COP29 Side Event

Citizens and Youth Engagement

with Local solutions, Digital Innovation & Culture Based Climate Action

19th November 2024, COP29 Blue Zone, Baku

COP29
Baku
Azerbaijan

NOV 11 ——— 22 2024

Digital Innovation Pavilion

Hosts

I.A.A.I
INTERNATIONAL ASSOCIATION
FOR THE ADVANCEMENT
OF INNOVATIVE APPROACHES
TO GLOBAL CHALLENGES

GLOCHA

evercity

Climate Chain Coalition

Co-hosts

THE HBAR FOUNDATION

SAP

KPMG

AFREXIMBANK

Side event speakers:

- **Miroslav Polzer**, IAAI GloCha & COP29 Digital Innovation Pavilion

- **Alexey Shadrin**, Evercity & COP29 Digital Innovation Pavilion

- **Jonathan Rackoff**, HBAR Fdt.

- **Kenza Benmoussa**, Climate Entrepreneur

- Samia Dumbuya, COP29's Climate and Environment Delegate representing UK

- **Samuel Rubin**, Entertainment + Culture Pavilion

- **Joan Namaggwa**, Tard Foundation

- **Domenico Vito**, Hubzine Italia & Metabolism of Cities Living Lab at San Diego State University

- **Clara Botto**, UN Climate Change

- **Dan Morrell**, Eco Balance

- **Alhassan Omar**, young climate activist from Egypt

Miroslav Polzer

GloCha - Systemic solutions for all of society climate action empowerment

IAAI GloCha

Multistakeholder Solutions for SDGs Localization

GLOCHA

LOCALIZING THE SDGs

VISION

Empowering everyone, everywhere to take meaningful and rewarding action for the common good

International Association for the Advancement of Innovative Approaches to Global Challenges (IAAI GloCha):

— UN accredited civil society organization based in Klagenfurt, Austria

— Building the Global Challenges Action Empowerment ecosystem/partnership **GloCha** with **Culture**, **Technology** and **Organisational Innovation**

GloCha is building a bridge between the UN and citizens/Youth

Developing solutions and building a community –
A new generation of United Nations for non-state actors

FILIPINO WINS COP26 DIGITAL ART COMPETITION

GloCha Creates Spaces

for a community of global goals focused content creators and digital solution providers

In real world:

.. And in virtual worlds:

GloCha Streaming TV -
An edutainment and creative economy
ecosystem Super-App for SDGs action
empowerment

SUPER APP FEATURES

RICH MEDIA PLATFORM
- Existing linear TV channels with fully automated 7-day catch-up on all shows and Cloud DVR
- Create new scheduled channels from video on demand content
- Targeted Video advertising
- Subscriber management and billing
- Multi-screen user apps with all main platforms supported
- Launcher hosting 3rd party apps like games, messenger, chat, ecommerce apps, etc..

SOCIAL MESSAGING
- Uses industry standard encrypted XMPP protocol
- Private IM platform with support for group chats and calls
- Text, picture and video sharing
- Integrated with TV services for in picture chat
- Messaging over live or pre-defined point-of-interest in timeline
- Any 3rd party messaging app can be integrated

E-COMMERCE
- Shoppable CTA video - contextual on-screen 'call-to-action' adverts translating into e-commerce
- Universal Wallet enables one-click purchase
- Any payment method architecture, fiat and digital cash using Rapido token

RAPIDO MISSION

Become the cross-device TV platform of choice for the next generation of viewers and content producers

What is RAPIDO?
- TV entertainment & TV commerce super app available on all devices powered by the commercially proven and technically the most advanced private cloud platform
- High quality live & on demand TV streaming
- Traditional and AI-generated content
- Globally available with regional specific content
- Integrated with social media features for chat and messaging and e-commerce
- Rewards viewers for watching content
- Free to watch – or ad free subscription option

New Thinking
for effective Multistakeholder Climate Action:

Understanding (Global/Climate) Challenges and their **spatial dimension**

Global Challenges Mapping:

A global conceptual framework and reporting standard for the

- identification,

- localization and

- specification

of challenges with citizen science and web3 technology tools.

An MVP (minimum viable product) – the **digital Challenges Mapping Tool (CMT 1.0)** has been developed in the context of the EU INTERREG Central Europe project JETforCE (Just Energy Transition for Central Europe)

GloCha Challenges Mapping App – JETforCE Pilot Version

The Tool I

Developed for Citizens' Engagement in the context of the **JETforCE project** (Just Energy Transition for Central Europe), funded by the EU INTERREG Central Europe Programme

https://glocha-challenges-mapping-iaai.web.app/

The Tool II

GloCha App

SDGs/Climate Action as a NFT/Digital Badges Collection **Game & educational tool** in which action and intellectual contributions (e.g. challenges mapping reports), created impact and learning outcomes are registered in a global registry and turned into digital assets that can be collected and traded on an individual (or class/school) dashboard.

*GloCha App under construction

The Ecosystem
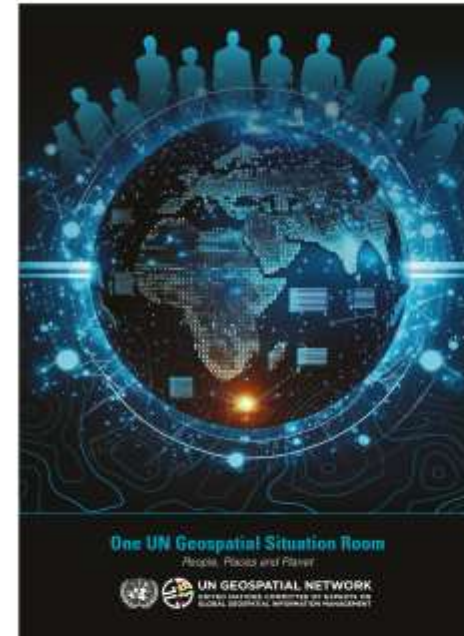

GloCha & One Map Cooperation I

Citizen Science

Creating a «Challenges Mapping» citizen science engagement opportunity (data layer), aligned with One Map, for community level data collection.

One UN Geospatial Situation Room

Cotncept document 2023

GloCha & One Map Cooperation II
Joint Resource Mobilization

One Map Resource Mobilization Innovation Outline
Young Pioneer Fund.
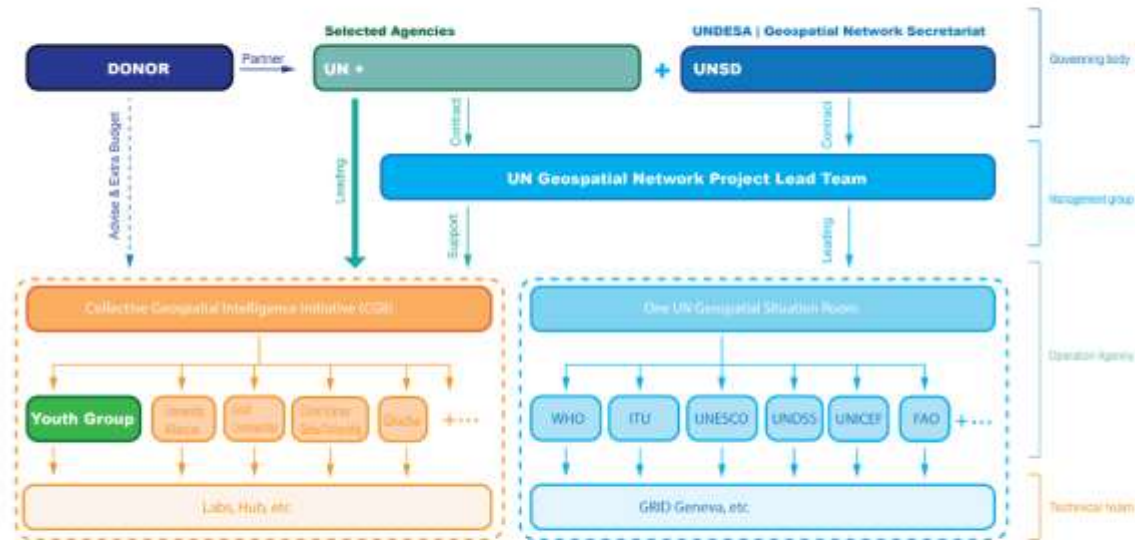
Mass Mobilization with
Music & Art

DIGITALART4CLIMATE

GloCha Contest 2024
Creating the Future with Music & Art

Special Awards of UN Environment and UN Habitat in the context of the **GloCha Music and Art Contest.**

GloCha Contest 2024
Creating the Future with Music & Art

The Global Mandate

18 SEP 2024

Celebrating the Future with Culture, Youth & Localization of SDGs

10 AM – 8 PM | Trusteeship Council Chamber, UN HQ NY and on UN WebTV

Global Challenges Action Day

United Nations General Assembly
Resolution A/RES/XX/XXX
Global Challenges Action Day

The General Assembly,

Recalling the purposes and principles of the Charter of the United Nations, particularly the promotion of international cooperation to address pressing global challenges,

Acknowledging the key role of non-state actors, including citizens, youth, and sub-national governments, in the implementation of the Sustainable Development Goals (SDGs) and other global initiatives,

2018

Recognizing the urgency of addressing challenges such as climate change, biodiversity loss, sustainable development, and social inequalities, which affect all regions and peoples,
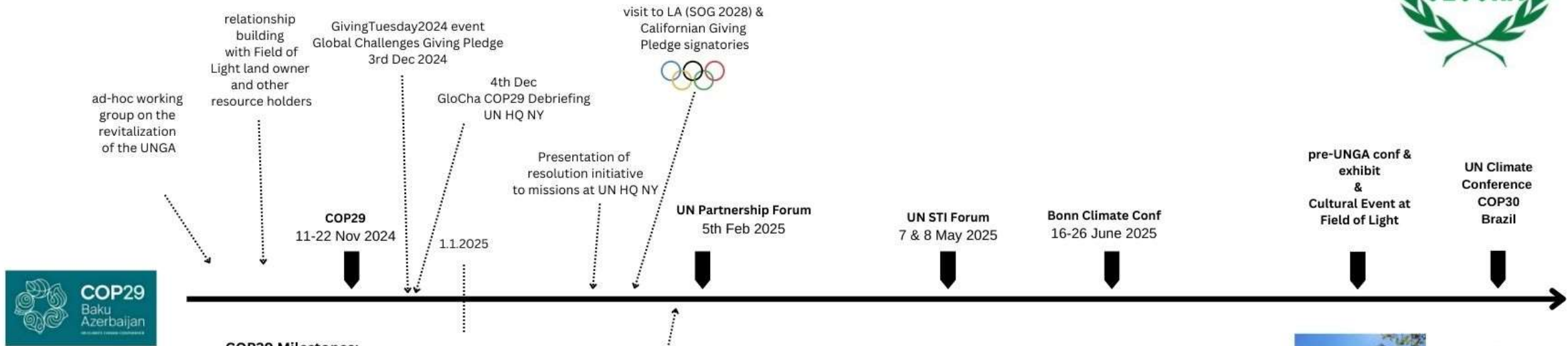
Emphasizing the importance of innovative tools and platforms, such as the United Nations Geospatial Information Network's One Map initiative, to link global efforts with local actions,

Welcoming the efforts of civil society organizations, such as the IAAI GloCha Global Challenges Action Empowerment ecosystem, in fostering youth and community engagement in global challenges,

1. **Decides** to proclaim [date] as "Global Challenges Action Day," to be observed annually;

2. **Encourages** non-state actors, particularly citizens, youth, and sub-national governments, to actively participate by making pledges and reporting actions related to global challenges, such as climate change, sustainable development, and other SDGs;

3. **Requests** the development of a global information system, building upon the One Map initiative and the GloCha Global Challenges Mapping System, to enable participants to: a. Map local and global challenges they consider vital for their present and future well-being; b. Form multi-stakeholder communities around these identified challenges; c. Make action and resource pledges to address these challenges; d. Report on actions and their impact.

4. **Calls for** the synthesis of these actions and reports into a formal communication to the United Nations, through appropriate channels such as the office of the President of the General Assembly, and linked to relevant UN programs and mechanisms;

5. **Urges** Member States to support this initiative by: a. Facilitating the participation of sub-national governments, youth, and communities; b. Collaborating with non-state actors to leverage local knowledge and resources in addressing global challenges;

2024

6. **Invites** Member States and relevant UN bodies to explore synergies between "Global Challenges Action Day" and existing global efforts, including those led by the United Nations Framework Convention on Climate Change (UNFCCC) and the United Nations Environment Program (UNEP), among others;

7. **Requests** the Secretary-General to report to the General Assembly at its [Xth] session on the implementation of this resolution, including progress on the mapping system, participant engagement, and global impact.

GloCha Timeline to Success 2024-2025

ad-hoc working group on the revitalization of the UNGA

relationship building with Field of Light land owner and other resource holders

GivingTuesday2024 event Global Challenges Giving Pledge 3rd Dec 2024

4th Dec GloCha COP29 Debriefing UN HQ NY

Presentation of resolution initiative to missions at UN HQ NY

visit to LA (SOG 2028) & Californian Giving Pledge signatories

COP29 11-22 Nov 2024

1.1.2025

UN Partnership Forum 5th Feb 2025

UN STI Forum 7 & 8 May 2025

Bonn Climate Conf 16-26 June 2025

pre-UNGA conf & exhibit & Cultural Event at Field of Light

UN Climate Conference COP30 Brazil

COP29 Milestones:

- Digital Innovation Pavilion sponsorships & **AI focused** partnerships
- repurposing of the Climate Chain Coalition for **AI & Blockchain** for Climate (-> as basis for highest quality Carbon & Biodiversity & Blue econoy **credits** certification)
- hosting the **Education**, **Culture** and **Outreach Stakeholders** community

GloCha Agenda:

- brainstorming for an UNGA Global Challenges Action day resolution (**Paradigm shift**)
- COP30 culture based climate action program / contest / metaverse ("The **Movement**")
- Challenges Mapping (**Knowledge**) Thesis Award & partnership with universities
- formalizing partnership with UN Environment One Map X (The **Data Bridge**)
- LA2028 (GloCha) #GoodLife App workshop ("**The App**")
- planning "**The Space**" (We the People center NYC & decentral)
- brainstorming for "**The Moment**" - an unprecedented global unity event on all media platforms, multilingual, faith based communities, super large scale resource mobilization (#InvestInYourFuture)

GloCha Conference 2025/I:

- GloCha Resolution
- digital ID, global registry, ..)
- We the People Center
- AI governance

GloCha Partners

Revolution Love	International Youth Conference (IYC)	UNEP Early Warning and Data Analytics Branch	UN Habitat Youth Programme	**IRCAI** International Research Center for Artificial Intelligence Ljubljana
IIASA International Institute for Applied Systems Analysis, Cooperation and Transformative Governance Research Group	UNIDO Global Cleantech Innovation Programme	Climate KIC	Climate Chain Coalition	Evercity
GloCha Fdt NY	Music for SDGs	The Creators 2030 SDGs, Arts, Youth & Global Citizen Initiative	Keepers of Peace	Peace Boat US
Society and Diplomatic Review	Global Economic Sustainable Development Commission	**www.glocha.org**		

GloChally Yours...☺

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GloCha Fdt NY, a 501c3 public charity

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