
Visual Communication Design 3

Assignment 1

2012 Memefest Theme: Debt

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My Relation to Debt

>

Climate Debt

about **climate debt**

The climate debt of the developed countries – the sum of their emissions debt and adaptation debt – are part of a broader ecological debt reflecting their heavy environmental footprint, excessive consumption of resources. Wealthy countries, corporations and people bear the greatest responsibility for climate change and its adverse effects.

The sum of the total carbon dioxide on this planet. People all in the world take responsibilities for paying off climate debt in order to save our shared planet.

about **design concept & ideas**

1 folded poster → this is a folded poster that can be folded into an envelope by providing infographics about climate debt.

related 4 posters → this is a series A4 posters which can be put in that envelope and give information about how to reduce carbon footprints to pay off climate debt.

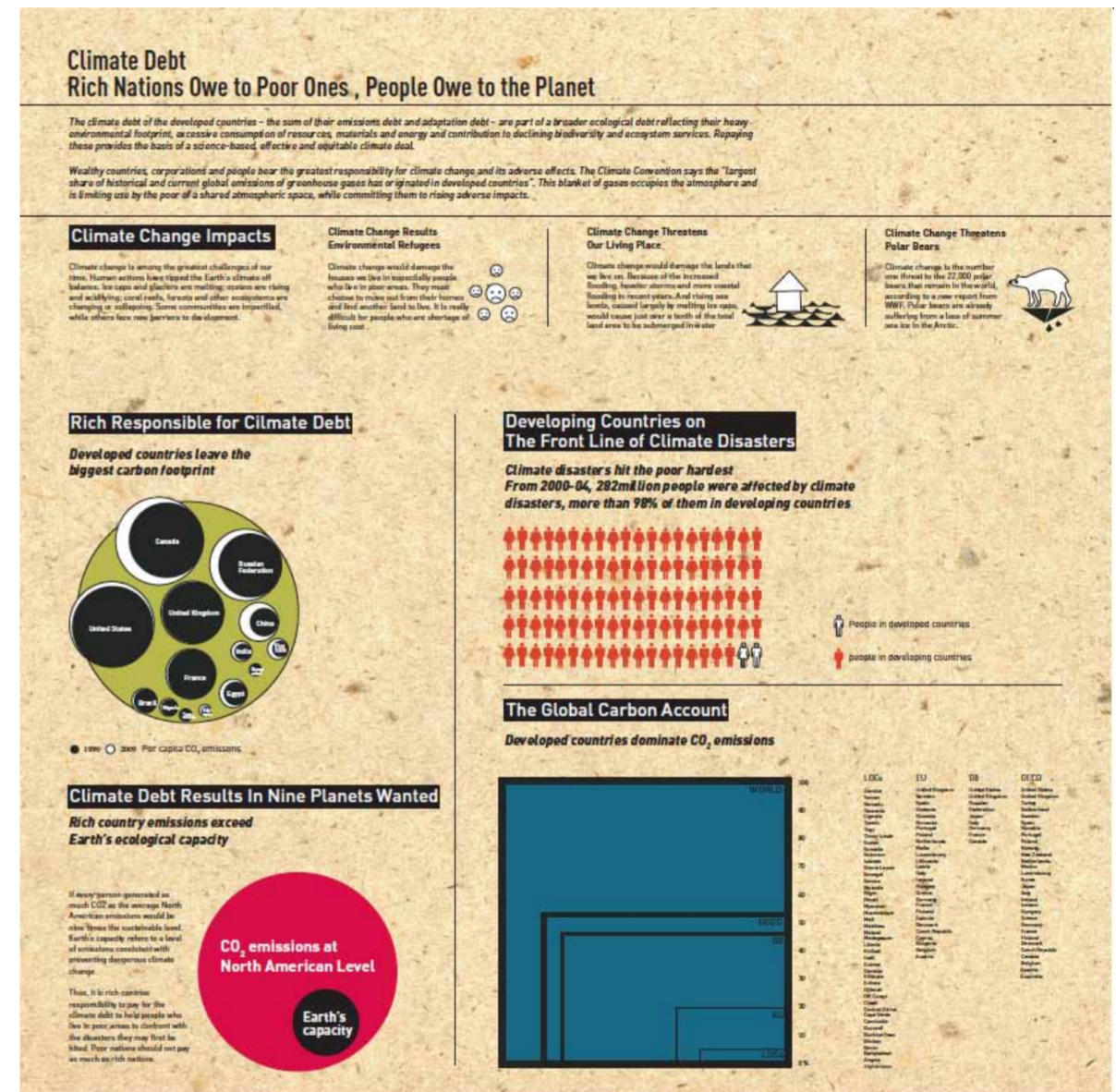
1 repayment agreement postcard → this is a postcard which I made it like a repayment agreement, people can sign on it to show their decisions to pay off climate debt and save this planet.

about **aims**

My design is to communicate with people to make them be aware of the debt they owe to climate change and encourage them to reduce their carbon footprints to make compensating for global warming, especially people who live in rich nations.



Front



Back



POSTAGE
PAID

Climate Debt

repayment agreement

Climate Debt Rich Nations Owe to Poor Ones , People Owe to the Planet

The climate debt of the developed countries – the sum of their emissions debt and adaptation debt – are part of a broader ecological debt reflecting their heavy environmental footprint, excessive consumption of resources, materials and energy and contribution to declining biodiversity and ecosystem services. Repaying these provides the basis of a science-based, effective and equitable climate deal.

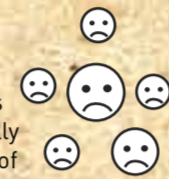
Wealthy countries, corporations and people bear the greatest responsibility for climate change and its adverse effects. The Climate Convention says the “largest share of historical and current global emissions of greenhouse gases has originated in developed countries”. This blanket of gases occupies the atmosphere and is limiting use by the poor of a shared atmospheric space, while committing them to rising adverse impacts.

Climate Change Impacts

Climate change is among the greatest challenges of our time. Human actions have tipped the Earth’s climate off balance. Ice caps and glaciers are melting; oceans are rising and acidifying; coral reefs, forests and other ecosystems are changing or collapsing. Some communities are imperilled, while others face new barriers to development.

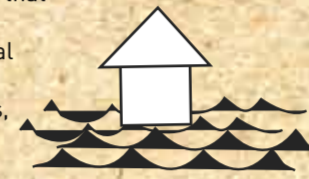
Climate Change Results Environmental Refugees

Climate change would damage the houses we live in especially people who live in poor areas. They must choose to move out from their homes and find another land to live. It is really difficult for people who are shortage of living cost .



Climate Change Threatens Our Living Place

Climate change would damage the lands that we live on. Because of the increased flooding, heavier storms and more coastal flooding in recent years. And rising sea levels, caused largely by melting ice caps, would cause just over a tenth of the total land area to be submerged in water



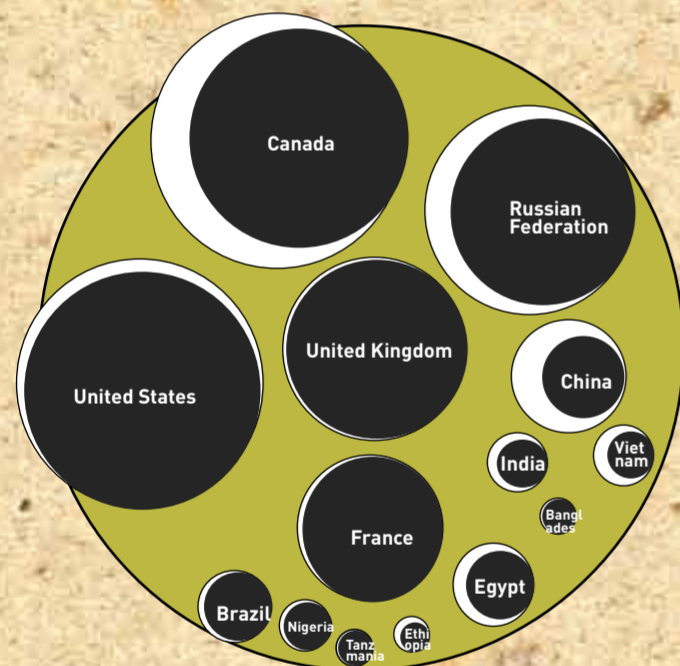
Climate Change Threatens Polar Bears

Climate change is the number one threat to the 22,000 polar bears that remain in the world, according to a new report from WWF. Polar bears are already suffering from a loss of summer sea ice in the Arctic.



Rich Responsible for Climate Debt

Developed countries leave the biggest carbon footprint



● 1990 ○ 2009 Per capita CO₂ emissions

Developing Countries on The Front Line of Climate Disasters

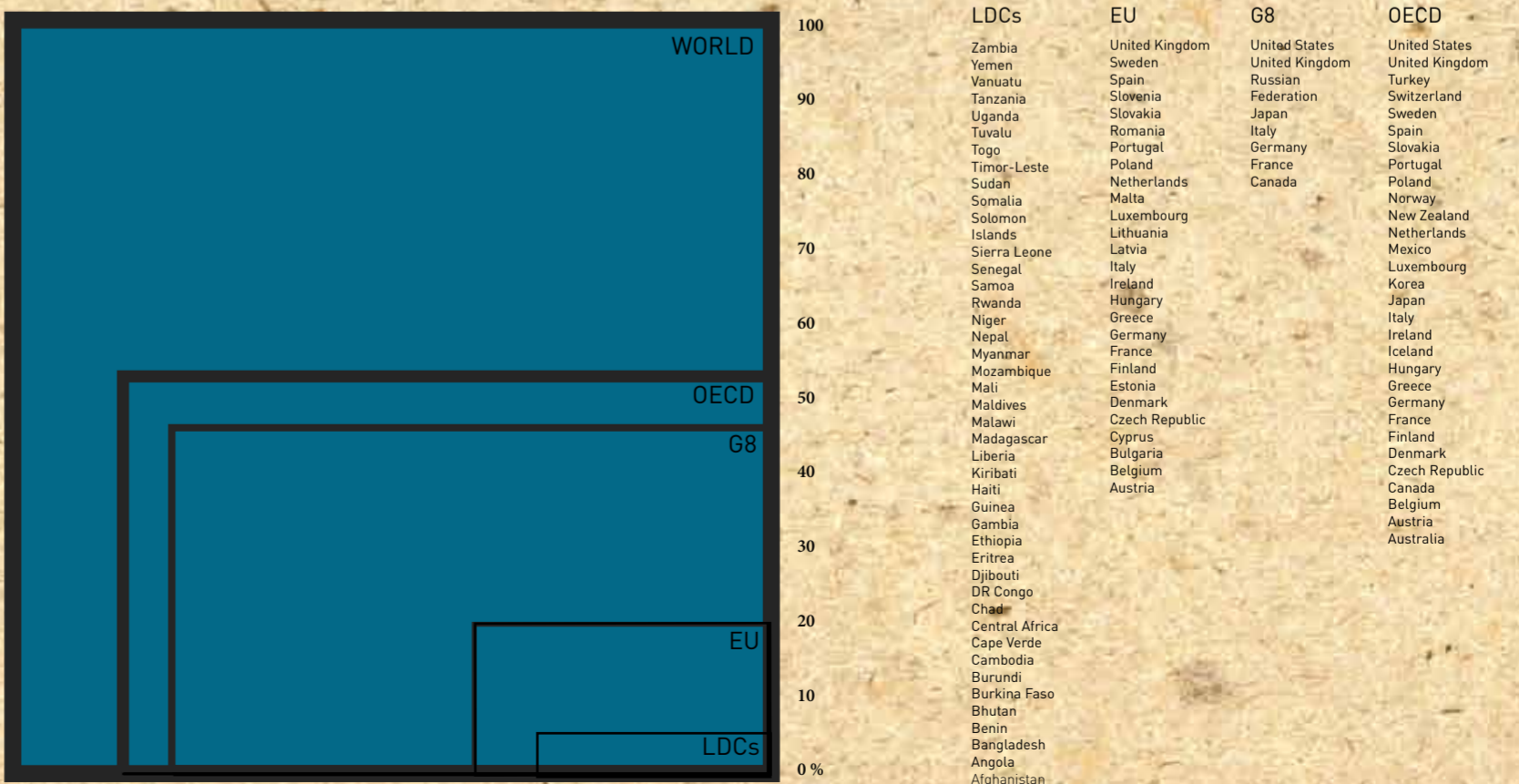
Climate disasters hit the poor hardest
From 2000-04, 282million people were affected by climate disasters, more than 98% of them in developing countries



White figure: People in developed countries
Red figure: people in developing countries

The Global Carbon Account

Developed countries dominate CO₂ emissions

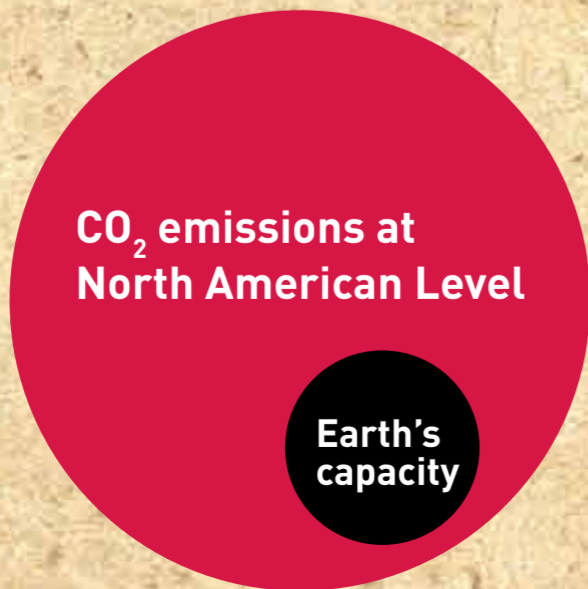


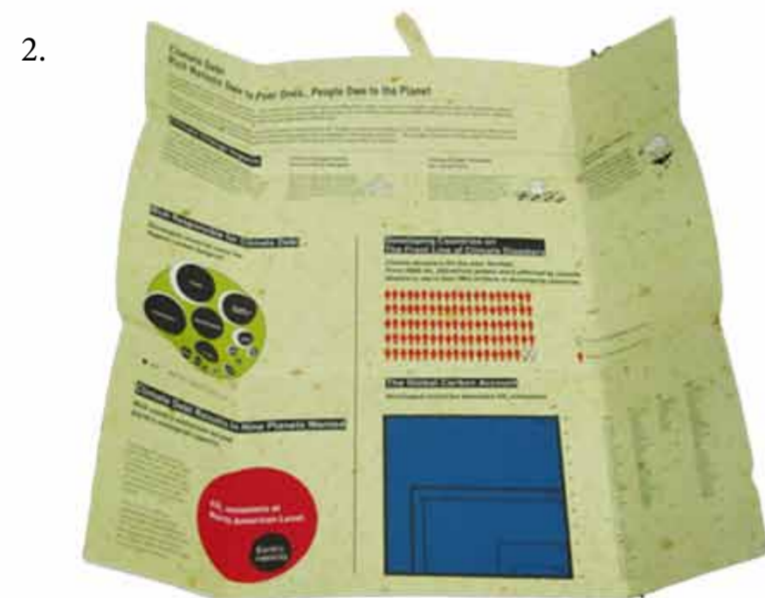
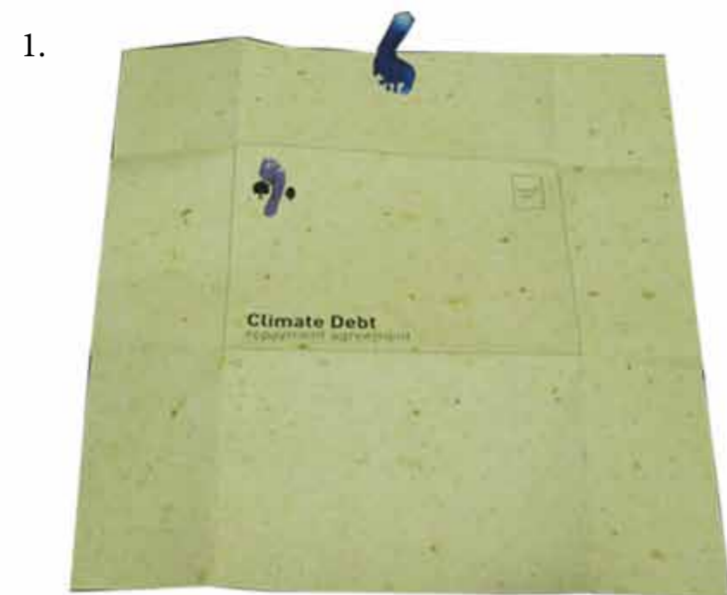
Climate Debt Results In Nine Planets Wanted

Rich country emissions exceed Earth’s ecological capacity



If every person generated as much CO₂ as the average North American emissions would be nine times the sustainable level. Earth’s capacity refers to a level of emissions consistent with preventing dangerous climate change .

Thus, it is rich contries responsibility to pay for the climate debt to help people who live in poor areas to confront with the disasters they may first be hited. Poor nations should not pay as much as rich nations.





Reduce Carbon Footprint Repayment of Climate Debt Agreement

If every **household installed just 1** energy saving light bulb 
the electricity saved in a year could pay **150** pounds carbon
dioxide  **climate debt** to help people in developing countries.

$$- \text{Incandescent Bulb} + \text{CFL Bulb} = -150\text{lbs CO}_2$$

If **20 people swithed off** monitors  and this would pay **1**
tonne of carbon dioxide  **climate debt** in just **1 hour**. People
in developing countries would **suffer less** from climate change.

$$- \text{Monitor} * 20 = -2205\text{lbs CO}_2$$

Do developing countries people a favor = Pay off your Climate Debt




I Pledge to take actions to deduce my carbon footprints in order to pay off my Climate Debt and help
people in developing countries to cope with cilmate change.



Reduce Carbon Footprint Repayment of Climate Debt Agreement

The lands in developing countries are very limited and everyone knows that trees  love  carbon dioxide . So if every people in **developed countries** could **plant only 1 tree**  for every year, this helps save 1 tonne of carbon dioxide so that it **pays off** your **climate debt** to developing countries.

$$+ \text{tree} \times \text{person} = -2205\text{lbs CO}_2$$

By simply turning off the lights  when you leave the room, it can save 250 pounds of carbon dioxide . While you are able to save polar bears  life and **pay off** your **climate debt** to developing countries.




$$- \text{lightbulb} \times \text{person} = -250\text{lbs CO}_2$$

Do developing countries people a favor = Pay off your Climate Debt





I Pledge to take actions to deduce my carbon footprints in order to pay off my Climate Debt and help people in developing countries to cope with climate change.



Reduce Carbon Footprint Repayment of Climate Debt Agreement

If **everyone go out by bicycle**  every mile instead of driving  this saved could pay **1** pound carbon dioxide **climate debt**  to help people in developing countries.

$$- \text{car} + \text{bicycle} = -100\text{lbs CO}_2$$

If every **household stop using** tumble dryer  to dry clothes  outside under the sun  this could pay **300** pounds carbon dioxide  **climate debt** to help people in developing countries.



$$- \text{tumble dryer} + \text{sun} = -300\text{lbs CO}_2$$

Do developing countries people a favor = Pay off your Climate Debt



I Pledge to take actions to deduce my carbon footprints in order to pay off my Climate Debt and help people in developing countries to cope with cilmate change.



Reduce Carbon Footprint Repayment of Climate Debt Agreement

If everyone **go out walking**  , you are not only burning calories but also **cooling** the earth  . And this saved could pay **1** pound carbon dioxide **climate debt** to help people in developing countries.

$$- \text{car} + \text{walking person} = -100\text{lbs CO}_2$$

By simply **switching off** the **TV**  when you finish watching. This helps pay 280 pounds **carbon dioxide**  **climate debt per year**. People in developing countries would have chance to **suffer less** from **climate change**.

$$- \text{TV} * \text{person} = -280\text{lbs CO}_2$$

Do developing countries people a favor = Pay off your Climate Debt

I Pledge to take actions to deduce my carbon footprints in order to pay off my Climate Debt and help people in developing countries to cope with climate change.



As Climateer, I pledge to take these actions to reduce my Carbon Footprint in order to pay off my Climate Debt and help people in developing countries to cope with the impacts of climate change.



Replacing one regular light bulb with a compact fluorescent light bulb will save 150 pounds carbon dioxide one year.



Planting a tree will absorb one ton of CO₂ over its lifetime.



By turning off the lights when leaving the room, 220 pounds of carbon dioxide can be saved per year.



Turning the TV off properly when you've finished watching and this will save 200 pounds of Carbon Dioxide per year.



You will save one pound of carbon dioxide for every mile you don't drive.



Drying your clothes on sunny day instead of using the electric tumble dryer, it helps save 300 pounds of Carbon Dioxide a year.

Signature _____ Date _____

Reduce Carbon Footprint Repayment of Climate Debt Agreement



Name _____
 Sex _____
 Occupation _____
 District _____
 Date _____

Dear Climateer,

Climate change is among the greatest challenges of our time. Human actions have tipped the Earth's climate off balance. Ice caps and glaciers are melting; oceans are rising and acidifying; coral reefs, forests and other ecosystems are changing or collapsing. Some communities are imperilled, while others face new barriers to development.

Poor countries, communities and people contributed least to climate change, yet are its worst victims. At greatest risk are the poor, women, indigenous peoples, small farmers, shepherds and forest communities, people relying on scarce water resources, youth and other groups susceptible to harm and health impacts.

Wealthy countries, corporations and people bear the greatest responsibility for climate change and its adverse impacts on developing countries. Therefore, not only the governments should set up green fund to help the poor to cope with climate change, but also people in developed countries should take actions to make compensation on it and pay off their individual climate debt.

Lastly, it is really necessary to pay off our climate debt and this is our last chance to save our planet. It is our future, so we all people on this planet really have to do something. Many people are now facing climate change disasters, but your contribution and repayment actions could help them out from climate disasters.

Best wishes

POSTAGE
STAMP

Name _____
 Address _____
 Zip Code _____
 State _____
 Country _____

Design in a Holistic Way > Seeing everything as part of the Climate Debt Design



Reduce Carbon Footprint Repayment of Climate Debt Agreement

The lands in developing countries are very limited and everyone knows that limit **over carbon dioxide**. So if every people in developed countries could plant only 1 tree for every year, this helps save 1 billion of carbon dioxide so that it **pays off your climate debt** to developing countries.

• 🌳 = -12000t CO₂

By simply turning off the light **when you leave the room**, it can save **100 pounds** of carbon dioxide. While you are able to save polar bears' life and **pay off your climate debt** to developing countries.

• 📴 = -2500t CO₂

In developing countries people's lives - Pay off your Climate Debt

• Please to take actions to reduce my carbon footprint in order to pay off my Climate Debt and help people in developing countries to cope with climate change.

Reduce Carbon Footprint Repayment of Climate Debt Agreement

If every household installed just 1 energy saving light bulb the electricity saved in a year could pay **100 pounds** of carbon dioxide **climate debt** to help people in developing countries.

• 💡 = -1000t CO₂

If 20 people switched off their tv **when you finish watching** it can save **100 pounds** of carbon dioxide **climate debt** to just 1 bear. People in developing countries would suffer less from climate change.

• 📺 = -1000t CO₂

In developing countries people's lives - Pay off your Climate Debt

• Please to take actions to reduce my carbon footprint in order to pay off my Climate Debt and help people in developing countries to cope with climate change.

Reduce Carbon Footprint Repayment of Climate Debt Agreement

If everyone **goes out walking** you are not only having activities but also **saving the earth**. And this saved could pay **1 pound** carbon dioxide **climate debt** to help people in developing countries.

• 🚶 = -1000t CO₂

By simply **switching off the TV when you finish watching** this helps pay **200 pounds** carbon dioxide **climate debt** per year. People in developing countries would have chance to **survive less** from climate change.

• 📺 = -2000t CO₂

In developing countries people's lives - Pay off your Climate Debt

• Please to take actions to reduce my carbon footprint in order to pay off my Climate Debt and help people in developing countries to cope with climate change.