



September 27, 2009

World Wide Views on Global Warming



Communicating Global Citizen Views to the UN Climate Summit

On September 26, 2009, World Wide Views on Global Warming (WWViews) organized the first-ever, globe-encompassing democratic deliberation in world history. WWViews enabled citizens from all over the world to define and communicate their positions on issues central to the UN Climate Change negotiations (COP15), which take place in Copenhagen from December 7 – 18, 2009. The main objective of WWViews is to give a broad sample of citizens from across the Earth the opportunity to influence global climate policy. An overarching purpose is to set a groundbreaking precedent by demonstrating that political decision-making processes on a global scale benefit when everyday people participate.

Everyone will live with the consequences of climate change and COP15. But no one – including COP15 delegates or the media – has had a way to know the coherently informed and considered views of everyday people worldwide. This information is vital in order for COP15 to be able to adopt timely, appropriate measures to advance the global common good. WWViews has generated social knowledge for which there is an urgent demand and no other source of supply. WWViews is one of the most ambitious, innovative and consequential projects, that is taking place in conjunction with COP15.

World Results

Among the most significant result some drastic demands from citizens to CO2 reductions:

In all types of countries, rich and poor as well as new growth economies, there is a majority in favour of a higher level of ambition regarding CO2 reductions than what you see in current political discussions.

Currently, politicians aim for short-term CO2 reductions of less than 25%, but a significant majority of the citizen participants in rich countries and growth economies say that they themselves should reduce emissions by 25-40% or more. The same tendency can be seen with regards to the questions of how much the global temperature should be allowed to increase; politicians talk about setting the limit at maximum 2 degrees Celsius. However, 52% of the citizens want to set the limit at a lower level.

Results can be studied in detail on www.wwviews.org. A Policy Report, summarizing and commenting on the results will be made public on November 19.

The Project

WWViews is structured as a global alliance of individuals and institutions, including government agencies, NGOs and universities. On Sept. 26, WWViews national partners hosted deliberations at 44 sites in 38 nations, including China, Russia, Brazil, India, Bangladesh, the U.S. (5 sites), and key European nations, as well as a robust sample of other states from every continent (e.g., 8 African nations). Each deliberation included

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WWViews Day: Sept. 26th 2009

- Global citizen consultation on climate change
- National citizen meetings around the globe, connected and communicated on the Internet
- Will inform the UN COP15 conference on climate change in Copenhagen, December 2009
- Initiated and coordinated by The Danish Board of Technology and The Danish Cultural Institute
- National citizen meetings coordinated by partners all over the world

roughly 100 ordinary people, chosen to represent their region's demographic diversity, who gathered to engage in a structured dialogue.

Around 4,400 citizens from across the globe addressed an identical set of questions. Participants voted on questions, and proposed and prioritized action recommendations, within four thematic areas: Climate change and its consequences, Long-term goals and urgency of a new climate deal, Dealing with greenhouse gas emissions, and The economy of technology and adaptation. On Sept. 26, WWViews shared and publicized the results from the deliberations immediately via the World Wide Web. From now through the COP15 meeting in December 2009, WWViews national partners will also communicate the results directly to their respective COP15 delegates as well as to national politicians, stakeholder groups and the media.

The Method

The WWViews method is a hybrid based on several decades of innovation by the Danish Board of Technology (DBT – the Danish Parliament's Office of Technology Assessment), and by other organizations, in engaging citizens in political decision-making processes. The WWViews citizen deliberations were informed by well-balanced briefing material, based on the fourth Intergovernmental Panel on Climate Change assessment report. Scientific experts, political decision-makers, a diverse range of other stakeholders, and international citizen focus groups contributed to formulating the questions and briefing packets, which were distributed centrally from the DBT and translated into local languages.

The Rationale

More familiar methods of citizen consultation, such as public opinion surveys, provide a snapshot into the views of a relatively uninformed populace. Stakeholder groups, on the other hand, are passionate and relatively well-informed, but can be discounted as representing the views of self-selected or self-interested, vocal minorities.

In contrast, through the WWViews deliberative process, citizens who do not represent stakeholder groups will learn what competing expert and stakeholder groups think, test their ideas against others holding different views, and then reach a considered judgment that integrates this new information with their own values, worldview and life experience. These conclusions provide a crucial reality test against which decision-makers can, for example, compare the views of competing stakeholder groups, each of whom claims to represent the public interest. We anticipate that the WWViews results will function as vitally needed political capital, proving of high and long-enduring value to many different actors in climate change politics, ranging from policy analysts to stakeholder groups, journalists, COP15 delegates, and other political leaders.

Impacts and Societal Value-Added

Experience shows that citizen participation becomes influential when tightly linked to policymaking arenas. Prior citizen consultations performed by the DBT have distinguished themselves in this respect. The DBT has therefore, from the early stages of planning WWViews, prioritized establishing strong links with policymakers involved in planning and executing COP15. The fact that DBT is an agency established by the Danish Parliament and is based in Copenhagen – where the COP15 summit will convene – is a noteworthy advantage.

WWViews will produce impact within two principal domains:

1. Climate

- **Informing and Influencing COP15:** WWViews has good access to the COP15 organization because the COP15 host – Danish Minister of Climate, Ms. Connie Hedegaard – is a formal Ambassador for WWViews. Disseminating project results to their respective national delegates is a core responsibility of National Partners during the two months prior to COP15. We will deliver a summary of project

results to all the COP15 delegations. We will also convey WWViews results in Copenhagen during COP15. In addition we anticipate that politicians and stakeholder groups will amplify and publicize WWViews project results with which they concur.

- **Expanding Public Awareness:** WWViews has initiated an ambitious global media strategy. Media coverage – ideally including intense coverage by international television, radio, newspapers, Web and other new media – will increase worldwide decision-maker, stakeholder and popular awareness on climate issues.

2. Democracy

- **Modelling Democracy in Global Governance:** WWViews is the first-ever, near-simultaneous, global citizen participation exercise. Citizen consultations have been tested and proven extremely valuable at a national level through two decades. During the past five years, citizen deliberations have also been implemented successfully at the European level. WWViews expands the scale of citizen consultation to the global level and attaches the consultation directly to a global policy-making process.

- **Expanding Participation:** WWViews has demonstrated and established public participation in the policymaking process in nations around the world, including many in which prior experience with such participation is limited.

- **Global Capacity Building:** WWViews has created an enduring network of institutions and trained project managers able to conduct future WWViews projects on other issues.

For further information on WWViews, please contact WWViews coordinator Mr. Bjørn Bedsted, the Danish Board of Technology, bb@tekno.dk, +45-2294 1458.

National and Regional Partners in the WWViews Alliance

Over 50 National and Regional Partners in 38 nations are part of the WWViews Alliance. Together, they facilitated 44 deliberations on September 26 and they are now sharing the results with their national decision-makers.



Project managers and facilitators from 44 nations all around the world gathered in Copenhagen, March 23-25, 2009 for a WWViews National Partner training workshop. Some have had to leave the WWViews Alliance due to lack of funding.

Australia • Institute for Sustainable Futures, University of Technology, Sydney (Director Dr. Chris Riedy – www.isf.uts.edu.au)

Austria • Institute for Technology Assessment (ITA), Austrian Academy of Science (Ms. Ulrike Bechtold – www.oeaw.ac.at)

Bangladesh • INCIDIN (Associate Professor Kazi Maruf Islam - <http://www.incidinb.org>)

Belgium (Flanders) • Flemish Parliamentary Technology Assessment (Director Mr. Robby Berloznik – www.samenlevingentechnologie.be/ists/index.html)

Bolivia • Lidema – (Ms. Jenny Gruenberger – www.lidema.org.bo)

Brazil • Coalition: Observatório do Clima (www.oc.org.br) + Centro de Estudos em Sustentabilidade (Rachel Biderman Furriela – www.fgv.br/ces)

Cameroon • ADEID - Action Pour un Development Equitable, Integre et Durable (Executive Secretary Mr. Michel Takam – www.adeid.org)

Canada • Faculty of Communication and Culture, University of Calgary (Ms. Edna Einseidel – www.comcul.ucalgary.ca)

Chile • Centro Shalom (Director Ms. Elena Heugel – www.centroshalom.cl)

China • UNEP Tongji Institute of Environment for Sustainable Development (Professor, Associate Dean Fengting Li – <http://sese.tongji.edu.cn>)

Denmark • Danish Board of Technology (Director Mr. Lars Klüver – www.tekno.dk)

Egypt • Care Egypt (Mr. Mohamed Nada - www.care.org.eg)

Ethiopia • British Council Ethiopia (Netsanet Demewoz – <http://www.britishcouncil.org/africa-et-contact-us.htm>)

Finland • National Consumer Research Centre Finland (Dr. Mikko Rask – www.ncrc.fi)

France • Cité des Sciences et de l'Industrie (Mr. Roland Schaer – www.cite-sciences.fr)

Germany • Institute of Technology Assessment, Research Center Karlsruhe (Dr. Leonhard Hennen – www.itas.fzk.de)

India – two sites

- **Delhi**: Centre for Studies in Science Policy (Associate Professor Dr. Pranav N. Desai – www.stssociety.com/StsSociety/cssp/faculty.htm)
- **Bangalore**: Centre for Social Markets (Ms. Viva Kermani – www.csmworld.org)

Indonesia • two sites

- **Jakarta**: Dana Mitra Lingkungan (Mr. Irendra Radjawali – www.dml.or.id)
- **Makassar**: Dana Mitra Lingkungan (Mr. Irendra Radjawali – www.dml.or.id)

Italy • Faculty of Political Science, University of Bologna (Prof. Rodolfo Lewanski – www.dosp.unibo.it)

Japan • Centre for the Study of Communication-Design, Osaka University (Prof. Kobayashi Tadashi – www.cscd.osaka-u.ac.jp)

Malawi • Coalition: British Council Malawi (Patience Mahlalela – www.britishcouncil.org/africa-mw-contact-us.htm) + Care Malawi (Paul Msoma – www.careinternational.org.uk/11044/malawi/.html)

Maldives • Strength of Society (Mr. Hamza Khaleel – strengthofsociety.blogspot.com)

Mali • Centre Djoliba (Jean de Dieu Dakouo – www.afrique-gouvernance.net/fiches/organismes/fiche-organismes-39.html)

Mozambique • Coalition: Impacto (Ms. Carlota Quilambo – www.impacto.co.mz) + Fundação para o Desenvolvimento da Comunidade (www.fdc.org.mz)

Netherlands • The Rathenau Institute (Dr. Jurgen Ganzevles – www.rathenau.nl)

Norway • Norwegian Board of Technology (Director Mr. Tore Tennøe – www.teknologiradet.no)

Russia • Friends of the Baltic (Ms. Olga Senova – www.baltfriends.ru)

Saint Lucia • St. Lucia National Trust (Ms. Karetta Crooks Charles – www.slunatrust.org)

South Africa • Ikhwezi Community College of Education (Dr. Busisiwe Peggie Msimango – www.icce.org.za)

Spain • Coalition: Research Unit on Scientific Culture of CIEMAT (Mr. Armando Menéndez Viso – www.ciemat.es) + University Institute of Science and Technology Studies in Salamanca (<http://institutoecyt.usal.es>) + Organizacion de estados Ibero-americanos (www.oei.es)

Sweden • Nordregio (Director Mr. Richard Langlais – www.nordregio.se)

Switzerland • TA-Swiss – Center for Technology Assessment (Director Dr. Sergio Bellucci –

www.ta-swiss.ch)

Chinese Taipei • Coalition: Taiwan Institute for Sustainable Energy (www.tise.org.tw) + College of Social Sciences, National Taiwan University (Prof. Tze-Luen Alan Lin – www.coss.ntu.edu.tw)

Uganda • FRA – Food Rights Association (Penninah Kyarimpa)

United Kingdom • Involve (Dr. Edward Andersson – www.involve.org.uk)

USA – five sites:

- **Arizona**: CSPO at Arizona State University (Prof. Nalini Chhetri – www.cspo.org)
- **California**: Coalition (Prof. Richard Worthington) The Loka Institute (www.Loka.org) and Pomona College (www.pomona.edu)
- **Colorado**: Colorado School of Mines (Ms. Sandy Woodson – www.mines.edu)
- **Georgia**: Georgia Institute of Technology (Prof. Susan Cozzens, Associate Dean for Research, Ivan Allen College – www.gatech.edu)
- **Massachusetts**: Coalition: Boston Museum of Science (David Sittenfeld – www.mos.org) + Boston University, Dept. of Environmental Health (Prof. Madeleine Scammell – <http://sph.bu.edu>) + The Brookfield Institute (Beverly Prestwood-Taylor and Karen Nell Smith – www.brookfieldinstitute.org)

Uruguay • Simurg (Ms. Isabel Bortagaray – www.simurg.org.uy)

Vietnam • Coalition: Urban-Rural solutions (Ms. Le Thi Huong) + Institute of Meteorology, Hydrology and Environment (<http://www.imh.ac.vn>)

WWViews national and regional partners



Australia, Austria, Bangladesh, Belgium, Bolivia, Brazil, Cameroon, Canada, Chile, China, Denmark, Egypt, Ethiopia, Finland, France, Germany, India, Indonesia, Italy, Japan, Malawi, Maldives, Mali, Mozambique, Netherlands, Norway, Russia, Saint Lucia, South Africa, Spain, Sweden, Switzerland, Chinese Taipei, Uganda, United Kingdom, USA, Uruguay, Vietnam

Most national partners have sponsored their participation themselves. Some received funding from the Danish Foreign Ministry, the Norwegian Foreign Ministry and other donors. Please see www.wwviews.org for more details about the partners.