

# ◉ klimakultur



Annual report 2024

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## **A. About Klimakultur SA**

Klimakultur is a Norwegian non-profit organization founded in 2021 in Vang in Valdres. Klimakultur guides the cultural sector in how to take action on climate change and implement climate justice. Klimakultur has just completed its third year of operation. We've learned so much since the start in 2022. We've met people and organizations that have inspired us and helped us figure out where we can make the biggest impact in an oil country like Norway.

We've invited new voices onto the stage, told stories and asked questions that have sparked new debates in the Norwegian public sphere. We will ramp up our work in 2024 with new partnerships and the opportunity to do our work with more focus and dedication.

## **B. Mission**

Klimakultur works to counteract the disparity in power of influence between fossil fuel companies and common people by enabling and mobilising a very powerful pillar of society: The culture sector.

## **C. Goals & future plans**

### **I. Launch the project Culture Against Petroganda.**

Start one hundred free conversations about climate in Norway.

Plan and host at least three monthly webinars on climate and culture.

Leverage all our communication channels to present new perspectives on climate, oil and gas to the Norwegian audience.

### **II. Invite new people and perspectives.**

Always invite new people and unheard voices to events so that they can express themselves and expand the Nordic conversation on climate.

### **III. Reach more people.**

Build on our existing communication channels:

- Articles, inspiration and free tools on our website.
- Webinars and youtube channel.
- Monthly newsletter with news and articles of interest.
- Newsletters on future events.

- SoMe channels to inform followers and others on petroganda, climate justice and related topics.

## D. Activities and Achievements in 2024

There have been a lot of happenings throughout the year. We have gathered our most important achievements in a month by month selection. These are just a few picks among a wide range of seminars, panels, presentations, projects, cooperations, articles, social media posts, guides and reports.

### January

- Met with the State Secretary of Culture and Equality in Norway to address the importance of culture in a just green transition.
- Workshop on climate justice with Jungelfest.



### February

- Partnership with LØRN.tech, podcast-series on green transition.
- Lecture at Høyskolen Kristiania on culture and climate justice.

### March

- Participated in panel on Fossil fuel sponsorships at the climate festival Varmere Våtere Villere with the Norwegian Ski Federation and Bergen International Festival.
- Workshop on climate justice at klimafestivalen Varmere Våtere Villere.

### April

- Launched an energy savings project called Folkets Kraftløft together with Valdres Næringsshage, Husbanken and Fridtjof Nansen Institute.
- Speaker at an event hosted by Julie's Bicycle on International Touring and Environmental Responsibility.

### May

- Connected with Vitenparken at Ås and started a public debate on Equinor partnering with Vitensentrene in Norway.
- Digital workshop for Musikkontoret Øks on green festivals.

## June

- Webinar with the Entertainment + Culture Pavilion.
- Lecture and workshop at Sustainability Event in Romania.
- Klimakultur invited to an open workshop together with Øyafestivalen to motivate and activate the power of music and the music field to start conversations about the climate crisis - and the solutions to it.



## August

- Presentation and Workshops at Green Museums Romania, festivals and museums from Norway and Romania gathered.
- Partnering with New Weather Sweden, Norwegian oil and gas sponsorships in sports and culture.

## September

- Lecture at NMBU (Norges Miljø- og Biovitenskapelige Universitet).
- Research note on oil and gas sponsorships to Vitenparken at Ås.
- Speech at a national dialogue meeting on sustainability in the cultural sector, organized by the Ministry of Culture and Equality.

## October

- Lecture at the arts and culture festival Paragraf 112.
- Oil giant Equinor leaves sponsorships in the Norwegian ski and football federation.

## July

- From Creative Practice to Climate Justice Action in London, A dynamic workshop symposium for a planet in need of intensive care and people intent on justice and creating change.
- Research project and workshop on social exclusion, inclusion and diversity. A template on how to work on social inclusion in Norwegian communities.
- Our push on the partnership between Norwegian Science Centres and Equinor lead to a leaderarticle in the newspaper Bergens Tidende. The article sparks public debate around the partnership and oil sponsorships in general.

- Read our press release together with New Weather Sweden, Save Our Snow and Greenpeace Norway.

## November

- Launched report on Norwegian Energy Culture.
- Participated in panel discussion on fossil fuel advertising ban together with oil giant Equinor among others.



## December

- Participated CCII 2024 Convening.
- Swedish newspapers picked up the report on Norwegian energy culture which sparked a discussion around Equinor sponsoring Tekniska museet in Stockholm.



## E. Future plans

Moving forward, Klimakultur will expand its efforts to empower the cultural sector in driving climate action and challenging the influence of fossil fuel companies. We will broaden our reach through targeted workshops, public debates, and digital campaigns, engaging diverse voices and perspectives within the Nordic conversation on climate. Building upon our successful partnerships and projects, we will continue to advocate for a just green transition, supporting the cultural sector in leading the way towards a sustainable future.