

From the **unthinkable
to a “new normal”**

Today was unthinkable yesterday

- **A black U.S. president**
- **Rejection of Apartheid and Mandela as President**
- **A Mexican running the OECD, a Woman the IMF**
- **YouTube, Facebook, Twitter, Blogs, Google –the SMS**
- **Germany giving up nuclear energy**
- **Qatar hosting a COP**
- **The Arab Spring**
- **China as 2nd largest economy – BRICS as block**
- **A Latin American Pope**

A

new why

for climate action

We lack a winning
narrative.

A bigger, better, political story.

Is “**carbon**” working as the
the entry-point for national
debates?

Not really.

Carbon-centric
narratives
are not winning
the hearts and minds.

Mitigation-centric
narratives
are not winning
the hearts and minds.

Positive disruption:

Re-frame around
We Choose Resilience
as the anchor for national
climate narratives*

“We protect”

“We improve”

“We invest”

“We choose to protect people”

“We choose to protect water”

“We benefit from quality of life”

“We deserve the quality of place”

“We invest in infrastructure for the
21st century”

Why “Protect people”

Why “Protect water”

Why “Improve the quality of place”

Why “Improve the quality of life”

Why “Invest in infrastructure for the
21st century”

“Compared to **others**, our emissions are insignificant ”

“**Others** created the problem.”

“The **others** not not doing enough.”

Reinventing
the **aspirations** of
a middle-income society



COSTANERA

TUDO LO QUE
SOÑASTE



**50 million people
joined the
middle class
in Latin America
in the last 10 years.**

COSTANERA

TODO LO QUE
SOÑASTE

Summary for discussion

- The gap in winning **political narratives**
- **Resilience imperative** as positive disruption
- Raise of LAC middle class: **Reinvent aspirations**