the energy transition, with clean air legislation, with climate crisis legislation, with civil society action, with awareness raising through education, with private sector engagement, and with effective action to clean up air pollution and reduce greenhouse gas emissions. It will also seek to highlight the level of ambition other OECD, GGGI and P4G countries are announcing to inform Korea's NDC target revision.

The Campaign is designed to be self-organizing, organic and loosely coordinated through a set of shared messages, some branded material, a website that shares Campaign information, messages and events, and coordinated media events.

Examples of successful similar campaigns are for example the “We Mean Business” campaign that brings together a collation of major private sector businesses, currently 1120, with the aim of “catalyzing business action and driving policy ambition to accelerate the zero-carbon transition”.

Invitation to Join

As of December 12, 2019, GGGI and the embassies of Denmark, EU, France and UK have agreed to join the Campaign. Together with GGGI, the Climate Change Center (CCC) will serve as the Secretariat for the Campaign. Every other organization with an interest to join and support the Campaign is herewith invited to join.

For more information, please visit us at www.blueskiesandnetzero2050.org. If you have any inquiries related to the Campaign, you can reach us via email at communications@gggi.org.
Organizations joining the Campaign are welcome to organize one or more events for their own community to share information about the air pollution and climate crises, effective solutions, and experience elsewhere that may inspire action in the ROK.

The Campaign will support joining organizations by sharing campaign material, sharing speaker resources, and campaign updates – but each joining organization is expected to be self-organizing and self-funded. There will not be central funding to support proposed events of joining organizations – though Campaign partners may agree to organize and fund joint events.

**Secretariat**

GGGI and the Climate Change Center (CCC) have agreed to serve as the Secretariat of the Blue Skies and NetZero2050 Campaign. The Climate Change Center (CCC), a respected Korean NGO, will strengthen outreach to Korean organizations and publicize Campaign materials in the Korean language.

To create a minimal central budget for printed materials and branded collateral, participating organizations can contribute USD 10,000 to the central budget. They can also provide an in-kind contribution through organizing events.
There is an air pollution crisis causing the premature death of 7 million people each year, with over 4 million in the Asia-Pacific Region.

To limit global warming to 1.5 degrees Celsius requires a transition to net zero carbon emissions by 2050.

COP26 in Glasgow, UK, November 2020 is the moment for countries to submit their nationally determined contributions to the Paris Agreement that should be more ambitious and in line with NetZero2050 targets.

Investments can be commercially attractive in renewable energy, energy efficiency, sustainable transport, waste to resource management, nature-based solutions such as reforestation, and climate smart agriculture.

Over 1000 major private sector companies have already signed up to the “We Mean Business” coalition, committing to actions in line with NetZero2050 targets.

The climate crisis is already causing heatwaves, typhoons, droughts and forest fires.

To date 80 countries have committed to NetZero2050 targets.

Green growth is possible. Economic growth can be decoupled from air pollution and greenhouse gas emissions. Green jobs gained in the green economy exceed fossil fuel jobs lost.

Government action is needed to remove direct and indirect fossil fuel subsidies, stop funding or supporting fossil-fuel based energy projects internationally, and remove obstacles to the green transition domestically and internationally.

Government support, and international climate finance such as from the Green Climate Fund, is critical to catalyze action in the developing world, but these billions in climate finance need to leverage the trillions in private sector and institutional investor held capital needed to finance the green transition.
Join Us!

- Show your support by listing your organization / logo in the Campaign materials.
- Organize one or more event under the overall banner of the campaign - using the campaign branding.
- Support the Campaign financially, if you can, with USD 10,000 (covering out of pocket for Campaign materials, communication and some events).
- Encourage the Korean government to take ambitious climate action in your engagement with government.
- Join the Civil Society Summit on June 28.

Organizations that are interested in joining the Campaign are invited to contact us at communications@gggi.org.

https://youtu.be/T5roqOks3a4
CAMPAIGN PARTNERS

British Embassy
Seoul

EMBASSY OF DENMARK
Seoul

Embassy of Italy
Seoul

Kingdom of the Netherlands

THE UNIVERSITY OF UTAH
ASIA CAMPUS

IGC
GLOBAL CAMPUS

GGGI

Campaign Secretariat

E-mail: communications@gggi.org
Phone: +82 10 9530 9957

Office: 19F Jeongdong Bldg.,
21-15 Jeongdong-gil,
Jung-gu, Seoul
Republic of Korea