



**WE MAKE
TOMORROW**

**LET'S CREATE THE
WORLD WE LONG FOR**

PROGRESS UPDATE
Culture at the Heart of Climate Action

FRIENDS, ALLIES AND SUPPORTERS OF CULTURE-BASED CLIMATE ACTION

**We are excited to bring you our most recent
updates as we count down to COP30.**

Thank you for helping us build the world we need!



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**WE NEED TO SEE GLOBAL
CLIMATE SOLUTIONS MOVE
FROM WORDS TO ACTION.
WE MAKE TOMORROW IS A
POWERFUL INITIATIVE DRIVING
THIS CHANGE & BUILDING A
CONCRETE PATHWAY TO A
RESILIENT & JUST FUTURE.**

Marcele Oliveira,
Youth Climate Champion, COP30 Presidency



**JOIN THE
GLOBAL
CALL NOW**

#MutirãoCOP30

COUNTDOWN to COP30



WE HAVE
OVER 200,000 VOICES REPRESENTED, FROM 100+ COUNTRIES
INDIVIDUALS, ORGANISATIONS AND NETWORKS.
30+ CHAMPIONS & AMBASSADORS
15+ PARTNERS

WE'RE AIMING FOR 300,000+ VOICES URGING CLIMATE LEADERS TO
RECOGNISE CULTURE IN THE SECOND GLOBAL STOCKTAKE.

LET'S PUT CULTURE AT THE HEART OF CLIMATE ACTION

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GLOBAL CALL UPDATES

**JOIN THE
GLOBAL
CALL NOW**

LAUNCHING THE GLOBAL CALL

1st edition of the Global Call



Led by the **Climate Heritage Network**, the **Global Call first launched in 2023** to urge policy-makers to put culture, heritage, and creativity at the heart of climate action. Thanks to your signatures, advocacy and partnership, the call successfully united over **1000 networks and organisations** calling for ambitious policy outcomes.

Now, building on this momentum, the movement evolves as **We Make Tomorrow**, with the same commitment to unite artists, activists, designers, and heritage keepers in climate action, and **to make culture a pillar of global climate policy**.

With the **1.5° limit on warming** looking increasingly out of reach, **it's more urgent than ever to put culture at the heart of transformative climate action**. Around the world culture and heritage remain resolute - **together we can make a different tomorrow**.

WE MAKE TOMORROW

Kicking off **Africa Climate Week** in Addis Ababa, **Marcele Oliveira - COP 30 Youth Champion** and **We Make Tomorrow Ambassador** - launched the second stage of the **Global Call** to place culture at the heart of climate action.

Almost **2,000 individuals, 560+ organisations and 115+ networks** have already signed the **Global Call**, representing more than **200,000 voices across 100+ countries**.

Sign the Global Call: Signing the **Global Call** is more than symbolic; it's an act of solidarity and a meaningful push for systemic change.

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**WE MAKE
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WHO WE ARE

- **Signatories:** Artists, cultural institutions, museums, festivals, networks, communities and collectives across 100+ countries.
- **30+ We Make Tomorrow Champions.**
- **Conveners:** Julie's Bicycle, Climate Heritage Network, Petra National Trust, Europa Nostra, Entertainment + Culture Pavilion, People's Palace Projects.
- **Ambassadors:** Marcele Oliveira, Princess Dana Firas of Jordan, Tomas Saraceno.
- **Culture & Climate Map:** The Convergence.
- **Allies and Amplification Partners:** Global Artivism, Media Ninja, Earth Alliance, Group of Friends for Culture Based Climate Action, UNFCCC's ECCA, ICOM Brazil, COP30 Presidency.
- **Funders and Supporters:** British Council, Porticus, Paul Hamlyn Foundation.

Warm thanks to everyone for generous and freely given expertise, ideas and enthusiasm.

Add your support and join the coalition! Email info@wemaketomorrow.global

WE MAKE TOMORROW

**is a coalition of creative change-makers
bringing knowledge and inspiration to the
climate movement.**

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WHY IS POLICY OUR COP 30 GOAL?

Creative and cultural responses to climate, nature and justice restoration are thriving worldwide. But this work is fragmented and lacks recognition, especially within policy-informed decision-making.

Why this matters: Policy recognises, protects, and strengthens people and planet. Culture needs the validation, frameworks, and resources that will turn creative momentum into lasting systems change. **We Make Tomorrow** is seeking culture-led policy to protect, connect and transform how people think, feel and act on climate. But the movement needs strengthening.

Embedding culture into climate policy - **Global Stocktake 2, Nationally Determined Contributions, National Adaptation Plans** - ensures that cultural rights, indigenous and community knowledge systems, culture, and creativity are empowered to be at the centre of just and equitable transition pathways to 1.5 degrees limit on warming.

With the support of policy, culture can **inspire, connect, and transform action on climate.**

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**WE MAKE
TOMORROW**

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**CULTURE IS AN
INTEGRAL TOOL FOR
SYSTEMIC CHANGE.
WE NEED TO EMBED IT
INTO THE FABRIC OF
CLIMATE
POLICYMAKING AND
GOVERNANCE.**”

Samuel Rubin
Entertainment + Culture Pavilion

**JOIN THE
GLOBAL
CALL NOW**

A GLOBAL CALL

THE CULTURE & CLIMATE MAP

The Culture & Climate Map is an interactive, evidence-based tool designed to **connect culture-climate initiatives globally**.

Compelling stories, evidence and data showing the breadth and impact of culture-led climate solutions.

Signatories are invited to add their names or organisations to the map and share stories - from heritage protection to community creativity.



This enables:

Mapping the movement to support **culture and arts on the ground**.

Mapping the movement to inform **policy-making and funding**.

An evidence base of experiences and knowledge to inform the **second Global Stocktake**.

Explore the Culture & Climate Map
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**“REPAINTING MOTHER
EARTH IS EVERYONE’S
OBLIGATION. THAT’S WHY
CULTURE SHOULD BE AT
THE HEART OF CLIMATE
ACTION.”**

Philip Kusasa
NDAU Festival of the Arts, Zimbabwe



**JOIN THE
GLOBAL
CALL NOW**

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COP30 - CULTURE IN ACTION

WE MAKE TOMORROW AT COP30

We Make Tomorrow will be on the ground in Belém at COP30. It's a key moment to **amplify, connect cultural and climate leaders**, and **push for meaningful policy change**.

We'll showcase how culture is driving climate action through creative exchange, collaboration, and storytelling.

In partnership with the **COP30 Presidency** and the **Youth Climate Champion Marcele Oliveira**, we're thrilled to host an **Intergenerational Cocktail Event** aboard **Greenpeace's Rainbow Warrior** in Belém Harbour on **November 17th**.

This gathering will spotlight the young voices behind the **Global Call** and celebrate their creativity, leadership, and contributions to climate and cultural action worldwide.

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In the **lead-up to COP30**, **We Make Tomorrow** is at cultural and climate convenings including:



Festival Cervantino - Mexico, 16–17 October



Culture x Climate Summit - Rio, 31 Oct–2 November



Bahia Global Activism - 3–4 November



UNFCCC COP30 - Belém, 10–21 November

If you're heading to any upcoming events, let's connect! We'd love to meet and include your plans in our **COP30 calendar**.
info@wemaketomorrow.global

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**WE ARE ALL PART
OF NATURE, WE NEED TO
UNDERSTAND OUR PLACE IN THE
UNIVERSE. ARTS AND CULTURE IS
UNIQUELY POSITIONED TO DO
THIS. THE COP PRESIDENCY
THINKS THAT THE CULTURAL
SECTOR AND THE ARTS ARE AT THE
CORE OF THE SOLUTION.**

Tulio Andrade
Chief Strategy and Alignment Officer
COP30 Presidency

**JOIN THE
GLOBAL
CALL NOW**

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MOBILISATION OF CULTURE

WE MAKE TOMORROW DOES NOT FINISH AFTER COP30 OUR VISION

1. A million voices united through the **Global Call**.

2. A Global Mobilisation of We Make Tomorrow

IMAGINE: Cultural and creative activations all over the world, artists, activists, creatives and cultural stewards, mobilising wherever they are, to celebrate our living planet. Performances, installations, and creative interventions that honour **resilience, imagination, and belonging** across all our communities.

A Global Mutirão of Culture and Art for a just and sustainable world.

LET'S CREATE THE WORLD WE LONG FOR



**WE MAKE
TOMORROW**



KEY FUNDING AREAS

AHEAD OF COP30

BUILDING MOMENTUM

YOUR SUPPORT IS NEEDED

So far we have successfully secured **85k GBP** in funding as well as further in-kind support valued at over **100k GBP**. To reach our goals we are seeking **interim emergency funding of 35k GBP**.

Additional resourcing is **urgently needed** to sustain our work in the lead-up to COP30 - supporting on-the-ground delivery in Belém.

We are very excited to share that in partnership with the **COP30 Presidency**, and **Youth Climate Champion Marcelle Oliveira**, we have the opportunity to host an **Intergenerational Cocktail Event** in support of the **We Make Tomorrow** campaign, focused on the youth involved in the **Global Call** and their work supporting culture and Climate.

Where: Greenpeace The Rainbow Warrior Ship, Belem Harbour
When: November 17th

Key funding areas:

- **Team capacity** and time to organise this special gathering bringing together art and music;
- **Catering and Production** costs related to sound equipment and artists;
- **Mutual aid and stipends** for Artists, Creatives Belem and Amazonia voices.



LOOKING AHEAD TO COP31

AMPLIFYING IMPACT

To amplify the impact of **We Make Tomorrow** we are seeking continued resourcing to scale our efforts in the following areas:

- **Sponsor a Regional Hub:** We are seeking 60k GBP per hub, to kickstart the full development and local implementation of the campaign in x5 locations.
- **Support a Champion:** We are seeking 2k GBP per champion to support the travel, subsistence and stipends for x10 young WMT ambassadors.
- If you are interested in supporting the development of **Culture & Climate Map** in its next stage of research and consultation (2025-2026), please reach out directly to Daniel Cervenka daniel@theconvergence.co

We welcome partners, collaborators, and funders who are interested in placing **culture at the heart of climate action**.

Whether through **co-hosting events, sponsoring activations, or contributing expertise**, we'd love to explore synergies. If you are able to facilitate an introduction please circulate this report widely on our behalf and connect us - we would be very grateful for your support.



HOW YOU CAN HELP

1. **Sign and share the Global Call**

2. **Become a We Make Tomorrow Champion** and help

grow our movement to put culture at the heart of climate action. Want to inspire others to get involved? Get in touch:

info@wemaketomorrow.global

3. **Keep sharing** your evidence and experience on socials

using our [media toolkit on Trello](#).

4. **Speak with your networks** about why we need

comprehensive recognition for culture-based solutions within climate action.

5. **Send us your testimonial, organisation logo and**

image for us to share as part of **We Make Tomorrow**.

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CULTURE IS A CLIMATE SOLUTION

#MutirãoCOP30



**WE MAKE
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WHAT IS WE MAKE TOMORROW?

WE MAKE TOMORROW is a global movement uniting artists, activists, creatives, designers, cultural knowledge and heritage keepers, committed to climate action.

We are calling on policy and decision-makers to recognise culture's potential to **create the world we long for and put culture at the heart of climate action.**

We are extremely proud to have the support of the **COP30 Presidency and Global Mutirão. We Make Tomorrow** works alongside the Presidency and cultural leaders such as the **COP30 Youth Climate Champion, Marcele Oliveira** to showcase culture's vital role in climate solutions.

OUR MOBILIZATION:

- 1 The Global Call** - Building on the momentum of the COP28 **Global Call** led by Climate Heritage Network, thousands of voices from across heritage, arts, and the creative sector have added their voice to ask culture is included at the heart of climate solutions, and specifically within the **Global Stocktake 2.**
- 2 Mapping Solutions** - Sharing stories and data that highlights how cultural and creative responses are already driving meaningful change worldwide - strengthening and informing future climate policy.
- 3 Global Festival of Culture** - Our vision is a global creative mobilisation that celebrates, and demonstrates the transformative power of culture, art and creativity to **shape a better world.**

FOUNDING SIGNATORIES

DEEP GRATITUDE TO OUR FOUNDING SIGNATORIES,
YOUR SUPPORT IGNITED THIS MOVEMENT.



A FINAL NOTE



“ACROSS THE GLOBE CULTURE IS SHAPING RESPONSES TO THE CLIMATE, NATURE AND JUSTICE CRISES. WE MAKE TOMORROW, GROUNDED IN CULTURAL AND CREATIVE PRACTICE ITSELF, BRINGS THIS TOGETHER AND ADDS THE GRIT OF REAL POLICY ASKS IN A SPIRIT OF RESPECT AND SOLIDARITY.

Alison Tickell, Julie's Bicycle