

JUSTICE IS GLOBAL: COLLABORATING ON CLIMATE CHANGE MESSAGING

ORGANIZATION OVERVIEW

- An international grassroots advocacy organization focused on climate cooperation.
- **The approach:** We can shift the global political agenda by building enough grassroots power.
- The US climate movement has proved that organizing for a transformational policy agenda works.
- With enough voice, we, as a movement, can shift political possibilities and address climate change

ACTIVITIES

- Researched advocacy messaging
- Joined JIG monthly community call
- Developed a volunteer-facing information document on international climate cooperation

ORGANIZING AND ADVOCACY

- Community Organizing Traditions
 - Use of diverse communication (zoom calls, tweets, in-person events, etc.)
 - Integrating government and non-government organizations
- Addressing systemic and structural issues of power and access to power (Ganz et al. 2018)
 - Justice is Global is distinctive in their work addressing these issues through:

(1) Structural Reforms. The theory of change is to organize a grassroots base to campaign for structural reforms that balance moral values and pragmatic politics.

(2) Thought Leadership on Global Cooperation. They have developed and popularized narratives about the need for global cooperation to address the climate crisis and progressive alternatives to US-China conflict.

(3) National Grassroots Base. They have grassroots community leaders across the country in diaspora communities, universities, and union locals.



Strengthen international cooperation in order to address all of our shared global challenges

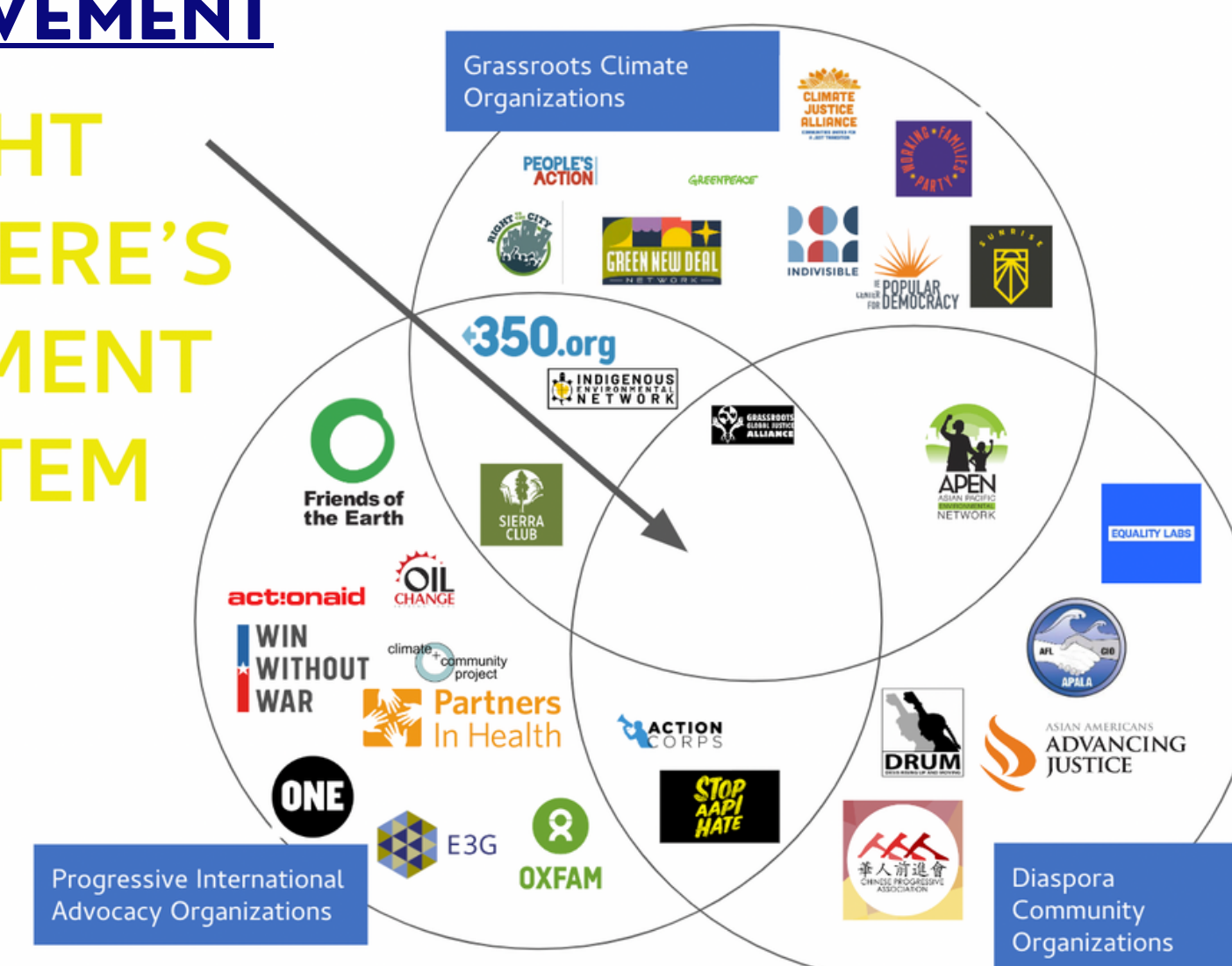


Reject a worldview of zero-sum competition and conflict between the US and China

SOCIAL INNOVATION ANALYSIS

• NOVELTY AND IMPROVEMENT

AND RIGHT NOW THERE'S A MOVEMENT ECOSYSTEM GAP



• SUSTAINABLE

- Continue work over a long period.
- Climate change is a long-term issue.
- Justice is Global adjusts as the issues adjust

• WHAT IS THE VALUE?

- **Increase public climate investment** in low- and middle-income countries by reforming multilateral development financing, canceling debt, and moving beyond green subsidies.
- **Promote shared prosperity** for all with global economic reforms that will bring jobs and green growth globally
- **Address root causes of global conflict** with climate cooperation between major powers.

CONCLUSION

This campaign could leverage significant political openings around development financing globally.

Develop a US-based grassroots movement to demand climate justice.

The US government leads the global economic system and, through this campaign, could transform it to be equitable and sustainable.

RECOMMENDATIONS

- Leverage organizations doing similar work (partnerships are key)
- Continue to develop relationships with diaspora communities
- Develop cross-state campaign efforts



Related Literature

Ganz, Marshall, Tamara Kay, and Jason Spicer. 2018. "Social Enterprise Is Not Social Change." *Stanford Social Innovation Review* 16 (2): 59-60.

Mason, Chris, Jo Barraket, Sharon Friel, Kerry O'Rourke, and Christian-Paul Stenta. 2015. "Social Innovation for the Promotion of Health Equity." *Health Promotion International* 30 (suppl_2): i116-i125.

Phills Jr., James A., Kriss Deiglmeier, and Dale T. Miller. 2008. "Rediscovering Social Innovation." *Stanford Social Innovation Review* 6 (4): 35-43.