Catching up with CAN Europe 2010
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Introduction

BY MATTHIAS DUWE, DIRECTOR, CAN-EUROPE

CAN Europe is emerging from one of the busiest periods in its history. By the end of this year, we will be working with a staff of ten, representing our largest team ever. In 2009, climate change also saw an unprecedented amount of public interest. This time in the spotlight allowed CAN Europe to raise its public profile, increase media presence and increase membership by seven groups. This expansion includes a number of new development-focused groups, which has diversified the overall composition of the network. Our membership swelled to its largest ever, reaching nearly 130 member organisations, with many more applications pending in 2010.

The primary focus of our work in 2009 was, of course, the Copenhagen climate summit in December, on which the climate expectations and hopes of people around the world had been pinned. During the year, CAN Europe secretariat staff worked hard both in Brussels and abroad, from Bonn to Bangkok to Barcelona to Copenhagen, keeping an eye on the EU’s contributions, making sure they were adequate and calling them out when they were not. It was a year of intense work in a rapidly changing landscape.

Sadly, as we all now know, the Fair, Ambitious and Binding treaty CAN was calling for in Copenhagen was not achieved, due to a variety of factors mainly linked to lack of political will. However, this outcome does not mean that our international work has stopped. On the contrary, it is more important than ever that we keep up the pressure to ensure governments move as quickly as possible if we have a chance of halting the most dangerous effects of climate change.

During the first half of 2010, at EU level we have seen the creation of a dedicated Directorate General for Climate. This positive development was made even more encouraging as new Climate Commissioner Connie Hedegaard, fresh from Copenhagen, hit the ground running by releasing a communication on the benefits, both environmental and economic, of the EU moving to a -30% emissions reduction target. For the remainder of 2010, CAN Europe will be focusing on trying to convince EU leaders that it is indeed in their best interests, as well as the environment’s, to make this move before Cancun, on the way toward a -40% emissions reduction target in the near future.

Last year, for the first time, we also gained new dedicated capacity in Energy Saving, just in time for the upcoming Commission update to the Energy Efficiency Action Plan, as well as revisions to other important pieces of legislation like the Ecodesign directive, among other activities.

In 2010 we will add dedicated capacity on climate finance, also for the first time. As we move forward, we’ll be working hard on these two important areas, as well as continuing our efforts to counter false claims by industry about negative effects of climate action and also supporting progressive businesses who endorse ambitious climate action.

Over the past couple of years, CAN Europe has established a strong coalition of stakeholders working in all our areas of competence in climate policy, both old and new, and we remain ready to apply pressure during EU legislative processes to provide the strongest possible outcomes. Moving forward from Copenhagen and beyond, we still have everything to fight for.

Matthias Duwe
Director of CAN-Europe
COPENHAGEN AND BEYOND: POLITICAL FAILURE AND COMMUNICATIONS VICTORY

After two years of concerted NGO action to achieve a new legally binding international treaty in Copenhagen in 2009, as set forth in the NGOs-in-signed Bali Action Plan of 2007, the resulting non-binding, un-ambitious “Copenhagen Accord” did not do the job. Nobody, not even politicians, tried to claim that the result of the climate conference in Copenhagen was anything but a disappointment. This outcome in and of itself proved to be a communications victory for NGOs – even the politicians who shook the weak palms-deal did not walk away calling their failure a success. Communications was the one bright spot of light in an otherwise dismal outcome in Copenhagen.

In the run-up to the summit, a major misgiving amongst all of us working toward strong international action on climate change was that government leaders would conclude a bad deal but disingenuously claim success. Communications was the one bright spot of light in an otherwise dismal outcome in Copenhagen. Communications was the one bright spot of light in an otherwise dismal outcome in Copenhagen. Communications was the one bright spot of light in an otherwise dismal outcome in Copenhagen. Communications was the one bright spot of light in an otherwise dismal outcome in Copenhagen. Communications was the one bright spot of light in an otherwise dismal outcome in Copenhagen. Communications was the one bright spot of light in an otherwise dismal outcome in Copenhagen. Communications was the one bright spot of light in an otherwise dismal outcome in Copenhagen. Communications was the one bright spot of light in an otherwise dismal outcome in Copenhagen. 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Communications was the one bright spot of light in an Otherwise, the site was launched in late 2009, just before the Copenhagen climate summit, and is a more user-friendly tool, which we hope will reinforce our brand recognition as well as providing an information portal for our members and the general public. The members-only section of our new website consists of thousands of pages and documents. We continued refining and implementing our new website throughout 2010, especially to suit the needs of the four new staff members who joined in September. Despite our need to refine the site’s design and functionality before its launch, the most critical sections to keep current (e.g., press releases, documents and contacts) were updated without disruption during the redesign.
In addition, for the first time, CAN was able to hire dedicated staff to work in a variety of new areas, including the new staff person dedicated to net zero effort and some work specifically on energy efficiency and saving. The arrival of a new colleague dedicated to energy saving has provided a much-needed focal point for CAN Europe’s EU-level work in this area. Energy saving is a straightforward way for the EU to achieve its emissions reduction targets within a “win-win” scenario. Over the course of less than a year, the push for energy saving in Brussels has become stronger, more organised and more vocal, due in large part to our new energy efficiency officer’s coordinative efforts. Our increased capacity has allowed us to provide more focused e-mail updates and alerts to our members, plus specific opportunities for members, including in-depth analysis of meetings with minister on important EU legislation such as the Energy Performance of Buildings Directive (EPBD) and the Energy Efficiency Action Plan (EEAP), currently under revision. We have helped create a strong, coordinated NGO voice on the importance of energy efficiency standards in meeting emissions reductions targets under the EU climate and energy package. In 2010, CAN Europe’s members are expanding their reach on energy efficiency issues, and have acquired a greater understanding of EU policies in this area.

The boost in capacity, to our highest ever-strength of nine staff, has put us in a strong position to meet the challenges of 2010. The newly expanded team has been working closely together, meeting regularly, and with more-coordinated efforts in European level climate policy and communications than ever before. By the end of 2010, we will also add a half-time staff person to work solely on climate finance.

Over the past two years, CAN Europe also embarked on a project to develop a five-year strategy and implement salary and staffing policies with an eye toward the future. A key priority was to reach agreement with the Board on a salary scale and begin applying it. Good progress was made on this issue in 2009 and final adoption and implementation already occurred in 2010.

MORE MEMBERS THAN EVER

In 2009, climate change attracted unprecedented public interest, which led to CAN Europe welcoming seven new groups as members, including those who are undertaking joint planning for Climate, and striving for a better outcome in Cancun. Among our new members are CARE Denmark and the IF Group, a forum for a wide range of Danish NGOs, which increased our visibility to Danish policy-makers in the run-up to the Copenhagen summit. Another newly allied, CAN Romania, was created and formally joined CAN Europe, linking us directly to Romanian policy-makers. From the UK-CAPSO, Sandbag and Operation Noah joined CAN Europe. Pronatura, Switzerland is another new member.

In concert with the membership ‘freeze’ that was enacted until 2010, we were able to streamline membership to make it more focused and efficient. By the end of 2010, we will also have a new staff person dedicated to net zero effort and some work specifically on energy efficiency and saving. The arrival of a new colleague dedicated to energy saving has provided a much-needed focal point for CAN Europe’s EU-level work in this area. Energy saving is a straightforward way for the EU to achieve its emissions reduction targets within a “win-win” scenario. Over the course of less than a year, the push for energy saving in Brussels has become stronger, more organised and more vocal, due in large part to our new energy efficiency officer’s coordinative efforts. Our increased capacity has allowed us to provide more focused e-mail updates and alerts to our members, plus specific opportunities for members, including in-depth analysis of meetings with minister on important EU legislation such as the Energy Performance of Buildings Directive (EPBD) and the Energy Efficiency Action Plan (EEAP). Currently, we have been busy revising our communications plan and have updated our communications plan and have updated our membership rules and procedures. We have led a number of joint communications workshops held by Johnson Controls the following month. The work will continue in 2010, not only in the field of energy savings but also to highlight those businesses that are performing well in other areas, such as those that have cut out publicly in support of Europe’s move to a -30% emissions reduction target.

FRIENDLY BUSINESS

On balance, in 2009 and 2010 CAN Europe has put and is putting a greater effort into building a network of identitying allies in industry, highlighting sustainable business models and low-carbon industries, especially in the lead up to energy saving legislation, work which was helped by the European Climate Foundation (ECF) run a meeting attended by industry stakeholders in the field of energy, including Cogn Europe and bottled water. We have also taken on energy efficiency-promoting activities run by non-CAN stakeholders including industry representatives. These included a seminar on the Combined Heat and Power (CHP) Directive’s progress by Cogn Europe in October 2009 and the Energy Performance Contracting workshop held by Aycliffe Contractors the following month. Foreign and Development (FPD) Directives by the European Commission.

NETWORK COHESIVENESS: CAN EU LARGER AND BETTER ORGANIZED THAN EVER

As lobbying activities reached a near-record level before peak in Copenhagen in December, our network frequently pulled together to create common positions, which meant we all became more comfortable working together. Ties between network members are now the strongest they have ever been, giving us a sound base for joint work in 2010. This includes contributing to EU level climate policy work, such as the communication on a -30% reduction target, working with Caroline Hoegh-Jensen, the Commissioner of the European Commission’s newly-created Directorate General for Climate, and striving for a better outcome in Cancun.
Overall, we have been an essential focal point for coordinating EU-level climate advocacy, by hosting working groups, strategy sessions, press briefings and conference calls. We have also played an energetic role in the international process, contributing EU-focused policy, communications and political coordination to the efforts of our CAN International colleagues. This has included our staff attending six UNFCCC negotiations in 2009 and participating in CAN International’s Political Coordination Group. As noted earlier, we also coordinated our members’ work daily at every international negotiation session in 2009 and 2010.

As an example of one of our successes as a network last year, CAN Europe kept up pressure on the EU on climate finance commitments for developing countries after 2012, as well as for “fast start finance” before 2012. Until late 2008 the EU had failed to make a commitment. We and like-minded NGOs pressed it to deliver this missing piece of its Copenhagen negotiation package. Our new development-focused NGO members in 2009 increased our ability to lobby on this issue. Our coordinated efforts were a key reason why the EU was the first negotiating bloc in the developed world to offer finance figures ahead of Copenhagen. Now we are continuing to press the EU to increase transparency and provide more concrete information about climate finance funding and sources, trying to ensure the money pledged is indeed new and additional. This work is continuing throughout 2010 and beyond.

**NETWORK SURVEY**

With our new network coordinator in place, CAN Europe has been working daily at every international negotiation session in 2009 and 2010. Coordination Group. As noted earlier, we also coordinated our members’ work at every international negotiation session in 2009 and participating in CAN International’s Political Coordination Group. As noted earlier, we also coordinated our members’ work daily at every international negotiation session in 2009 and 2010.

**THE GREEN 10**

One of our key areas of collaboration continues to be with the Brussels-based group of environmental NGOs known as the Green 10. This association has a robust track record of holding EU and national decision-makers to account, and CAN Europe has played a major part in it for several years, allowing us to join like-minded bodies in speaking with a strong united voice on all important issues. Among our joint activities have been the Green 10 parliamentary reception (September to September, 2009), to greet the new Members of European Parliament (MEPs), discussions with EU President José-Manuel Barroso and EU environment ministers, and coordination meetings of the Green 10 directors, communications offices and office managers. In addition, several joint events to EU decision-makers were sent in 2009 and 2010 on behalf of the Green 10, which combined represents millions of individuals throughout Europe.

**SUPPORTING CENTRAL AND EASTERN EUROPE**

In 2009 we set our sights on strengthening our collaboration with NGO colleagues in Central and Eastern Europe (CEE), to bolster their capacity to boost regional public awareness of climate change policy and influence decision-making in a region often known for obstructive progressive EU climate policy. We focused on talking directly with local NGO representatives about political issues, inviting our CEE members to CAN Europe events in Brussels, setting up meetings with members and their Brussels-based MEPs, supporting their national advocacy work and translating CAN Europe position papers into some of the CEE languages. One example of this support was a series of meetings with national MEPs and Permanent Representatives we arranged in September 2009 for our Czech colleagues. We believe our efforts met with broad success. The results included enhanced communication with our CEE members, stronger credibility in Brussels for CEE-based NGOs, greater public awareness of climate change policy, and more climate-friendly and constructive behaviour by CEE governments in EU negotiations and in implementing EU climate change policy.

**WORKING WITH CAN INTERNATIONAL**

The year saw a major focus on obtaining the maximum impact from our global network. As noted in previous sections, CAN Europe staff and members were present at all six UNFCCC meetings in 2009 and three meetings in Bonn in early 2010, working as part of CAN International’s topic-specific working groups as well as CAN’s Political Coordination Group. One element of the international secretariat’s work was the launch of a concerted long-term effort to secure adequate funding for full-time staff at CAN’s International Secretariat and our coordination teams throughout the world. At CAN Europe, our main contribution was supporting the network’s political strategy by providing input from an EU perspective to CAN International’s preparations for international initiatives. Among the strands of network-wide collaboration were greater coordination of CAN-Europe’s and CAN-US’s members’ participation in EU-US carbon market and emissions trading fora. There were also exchanges of information from stakeholders in the EU and US on Emissions Trading System issues, reciprocal visits, and participation in CAN International’s board meetings and teleconferences.

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![Green10 Parliamentary reception, Sept. 2009](image)
Communicating our message

In a concerted effort to increase our visibility with our diverse audiences, whether decision-makers, journalists or private citizens, we broadened the range of our communications tools in 2009, for both internal and external communications. This included launching our new Content Management System (CMS)-based website (see above for additional details), utilising dedicated intranet sites for members attending 2009’s final two UNFCCC negotiation sessions, upgrading the office’s IT systems, switching to Mac and moving to a Google-based mail system, which allows for easy sharing of documents (Google docs) and intranet sites (Google sites). These improved tools helped us to communicate and update our network more readily, as well as helping us greatly in our role as coordinators of EU-level NGO climate work and communicating to the outside world. In 2009 we saw more media hits than ever before, evidence of our increased capacity and efficiency in communications.

PRESSING ISSUES

CAN Europe’s press work over the past two years has targeted journalists attending negotiations, as well as our regular emphasis on Brussels-based journalists covering EU affairs. We took part in press conferences, briefed journalists and issued press releases at the close of the Bangkok, Barcelona and Copenhagen sessions in 2009. We also contributed to the daily CAN International press conferences at each session, keeping European Union negotiators of EU-level NGO climate work and communicating to the outside world. In 2009 we saw more media hits than ever before, evidence of our increased capacity and efficiency in communications.

PUBLISHING CAN EUROPE

Our printed publications remain a vital element in our communications campaign, supporting our electronic messaging. In 2009 we focused on ensuring that all our publications and policy documents were laid out professionally and that all our office communications reinforced our brand identity by using design templates. Printed publications included a report on Assigned Amount Units (AAUs), or emissions trading units left over from the first Kyoto Protocol commitment period, which was so popular we had to run a reprint. We also minimised the design of ‘Hotspot’, our newsletter, and issued an annual report for the first time. We have therefore chosen to give all relevant information the outside world.

SOURCES OF FUNDING

This pie chart represents funding and income for 2009, as this information is not yet available for 2010.

EU LOBBY REGISTER

CAN Europe is committed to transparency about EU interest representation. To that end, CAN Europe has entered our information into the EU register of interest representatives, although we believe that this register fails basic transparency standards and does not provide EU lobbying transparency.

You may view CAN Europe’s entry by visiting this website and clicking “view register” for an alphabetical list of registered groups: https://webgate.ec.europa.eu/transparency/regrin/welcome.do#
In 2009 CAN Europe's activities received greater media attention than ever before, largely due to the widespread interest in the Copenhagen conference at the end of the year. A listing of our media hits in 2009, focused mainly on English language, can be found on our website at http://www.climnet.org/media-center.html. In 2009 CAN Europe's activities received greater media attention than ever before, largely due to the widespread interest in the Copenhagen conference at the end of the year. A listing of our media hits in 2009, focused mainly on English language, can be found on our website at http://www.climnet.org/media-center.html.


Our publications and media

Websites and news wires (covering 2009 and the first half of 2010): organisations), in dozens of countries in the following (mostly English language) publications, reviews.

Articles written by CAN Europe staff members also appeared in 2009 and 2010 in several publications including Point Carbon and the MDG Ecomagazin (Romania)

Dollars&Sense (USA)

Cpv.org.vn (Viet Nam)

Commodities-now.com (UK)

Comfia, Federacion de Servicios (Spain)

Carbon Offsets Daily

Carbon Market Europe (UK)

Behoerden Spiegel (Germany)

Associated Press (wire)

All Africa (African Global Media)

Agence Europe (EU)

Actualis-news environment.

Bekehken Saraq (Senegal)

Buenos Receptor (Paraguay)

Carbon Brief (UK)

Carbon Brief (US)

Climate Change TV (UK)

Commsnotes (France)

Constancia (Spain)

Commission (UK)

Contravista (Spain)

Copenhagen's left last chance

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Karim is Deputy Director and is responsible for development cooperation at CAN-Europe. She has worked at CAN since 2005, serving also as Communications Manager and Policy Advisor, and has been forging links between climate change and development policy for the network since 2007. Karim has been involved in many European climate policy processes and has followed UN climate change negotiations since 2004. Karim studied law and politics, specialising in EU law in the UK and Belgium focusing on European policy, development cooperation and international relations.

Erica joined CAN-Europe in August 2009 as a Senior Policy Officer, focusing on energy efficiency. She worked for nearly five years at the European Parliament as researcher and adviser to Caroline Lucas MEP, leader of the Green Party of England and Wales. Erica concentrated on climate change, energy and forestry. Erica has broad experience of the EU energy policy framework and legislative process. She worked in depth on the inclusion of aviation in the EU Emissions Trading System, coordinating input from Parliament’s Greens/EFA grouping for the ETS review during climate package negotiations in autumn 2008. Previously Erica worked on sustainability at the Institute for Public Policy Research, a think tank in London. She holds a first class degree in Human Sciences from the University of Oxford.

Reinhilde is our Finance Manager, and has worked for CAN-Europe since 2003. In July 2009 she began focusing exclusively on finance and set up an in-house book-keeping system which will operate from early 2010. Before joining CAN, Reinhilde worked for over ten years with other environmental NGOs, acquiring expertise in general management, administration and human resources also working as production manager and general manager. She previously worked for various small companies and multinationals.

Mechthild is CAN-Europe’s Network Coordinator. Mechti started working at CAN-Europe in May 2009 as a research assistant, mainly focusing on the post-2012 campaign. Mechthild began working for CAN after completing her MPhil in environmental policy at the University of Cambridge. During her studies, she participated in the campaign for a stronger UK climate bill and ran a conference on climate change as a member of the Zero Carbon Society.

Tomas is a Senior Policy Officer specialising in EU climate policy. Since 2007, Tomas has been CAN-Europe’s EU Emissions Trading System policy advisor. In 2008 he coordinated work on the EU ETS and effort sharing under the Climate and Energy Package. Tomas holds a master’s degree in physics and a diploma in international relations from the University of Leuven. During his studies, he participated in the campaign for a stronger UK climate bill and ran a conference on climate change as a member of the Zero Carbon Society. We would like to acknowledge the valuable contribution made in 2009 and 2010 by former CAN-Europe staff members including Louise Guhmann, Christina Zapp, Vincent Borrelly, Agnieszka Niezgoda and Sebastien Blavier.
About Us

Climate Action Network Europe (CAN-E)
is recognised as Europe's leading network working on climate and energy issues. With 129 members in 25 European countries, CAN-E unites to work to prevent dangerous climate change and promote sustainable energy and environment policy in Europe.

The Climate Action Network (CAN)
is a worldwide network of over 365 non-governmental organisations (NGOs) working to promote government, private sector and individual action to limit human-induced climate change to ecologically sustainable levels. CAN is based on trust, openness and democracy.

CAN's vision
is of a world striving actively to achieving the protection of the global climate in a way which promotes equity and social justice between peoples, sustainable development of all communities, and protects the global environment. CAN unites to work towards this vision.

CAN's mission
is to support and empower civil society organisations to influence the design and development of an effective global strategy to reduce greenhouse gas emissions and ensure its implementation at international, national and local level in promoting equity and sustainable development.