

ALTERNATIBA



Paris 2015

Press kit

The Alternatiba Tour

5,000 km for the climate

Paris 2015

www.alternatiba.eu



Presentation



System
change, not
climate
change.
Alternatiba

From the 5th of June till the 26th of September 2015, a 4 seater bike will travel 5,000 kilometres for the climate, from Bayonne to Paris (France). This funny bike symbolises both the ecological and energy transition and economic and social justice.

The Tour will cross 180 counties in 6 European countries announcing louder than ever the message of Alternatiba: not only do the alternatives to climate disruption exist, but they will build a better world too!

The Alternatiba Tour will mobilise thousands of local groups and tens of thousands of citizens, in the months leading up to the important COP21 (world summit on climate change) unfolding in Paris in December 2015.

The stakes

Today all the warning signs are here. Climate disruption is happening faster than ever, threatening the poorest populations of the planet, and conditions for all civilized life on Earth in the medium term. We must radically reduce our greenhouse gas emissions to avoid the dangerous threshold that leads to the point of no return for global warming and climate chaos.

"We have little time before the window of opportunity to stay within 2C of warming closes".

Rajendra Pachauri,
president of the
IPCC.

Yet, solutions to global warming exist. The possibilities for an energy transition abound, with thousands of organisations, individuals, boroughs and counties already experimenting with and experiencing these transitions. These alternatives contribute on a daily basis to the construction of a society that consumes less yet contains more humanity, more harmony and more unity. Alternatiba is a living demonstration to the world, that these alternatives can be built, providing solutions not only to climate change, but also to the social and economic crises.

In the wake of the release of the 5th IPCC report more than 12,000 people gathered in Bayonne, France on the 6th of October 2013, on the occasion of the first Alternatiba. Since then more than 50 Alternatibas have been organised or are being organised in other boroughs, throughout France and in Europe.

Press contacts :

Txetx Etcheverry (**LIMA**). Tél. 948 11 26 33. gtxetx@gmail.com

Jon Palais. Tél +336 19 94 10 94. jon.palais@riseup.net

Rémi Rivière. Tél. +336 728 758 05. remiriviere.pb@gmail.com

www.alternatiba.eu/en



A new vision of mobilisation



Over 5,000 kilometres, the Tour will bring together all the associations and local groups of many environmental, social and union organisations, but also many other types of local group: sports clubs, students groups, fire brigades, music bands, dance groups and so on. As the 4 seater bike passes through each territory, these organisations will be encouraged to ‘adopt’ a kilometre of the route, by displaying their own message for COP21.

Thousands of cyclists carrying the vest of the Alternatiba Tour will accompany the 4 seater bike with their own bike, on each of the stages. 90 public meetings will take place all along the route which means almost one meeting per day. The legs of the Tour will also be the opportunity for big public fêtes celebrating another world which is possible.

A funding by the people



The reggae band “The Gladiators” on the symbolic 4-seat bicycle, July 2014.

To fund this far-reaching project, a crowdfunding campaign will be launched December 3, 2014, during the Lima Climate Change Conference in Peru. The aim is to collect the important sum of 61,340 Euros. This will enable to cover the logistics and communication costs for this 4 months trip.



Five points about the Tour

- **5000 km** passing through 180 territories and six countries (France, Spain, Switzerland, Germany, Luxemburg, Belgium).
- Mobilising on its path tens of thousands of people and thousands of associations and groups to fight climate disruption and promote alternatives.
- Generating during the 180 stop-overs hundreds of activities around climate disruption for the general public:
- film screenings and debates, collective bicycling parades, animations, etc.
- Showing that the fight against climate disruption can be a fantastic momentum in which each person can find its place, creating a new blueprint for society, an attractive and mobilising project for the future.
- Calling to mobilise in Paris during the time of the COP21 and to prepare to after-COP21.



The Alternatiba volunteers on the 4-seat bicycle.

The Alternatiba dynamic



"Together, let's build a better world by tackling the climate challenge!"
Stéphane Hessel,
Patron of Alternatiba

In the wake of the release of the 5th IPCC report 12,000 people gathered in Bayonne, France on the 6th of October 2013, to present ways in which climate change can be combated.

This showed that it is indeed possible to raise awareness and interest about the challenges our climate faces, not only with activists, but also the general public.

Alternatiba showcases alternatives to climate change and the energy crisis, revealing that concrete means and solutions exist to reduce emissions here and now: small-scale agriculture; relocalization of the economy; appropriate urban and rural planning; the development of alternatives to the unconstrained expansion of road traffic; frugal energy consumption; environmentally conscious housing; regulation of financial markets; the ecological and social reconversion of economic production in all sectors; responsible consumption; redistribution of work and wealth; reciprocity; the reduction and recycling of waste; the protection of common goods like water, soil, forests, air, etc.



A great momentum

Conferences, exhibits, stands, workshops and practical demonstrations, as well as folk festivals, feasts, parades, song and dance – Alternatiba showed that there is a way out the crisis, and that real means exist to build a more unified, more humane, more equitable, in short a more desirable society.

The fight against global warming does not have to be a painful process of adaptation of immense proportions that exceed our capacities. Rather, it provides a fantastic incentive, a welcome opportunity and an appealing prospect. It reveals a social horizon, where everyone can find their place. Aside from its quantitative success, Alternatiba made a lasting impression on the minds and hearts of the people, and left behind a communal memory of positive energy and shared joy.

Picture taken at the first Alternatiba, in Bayonne following the publication of the IPCC's fifth report: street entertainments, festive meals, thematic areas (urban planning, housing, transport and mobility)

Call to create multiple Alternatiba

“Let's create
10, 100,
1,000
Alternatiba”.
Alternatiba
declaration
on 6th of
October
2013

Towards the end of the day, both Christiane Hessel, (married to the recently deceased author Stéphane Hessel) and the former director of Greenpeace-Spain, Juan Lopez de Uralde, himself imprisoned during the Copenhagen summit for having slipped inside the Heads of State Gala dinner with "Politicians talk, Leaders act" banner, made a solemn call for the creation of “10, 100, 1000 Alternatibas” in Europe around COP21. The goal is to: “call out our leaders on the dramatic consequences of the absence of a global, ambitious, efficient, binding, and fair climate treaty. We must mobilise populations to start the social, energy and environmental transition without delay, before we reach the point of no return, which will lead to irreversible climate change.”



Assemblée
de clôture
du premier
Alternatiba,
une journée
qui a
rassemblé
plus de
12.000
personnes
à Bayonne.

One Alternatiba per week

Since the 6th of October 2013 over 50 Alternatiba-initiatives have spontaneously been launched: Paris, Geneva, Brussels, Bilbao, Bordeaux, Toulouse, Rennes, Strasbourg. Further initiatives are being planned for England, Germany, Austria, Turkey and Tunisia.

By September 2014, about 62,000 people had gathered around the 8 new Alternatibas. A new Alternatiba initiative appears every week. Most of Alternatibas in 2015 will take place during June-July and September-October. This will raise the awareness of hundreds of thousands of people on the stakes of climate urgency, as well as ecological and social justice.

Alternatiba and COP21

As the President of the Intergovernmental Panel on Climate Change (IPCC) stated: "The clock is ticking to save the climate". It is now impossible to doubt the depths of the actual climate imbalance. Nothing has changed since the famous statement "Our house is burning and we look elsewhere." Worst, since the failure of the Copenhagen summit in 2009 and the spread of the financial crisis, the climate emergency seems to have disappeared from the political agenda.

The Alternatiba initiative was created in this context. It aims to foster the awareness of citizens, at the European level, in view of the international summit for climate negotiations that will be held in Paris at the end of 2015.

Alternatiba's objectives are: on one hand, raise awareness amongst the general public and elected politicians about the dramatic consequences of the lack of an ambitious, effective, binding and just international agreement on climate. And on the other hand, show that alternative solutions exist, that they don't have to be seen as a constraint, but a great movement on which the future can be built.

By highlighting and exposing concrete and available alternatives, the sense of helplessness can be dissolved, demonstrating clearly that solutions will come not only from the political, but from the citizen level too. These solutions can be implemented in our daily lives at local and regional level, as individuals or collectively.

Schedule

December, 3rd 2014
Publication of the final itinerary of the Alternatiba Tour.

December, 3rd 2014 - February 1st 2015
Public awareness campaign, crowd-funding campaign to collect 61,340 Euros.

June 5th 2015
World Environment Day : Beginning of the Tour in Bayonne, where the first Alternatiba was held in 2013.

September 26th 2015
End of the Tour, arrival in Paris for the Alternatiba Ile-de-France. Paris will host the COP21 two months later.

They support Alternatiba



Jean Jouzel, climatologist and Vice-President of the group 1 IPCC.



Susan George, writer (ATTAC).



Laurent Pinatel, Confédération Paysanne (Via Campesina).



Alix Mazounie, Réseau climat action france (Climate Action Network).



Many celebrities have given their support to Alternatiba Tour.

#coup2pouce

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Fondation Charles Léopold Mayer
pour le Progrès de l'Homme



Stéphane Hessel (1917-10-120 / 2013-2-27), author of Time for outrage!, Official patron of the Alternatiba project.

“Climate disruption is worsening faster than ever, and threatening the poorest populations of the planet and civilized conditions for life on earth. Yet the solutions to global warming exist, the ways of energy transition multiply. They are already being put to the test by thousands of organisations, individuals, municipalities, and regions across the globe. Thousands of alternatives participate on a daily basis in the building of a friendlier, more supportive, more tempered, more humane society. Come discover them at Alternatiba (...) Together, let's build a better world by tackling the climate challenge!”

Stéphane Hessel, on 19th of December 2012.



Ms. Christiane Hessel carries on Stéphane's work as Alternatiba patron.

The 98 movements and networks which supported the **ALTERNATIBA** dynamic from 2013 onwards



The 24 personalities who have called to join the first **ALTERNATIBA**



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Rémi Rivière. +336 728 758 05. remiriviere.pb@gmail.com
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