April 30, 2021

Dear Laureates,

Thank you so very much to each and every one of you 101 Nobel Laureates who signed the [open letter](http://www.fossilfueltreaty.org/nobel-letter)to heads of state attending President Biden’s World Climate Leaders Summit last week. Your letter made a difference. It reached hundreds of thousands of people, media, leaders and we are so grateful that you took the time to participate in this activity.

Below is a summary of the media and political impact of your letter:

# POLITICAL OUTREACH

* The Fossil Fuel Non-Proliferation Treaty International Support Team and partners around the world successfully **delivered the letter to 40 of the world leaders who attended the climate summit**. Through the network’s political contacts we secured personalised/direct contacts beyond a standard email address for 24 of those.
* We also delivered personalised letters to the UN Secretary General and Pope Francis via known intermediaries. Partners also delivered letters to ‘non-attending’ governments in Scotland, Sweden, Nepal and Pakistan.
* **The** [letter was explicitly mentioned at the Summit](https://twitter.com/sanchezcastejon/status/1385606220661334018) **by Prime Minister Pedro Sánchez of Spain.**
* In New Zealand, a supporter of the Treaty Initiative [delivered the letter in person to the NZ Climate Minister James Shaw](https://twitter.com/jamespeshaw/status/1385085271922778115)**,** who shared the letter online.
* Staff in government in Spain, France, New Zealand, the United States, Canada, and Sweden  **responded directly.** The Central Tibetan Administration shared [the article from The Guardian](https://tibet.net/101-nobel-laureates-call-for-global-fossil-fuel-non-proliferation-treaty/) on their website
* In a question about the Nobel Letter, [Former Australian Prime Minister Malcolm Turnbull expressed his unequivocal support](https://twitter.com/TheAusInstitute/status/1386861315495317504) **for an international mechanism to phase out fossil fuels,** and the **former Vice President of Colombia,** [Humberto De La Calle also wrote about it in his weekly nationally syndicated column](https://www.elespectador.com/opinion/dia-de-la-tierra-2/)**.**

# TRADITIONAL MEDIA REACH

The letter was covered by +**200 media outlets**, including the [exclusive in CNN World News](https://edition.cnn.com/2021/04/21/world/earth-day-dalai-lama-climate-letter-intl/index.html) followed by broader reporting in [Al Jazeera](https://www.aljazeera.com/news/2021/4/22/nobel-laureates-urge-leaders-to-stop-fossil-fuel-expansion), [The Hill](https://thehill.com/policy/energy-environment/549434-nobel-laureates-call-for-elimination-of-fossil-fuels), [The Guardian](https://www.theguardian.com/environment/2021/apr/21/101-nobel-laureates-call-for-global-fossil-fuel-non-proliferation-treaty), [CNBC](https://www.cnbc.com/2021/04/21/dalai-lama-nobel-prize-winners-pressure-leaders-on-fossil-fuels.html), [CTV](https://www.ctvnews.ca/climate-and-environment/dalai-lama-and-100-other-nobel-prize-laureates-call-for-fossil-fuels-to-be-phased-out-1.5396232), [Bangladesh Daily Observer](https://www.observerbd.com/news.php?id=309487), [Microsoft Network India](https://www.msn.com/en-in/news/world/dalai-lama-100-other-nobel-laureates-urge-stop-on-fossil-fuel-expansion/ar-BB1fWbhh)**,** and in an op-ed by UK Shadow business secretary Ed Milliband in [The Independent](https://www.independent.co.uk/climate-change/news/fossil-fuels-ed-miliband-covid-recovery-b1835865.html). Latin America media outlets also covered the letter, including [Aristegui Noticias](https://aristeguinoticias.com/2204/mundo/la-solucion-esta-clara-hay-que-mantener-los-combustibles-fosiles-bajo-tierra-afirman-101-premios-nobel/) from México,[O Jornal Econômico](https://jornaleconomico.sapo.pt/noticias/dalai-lama-e-outros-100-vencedores-de-nobel-pedem-fim-do-uso-de-combustiveis-fosseis-729250) Brasil, [Cuba Debate](http://www.cubadebate.cu/noticias/2021/04/21/el-dalai-lama-y-otros-100-premios-nobel-piden-que-se-eliminen-los-combustibles-fosiles/), or an op-ed in [El Espectador](https://www.elespectador.com/opinion/dia-de-la-tierra-2/), Colombia.

**Professor Muhammad Yunus discussed the letter live on BBC World News**, and **Professor Peter Doherty was interviewed on** [Sky News TV](https://www.skynews.com.au/details/_6249768492001) **and** [ABC National Radio](https://www.abc.net.au/radionational/programs/breakfast/nobel-laureates-call-for-a-halt-to-oil%2C-gas-and-coal-expansion/13313344) in Australia.

Media coverage included articles in English, Portuguese, Spanish, Dutch, Japanese, Vietnamese, Turkish, Italian and French.

**A full list of articles is available at** [www.fossilfueltreaty.org/nobel-letter-media](http://www.fossilfueltreaty.org/nobel-letter-media)

**SOCIAL MEDIA REACH**

Over 2,000 tweets mentioned the letter and led to increased impressions for the Initiative, and Facebook posts reached nearly 16,500 (additional statistics are forthcoming if anyone is interested).

**EVENTS**
In addition to the launch of the open letter through traditional media and online, it was discussed at a number of events including:

* An official [side event](https://twitter.com/fossiltreaty/status/1385472925755527173) to the Leaders Climate Summit, hosted by the Initiative
* A [private event](https://www.youtube.com/watch?v=b1d0jR4BBqw) for Nobel Laureates, hosted by the [Nobel Women’s Initiative](https://nobelwomensinitiative.org/) including a discussion with His Holiness the 14th Dalai Lama on the letter and the need for a transition away from fossil fuels
* A [webinar interview](https://twitter.com/theausinstitute/status/1387199487202840576?s=21) with Former Australian Prime Minister hosted by The Australia Institute

If any of you are interested in collaborating further, there are a number of additional actions Nobel Laureates can take to further amplify the call for a just transition away from fossil fuels, including:

1. **Share the letter** from 101 Nobel Laureates in your networks or on your social media platform. If useful, the letter is online at [fossilfueltreaty.org/nobel-letter](http://www.fossilfueltreaty.org/nobel-letter) and there is a [Comms Pack with graphics available here](https://docs.google.com/document/u/2/d/1KvoM_0HL5jEp-44kKdEk1dho41mNvwSAQwuTQv6kQ1U/edit). It would be helpful to share on social media (Twitter, Facebook, Instagram, LinkedIn) where relevant and/or in listservs. The letter is still gaining significant attention so it is worthwhile circulating further still.
2. **Specifically endorse the concept of a Fossil Fuel Non-Proliferation Treaty –**the open letter called for the three pillars of the proposed Treaty, but did not explicitly mention the need for the mechanism. If Laureates would be comfortable joining the call for a Treaty there are two options:
	1. [Scientists and academics can also sign this open letter](http://www.fossilfueltreaty.org/open-letter), that is similar in nature to the Nobel letter, but explicitly calls for a Fossil Fuel Non-Proliferation Treaty and has now been signed by over 450 academics.
	2. Other Laureates can let Liz know if they are comfortable being[listed on the website here](http://www.fossilfueltreaty.org/endorsement) alongside other individuals including myself, Mary Robinson, Naomi Klein and 400+ civil society organizations.
3. **Write an op-ed calling for a Treaty or phase out of fossil fuels.** The letter gained significant traction globally and to further op-eds from individual Laureates will help continue momentum. The Treaty Initiative Team can help draft and pitch op-eds relevant to your interest area or location.
4. **Speak or host an event on fossil fuels.** There are a number of high profile events coming up in 2021, including London Climate Week in late June, NYC Climate Week in September, International Peace Bureau’s World Peace Congress in October, and side events to the UN Climate Change Conference COP26 in November. We would be happy to work with any of you interested in doing so by including you as panelists, anchor keynote speakers or working together to host other events (e.g. with your networks to discuss why you have added your name to this important cause.)

If your contribution was signing, that is understandable and we know how busy you are.  But if you’d like to take further action I look forward to continued collaboration with you. Feel free to contact me or my colleague Liz Bernstein, liz.bernstein@gmail.com +1 613 262 1969. Thank you.

Warm regards,



Jody

Jody Williams

Nobel Peace Prize Laureate (1997)

Chair, Nobel Women's Initiative

website: www.nobelwomensinitiative.org