

CASE STUDY: World Wide Views on Climate Change

Comparative deliberative engagement on a global level

About

Involve was part of the development and design of the most extensive global consultation ever held and the first of its kind. On the 26th of September 2009, 4,400 people in 38 countries took part in a simultaneous, day long deliberative event in the run-up to the United Nations Climate Change Conference (COP15), in December 2009 in Copenhagen. In addition, Involve ran the UK leg of the World Wide Views process.

Background

The Danish Board of Technology developed the idea for World Wide Views as a response to the growing gap between global policy makers and world citizens on climate change issues. Because citizens have to live with future policy, they need to be consulted in decision making. For a global decision on climate change to be successful, it requires majority support. In addition, there was a need to involve ordinary people in a debate normally dominated by scientists, politicians and powerful interest groups.

Purpose

The main aim of the WWViews project was to influence key decision makers at the UN climate Change conference in Copenhagen (COP15) in December 2009

The intended outcomes where:

- To enable citizens worldwide to define and communicate their positions on climate change
- Provide decision makers with fact based public opinion
- Kick start further community meetings and online interactions in the run up to the conference involving as many ordinary citizens as possible in developing informed views

The logo for 'involve' is written in a lowercase, blue, sans-serif font. The letter 'i' is stylized with a vertical bar to its left, and the 'v' has a distinctive shape with a small gap at the top.

Name of project:

World Wide Views on Climate Change

Type of project:

Citizen participation in challenging issues

Date:

2009

Partners:

Danish Board of Technology

Contact details:

Edward Andersson - edward@involve.org.uk

Links to relevant sources:

[World Wide Views UK Policy Report](#)

[World Wide Views on Climate Change](#)

[Looking beyond Copenhagen: citizens views on climate change](#)

About Involve:

Involve believes that honest and open dialogue between citizens and government strengthens democracy, helps make better decisions and leads to more innovative and efficient public services. We work with government, elected representatives and civil society organisations to open new channels for dialogue at all levels of government and society.

Project Activities

Involve took part in the development and design of the events. In order for the results to be transferable, large groups (100 people) needed to deliberate on an identical set of questions through corresponding meeting designs and connect to other meetings and results through web technology. The project managers all received a training session prior to the event.

The UK event was run by Involve, in Kettering, a typical British town in the midlands. Participants were recruited on the streets in Kettering and the surrounding towns and invited to take part. The final 100 citizens were chosen to ensure that they represented the demographic make-up of the town. Participants were provided with both written and video evidence based on the latest Intergovernmental Panel on Climate Change (IPCC) report. They were taken through a series of deliberative discussions in small groups and asked to vote on a set of questions at the end of each deliberation. In the final stage of the day, citizens were invited to develop recommendations to be sent to COP15. Throughout the day, live video link-ups were made with other events happening across the globe. The results were taken to Copenhagen and presented at the conference.



For more information on this case study or the work that Involve does, please contact us.

Involve
Royal London House
22 – 25 Finsbury Square
London
EC2A 1DX

Tel: +44 (0) 207 920 6470
Email: info@involve.org.uk
Web: www.involve.org.uk

“This project is unique in that it enables citizen participation on a global scale...”

- Mohan Munasinghe, Vice President of the Intergovernmental Panel on Climate Change

Results

The event demonstrated that it is possible to engage the public in complex debates about climate change. Kettering demonstrates that it can be enjoyable and most importantly, people want their voices heard. Once provided with information and space to deliberate, a majority wants the government to move further than its current commitments than polling of uninformed members of the public would suggest.

This was the first global dialogue of its kind. It was presented at COP15 and received widespread recognition and notice. Unfortunately, it was difficult to have a concrete impact on the climate negotiations due to the complex context of politics surrounding the summit.

The following reports were published:

World Wide Views UK Policy Report
<http://www.involve.org.uk/world-wide-views-uk-policy-report/>
Looking beyond Copenhagen: Citizens' views on climate change <http://www.involve.org.uk/Looking-Beyond-Copenhagen-2/>

Front page image: Earth with Clouds by [idea go](http://idea.go)
Above image: Planet Earth by xedos4
See www.freedigitalphotos.net

involve