



PRESS RELEASE

Uniting Voices for Climate Action:

Collective Advocacy for Ambitious Climate Policy

November 16, 2024.- A powerful call for ambitious climate action was amplified with the launch of the groundbreaking report, [*A Whole-of-Society Approach to Collective Advocacy: Evidence from the Alliances for Climate Action*](#), with showcasing real-world cases from Argentina, Chile, Japan, the UAE, the United States and Vietnam, in a side event in COP29 at Bakú.

Luli Pesqueira, Alliances for Climate Action, ACA Global coordinator says “with this publication underscores the impact of collective advocacy in driving national climate policy, through the lens of subnational governments, the private sector, and civil society that are part of ACA”.

This launch was reinforced for two side events featuring key leaders and climate advocates from subnational governments, non-governmental organizations, and the private sector who have spearheaded climate action across governance levels. Together, they shared insights, success stories, and challenges, underscored the urgency and efficacy of a whole-of-society approach.

The first of them, named "From the Ground Up – Leading Climate Ambition through Coordinated Multi-Level Action and Data-Driven Policy", had as a panelist to Manuel Pulgar Vidal Manuel Pulgar Vidal, WWF Climate & Energy Global Practice Leader; Ramiro Fernández, Director of Campaigns, UN High-level Climate Champions Team; Urszula Kasperek, Head, CHAMP National Engagement, C40 x GCoM Joint Program and Ryna Cui, Associate Research Professor and Acting Director, Center for Global Sustainability, University of Maryland.

Opening this first side event, leaders introduced the newly launched report and highlight how a collective, multi-level approach strengthens climate ambition in the new NDC cycle. Through scientific analysis and grassroots advocacy, they revealed how diverse voices are shaping climate policy and implementation, focusing on data-driven insights and the power of unified voices across society.

"Uniting for Change – Collective Advocacy from a Whole-of-Society Perspective in Argentina, Chile, Japan, UAE, USA, and Vietnam", was the second side event. The second event featured firsthand accounts from climate leaders representing six national alliances within the

Alliances for Climate Action network. They illustrated how collective advocacy—from mobilizing electric vehicle transitions in the UAE to advancing carbon pricing in Japan—enables more ambitious national decarbonization strategies and climate resilience efforts. On this occasion the panelists were Pilar Bueno Rubial, Undersecretary of Climate Change and Just Ecological Transition of Rosario, Argentina; Daniela Casanello, Advisor in Green Areas and Sustainability, Vitacura Municipality, Chile; Sergio Kato, Co-representative, Japan Climate Initiative (JCI); Frankie McDermott, Chief Operating Officer, Sacramento Municipal Utility District, USA; Hợp Vũ Thị Bích, Executive Director Center for Sustainable Rural Development (SRD), Viet Nam and Nadia Rouchdy, Head of Climate, Emirates Nature-WWF, UAE.

Notes for Media.

About the Report: ["A Whole-of-Society Approach to Collective Advocacy"](#)

Published by WWF and the Alliances for Climate Action, this report serves as a call to action, showcasing case studies where non-state actors have united to push for stronger climate policies. By aligning diverse stakeholders in a shared commitment, the Alliances for Climate Action have harnessed the power of collective voices to shape policy and support a just transition to a net-zero, resilient society.

For further information, please contact:

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