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THE *IT'S NOW* CAMPAIGN MOBILIZES WORLDWIDE CLIMATE ACTION

A chain of over 16 thousand people carried out initiatives including reforestation, creating community gardens, and other climate actions in more than 90 countries.

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Prior to the start of the pandemic in 2019, a group of organizations launched a global climate action movement called *It's Now*, which references the urgent need for every person and organization on the planet to take immediate action to deal with the climate crisis. Two years later, in spite of the challenges of the pandemic, the campaign once again mobilized people and organizations across the world, this time with an emphasis on reforestation and community gardens. The campaign created guides and WhatsApp groups to help participants implement actions.

As a result, since 2019, over 16 thousand people participated in 600 actions that ranged from large, public events to private, household-based initiatives. In one instance, over 800 trees were planted in eight countries during the global climate strike on September 24, 2021, in addition to 4,500 trees planted in Renca, Chile between August and December 2021. In Brazil, concrete climate actions were carried out in 23 cities across five regions, including remote, rural, and urban areas. The actions ranged from planting community gardens, reforestation, river and beach clean-ups, and climate education for children, young people, entrepreneurs, and the general public. In addition, there was a multimedia advocacy project where images were projected onto important buildings in five capital cities, in collaboration with veejays. In 2021, public assemblies were also held to draft a continental manifesto and present it to world leaders at COP26.

Why does Fundación Avina support this initiative?

The 2020s are being called the Decade of Action, because there are still viable ways to reverse the climate crisis and avoid catastrophic global warming. Humankind is at a crossroads: acting now on a global scale is critical if we are to limit global warming to 1.5°C and if the most vulnerable communities are to adapt to the changing climate. Despite the urgency of the crisis, society is still moving too slowly.

It is common for information about climate change to cause anxiety about the scale of the problem without offering clear action steps. *It's Now* offers a response to this challenge. It is a campaign to mobilize individuals in a way that makes them feel included and connected to a global chain. This chain causes a reaction, inspiring people from every corner of the planet to participate in climate action. The campaign is also a powerful advocacy tool, showing world leaders that the transition starts now.

What did Fundación Avina and its allies do?

Fundación Avina, along with Cultiva, Plant for the Planet, WWF, and Ecodes, has been one of the main sponsors of the *It's Now* campaign since 2019. Since 2021, we have helped coordinate the initiative. Last year, Fundación Avina and Cultiva identified the opportunity to reactivate the campaign, this time in response not only to the climate crisis but also to the food insecurity caused by the COVID-19 pandemic. Fundación Avina called the public to action, especially in Argentina, Brazil, and Chile.

Impact Achieved

Quality of Life.

Restoring biomes and ecosystems is key to maintaining and improving quality of life as well as conserving the planet.

Networks for Replication, Education, and Learning.

As an action campaign, *It's Now* offers learning and training opportunities through practical participation.

Conservation of Natural Resources.

The campaign promotes the conservation of resources derived both from natural biomes as well as cities.

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— *One of the greatest achievements of It's Now in 2021 in Brazil was the overall feeling of belonging and pride, proving that the general public has an interest in the climate agenda. The people and organizations that participated realized that every climate action counts, no matter how big or small, and that their local actions were part of a worldwide movement. For some of them, it was the first time the climate agenda translated into concrete actions. For others, it was a way to bring global visibility to the climate work they were already doing."*

Telma Rocha, Fundación Avina

"Participating in the It's Now campaign is important to us because it's a way to keep resisting and move forward with our cause, which is to build healthy cities. We took advantage of the opportunity to join forces with our municipal government authorities, schools, and community associations to tell the world that Araçuaí is part of this massive movement for the common good, that the planet does indeed need us to take care of it, that we need to preserve Mother Earth, take greater responsibility, and make a commitment to future generations. It is an honor to strengthen our cause with other people around the world and to get the public's attention and invite everyone to participate in solving our climate problems and to discuss the planet's health, how to care for it so it lasts, and human beings' future in this universe."

Edilucia Borges, Project Coordinator for Centro Popular de Cultura e Desenvolvimento (CPCD), Araçuaí, Minas Gerais, Brazil

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"There is no way to move forward in our thinking and cultural practices for greater justice and economic democracy without overlapping with the climate justice agenda. A more just, caring, and regenerative economic system that's committed to eradicating poverty entails, at its core, a new relationship with resources, people, and nature. For the Economy of Communion movement, large-scale systemic changes are only possible and sustainable if they are based on a new global awareness that begins by adopting small practices that are part of people's and businesses' daily life. Therefore, we were captivated by the It's Now movement and our national network got involved through small actions committed to climate justice, helping us reach thousands of people. We planted trees, organized beach clean-ups, and got involved in a tangible way in this agenda, which is so important to new economies. We're very happy with this first stage of mobilization and we're committed to participating in those to come."

Maria Helena Heller, International Commission of the Economy of Communion and President of Associação Nacional por uma Economia de Comunhão (ANPECOM)

"This great crusade would not have been possible without the public's fundamental contribution. Everyday people have a lot of power and can transform things. The social upheaval and the economic and political crisis that we've been facing in Chile in recent years have created a lot of uncertainty and questioning. Nevertheless, this crisis situation opened up a space and the opportunity to develop sustainable proposals and powerful initiatives like It's Now. And Cultiva, in alliance with Fundación

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Avina, has the opportunity to contribute to this paradigm shift. In Chile, we launched the 2021 campaign with a reforestation initiative co-organized with the municipal government of Renca and supported by several companies. Over seven designated work days between August and December, we planted over 4,500 trees. The new era of regeneration is possible if we act in community and get all responsible parties to join in on the action for change."

Matías Herceg, CEO of Grupo Cultiva

Impact on Fundación Avina's Strategic Pillars

Climate Action

Impact on the Sustainable Development Goals (SDGs)



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Impact in Numbers

16,000
people involved since 2019

600 actions across the
planet since 2019

Alliance with over

1,300
organizations

Impact on the Components of the Collaborative Process

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 <p>Relevance</p>	<p>Humankind faces a dilemma: we change our relationship with the planet, or we disappear as a species.</p>
 <p>Tipping Point</p>	<p>The scientific community tells us that we can still limit global warming to 1.5°C and curb its effects on people and the planet, but this requires us to reduce emissions and for the most vulnerable communities to undergo immediate adaptation.</p>
 <p>Scalability</p>	<p>The campaign is organized as a movement, equipping participants with tools to get involved, mobilize actions and local stakeholders, and exponentially multiply their impact.</p>
 <p>Collaboration Deficit</p>	<p>Although citizen mobilization on behalf of the climate is growing globally, there are few initiatives focused on concrete action. <i>It's Now</i> is filling this gap with climate action cycles centered around a particular issue or theme.</p>
 <p>Social Capital</p>	<p>The campaign is active in 93 countries, involving thousands of individuals and over 1,300 civil society organizations, as well as local governments and businesses.</p>
 <p>Unifying Vision</p>	<p>To build a social movement, led by the global South, that mobilizes concrete climate actions on a global scale.</p>
 <p>Shared Action Agendas</p>	<p>The mobilization of concrete actions to impact mitigation of and adaptation to climate change and the building of relationships among those who implement them.</p>
 <p>Innovation</p>	<p><i>It's Now</i> is a form of innovation as a movement that demands concrete action.</p>
 <p>Incidence</p>	<p>The campaign creates spaces for dialogue and tools for demanding that leaders take concrete and urgent actions on behalf of the climate.</p>