

## Case study

### Project in Edu-communication on Responsibility

**Author(s) name, organization & country of origin:** Isis de Palma, Imagens Educação, Brazil <sup>1</sup>

**Case study location:** Brazil and globally distributed video

**Case study period:** 2014-2016

**Case study summary:** The video described the creation of the Lima to Paris Manifesto to encourage people to petition their support for the Universal Declaration of Human Responsibilities ahead of COP21.

Distributed in Portuguese, Spanish and French with subtitles in 4 languages including English, the video was publicized through the A-Respons and AVAAZ websites and promoted via newspapers, magazines, blogs, Facebook and emailed to over 7,000 recipients.

The video achieved over 100 people signing their support of the Lima to Paris Manifesto and was also used as part of the curriculum for the Responsibility, Climate Change and COP course through the Virtual Institute of Responsibility Studies, based in Peru, and taught in Spanish, another A-Respons project.

## Case Study

**Creation of the Video Campaign Manifesto Lima to Paris**, as part of the Universal Declaration of Human Responsibilities (UDHR) diffusion process by the Alliance for Responsible and Sustainable Societies.

The project features production of a video Campaign which includes the Manifest Lima to Paris that urge for signatures to support the Universal Declaration of Human Responsibilities', and a focus on the COP21 climate process. The Manifest Lima to Paris was launched during the international parallel meeting of COP 20 held in Parlamento Andino, Lima-Peru. Discussions on content includes identifying pathways for responsibility transitions to zero carbon economies as part of a strategic implementation plan. The video is a resource for the Alliance for Responsible and Sustainable Societies 2015/2016 and for specific area of global citizenship education. Produced in 3 languages audio (Portuguese, Spanish and French with subtitles in 4 languages including English version) disposal in a You tube channel platform linked in the Alliance web site.

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Link to the video in 3 languages (subtitles in 4 languages): [http://www.alliance-respons.net/bdf\\_fiche-document-88\\_es.html](http://www.alliance-respons.net/bdf_fiche-document-88_es.html) (Portuguese)

[http://www.alliance-respons.net/bdf\\_fiche-document-159\\_en.html](http://www.alliance-respons.net/bdf_fiche-document-159_en.html) (French)

## Partnerships

To create the video, *Imagens Educação* made a partnership with Núcleo de Mídias, Artes e Tecnologias<sup>2</sup> (in Paraty, RJ, Brazil) for the screenplay, to select images and for the edition. To diffuse the video to collect signatures for the Manifest we counted with the Alliance for Responsible and Sustainable Societies members; established a partnership with the Citizens Movement Against Climate Change (MOCICC)<sup>3</sup>, the largest national network of Peru and one of the largest Latin America dooms to climate change, formed by social organizations and young professionals, Ricardo Jimenez in connection with partners for Cop 20 and COP21 Civil Society organizations in collaboration with WDF – World Democratic Forum (World Governance Forum) Jean Rossiaud and Gustavo Marin; Alampyme Brazil; Instituto Ágora em Defesa do Eleitor e da Democracia; Instituto Ecoar para a Cidadania; Grupo Oca Brasil; Instituto de Políticas Relacionais; Instituto Pólis; Fórum DLIS Agenda 21 de Paraty (36 organizations); LEPAC – Laboratório de Artes e Ciências da Universidade de Campinas, UNICAMP, coordinator Professor Carlos Fernando Andrade; ACIP – Associação Comercial e Industrial de Paraty; Fórum Brasileiro de Surf, João Malavolta, coordinator of the Surf Charter of Responsibility; National Commission of True, coordinator Dr. Pedro Dallari; IRI – International Institute University of São Paulo; International Alliance of Journalists – Manola Gardez; São Paulo City Hall local government - Vicente Trevas, RR Collective South Asia - Sudha Reddy (India), Polis - Yolanda Ziaka (Greece); Respons Trust - Betsan Martin (New Zealand); Education for Global Citizenship - Pinky Cupino (Philippines)

A very fruitful partnership with Ricardo Jimenez, Alliance of Responsibility in Peru, started from the creation of the Manifesto Lima to Paris, December 2014.

## Argument and screenplay

The video Manifest Campaign is a contribution of the Alliance A-Response, in education and mobilization for global citizenship to promote a common ethical base, according to the principles of the ‘Universal Declaration of Human Responsibilities’.

The video presents a short story about the Manifest launched in COP 20 in Lima, Peru and also a short history of the Alliance A-Response that propose the Manifest Lima to Paris. Explain also why the issues of Responsibility is so urgent considering the climate, the survival on the planet and the real necessity

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<sup>2</sup> Núcleo de Mídias, Artes e Tecnologias, [www.nucleoparaty.org.br](http://www.nucleoparaty.org.br).

<sup>3</sup> MOCICC - Movimiento Ciudadano Contra el Cambio Climático [www.mocicc.org](http://www.mocicc.org).

to create an international law as the UDHR Universal Declaration of Human Responsibilities to regulate the relationship among nations.

### **Methodology and diffusion**

The Manifest Lima to Paris came from a first draft elaborated by Pierre Calame for COP20 expressing the urgency to adopt a 'Universal Declaration of Human Responsibilities' UDHR.

A group of allies in Brazil and Peru have worked on the draft text and produced the Manifest Lima to Paris to diffuse during the process COP 20 to COP21. We seek membership networks, promoting contacts between people and institutions that organized meetings in their cities for COP21 in line with our UDHR proposal. A call for signatures to the Manifest Lima to Paris at different levels, different socio professional segments in different regions of the planet to promote the UDHR was made using a Video Campaign. The video is also a tool to facilitate the comprehension of the proposal in a local and global level.

Link for the Manifest Lima to Paris [http://base.alliance-respons.net/docs/1\\_manifest\\_of\\_lima\\_to\\_paris\\_cop21\\_2015\\_en.pdf](http://base.alliance-respons.net/docs/1_manifest_of_lima_to_paris_cop21_2015_en.pdf)

Link for the UDHR-Universal Declaration of Human Responsibilities' [http://www.alliance-respons.net/IMG/pdf/universal\\_declaration\\_of\\_the\\_human\\_responsability.pdf](http://www.alliance-respons.net/IMG/pdf/universal_declaration_of_the_human_responsability.pdf)

### **Invitation for the Midias to support the Manifest**

Diffusion of the Manifest for the main newspapers, magazines, blogs, facebook personalities and peoples. Around 7.000 e-mails sent, inviting to sign the Manifest and also the AVAAZ campaign.

### **Results**

1. After the diffusion of the video campaign we reach more than hundred signatures for the Manifest Lima to Paris, organizations and individuals.

Link to the signatures <http://www.ethica-respons.net/Manifest-Lima-to-Paris-November?lang=fr>

2. The module 4 *Mobilizing Global Citizenship* as part of the course *Responsibility, Climate Change and COP* – Virtual Institute in Spanish (first online course about Responsibility). The course was coordinated by Ricardo Jimenez from Peru and the module 4 was elaborated by me, Isis de Palma, as the teacher. The case of the Manifesto Lima to Paris including the Video Campaign was part of the converging global citizen agenda.

Website of the Institute to access the course:

[www.alianzaxresponsabilidades.org](http://www.alianzaxresponsabilidades.org)

Link to access Module 4 of the virtual course - The case of the Manifesto Lima to Paris including the Video Campaign

<http://www.alianzaxresponsabilidades.org/mod/forum/view.php?id=116>

3. The process began in 2014, was developed during the year 2015 for COP21 in Paris. Will continue being presented at the Climate Meeting in Nantes-France in September 2016.

### **The following**

A new production is extending into 2016 to include the COP21 outcomes with focus on the transitions process. A new video campaign including a text as a support to promote the UDHR is being done to strengthen the process till COP22 in Morocco and beyond.

Some results of the Virtual Course Module 4 made by students from 9 countries of Spanish language will be used as a contribution for the new video screenplay.

### **Images**

**Public presentation** of the Video Manifesto Lima a Paris, in Paraty RJ Brasil

### **The Manifest from Lima to Paris: sign by 15 November 2015**

Alliance for Responsible and Sustainable Societies is being called upon along with other Alliance partners, networks, collectives, individuals and institutions to sign the [Manifest from Lima to Paris](#) by 15 November 2015. The Manifest urges for the urgent adoption of a Universal Declaration of Human Responsibilities.

The Manifest from Lima to Paris is a contribution of the South American group, member of the Alliance. The document was submitted to the organising committee of the COP21. Find the [video on the Youtube](#) and [Facebook accounts of the Alliance for Responsible and Sustainable Societies](#). **Sign and endorse the Manifest!** More information and full text of the Manifest are available in [English](#) – [Français](#) – [Español](#)

We also invite you to [read the comment](#) on the Manifest of Pierre Calame, Honorary President of the Charles Léopold Mayer Foundation for the Progress of Humankind (FPH) and advisor of the Alliance.

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