

**PROJECT  
DANDELION**

# PROJECT DANDELION



<b>ISSUE</b> <b>Climate justice</b> The climate crisis is unfair. The people that do the least to cause it are suffering the most, especially women and girls.	<b>CHALLENGE</b> <b>The climate crisis is a communications crisis.</b> “We need a climate movement that is more powerful than the fossil fuel industry...”.	<b>GAP</b> <b>No unified mass mobilization campaign reaching a global audience exists.</b> We are not reaching enough people and enough new people.
<b>WHAT</b> <b>Project Dandelion is a new, women-led campaign for Climate Justice.</b> A tool for all social justice organizations and leaders	<b>HOW</b> <b>We will harness our collective power to build public pressure for Climate Justice.</b> Our goal is to REACH a mass global audience and motivate them to ACT	<b>WHY</b> <b>When women lead action follows.</b> United we can lead the way and build a climate safe world for all.

# WE ARE ON THE CUSP OF A CLIMATE SAFE WORLD

BUT because we are not moving fast enough to cut carbon emissions, we are facing a catastrophic climate and nature crisis.

**Even if all of the current pledges of governments, corporations, and investments are fully implemented, we are not on course for a liveable world.**

“  
We just had the eight warmest years on record....  
The development of **an El Niño will most likely lead to a new spike in global heating and increase the chance of breaking temperature records,**”

WMO Secretary-General Prof. Petteri Taalas.

# WE ARE NOT SEEING THE URGENCY

## **Right now, the climate crisis**

Kills more people than HIV, Tuberculosis, and Malaria combined.

Kills more people than COVID-19 has in three years.

Kills 5 million people due to extreme temperature fluctuation.

Will displace 1.2 billion people globally by 2050.

# WOMEN AND GIRLS ARE SUFFERING THE MOST

**The climate crisis is unfair. The people that do the least to cause it are suffering the most, especially women and girls.**

Extreme weather events such as droughts and floods have a greater impact on the poor and most vulnerable, and 70% of the world's poor are women.

It is estimated that 80% of people displaced by climate change are women.

Women are 14 times more likely to die in a climate-related disaster than men.

# **BUT WE HAVE HOPE...**

“In the battle to stop a warming planet, the world  
has an ally in which it has yet to truly invest –  
**WOMEN.**”

Gayle Lemmon

# **WHEN WOMEN LEAD, ACTION FOLLOWS**

Where women have higher social and political status, their countries have 12% lower CO2 emissions.

Nations with larger proportions of women in their legislatures are more likely to approve environmental agreements.

When more women are involved in group decisions about land management, the group conserves more.

The presence of women in conservation and natural resource management has resulted in stricter and more sustainable extraction rules, greater compliance, more transparency and accountability, and better conflict resolution.

Women adopt innovative and preventative measures for their communities at a faster rate than men.

**THIS IS THE ISSUE  
OF OUR TIME**

**BECAUSE EVERY ISSUE WE  
CARE ABOUT IS A CLIMATE  
AND NATURE ISSUE**

**THE CLIMATE CRISIS  
IS ABOUT JUSTICE...**

Gender Justice

Economic Justice

Racial Justice

Indigenous Justice

Health Justice

Immigrant Justice

Environmental Justice

Reproductive Justice

Education Justice

**IT WON'T BE EASY**

**“WE NEED A CLIMATE MOVEMENT THAT IS MORE POWERFUL  
THEN THE FOSSIL FUEL INDUSTRY.”**

# WE ARE UP AGAINST SOME OF THE MOST POWERFUL COMPANIES

With unlimited resources, who spend hundreds of millions of dollars every year to reframe the issue of climate and sustainability to their advantage. We have to do more.

“

You want to know one of the reasons we're not acting on climate change?...\$3.6 billion spent on corporate propaganda [by Big Oil] might have something to do with it.

*Robert Brulle,  
visiting Professor of Environment and  
Society at Brown University*

**INDIVIDUALLY WE ARE STRONG....  
BUT UNITED WE ARE UNSTOPPABLE**

Introducing

# **PROJECT DANDELION, A NEW WOMEN-LED GLOBAL CLIMATE JUSTICE CAMPAIGN**

Brought to you by Connected Women Leaders - a collective of 100+ women leaders from the global south and global north.

**We are calling on women of the world to unite in action for a climate safe world.**

The Project Dandelion campaign will be a tool for all leaders and social justice organizations to

- Reach new people
- Show solidarity with frontline leaders
- And ultimately apply public pressure to leaders around the world to prioritize Climate Justice

The dandelion has only one goal

# SEED MORE DANDELIONS

We are inspired by the resilience of the dandelion. The dandelion is the only flower that blooms on every continent. It has one goal - to make more dandelions. That is our goal too.

Our aim is nothing short of uniting

- Thousands of women leaders
- Tens of Thousands of grassroots organizations
- Millions of active citizens and ultimately...

**Reach and motivate 2 billion people to ACT for  
Climate Justice**



# A GENERATIONALLY UNIFIED CAMPAIGN

In our quest to reach 2B people, we will segment our target audience to those who will carry our message to the masses:

**Women in Power** - they have the access, the clout and the gravitas. They are in the rooms and willing to bring others along

**Front Line Warriors** - in a crisis, women step up and lead themselves rather than waiting for government officials

**Digital Noisemakers** - they're young, they're alarmed and know how to rabble rouse, and they're 1/3 of the global population

**The Empowered** - they lead, they get involved, and they are loyal to the end

**The Wise Ones** - they've been protesting since the 60s and 70s and have seen real change enacted in their lifetime



**Women  
In Power**

**Front Line  
Warriors**

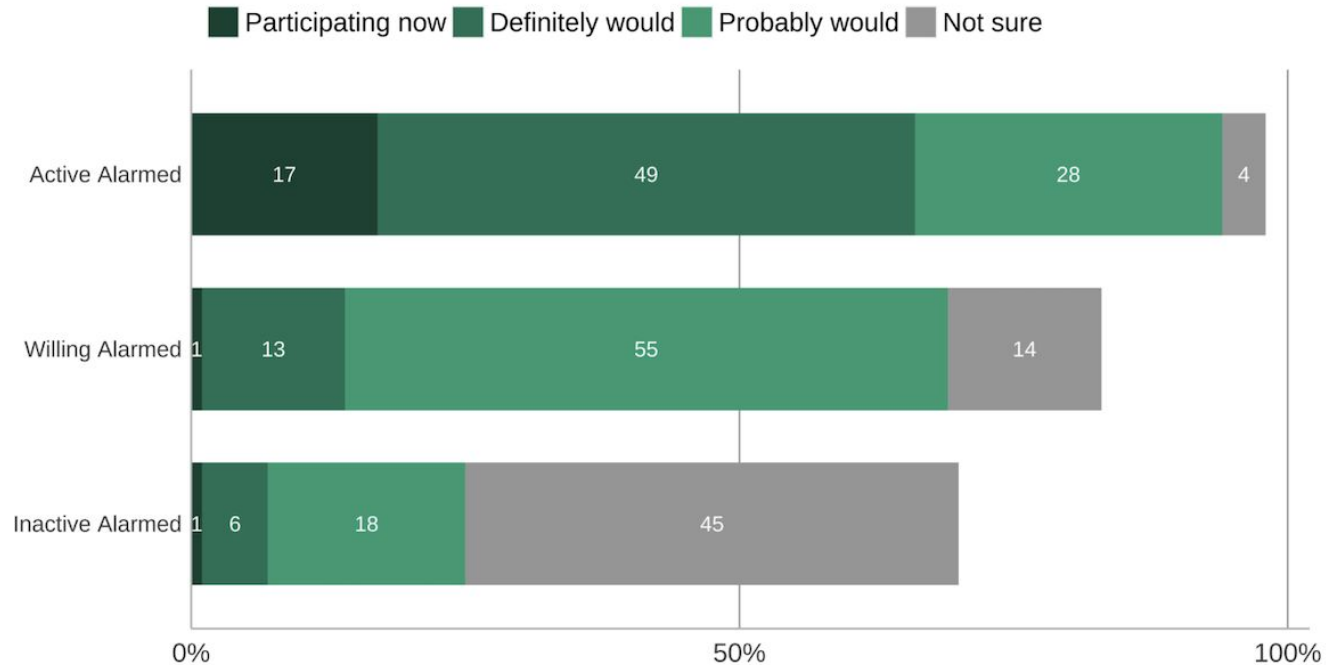
**The  
Empowered**

**The Digital  
Noisemakers**

**The  
Wise Ones**



# Majority of the Active Alarmed would definitely join, or are already participating in a campaign to convince elected officials to take action to reduce global warming



How willing or unwilling would you be to join a campaign to convince elected officials to take action to reduce global warming?



# REACH AS A CORE COMMUNICATIONS STRATEGY



NETWORKING & AMPLIFICATION PARTNERS, ALLIES AND INFLUENCERS...WE'RE ALREADY BUILDING THE TEAM

Project Dandelion's priority is to focus 365 on ensuring just action for a climate safe world.

**We will aim to unite organizations twice a year for a global takeover of the media landscape around a common vision for change.**

Our goal is to unite funders, progressive brand partners, NGO allies, experts, and influencers from an intersectional field.



# IF WE HARNESS OUR COLLECTIVE POWER FOR A CLIMATE SAFE WORLD WE WILL

**REACH NEW PEOPLE** not currently in the climate movement, and exponentially increase public support

**SUCCESSFULLY PRESSURE** our leaders, governments, investors, and corporations to accelerate change

**SUPPORT AND SHOW SOLIDARITY WITH FRONTLINE LEADERS**, building on campaigns spearheaded by in-country activists and providing assets to drive awareness

With the climate crisis here it's easy to get lost in despair.  
But there is another choice. Hope.

Hope is action. Hope is fearlessness. Hope is community. Hope means we haven't given up.  
And that there is a way forward. For those who choose hope. We choose you.

We are a movement built to do the impossible. We are dam breakers and pipeline fighters.  
Forest warriors and ocean keepers. Bridge builders and giant slayers.

Every time we show what can be done we inspire more to start doing. And by harnessing  
hope's power to move people. We harness the power of the people to move the system.

Join Project Dandelion, the women-led movement.  
United we can lead the way and build a climate safe world for all.

**Projectdandelion.org**







# SPEAK WITH ACTION

Join the woman-led  
movement fighting for  
climate justice.



PROJECTDANDELION.ORG

# FED UP FIRED UP

Join the woman-led  
movement fighting for  
climate justice.



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# FLWR PWR

Join the woman-led  
movement fighting for  
climate justice.



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# CLIMATE INJUSTICE IS GENDER INJUSTICE

Join the woman-led  
movement fighting for  
climate justice.



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**SPEAK  
WITH  
ACTION**

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**FED  
UP  
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# THE HOME MAKERS



# THE PROMISE KEEPER



**JACINDA ARDERN**  
NEW ZEALAND

After winning reelection, Prime Minister Jacinda Ardern and her cabinet consisting of 40% women immediately set in motion a plan to make the country's public sector carbon neutral. And not by 2050 - by 2025.

Join the women-led movement fighting for climate justice.



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# THE GIANT SLAYER



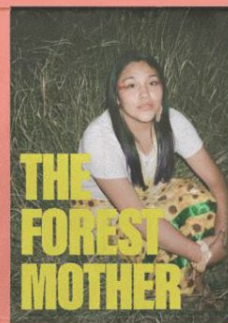
**MELINDA JANKI**  
GUYANA

Since 2015, Exxon has discovered 11 billion barrels of oil off the coast of Guyana. Now one lawyer is going up against the petroleum behemoth—and her own country—in a bid to stop the drilling.

Join the women-led movement fighting for climate justice.



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# THE FOREST MOTHER



**JUMA KIPKOI**  
KENYA

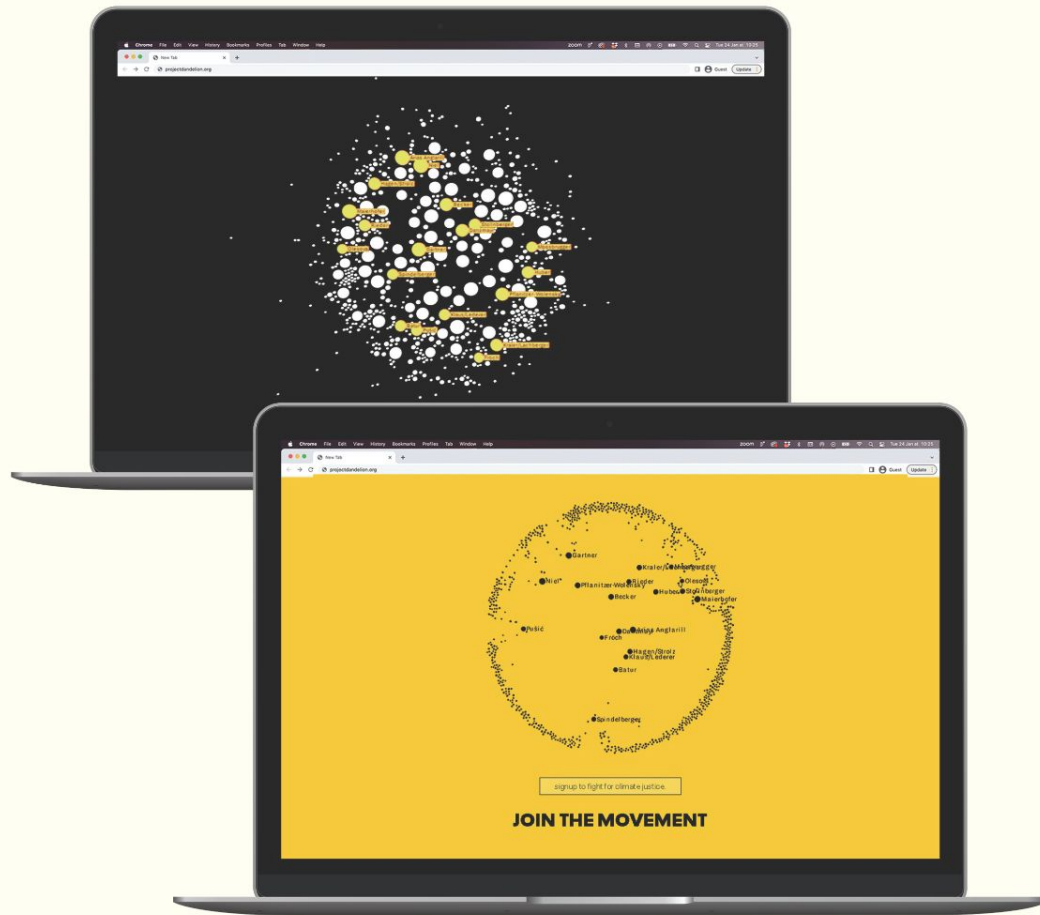
When Brazilian President Jair Bolsonaro brought to light his vision for the Amazon, he revealed how the indigenous that exposed the nation's dark practices and paved the way for a better future.

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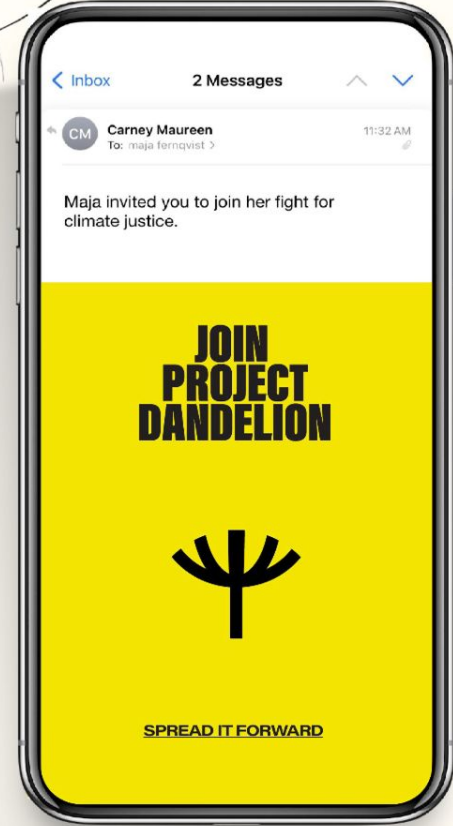
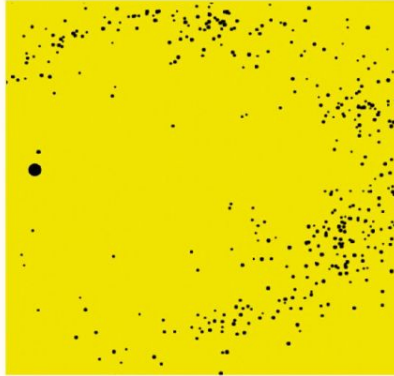


# WEBSITE

Strong call to action  
Profile women leaders  
Connect to local climate justice orgs  
Spread the seeds



Image for reference only



# FOR ALL WHO CHOOSE HOPE, WE CHOOSE YOU

Join the woman-led  
movement fighting for  
climate justice.



[PROJECTDANDELION.ORG](https://PROJECTDANDELION.ORG)

# OUR DEMANDS

Working alongside our policy partner, The Elders, we have 7 demands

**STOP** governments subsidizing fossil fuel companies

**SHIFT** and incentivize investment to renewables

**PAY UP** to those least responsible but most impacted

**BUILD** better resilience to climate emergencies

**LEARN** from Indigenous Peoples

**SCALE** a fair and accessible energy future

**ELEVATE** women-led climate solutions

Our calls to action will be built around these demands.

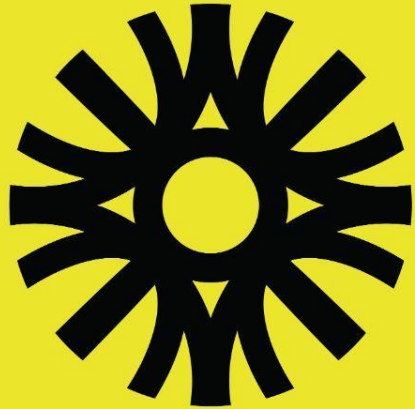
# WE INVITE YOU TO JOIN US



## ACCELERATE PROGRESS TOWARDS A CLIMATE SAFE FUTURE FOR ALL

via a public mobilization campaign,  
that reaches people around the world  
who have not yet prioritized climate as an issue of social justice.

To apply this public pressure to policymakers around the world and demand  
they invest in/advocate for just solutions.



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