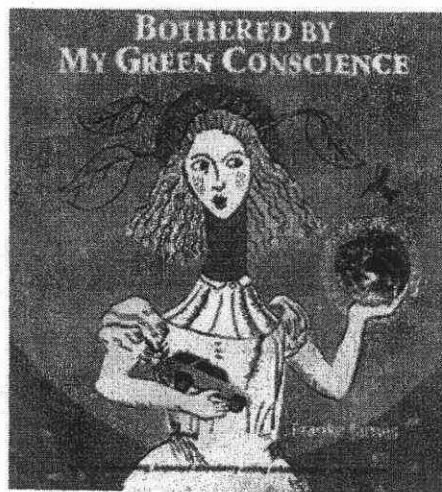


RAISING AWARENESS ON CLIMATE CHANGE
THROUGH ARTISTIC EXPRESSION



FRANKE JAMES ARTWORK 2011 EXHIBITIONS

organized by www.nektarinanonprofit.com

Table of contents

1/ Introduction 3

2/ Artists and Climate Change 3

3/ Why Franke James 4

4/ Our Objective 5

5/ Countries 6

6/ Media Coverage 7

7/ Social Media 7

8/ Accompanying events 7

9/ Partnerships 8

10/ Funding needed 9

11/ Appendix 10

INTRODUCTION

What is Climate Change? Climate change is one of the biggest issues facing the world today. 'Climate change refers to a change of climate which is attributed directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable time periods.' *United Nations Framework Convention on Climate Change*

ARTISTS AND CLIMATE CHANGE

From various media outlets' efforts to try to clarify and make relevant the climate change story, two points stand out. One involves the challenge of adequately addressing the nuances of science, making the story both scientifically rigorous and yet accessible. The other involves how to make climate change issues tangible to a public which, studies show, often thinks the issue is remote from them in time and space.

Now, artists have begun to address both. And, increasingly, they are getting their inspiration from scientists and researchers.

Tackling climate change is the theme of an international touring exhibition we are currently preparing. It features 22 artworks by Canadian artist and climate change activist Ms Franke James. Her artwork highlights the effect of global warming on the planet and hopes to inspire us to change our ways.

WHY FRANKE JAMES

Franke James merges science, art and storytelling to inspire people to take action for the planet. Franke uses her skills as an artist, photographer and writer to create visual essays on environmental and social issues. She is the author of two award-winning books, *Bothered By My Green Conscience* and *Dear Office-Politics*. Franke has delivered keynotes and workshops across North America.

Franke made news headlines for her environmental actions by successfully winning permission from Toronto City Hall for the right to build a green driveway. Her work has been featured in online and offline media and relevant websites and blogs.

Franke has a Masters in Fine Arts from the University of Victoria, and a Bachelor of Fine Arts from Mount Allison University. She lives in Toronto where her favorite mode of transportation is walking.



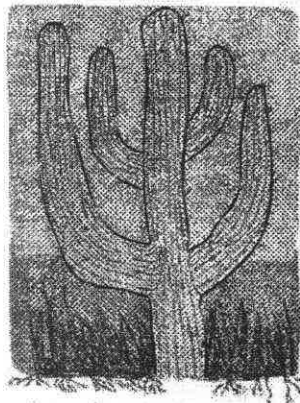
© Franke James

OUR OBJECTIVE

Franke James Artwork Exhibitions have one simple, yet powerful objective: RAISING AWARENESS ABOUT CLIMATE CHANGE ISSUES.

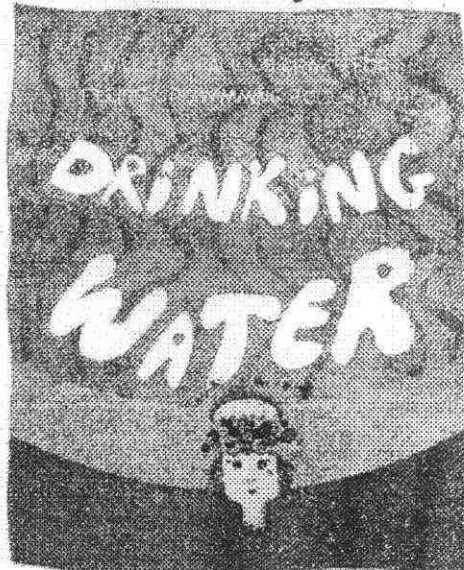
Her artwork will also induce thinking, provoke debates, and, hopefully – trigger action from everyone that visits the exhibition. Positive action that has a positive impact on the environment – that is our ultimate goal.

*Predictions for 2020 include
hotter temperatures and more droughts...*



*Will cactus replace evergreens
in your garden?*

I think about your water being RATIONED..



© Franke James

COUNTRIES IN WHICH FRANKE JAMES'S ARTWORK WILL BE EXHIBITED

Croatia / Kosovo

Romania / Bulgaria / Moldova

Serbia / Macedonia (FYROM) / Montenegro

Hungary / Bosnia and Herzegovina / Slovenia

Italy / Albania / Malta / San Marino

Greece / Cyprus

Egypt

Israel

Turkey / Azerbaijan / Georgia / Turkmenistan

Ukraine

Russia / Armenia / Uzbekistan

Poland / Belarus

Slovakia

Latvia / Estonia / Lithuania

MEDIA COVERAGE

Together with our partners we would be promoting and talking about exhibitions in the mainstream media (both print and electronic), aiming towards targeting and reaching wider demographics.

SOCIAL MEDIA

Cross promoting with the print and electronic media, we would actively use social networks (Facebook and Twitter) and online media (news portals, blogs and such) to further promote exhibition(s) and induce interactivity with target group(s).

ACCOMPANYING EVENTS

When possible, exhibitions will make an integral part of Climate Change Forums for Youth (10:10 Teen Forums).

10:10 TEEN PROJECT

Using social networks to inspire and engage youth towards positive action in reducing carbon footprint, 10:10 Teen Project creates a new way for young people to interact, express themselves and be creative – all with a joint goal of reducing carbon emissions.

10:10 Teen Project targets teenagers, but is equally open to all who'd like to get involved.

Participants are challenged with simple tasks – presenting how they are reducing carbon emissions or how they would like to see it done in their communities (by presenting ideas or photos they found or heard about). Participants are encouraged to calculate their carbon footprint and send us their results.

10:10 Teen Project uses Facebook and Twitter to engage and connect students online, and during on-the-field visits we encourage debate and peer-to-peer knowledge exchange.

10:10 TEEN FORUMS

During spring (and continuing in the autumn) we are rolling out 10:10 Teen Forums (2-3 day events for larger number of teens, where they can experience climate change and carbon reduction options through documentaries, exhibitions, debates, creative expression and practical work) and 10:10 Teen Outdoor Classes (designed for smaller groups, these classes will help teens understand and experience /see first hand the impacts of climate change so they can better understand why carbon reduction is so necessary and important).

PARTNERSHIPS

Nektarina Non Profit is a partner organization within following organizations:

- Earth Day Network (www.earthday.org) , based in USA
- Global Campaign for Climate Action (www.gc-ca.org), based in Canada
- TCKTCKTCK (public face of GCCA / <http://tcktcktck.org>), based in Canada
- 10:10 Global (www.1010global.org), based in UK

Together with our partners, we would be looking for local partners, Governmental and Corporate, in order to roll out exhibitions in the best possible way.

Artists & Climate Change

Franke James Artwork

FUNDING REQUIRED / per country

s.20(1)(b)

s.20(1)(c)

Description	Amount in CAD
Franke James Fee	
Printing of the artwork on cotton paper	
Freight shipping and insurance	
Framing of the artwork	
EXHIBITION	
Venue expenses	
Press kits and press conference	
IT & Social Media	
Production and printing of the materials related to the exhibition (brochure, folders, posters, banners, outdoor print, roll ups)	
Other costs related to exhibition (telecom, travel, volunteers, hosts etc)	
TOTAL COST PER COUNTRY	CAD 34,200

APPENDIX



Ms Franke James

REVIEWS

- **Calgary Public Library:** "Bothered by My Green Conscience is not only fun and thought-provoking, but illustrated with funky pictures"
- **Greenpeace Canada:** "What I like most about Franke's approach is that she's not really that radical, and isn't preachy about the changes she's making in her life."
- **InsideToronto.com:** "Challenges others to think green"
- **BurnerTrouble:** "Combining text, illustration and collage, they express the messiness of creativity and the beauty of action."
- **Jim Carroll, Innovation Expert & Author:** "It's artistic, creative, and unique."
- **Montreal Gazette:** "A message for people who want to make environmentally friendly changes in their lives"
- **Treehugger.com:** "When Franke gets thinking, she gets drawing and twittering, and the results are interesting and entertaining"

Msg dated May 2nd - Attached



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada

Form to Request Additional Funds from the Advocacy Unit (GLB)

GLB Contact: François Paradis-Caron at (613) 995-7662 or Francois.Paradis-Caron@international.gc.ca

Due to the large number of activity requests received by GLB, please note that only activities demonstrating a clear link with Government of Canada and/or DFAIT priorities will be considered.

Please note as well that priority will be given to activities and projects demonstrating regional cooperation.

Name of mission	Embassy of Canada, Zagreb, Croatia
Contact at the mission	david.fairchild@international.gc.ca
Name of activity	Franke James Exhibitions
Date of activity	Start in May 2011 and ongoing through 2011 and 2012
Amount requested	CAD 5,000 per country

Detailed Information

Links with priorities	<ul style="list-style-type: none"> • Link(s) with one or more Government of Canada, DFAIT and/or Country Strategy priorities. • Climate change and environmental protection issues are part of everyday life for all of us. Franke James is Canadian artwork and climate change activist (www.frankejames.com) who provokes action from everyone that visits the exhibition to take positive action that has a positive impact on the environment.
Activity description	<ul style="list-style-type: none"> • To educate, connect and inspire people to care about their communities and their environment through exhibitions of Franke James across Europe and Mediterranean region. • Wider population of different age that will be inspired to change their behaviour and to take positive actions in environmental protection in their everyday activities. • Description of the use of funds.
Partnership(s)	<ul style="list-style-type: none"> • Regional cooperation with other missions? (we are waiting for other missions' responses) • Local Governments, Environmental Protection Agencies and various companies from business sector. • CAD 35,000 per event
Expected result(s)	Individuals, organizations and business sector will be inspired to act in manner to care more about environmental protection, to reduce carbon footprint and to care about climate change. Media will cover exhibitions and there will be activities on social media (Facebook, Twitter and other).

Please submit this form via e-mail to Francois.Paradis-Caron@international.gc.ca



Foreign Affairs and
International Trade Canada

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Canada

	<i>Main goal is to raise awareness on climate change issues and to trigger action from people to care more about environment.</i>
Comments	

Friendly reminder

- The entire PIF contribution must be dedicated to operational expenses (no grants or contributions).
- Expenses must be entered in the IMS system by March 31, 2011.

Please submit this form via e-mail to Francois.Paradis-Caron@international.gc.ca



Government
of Canada Gouvernement
du Canada

CANADA – 2010 FAST-START CLIMATE CHANGE FINANCING

Canada's commitment to provide climate change financing reflects our support for the Copenhagen Accord, which represents a significant breakthrough in the global effort to address climate change.

As part of our commitment to provide our fair share of fast-start financing under the Copenhagen Accord, Canada is contributing \$400 million in new and additional climate change financing for the 2010-2011 fiscal year.

This financing will go towards supporting developing countries' efforts to reduce greenhouse gas emissions and adapt to the adverse impacts of climate change, with a focus on three priority areas – adaptation, clean energy, and forests and agriculture.

This investment of \$400 million represents Canada's largest ever contribution to support international efforts to address climate change. Combined with other committed contributions from the Government of Canada, the total amount of Canadian international public climate financing is projected to reach approximately \$441 million for the 2010/2011 fiscal year.

Canada is also contributing \$238.4 million over four years to the Global Environment Facility (GEF), the world's largest environmental fund, which marks an increase of 50% over Canada's contribution over the past four years. The **additional \$18.5 million** in annual financing will be drawn in 2010 from the \$400 million in fast-start financing.

ADAPTATION

Canada's fast-start financing for adaptation will go towards supporting the poorest and most vulnerable countries, including Least Developed Countries (LDCs), Small Island Developing States (SIDs), and countries in Africa. Our 2010/2011 adaptation financing package builds upon significant past contributions to adaptation efforts internationally, including our previous contribution of \$100 million to the World Bank's Pilot Program on Climate Resilience over 2008-2009.

- ▶ \$20 million will go to the Least Developed Countries Fund (LDCF) in support of urgent and priority adaptation needs of the poorest and most vulnerable countries in the world.
- ▶ \$10 million will go to the International Development Research Centre to build upon their innovative Climate Change Adaptation in Africa Program (CCAA). This support will be aimed at strengthening adaptation research centres in Africa.
- ▶ \$5 million will contribute to climate change adaptation initiatives in Haiti, working with current partners active in Haiti.
- ▶ \$7 million of Canada's fast-start financing will be added to bring Canada's total contribution to \$15 million in 2010/2011 for the world food program for adaptation and food security in Ethiopia. This builds upon the \$20 million that has already been committed over the past two years.
- ▶ \$3 million will support Vietnam's National Target Program on Climate Change.

Canada

CLEAN ENERGY

Canada will provide the International Finance Corporation (IFC), a member of the World Bank Group, with \$285.7 million to be used as concessional financing for a broad portfolio of clean energy projects in developing countries, as part of Canada's commitment to support mitigation efforts.

In addition, \$5.8 million will be provided as grant financing to support IFC's Advisory Services that will help remove barriers to private clean energy investment and build technical expertise. For example, advice will be provided to financial institutions in developing countries on how to improve energy efficiency and increase investments in renewable energy.

The investments are intended to leverage private financial flows for low-carbon investment and are aimed at getting a fast-start on the long-term financing goals in the Copenhagen Accord. Canada will work with the IFC to track the amount of private investment directly mobilized by Canadian public finance, as well as the emissions reductions achieved.

FORESTS

Reducing emissions from deforestation will lead to significant reductions in global greenhouse gas emissions and is a key priority outlined in the Copenhagen Accord.

\$40 million will go to the World Bank's Forest Carbon Partnership Facility's (FCPF) Readiness Fund which supports the building of national capacity to address deforestation and forest degradation in developing countries.

SMALL-SCALE PROJECTS AND ACTIVITIES

An additional \$5 million will be invested in small scale projects and activities in support of fast-start financing priorities, as well as to support participation by developing country representatives, particularly from LDCs, SIDS, and countries in Africa, in UNFCCC negotiations and related meetings and partnerships.

For more details, please visit
www.climatechange.gc.ca

**CANADIAN PUBLIC
INTERNATIONAL CLIMATE FINANCE**
(estimated and projected: CAN\$ millions)

