



CAMPAIGN FOR
**BLUE SKIES &
NETZERO 2050**
IN THE REPUBLIC OF KOREA



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 COP 26.

The Campaign

The Campaign brings together a coalition of organizations in the ROK to partner on civil society campaign in the country between end of 2019 and the P4G Summit at the end of June 2020, to share experience from across the world with 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 and/or to organize one or more 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. the Green Climate Fund (GCF) and the Climate Change Center (CCC) have been approached to join. Every other organization with an interest to join and support the Campaign is herewith invited to join. For more information, please email communications@gggi.org.

Organizations joining the Campaign are asked 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 ROK.

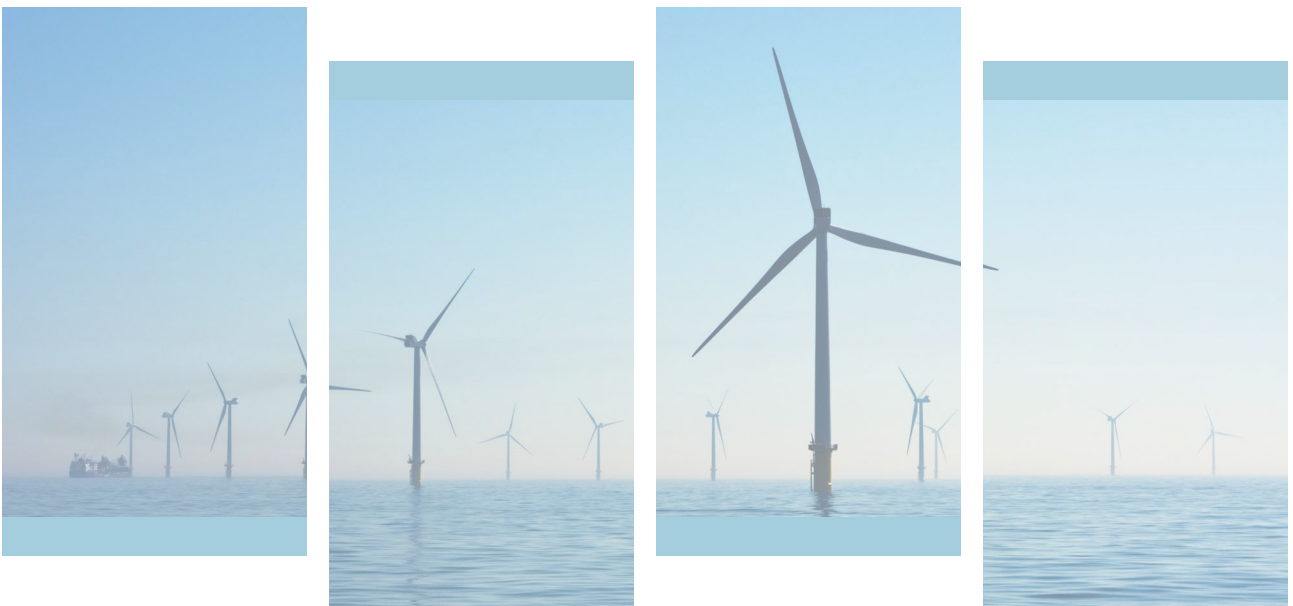
The Campaign will support joining organizations by sharing campaign material, sharing speaker resources, and campaign updates – but each joining organization is expected to be self-organizing and self-funded. There will not be central funding to support proposed events of joining organizations – though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

Secretariat

GGGI has agreed to host the Secretariat of the Blue Skies and NetZero2050 Campaign. It proposes to invite the Climate Change Center, a respected Korean NGO, to co-host the Secretariat to strengthen outreach to Korean organizations and Campaign materials in the Korean language.

GGGI intends to run the campaign on a shoestring, primarily relying on self-funding of participating organizations. GGGI will make available some professional support and one or more interns and calls on volunteers to contribute.

To create a minimal central budget for printed materials of branded materials, participating organizations that are able are asked to contribute USD 10,000 to the central budget.



1

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.

2

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

3

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

4

To date 80 countries have committed to NetZero2050 targets.

5

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.

6

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.

7

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.

8

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.

9

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

10

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.



**CAMPAIGN
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