

Climate Emergency Mobilization

Plan of Action

The Sydney Morning Herald
INDEPENDENT. ALWAYS.

GOVT TO DECLARE CLIMATE EMERGENCY

- Senate to ratify Climate Emergency Act
- New coal, oil and gas projects banned
- 100% renewable energy by 2020
- Opposition joins Climate Cabinet

Help make this happen!

WANT A SAFE CLIMATE?

CALL ON THE AUSTRALIAN PARLIAMENT TO DECLARE A CLIMATE EMERGENCY

MONTHLY GLOBAL TEMPERATURE ANOMALY 12-MONTHS MOVING AVERAGE IN °C
Data source: NASA - GISS. Base: 1951-1980 • Dalagruver.com 2016

If enough people demand it, our government could declare a climate emergency tomorrow and get on with the job of fixing it. Initial target: 100,000 signatures.
Join us! Read more and sign the petition on www.ClimateEmergencyDeclaration.org

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Action speaks louder than words

We know what we need to do:

We need to cool the planet.

We need to go to net zero emissions.

We need to take the excess CO2 out of the air.

We need to reduce and reverse: CO2, methane, nitrous oxide, from energy production, mining, landfill, transport, industrial farming and deforestation. All of this has to happen now.

No more delays. No more half measures.

We have the technology:

We have plenty of options to do these things and still live a good, if not better, lifestyle. We have the internet. We have mass media. Things can change very quickly.

What is missing is political will:

Governments work for the people not 'the economy', not miners, and not the banks. They need to be made to respond to the climate crisis with a proportionate sense of urgency.



What we want: The federal, state and local governments to launch an urgent mobilization of resources to respond to the climate emergency by changing laws.

Just a few examples:

- ***Banning all new fossil fuel extraction***
- Mobilization of local sustainable agriculture
- Invest in renewable energy
- ***No*** new freeways – some to be dismantled
- Projects to ***protect*** and replant the forests
- Invest to protect oceans, extend marine reserves
- **Ban or heavily regulate** feed-lots
- **Ban disposables** of all kinds
- Manufacturers **responsible** for cycle of goods
- **Massively increase** recycling
- Increasing ***energy efficiency*** in everything
- Vastly **increased spending** on emergency services



But how do we make this happen?

- Politicians will not change overnight.
- They will not take a risk until they perceive it is in their interests, or are left with no other choice.
- Voters need to overcome the 'capture' of our democracies by corporate interests
- Politicians love money for their campaigns, but they hate losing votes more
- People need to begin thinking, talking and acting, even without governments
- Politicians will follow if they sense a change in public mood
- They need to be 'surrounded' from every angle to force a change in attitude and motivate them to taking strong action, knowing that people (voters) demand it.





Don't get mad. Don't get sad. Get active. Do it today.

The time is right. Community concern is on the rise

Lots of campaigns are already in motion all over the world.

Lots of 'mainstream' people are ready to act now.

They need some help getting organised and some direction in where to start

Once you have their hearts and minds, the rest will follow

1. Thoughts - raising awareness - NOW

Change the 'broken record' of the national debate away from climate science, costs involved in making changes, woolly thinking about a miracle.

Hammer home the message that 'business as usual' is not safe and *cannot* continue.

Change is vital. The climate emergency is here. Now. This is not a drill.

2. Words - talk the talk - EMERGENCY

Start using the words 'climate emergency', 'mass action', 'putting solutions in place'.

Don't waste time on boring debates that can be depressing and turn people off.

Change the discussion to implementing solutions, boots on the ground, efforts from every single person *a la* WWII, each to their own abilities. We can all help fix the future, but we must start now. People power can move mountains. We can do this.

3. Deeds – exemplify URGENT ACTION

Just start doing stuff, with or without government 'buy-in'. There is no more time to argue about which actions are needed, in what order, how hard it is, how much it will cost or whose fault it is.

It is time to start having a 'will do' attitude and doing things; big things, little things, *lots* of things, everyone. In the street, in the board rooms, in the shops, in the town hall, in the community garden. Everywhere.

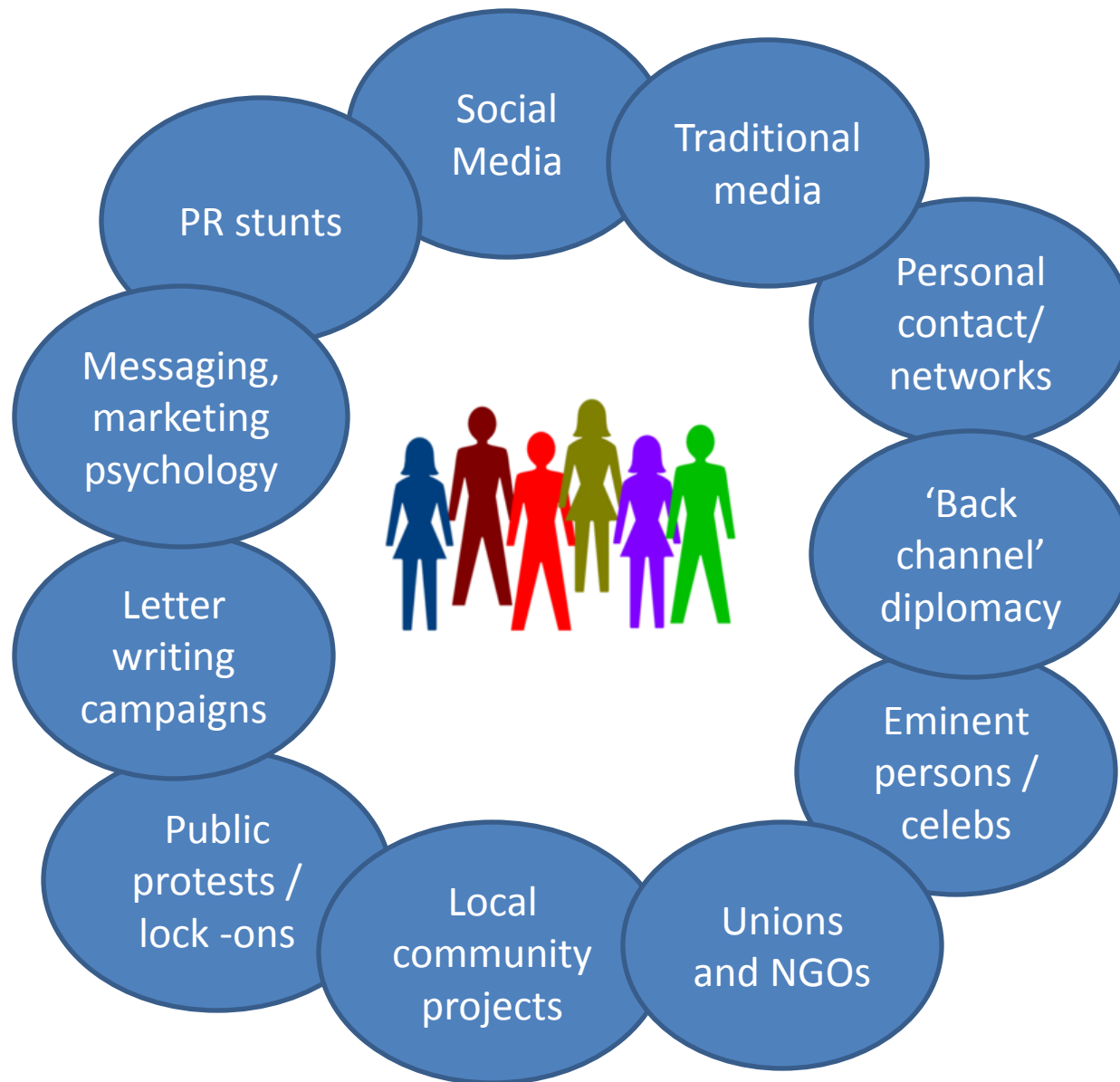
Find your tribe



- Talk to your friends, colleagues and neighbours, the local shop keeper, parents at your school, fellow workers, students.....
- Use your networks; chat on social media, send out an email, offer to give a talk, host a film night in your home, host afternoon tea...
- Find people who want to **do** things, not just argue about it.
- Join them.
- If there is no local group you can join – be a ‘maker’.
- A core group of less than 10 is plenty get the ball rolling.
- If you build it, they will come.

So how does this work, exactly?

How do you eat an elephant? One piece at a time.



- Introduce yourselves
- Make an inventory of your skills and networks
- Go over the goals you want to achieve – but try not to get too bogged down in 'debate' of the details yet.
- Divide into 'teams'
- Don't worry if there is not a leader right away.
- Teams can be large or small. No more than 10 is good for starters.
- Lots of specialist teams allows for creative autonomy, avoids people being overwhelmed or burnt out.

Some ideas to get people started



Marketing / Psychology – the art of persuasion

It's important to understand the psychology behind motivating people to action. Older people might be motivated by their grand children, younger people motivated by anger. Conservatives by financial gain, progressives by fairness, or concern for animals.

There is no need to get it 'perfect'. If you have someone in your group with professional PR or marketing experience, that would be great of course.

A lot of work has already been done on this. There is no need to 'reinvent the wheel'.

For example: a small team can google up some of the available literature. Having read and discussed that, start to fashion a general 'comms plan' based on what your project(s) will entail. Talk to the media teams and see how you can work together on project No. 1.

There are links and materials available here <http://climateemergencydeclaration.org>.



Communications 'node'

Social media – simple and cheap.

Petition is useful for raising mass awareness and getting people to 'use the words'.

Creating 'memes' and using different platforms – Instagram, tumblr, etc. that will reach different age groups and demographics.

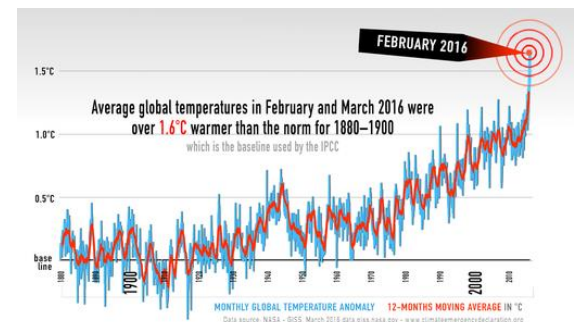
It does not need to be centrally 'co-ordinated'. The more 'grass roots', organic and diverse the better. If it's right and it's good, the right people will follow.

Traditional media – useful to shift the national debate and get every day people to 'use the words'.

Working with 'eminent persons'; organise interviews, photo ops, articles and appearances on talk shows. Important to resist the urge to do what's easy and 'preach to the choir'.

Need to reach into more 'conservative' media.

For example: Lobby to get a regular spot for a climate scientist on shows like 'Sunrise' and/or local talk back/drive radio to discuss the latest newsworthy issues...



Communications 'node'

PR stunts – Will overlap with several other 'teams'. Create amusing, interesting or compelling material with the aim of getting into mainstream media and creating material for the social media team. Aim to do a 'stunt' every few weeks. Can work with existing groups like the Climate Guardian Angels / Knitting Nannas / CFA / local community groups.... Use your networks.

Some examples:

- Get a celebrity to chain themselves to a building.
- Hold a mock 'emergency drill' with firemen / ambos / nurses union members
- Have a group of children 'march' on Parliament House
- Get a celebrity to dress up as a climate angel

Eminent people/celebrities - Organise speaking engagements, dinners, interviews, news articles, personal face-to-face meetings with key movers and shakers. We are all only separated by six degrees. You'd be surprised the connections some people have. Use them!



Diplomacy 'node'

Personal networks / contacts – People are more likely to shift their thinking by talking to people they perceive as being like themselves. For instance, for a religious conservative, organise meetings with church leaders. For right wing politicians, organise conversations with business people who are already working for climate change action. Yes, they exist. Start small and work your way to the 'top' gradually.

'Back channels' – most of the world's biggest decisions are made at cocktail parties and over private lunch meetings. Using personal networks and contacts, arrange for 'eminent persons' to speak at dinners, to attend events, to have smaller gatherings. Could someone like Arnold Schwarzenegger or Leonardo Di Caprio use their 'star power' in the campaign? You never know if you don't have a go.

Think big. Be bold! This is an emergency.



Diplomacy 'node'

Local community projects – don't underestimate local and state government and the 'pester power' of voters especially in an MP's own seat.

Local communities can **start** projects in renewable energy, reforestation, sustainable buildings, etc and 'pester' their local MPs and councillors to show their support; turn up to ribbon cutting ceremonies, make a speech, give out a trophy... sign the petition...

Small events, with or without media, give you a chance to meet them and pitch the urgency of climate action. It gives them a chance to meet people who 'might' vote for them. Win win.

Connect with other groups internationally:

Groups are rising up all over the world. Make connections with them to support and amplify the message that 'everyone is doing this'. Social media is great for this. We can learn from each other and give moral support. Together we will win.



People power 'node'

Civil disobedience: Working with existing campaigns , or independently, organise public demonstrations, banner-drops, occupations or lock-ons. Push the 'Climate Emergency' out into the streets and the corridors of power.

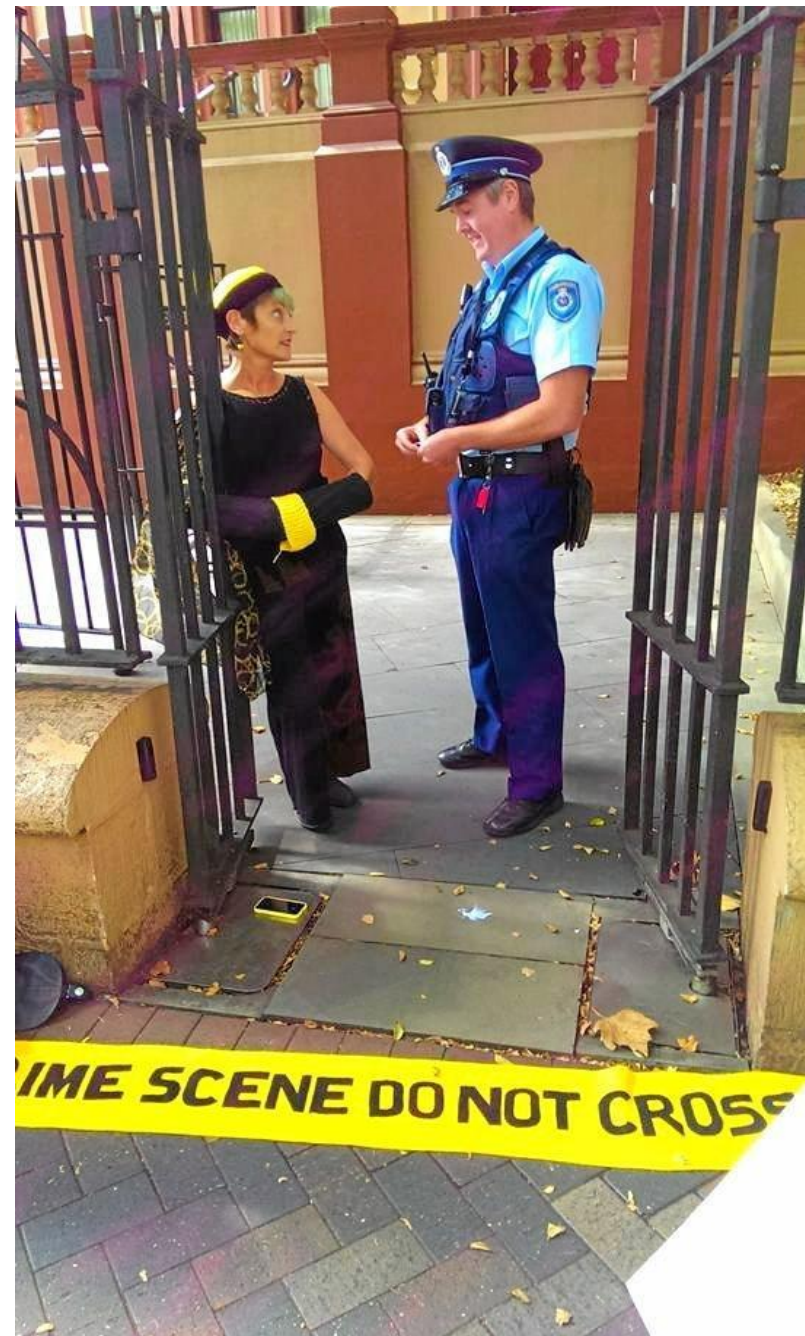
It is not necessary to break the law to have an impact. Big, or small, actions can have an impact, with the right media, at the right place, at the right time.

For example: at corporate HQs, AGMs, political party conferences... (Be safe)

Unions, NGOs, indigenous groups, etc:

Use existing structures to hammer 'the words': climate emergency.

For example: Ask *existing* groups to start **doing specific** things: green bans, black bans, tree planting, picnics, fund raisers, picketing...



People power 'node'

Eminent persons / Celebs: involvement of a celebrity or eminent person is good for pulling media and getting the attention of the 'movers and shakers' that need to be influenced.



Letter writing campaigns:

Letters to MPs, letters to the editor, letters to council, submissions to committees, talk back radio, etc. etc. Keep using the words.

The more people doing this the better and it's a fairly easy one. Like water dripping on a stone, it works slowly but surely.



Anything else you can think of:

- *Do it.*
- Work together.
- Get organised.
- Cooperate.
- There is no more time to argue about it.
- This is it.
- It's up to us now.



Next steps:

Call a meeting of your 'tribe'

- Outline the plan to whoever turns up – whether 6 people or 100.
- Run through this slideshow with them if you wish.
- Organise people into teams according to their interests and skills.
- Have them get into groups and start coming up with their own ideas.
- If there is no team leader yet, don't worry one will emerge before long.
- By the end of the day there should be teams in place, fired up, with a plan of what project they want to tackle first. Second and third can come later.
- Keep it simple, especially when you are just getting started.
- Have them briefly go over what they have come up with to the rest of the group to get more ideas and suggestions.
- Let people speak, but direct the meeting enough to keep it positive.
- No arguing, criticism or negativity. Only helpful suggestions please.
- Make sure they have each other's contact numbers and a date when they will meet.
- Give yourself and everyone a huge pat on the back for coming.
- Make sure you have a contact person in each team so you can follow up with them in a week or so's time to see how it's all coming along.
- Congratulations! Implementation has commenced.

Keep going

- If you've got off to a good start, before long everyone is beaver away like mad on their own projects.
- Keep in touch with the team leaders regularly, via phone or email or in person, whatever suits your time pressures and locality. No need to micro-manage as long as they seem to be more or less on track. Offer help if they seem to be struggling.
- Get everyone together for some 'fun' now and again. Especially celebrate successful team projects.
- Building happy and healthy communities is part of the solution too.



