



# Mobilizing for Global Climate Action.



In addition to advocating for global and national policy changes, the climate agenda demands that everyday people across the globe take action. 2020 is being called "The Decade of Action" because we still have the chance 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. This is why Fundación Avina joined a group of partner organizations in 2019 to set off a global chain of climate action. The movement is 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 around the world, this time with an emphasis on reforestation and community gardens. As a result, over 600 actions have been undertaken since 2019, ranging from massive, public efforts to those carried out by individuals and families.

Fundación Avina has served as one of the key organizers behind this initiative, contributing financial support, mobilizing other resources, participating in the strategic planning, operations, communications, and design of virtual tools for the campaign, and offering input on proposed actions as well as calling on ordinary citizens to tap into their social networks and immediate spheres of influence.

**To date, 16,000 people have been directly involved with *It's Now*, and their actions have benefited 13 million people on five continents.**

