Visual Communication Design 3

Assignment 1

2012 Memefest Theme: Debt

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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 climate debt

- 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 design concept & ideas

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.
Climate Debt
repayment agreement

Front

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

Developed countries have the biggest carbon footprint

Back

Developing countries are on the front line of climate disasters

The Global Carbon Account

Developed countries endorsed PP, emissions

The poster aims to educate and inform about the global climate debt and its impacts on developing countries.
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; storms 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.

Rich Countries Responsible for Climate Debt
Developed countries leave the biggest carbon footprint

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.

Rich countries 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 countries responsibility to pay for the climate debt to help people who live in poor areas to confront with the disasters they may first be hit. Poor nations should not pay as much as rich nations.

Developing Countries on The Front Line of Climate Disasters
Climate disasters hit the poor hardest
From 2000-04, 282 million people were affected by climate disasters, more than 98% of them in developing countries.

The Global Carbon Account
Developed countries dominate CO2 emissions
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 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.

\[- \text{light bulb} + \text{energy saving light bulb} = -150\text{lbs CO}_2\]

If 20 people switched 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.

\[- \text{monitor} \times 20 = -2205\text{lbs CO}_2\]

Do developing countries people a favor = Pay off your Climate Debt
The lands in developing countries are very limited and everyone knows that trees love carbon dioxide. So if every person 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.

\[
+ \text{tree} \times \text{light} = -2205\text{lbs CO}_2
\]

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.

\[
- \text{light} \times \text{light} = -250\text{lbs CO}_2
\]

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 CO₂ to help people in developing countries.

- 🚗 + 🚴 = -100lbs CO₂

If every household stop using tumble dryer 🧼 to dry clothes 🧼 outside under the sun ☀, this could pay 300 pounds carbon dioxide CO₂ climate debt to help people in developing countries.

- 🧼 + ☀ = -300lbs CO₂

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 walking, you are not only burning calories but also cooling the earth. And this saved could pay 4 pound carbon dioxide climate debt to help people in developing countries.

\[ \text{Walking} + \text{Car} = -100\text{lbs CO}_2 \]

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.

\[ \text{TV} \times \text{Person} = -280\text{lbs CO}_2 \]

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 Climater, 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, 250 pounds of carbon dioxide can be saved 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.
- Turning the TV off properly when you've finished watching and this will save 280 pounds of Carbon Dioxide per year.

Dear Climater,

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, ocean levels are rising and acidifying, coral reefs, forests and other ecosystems are changing or collapsing. Some communities are impoverished, 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, over-60s 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 government 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 reduce or not chance to save our planet. It is our future, so we all people on this planet really have to do anything. Many people are now facing climate change disasters, but your contribution and repayment actions could help them out from climate disasters.

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