

IF NOT US  
THEN WHO?

# COP28 IMPACT EVENT REPORT

2023 UN Climate Change Conference

November 30th - December 12th, 2023 - Dubai, United Arab Emirates (UAE)

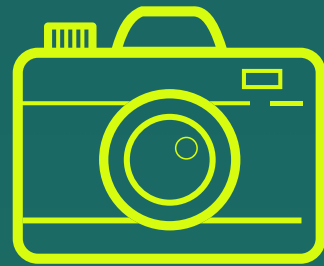


# Navigation Page

- 3 [Key Results](#)
- 4 [Best Performing Posts](#)
- 5 [Social Media In Numbers](#)
- 6 ['Our Village' Platform](#)
- 7 [Social Media Sharing](#)
- 13 [Relive Our Village](#)
- 14 [Contact](#)

# Our Goals at COP28

Supporting Indigenous Peoples and Local Communities' narratives and demands throughout COP28. We will join the Nature Positive delegation, as well as bring a multimedia crew in collaboration with the Global Alliance of Territorial Communities (GATC). Here are our Key common goals:



**Leveraging  
professional  
opportunities for IP  
and LC creatives**



**Connecting  
audiences with IP and  
LC leadership present  
at COP**



**Expanding networks  
of supporters around  
potential  
partnerships**

[VISIT MEDIA KIT](#)

# Key Actions

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## Films Screening Opportunities

Leveraging screening opportunities for films that connect Climate Solutions of Indigenous Peoples and Local Communities to the key discussions.



## Key Leaders from GATC Amplification

Filming and photographing the participation of key leaders from Indigenous Peoples and Local Communities in their participation and highlights throughout the Conference.



## Creating Discussion Moments

Build a network and connection around the role of the cultural industry in tackling climate change and connecting the world with climate justice.



**Words into**

Intent into  
Ambition into  
Promises into  
Rhetoric into  
Policy into  
Theory into  
Eloquent  
Commitment

**action.**

implementation.  
action.  
proof.  
results.  
performance.

**Actions in partnership**





# Multimedia Crew at COP28

If Not Us Then Who and the Global Alliance of Territorial Communities supported a multimedia team with filmmakers, photographers and content creators from Indigenous Peoples and Local communities to cover the participation of IP&LC leaderships at COP. We covered the importance of direct financing, addressing challenges such as extractive industries, criminalization, and elevating the voices of women and youth. For more information about COP28 and leaders going please visit their website: <https://globalalliance.me>





**KALFEIN MAIKEL WUISAN**  
Minahasa I Indonesia  
Indigenous Activist,  
Filmmaker



**BEKA MUNDURUKU**  
Munduruku I Brazil  
Indigenous Activist,  
Photographer and Filmmaker



**ORGUN WAGUA**  
Gunadule I Panama  
Indigenous Activist,  
Filmmaker, Videographer,  
Documentary Editor and  
Cultural Activist





Photo: INUTW/ Beka Munduruku

## COP28 COVERAGE: PHOTOGRAPHY & VIDEO SUMMARIES

In partnership with the GATC, we produced 5 social media Reels in the lead up to, during and after COP, highlighting key topics like ancestral knowledge, territorial funding and gender actions. We also covered all GATC events in photography for social media and horizontal formats.

**[EXPLORE VIDEOS](#)**







# SHANDIA PLATFORM LAUNCH

Launch of the platform Shandia: Frontline Funding for Indigenous People's and Local Communities of the Global Alliance of Territorial Communities, to advocate for increasing direct, effective, and sustainable funding, and to ensure accurate tracking of funds

Our board president Mina Sentra introduced the report, insights and invited all attendees to watch the platform. Media amplified this significant side event during COP28 highlighting the findings that only a small fraction of international funding for biodiversity, climate change and sustainable development is allocated for Indigenous Peoples and Local Communities.







Photo: INUTW/ Mariel Jumba

## Indigenous Peoples Day at COP28 Coverage

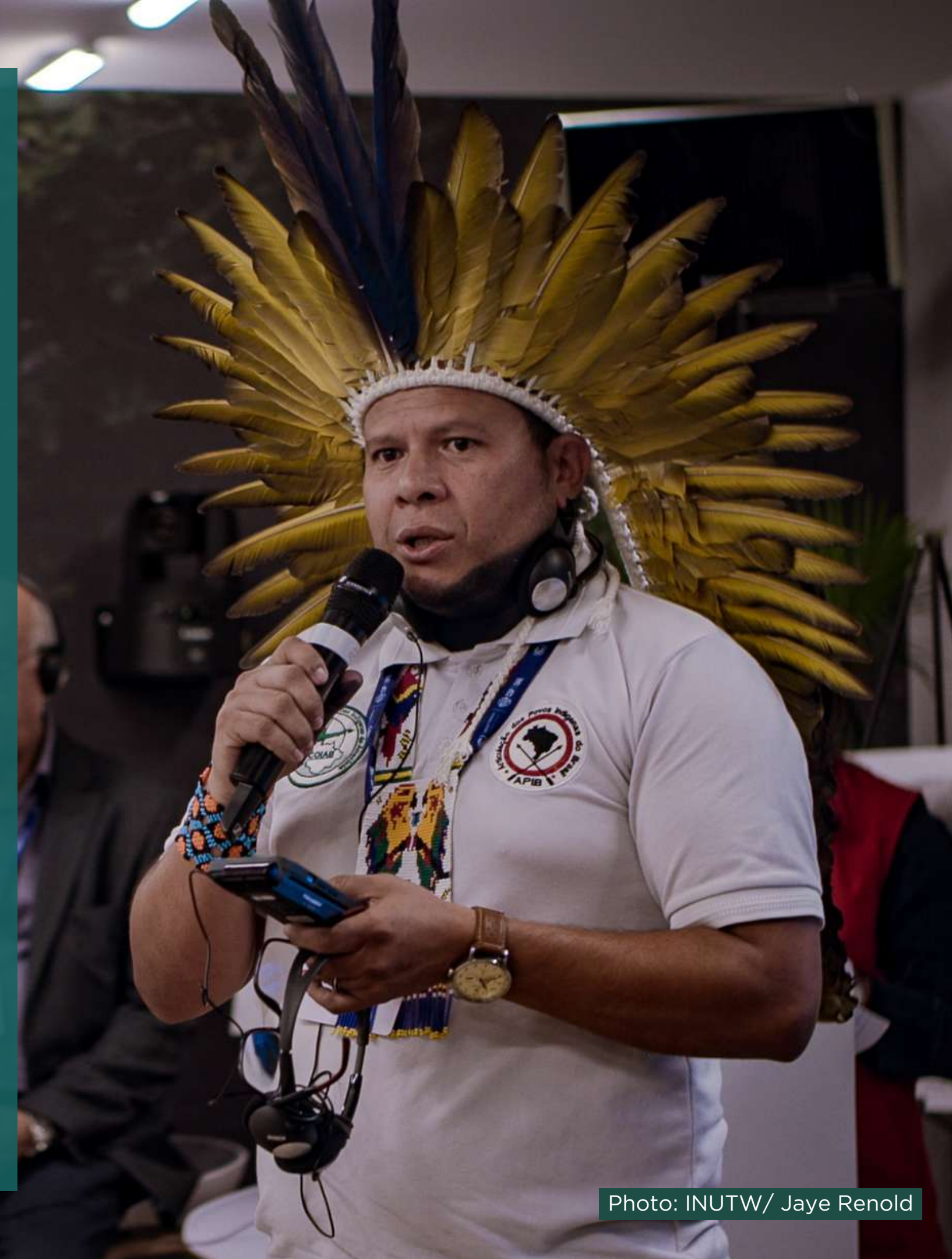
COP28 held the historic first-ever Indigenous Peoples devoted day on the conference site. For this moment, women from the National Articulation of Indigenous Women, Warriors of Ancestrality ANMIGA, in partnership with indigenous organizations from Brazil, the Amazon Basin, Central America and the Congo Basin, led and entry action to the site with traditional chants and speeches, which we joined in coverage for impact.



# Nature Positive Pavilion @COP28

The Nature Positive Pavilion brings together a coalition of organizations committed to bringing a nature-positive world to life. Last year's global biodiversity and climate conferences provided us with a clear signal – we must halt and reverse nature loss by 2030.

This year at COP28, the Nature Positive Pavilion mobilized stakeholders across policy, business, science, and civil society to put nature at the heart of the negotiations. We are almost halfway through the decisive decade – it's time to pick up the pace and turn words into action.







# IP&LCs Day Nature Positive Pavilion

Event for the Indigenous Peoples Day in the Nature Positive Pavilion. The key message is to call on Governments to recognize their vital role in nature restoration at COP28.

[WATCH THE HIGHLIGHTS](#)





# ECHOES OF THE EARTH

A photography exhibition featuring 9 international artists, presented by If Not Us Then Who, in collaboration with GATC, and Nature4Climate, in honor of Indigenous Peoples Day at The Nature Positive Pavilion.

A Unique Journey Through Indigenous Peoples and Local Communities stories, traditions, ceremonies, and more. The photographic exhibition represents the five organizations that are part of the GATC: the Indonesian Alliance of Indigenous Peoples of the Archipelago (AMAN); the Mesoamerican Alliance of Peoples and Forests (AMPB); the Articulation of Indigenous Peoples of Brazil (APIB); the Coordinator of Indigenous Communities of the Amazon Basin; and the Network of Indigenous and Local Populations for the Sustainable Management of Central African Forest Ecosystems (REPALEAC).

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<GUARDIANS of  
TOMORROW>





Welcome



ARTIST PHILICIA TAPALOMARA / IF NOT US THEN WHO?



ARTIST HODU WED / IF NOT US THEN WHO?



OUR PEOPLE  
COMMUN  
UNITED TO  
OUR RIGHT  
SACRED TE



Photo: INUTW/ Mariel Jumba



# Nature Day at Nature Positive Pavilion



Photo: INUTW/ Mariel Jumpa

The focus for that day was on the critical necessity to halt and reverse nature loss by 2030, a vital step in achieving the goals of the Paris Agreement. The discussions aimed to bridge the substantial gap between scientific knowledge and policy implementation. Urgency was stressed regarding accelerating actions to protect and restore lands, wetlands, and oceans, while addressing key issues like industrial agriculture. A key part of the conversation was the role of businesses and investors, emphasizing their responsibility to acknowledge and disclose their environmental impacts by 2030. This dialogue was designed to highlight the collective effort and cooperation needed across various sectors to preserve and revitalize our planet's ecosystems.



A photograph of three people, two women and one man, smiling and posing for a photo. They are all wearing blue lanyards with accreditation badges. The woman on the left has reddish-brown hair and is wearing a dark green top. The woman in the middle has grey hair and is wearing a blue and white patterned top. The man on the right has short dark hair and is wearing a dark green shirt with a floral pattern. In the background, other people are visible, some also wearing lanyards. The image has a teal overlay at the bottom with a yellow wavy line on the left and a teal wavy line on the right.

# INUTW speaking out at COP28

Photo: INUTW/ Mariel Jumba





# YOUTH PRESS CONFERENCE

Featuring David Hernanández Palmar  
and Nansedalia Ramírez

On the 8th of December, an interfaith coalition led the event around “Youth on the frontlines of climate justice”. To prepare the press for this event, we joined indigenous youth from the globe on a press conference about the experiences coming from the ground, the need for local and global action to protect the rights of communities and the conservation efforts and their connections to the unique storytelling brought forward by Indigenous Peoples and Local Communities

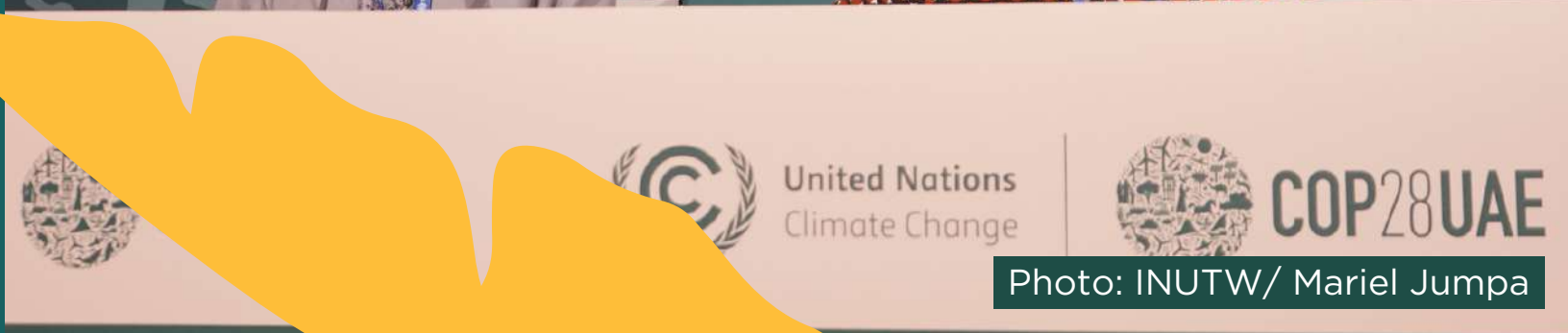


Photo: INUTW/ Mariel Jumpa





Photo: INUTW/ Mariel Jumba

## INUTW at the Entertainment and Culture Pavilion

David Hernandez Palmar and the INUTW team was part of the film screening about the resistance against the expansion of fossil fuels industries on Dec. 6th on the panel “How To Blow a Pipeline”. He highlighted the impact that fossil fuelst have on communities and invited the audience to think about who tells these stories, how they are being told, and how this can affect the narrative. This panel was hosted by Earthrise Studio founder Alice Eady and starred filmmaker and BIPOC leaderships.



# ENTERTAINMENT AND CULTURE FOR CLIMATE ACTION (ECCA)

**Featuring David Hernandez Palmar and Lina Salas**

Our team joined a space where cultural leaders and the entertainment industry discussed actionable steps and the urgency of accelerating climate efforts. Lina and David presented insights from the ECCA launch in Colombia, highlighting the necessity for more mainstream media stories, rethinking funding, and direct support for Indigenous Filmmakers. They also emphasized the importance of fair distribution deals and collaboration that respects cultural differences and fair responsibility. Additionally, they addressed the need for proper free, prior, and informed consultation, which is currently lacking together with other challenges that Indigenous Filmmakers are facing.





# ENTERTAINMENT AND CULTURE PAVILION ECCA WORKSHOP WITH THE UN

**Featuring David Hernandez Palmar and Mariel Jumpa**

Our team engaged in discussions about the ECCA draft Accord's five goals, including using storytelling to catalyze climate action. Team members represented INUTW in two breakout rooms alongside media platforms, UN Sustainability experts, and ECCA members. Group 1 focused on timeline and fundraising, while Group 2 discussed climate action pathways and reporting. Conclusions pointed to the need for a communication committee centered on sustainability and storytelling. Additionally, David emphasized the importance of involving Indigenous Filmmakers from the global south for effective collaboration.



Photo: INUTW/ Mariel Jumpa





# Social Media Campaigns

Photo: INUTW/ Jaye Renold





Photo: INUTW/ Jaye Renold

## Overview

We collaborated with key stakeholders like the Nature Positive Hub, the GATC, TIME and Gen Zero and ECCA during the COP28 for social media coverage and action. All of our content is organic and reaches direct and indirect audiences around the world.

**27k** Accounts reached  
**62k** Impressions  
**24** Most visible Countries

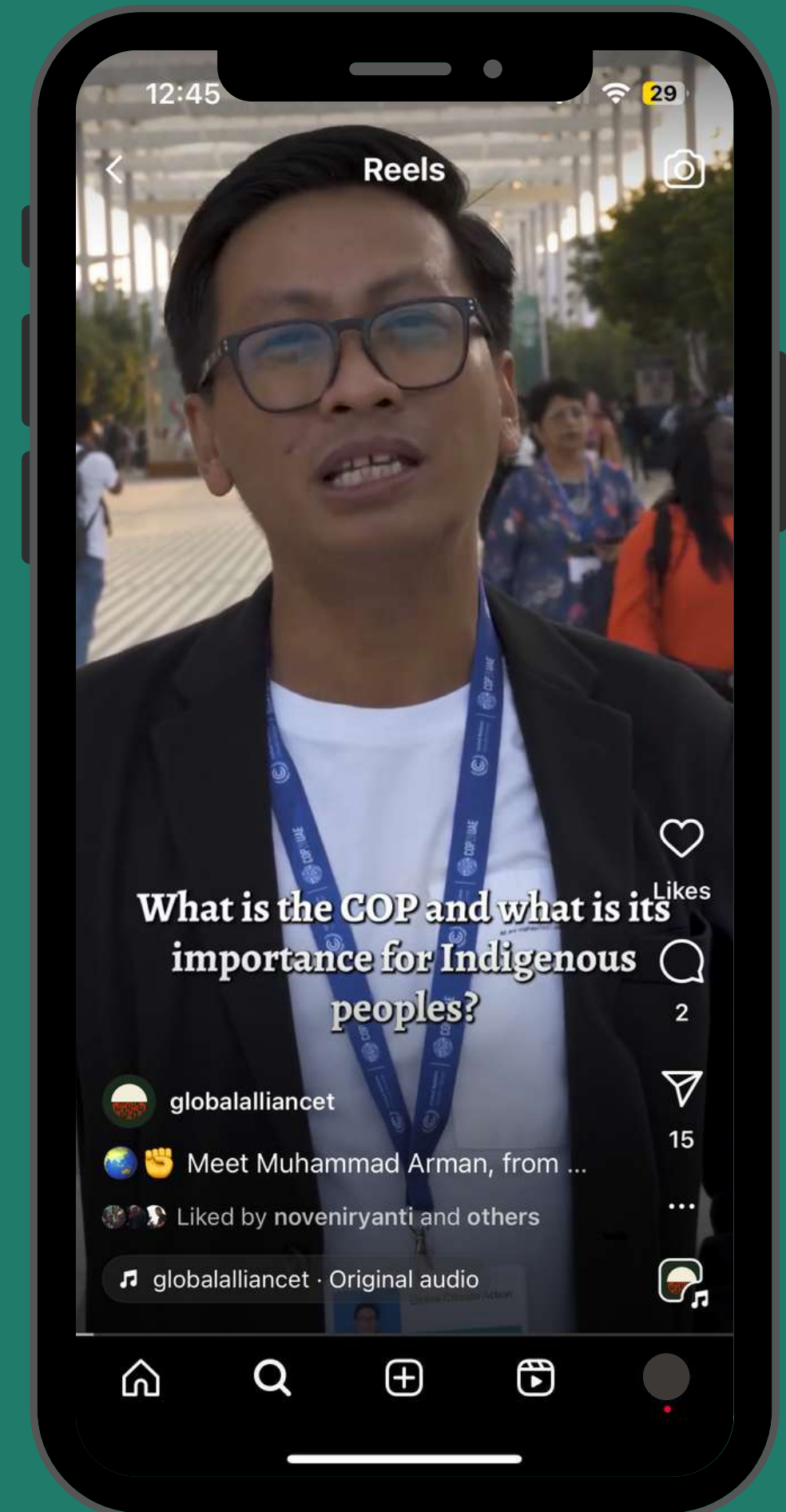
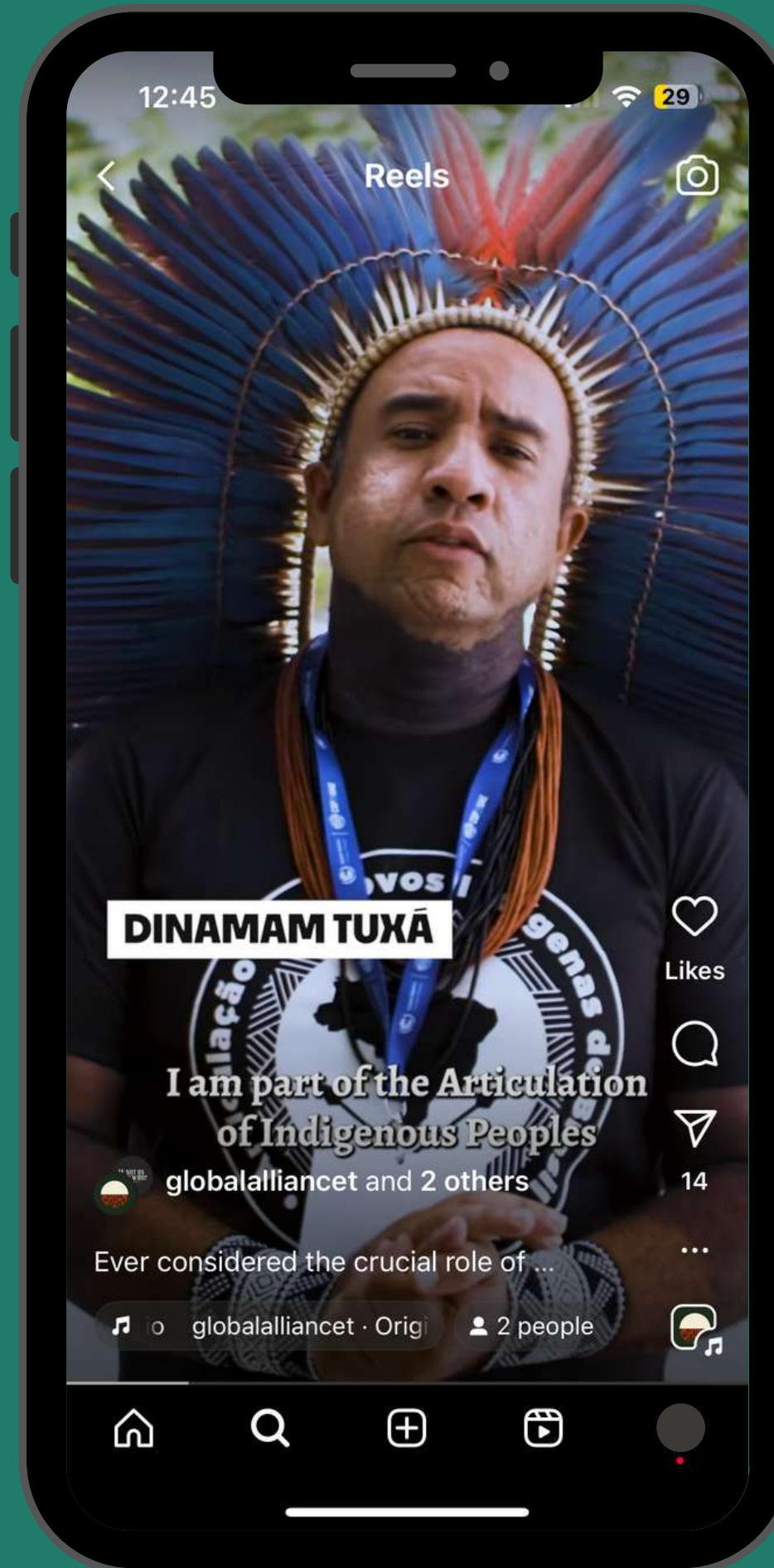


# Multimedia Crew:

## GATC at COP28

On-site photography coverage and video series collaboration during COP28. Live coverage of the attendance of Featuring Indigenous Peoples' Youth and Leaders in panels, events, and activations of GATC, as well as video production, including an event teaser, regional highlights, content for social media, and wrap-up video of the actions of the GATC and its organizations during COP28.

**EXPLORE VIDEOS**





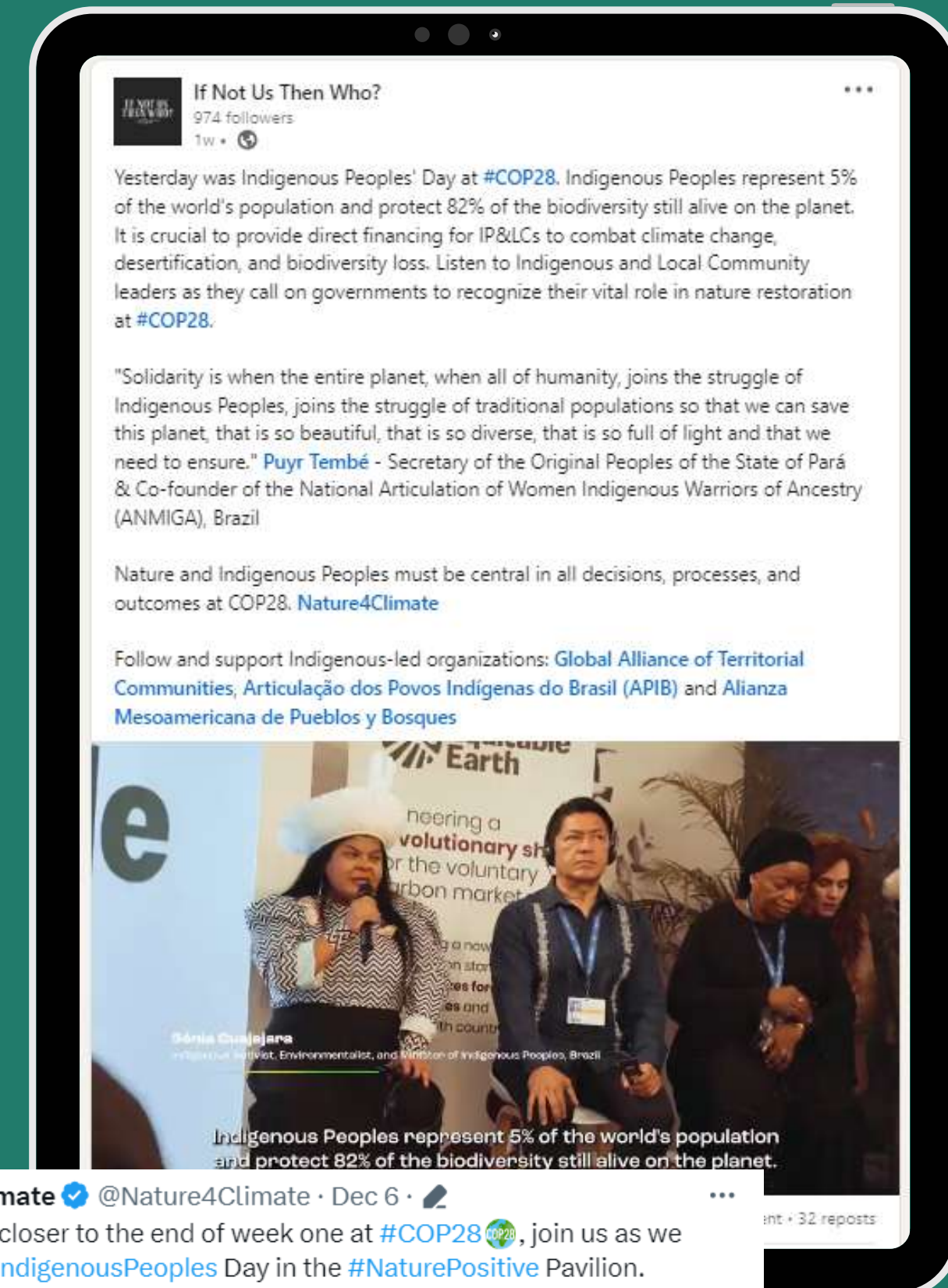
# Nature4Climate

## Indigenous Peoples Day at COP28

Video collaboration with Nature4Climate on the highlights of Indigenous Peoples Day at COP28.

**Key Message:** It is crucial to provide direct financing for IP&LCs to combat climate change, desertification, and biodiversity loss. Nature and Indigenous Peoples must be central in all decisions, processes, and outcomes at COP28.

**Call to action:** Follow and support Indigenous-led organizations Global Alliance of Territorial Communities, Articulação dos Povos Indígenas do Brasil (APIB) and Alianza Mesoamericana de Pueblos y Bosques.





# NETWORK SPREADING ACTIONS



Mesoamerican Alliance of Peoples and Forests (AMPB)



Climate Live Global



Amazon Sacred Headwaters Alliance



# NETWORK SPREADING ACTIONS



Guardians of Tomorrow



The Tenure Facility

**Most visible Countries:**  
United States  
United Kingdom  
Netherlands  
Indonesia  
Colombia  
France  
Belgium  
Peru  
Ecuador  
Sweden  
Brazil  
+ more





# SOME OF OUR NETWORKING EFFORTS



**SAMATA PATTINSON  
& BAFTA**



**TEVESUR JOURNALISTS  
(CHILE)**



**EARTHRISE STUDIO & HOW  
TO BLOW A PIPELINE  
PRODUCER**



**ELLIE GOULDING  
UNEP AMBASSADOR,  
MUSICIAN**



# NEWSLETTER AMPLIFICATION



**2,300+** Accounts reached  
**32,5%** Open Rate

[SIGN UP FOR UPDATES](#)

Supporting Indigenous Peoples  
and Local Communities' narratives  
and demands throughout COP28.

COP28 is over,  
but we are just getting started.



# Lessons learned

## 1. Alignment with partner agendas drives powerful impact

Indigenous and local leadership becomes more relevant every year at climate events. Timely coordination in the lead up allows us to do powerful storytelling and connect with networks around impact for these opportunities

## 2. Decision maker scenarios are siloed from civil society, but don't have to be

While Climate Conferences have growingly separated the spaces between negotiators and organizations, there is room for direct conversation with leaderships and to create events with diverse representation and agreements





# Lessons learned

## 3. Storytelling moves passion at negotiation events

A lot of negotiation conferences feature repeating formats and lack emotional connection with the people in the audiences and the expected targets. Because of this, there is plenty of room for storytelling and we have the opportunity to create beautiful connections with our films from the ground

## 4. Events make powerful on-the-ground training opportunities

Events make a wonderful space to bring Indigenous and Local creatives and support their work with experience on live coverage, as well as ongoing training to improve their skills while they cover content





# Lessons learned at COP28

## **5. Industry conversations on Climate are taking the stage, and need IP and LC voices in them**

For the first time, Climate conversations are including talks about the entertainment industry, and this opens a window to make sure there are Rights guarantees; Free, Prior and Informed Consultation and intersectionality included in the agreements being built

## **6. Early stage agreements have room for impact**

While negotiations central to countries' policy come to climate events mostly finalized, some policy is just starting and they allow for a lot more advocacy, inclusion of IP and LC demands and co creation.





The background is a solid teal color. It features several abstract shapes: a thin yellow line curving from the top left towards the center; a larger, rounded yellow shape in the top right corner; a bright orange shape in the bottom left corner; and a thin yellow line curving from the bottom right towards the center.

# Thank you!

Follow us @ifnotusthenwho  
ifnotusthenwho.me

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