

Bedsteforældrenes Klimaaktion





How do we reach new members?

How do we reach out and
communicate climate change?

Are we being heard?

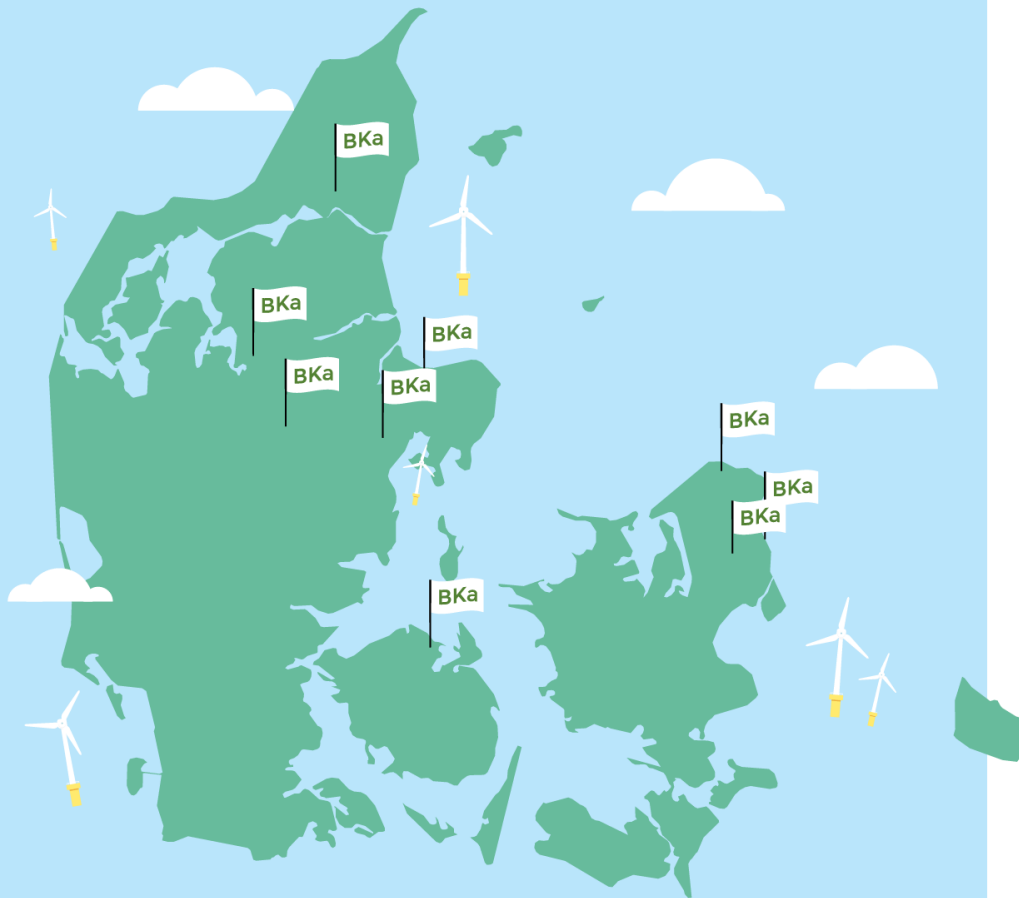
Who are we?

- A grassroots and activist movement
- Founded 2017 by Annegrethe Jørgensen in Aarhus followed by 3 other local groups soon after
- Inspiration from Norway
- People aged 50+ concerned about the world we are leaving for future generations
- Seek to spread the message about the good climate choice and to pressure the politicians to take responsibility and act for a quick and effective green transition

How is BKa organized?

- Thematic group in The Climate Movement
- National BKa movement from 2017-18
- Common framework with rules of procedure
- Yearly national meeting
- Local groups have a spokesman
- Spokesmen meet online or physical monthly
- Facebook pages and webpage

9 local groups of Grandparents



Ålborg

Aarhus

Albertslund

Fyn

Hillerød

København

Silkeborg

Syddjurs

Viborg

357 members

Focus area

- Get information and inform on climate crisis
- Participation in activism/common events
- Dialogues in streets/seniorcenters/college stays/other voluntary groups on how to make good climate choices, often with songs about climate
- Adapt ways of communication to personal values of people
- Make visions of a better future

Political issues

- 2019 Governmental elections and climate law
- National goal 70 % reduction of greenhouse gas emissions in 2030 compared to 1990, climate neutrality 2050/2045. In 2025 50-54%.
- Meetings with policy-makers in parliament and municipalities
- Giving inputs to climate action plans
- Giving inputs concerning biodiversity and sustainable towns and communities

How do we reach new members?





HVORFOR TRUMFER STORE ANLÆGSPROJEKTER NATUR, KLIMA OG DEMOKRATI?

Konference på Christiansborg lørdag 29. april kl. 12.30-17

BKa meetings



Action at townhall



Climate public meeting klimafolkemøde



SIT-COM – quiet demo



Song rehearsals for arrangements



Hygge while saving the planet



Voxmeter Opinion Poll August 2023

61 %: Climate change is the most serious problem, the world is currently facing, followed by “Armed conflicts” (46 %) and “Poverty, hunger and shortage of drinking water” (42%)

71 % : Climate change is an extremely serious problem (compared to 38 % in 2020 and 43 % in 2022 in Klimabarometer’s survey from Concito).

72 %: Politicians should do more to handle Climate changes

Source: Region Syddanmark og Voxmeter

Your climate actions

- Danes are willing to do a lot – without really doing anything

What can I do?

