



Friends of the Earth International is planning to flood Copenhagen with our demands for climate justice during the crucial UNFCCC climate conference in December. The high point will be the massive “flood for climate justice” action on 12<sup>th</sup> December.

This guide has been put together by Friends of the Earth Europe to help FoE groups prepare mobilisation and public outreach activities on the issue of climate justice over the coming months.

We hope that these activities will allow as many people as possible to raise their voices for climate justice, whether or not they can actually be in Copenhagen.

Because together, many drops can make a flood...

This guide covers the following activities:

- The flood for climate justice in Copenhagen
- Mobilisation for Copenhagen (for groups planning to bring people to Copenhagen)
- Klimaforum09 in Copenhagen
- “Message in a bottle”
- Online petition and DemandClimateJustice.org website
- Teaser actions
- Local floods and demonstrations
- Working with celebrities

For each of these activities there is an explanation, a short practical guide, and a list of resources that we will be producing over the coming weeks.

As you will see, plans for some of the activities are not yet finalised, but we hope that this guide gives you enough information to be able to include some or all of these activities in plans for the next few months.

At the end of the guide there are some texts that you might find useful:

- Letter for groups to send to other organisations to encourage them to mobilise for the flood action
- A few simple texts that explain the concept of climate justice
- The text of the first mobilisation flyer and call for action
- Notes on using the “Demand Climate Change” flag identifier
- Contact details

Feel free to copy, translate and adapt information contained in this guide to encourage your local groups and activists to get involved.

Young Friends of the Earth Europe will be producing a more detailed guide to some of these activities in the summer. If you'd like a copy, please contact Sophie Manson: [sophie.manson@foeeurope.org](mailto:sophie.manson@foeeurope.org)

For all your questions about the mobilisation activities mentioned in this guide (unless otherwise stated), you can contact the FoEE climate justice team at: [flood@foeeurope.org](mailto:flood@foeeurope.org)

## Flood for climate justice

Join Friends of the Earth International on December 12, 2009 and help 'flood' Copenhagen in a call for climate justice. From December 7-18, 2009, the 15th UN climate conference (COP-15) will take place in Copenhagen, Denmark. Here, governments from around the world will meet to discuss efforts to tackle global warming.

Friends of the Earth International will also be there. We're inviting people to come to Copenhagen to help build pressure on governments to find fair solutions to the climate crisis. We believe that rich industrialised countries, which have historically emitted the most greenhouse gases, must agree to urgent and dramatic cuts in their emissions starting NOW.

People can influence our governments and hold them to account. That's why Friends of the Earth International is organising the 'Flood for Climate Justice' in Copenhagen on Saturday December 12, 2009. In the middle of the two weeks of negotiations, we will 'flood' through the streets of Copenhagen with our demands for climate justice.

We're encouraging as many people as possible to come to Copenhagen, using the most environmentally friendly transport they can, to be part of a movement for climate justice. The event will be the high point in a year of cyber-actions, street actions and campaigning from Friends of the Earth groups around the world.

### How it will work in practice:

- The event will start around 10am with a colourful procession moving as a human flood through Nørrebro, one of the working class neighbourhoods of Copenhagen
- We will encourage people in the neighbourhood to hang blue fabric from their windows
- The participants in the flood will be invited to wear blue clothes, and we will have blue props for people to hold or wear (bandanas, ponchos, etc.)
- We will work with a choreographer to find ways for people to move in a flood-like way
- The action will be fun, family-friendly, intriguing, peaceful, powerful
- The demonstration is open to anyone who supports our demands for climate justice. Flags and banners of other organisations will be welcome, but it will be clearly recognisable as a Friends of the Earth International event
- We will end in one of the main squares in the city centre, where we will use our bodies and voices to spell out a message to decision makers in a giant living banner
- The whole event will be filmed to produce a short internet film clip, or a longer documentary
- It should also be possible for participants in the flood action to join the mass demonstration to the conference centre taking place on the same day.

### What we can supply to support you:

- The complete text of the call for action, and the text of the first mobilisation flyer are included towards the end of this guide
- See the following page for information on mobilisation for Copenhagen, and a note on logistics
- Closer to the time, we will be producing a "survival handbook" for activists coming to Copenhagen, with all the practical details



For all practical questions about the action, please contact Carlos García-Robles at NOAH/FoE Denmark:  
[carlosagrb@gmail.com](mailto:carlosagrb@gmail.com)

*Young Friends of the Earth form a climate justice "block" dressed in blue at the demonstration during the Bonn UNFCCC meeting, June 2009*

## Mobilisation for the flood action

Many FoE groups (particularly in Northern Europe) are planning to bring people to Copenhagen to participate in flood action and other activities. Bringing people to Copenhagen using environmentally friendly forms of transport can show the broad support for the demands of climate justice, and participating in the action will hopefully inspire and motivate activists.

Transport to Copenhagen can also be used as a “travelling university”, with the bus or train journey being a way to inform people and build a movement.

In addition, mobilisation material that you produce will be a chance to promote the ideas of climate justice. Bringing people to Copenhagen should not, however, be at the expense of building a strong movement at home for climate justice. You might want to ensure that your outreach materials to invite people to Copenhagen also mentions the other actions (online petition, message in a bottle, local or national demonstrations...)

### How it will work in practice:

- You know better than us how mobilisation works best in your country. This could be done through flyers, posters, online, face to face meetings, radio or TV adverts, press releases, ...
- Groups who are bringing people to Copenhagen will have to be responsible for arranging their own transport. Start planning the most environmentally friendly method now!
- As well as inviting your own activists, think about inviting other organisations that are going to Copenhagen to join the flood. You can use the letter at the end of this guide.
- Accommodation and food will be provided in Copenhagen for FoE activists travelling to take part in the flood action
- We will be producing a “survival handbook” to explain all the practical and logistic information

### What we can supply to support you:

- Web banners
- Promotional/explanation text for you to use on websites/blogs/twitter/e-zines and in flyers and posters
- Flyer template
- Poster template
- Powerpoint presentation on the action and other activities
- The Big Ask film clip made in Belgium last year, which can be adapted for your own needs:  
<http://www.thebigask.eu/the-big-ask-film-clip>  
If you would like to use the clip, please contact David Heller at FoE Europe:  
[david.heller@foeeurope.org](mailto:david.heller@foeeurope.org)
- The “Demand Climate Justice” flag identifier as used on the website in various formats (see guidelines at the end of this guide)
- For questions regarding mobilisation, please contact [flood@foeeurope.org](mailto:flood@foeeurope.org)



*The “Demand Climate Justice” flag identifier can be used whenever you talk about the action*

### Logistics

NOAH/Friends of the Earth Denmark are working hard to ensure that the Friends of the Earth activists coming to Copenhagen have a good time, and that they can find food and accommodation. It is possible that we will be cooperating with the “New Life” project to provide accommodation for activists. More information on that project can be found at: <http://www.newlifecopenhagen.com>

Closer to the time, will be producing a “survival handbook” for activists coming to Copenhagen, with all the practical details.

Details of the logistics in Copenhagen are not yet finalised, but if you have specific questions, you can contact Carlos García-Robles at NOAH/FoE Denmark: [carlosagrb@gmail.com](mailto:carlosagrb@gmail.com)

## Klimaforum09

Friends of the Earth International is participating in the Civil Society's Climate Forum (Klimaforum) which will take place in Copenhagen from 7<sup>th</sup> to 20<sup>th</sup> December.

The following information (from the website: [www.klimaforum09.org](http://www.klimaforum09.org)) gives a taste of what to expect:

In preparation for COP15 – UN's climate summit in Copenhagen in December 2009 – a group of movements, unions, organisations, and individuals have joined forces in order to organize a concurrent event; Civil Society's Climate Forum.

The basis for Civil Society's Climate Forum is the realisation that there is no technological fix to the mounting climate crisis. No technology per se – such as i.e. nuclear power, agrofuels, GMO's, carbon capture and storage – can lead us out of the climate crisis. Such solutions will typically lead to far larger problems than they solve. In contrast, sustainable societies require a diversity of locally based solutions – which again require significant mobilisation of civil society.

Civil Society's Climate Forum believes that what is needed is building a finely balanced relation to nature, thus reducing consumption and production, rather than uncritically exploiting nature and believing in economic growth as is the case in global society today. To attain such change we need new ways of thinking, new cultural values, and new means of organising society.

With this starting point, Civil Society's Climate Forum wishes to promote and debate true, renewable and environmentally sustainable solutions to the climatic changes we are facing. In other words, solutions that:

1. prioritise energy saving and energy effectiveness
2. promote the use of safe, clean, renewable energy
3. reduce greenhouse gas emissions and as such do not promote or cement the use of fossil fuels
4. are built on agricultural methods that fix carbon in the soil and reduce the use of fertilisers and which do not create a threat towards ecosystems, the climate and biodiversity
5. secure sustainable use of as well as equal and just access to Earth's resources
6. remain critical to the blind focus on consumption which dominates the global society today

Our wish is that the above list of focus areas for the Civil Society's Climate Forum will provide a positive platform for constructive debate and exchange of ideas. Civil Society's Climate Forum aims at constituting a cohesive framework for a palette of conferences, workshops, exhibitions etc., to which grass roots and organisations from all over the world will contribute during the COP15 conference in Copenhagen.

Klimaforum09 is initiated by the independent association Civil Society's Climate Forum, which is anchored in a coalition of 21 Danish social and environmental organisations and movements – supported by more than 40 international movements, networks and organisations. The association is open to anyone who wishes to participate in creating Klimaforum09 and can comply with the Platform.

Logistically Klimaforum09 will be anchored in Vesterbro (western part of Copenhagen) close to the central train station, busses and in biking distance to the Bella Center where the UN negotiations take place. Note however that the specific location is still uncertain due to difficulties regarding funding.

Klimaforum09 will run from December 7<sup>th</sup> – 20<sup>th</sup> 2009

Klimaforum09 is part of the movement that is building up from everywhere towards the COP15. As such Klimaforum09 has already begun – and is moving beyond COP15. The following five tracks are the core of what we plan and hope Klimaforum09 can contribute with: A declaration; A catalogue of solutions; Demonstrations, happenings etc.; Responding to things coming out of the official negotiations in the Bella Center; Moving beyond COP15.

National FoE groups are invited to sign up to the platform, and to suggest speakers for events at the forum. Some funding may be available for speakers, particularly from Southern groups.

You can register your activity (panel debates, workshops, exhibitions, films, music or theatre) on the website: [www.klimaforum09.org](http://www.klimaforum09.org) until 31<sup>st</sup> August 2009.

For more information about Friends of the Earth's participation in the Forum, please contact Bente Hesselund Andersen [bente.ha@mail.dk](mailto:bente.ha@mail.dk) and Safania Eriksen [safania@klimaforum09.org](mailto:safania@klimaforum09.org) at NOAH/FoE Denmark.

# Online petition and Demand Climate Justice website

A new website launched by Friends of the earth International aims to bring the voices of thousands of people to decisions makers before the UN Climate change conference in Copenhagen.

The website has been developed by Friends of the Earth England, Wales and Northern Ireland, on behalf of Friends of the Earth International.

It is built around a cyber-petition calling on government leaders to take action to tackle climate change at home, rather than through offsetting emissions and buying carbon credits.

The website has been made in English, French and Spanish, and will also feature details of the mobilisation for the Copenhagen flood action, and a blog with news from national activities in the run up to Copenhagen.

The website has the following addresses, for different languages and regions:

- <http://www.demandclimatejustice.org> (English)
- <http://www.exigeonslajusticeclimatique.org> (French)
- <http://www.exijajusticiaclimatica.org> (Spanish)
- <http://www.demandclimatechange.org> (in England, Wales and Northern Ireland)

## How it will work in practice:

- Place links to the petition on your websites, blogs, mailing lists, twitter, etc, and in electronic newsletters and magazines to encourage as many people as possible to sign the petition
- You will have access to details of signatures collected in your country
- Start thinking about a handover of the signatures collected from your country. This could be a media event before the COP or something to help lobby work during the COP itself. You could combine it with some of the “messages in a bottle” (see next page) to increase effectiveness.
- The petition also includes a text box where people can add their messages for the “message in a bottle”

## What we can supply to support you:

- Web banners
- Promotional/explanation text for you to use on websites/blogs/twitter/e-zines
- The “Demand Climate Justice” flag as used on the website in various formats (see guidelines at the end of this guide)
- For more information on the petition, please contact Helen Wolfson: [Helen.wolfson@foe.co.uk](mailto:Helen.wolfson@foe.co.uk)  
Hannah Lownsborough: [hannah.lownsborough@foe.co.uk](mailto:hannah.lownsborough@foe.co.uk) at FoE EWNI

Friends of the Earth International

Join 9687 others and demand climate justice

DEMAND CLIMATE JUSTICE

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## Demand real action. Demand climate justice.

At the climate change summit in Copenhagen in December, world leaders could make decisions affecting the future of our planet. They will have an historic opportunity to commit to actions that help to protect us from the disastrous consequences of dangerous climate change. Sign Friends of the Earth International's petition here to urge them to do the right thing by our climate and people all over the world.

To UNFCCC leaders / Heads of Government,

At the UNFCCC talks in Copenhagen in 2009, we urge you to reach a just and sufficient international agreement on climate change, which will secure our futures and those of generations to come. The agreement should recognise that rich countries have done the most damage to our climate and they should take action first. In addition, the agreement should:

- Commit wealthy industrialised countries (listed in 'Annex I') to at least 40% cuts in emissions domestically by 2020, by using green energy, sustainable transport and farming and cutting energy demand.
- Cuts must not be achieved by buying carbon credits from developing countries or by buying forest in developing countries to 'offset' ongoing emissions in the industrialised world.
- Rich countries must provide additional money for developing countries to grow in a clean way, and to cope with the floods, droughts and famines caused by climate change. The agreement should ensure this money is distributed fairly and transparently.

We will not accept anything less from our international representatives in the climate negotiations.

Sign the petition

Not in Belgium Flemish?

Title

First name

Surname

Change to the right country here:

*Screenshot of the website.*

*Almost 10,000 people have signed up already (July 2009).*

*We want to attract 1,000,000 signatures by December...*

## Message in a bottle

As well as inviting people to come to Copenhagen, Friends of the Earth International is collecting message to be presented in Copenhagen that support our demands for climate justice.

During the flood action, we will literally flood through the streets of Copenhagen with our demands for climate justice. But, if you can't come to Copenhagen, you can be one of the drops that makes up the flood, by sending your "message in a bottle" to be carried by the flood.

Messages from all over the world will be brought to Copenhagen, to confront decision makers with the voices of people affected by climate change, and people who demand climate justice!

These messages will be a central part of bringing our messages from around the world into the conference. It will also help us to build a movement for climate justice, by opening up space for dialogue between affected communities and people struggling for climate justice around the world.

The message in a bottle will contribute to Friends of the Earth International's ongoing work with communities affected by climate change. See: [www.foei.org/en/what-we-do/affected-peoples/learn-more-1](http://www.foei.org/en/what-we-do/affected-peoples/learn-more-1)

We're collecting messages from communities in the global South, messages from people who are struggling against false solutions to climate change (nuclear, coal, agrofuels, dams...), messages from people who feel that their government should do more to find fair solutions to the climate crisis, messages from people like you...

The messages will be used in many ways before and during the COP:

- The physical and digital messages will form an **installation** at either the location of the klimaforum or the conference centre (or both). This will be a permanent reminder of the demands for climate justice
- We will carry some of the physical messages on the **flood action**
- The **newspaper** being produced for the COP will include some of the testimonies
- **Real World Radio** will transmit some of the testimonies, as well as news on the development of the initiative
- A **game** is going to be produced with the messages, to allow people to interact with the testimonies
- We will distribute messages **to official delegates** at the COP either in bottles or on CD/DVD/usb-stick
- We will make a **website** to collect some of the messages, especially audio and video. The comments features would allow a dialogue between groups/communities before, during and after the COP
- Please think about how **you can use the messages** collected in your own country before, during and after the COP
- The messages will be available online after the COP, and could be used at other events

### How it will work in practice:

- We are looking for two different kinds of messages: digital messages and physical messages
- Physical message should be no bigger than A4, and relatively flat (on paper, card or fabric)
- We encourage you to collect "digital" messages in the following forms:
  - Video- posted to [www.youtube.com](http://www.youtube.com) and tagged "demandclimatejustice"
  - Photos- posted to [www.flickr.com](http://www.flickr.com) and tagged "demandclimatejustice"
  - Text- submitted via the petition on the website [www.demandclimatejustice.org](http://www.demandclimatejustice.org)
  - Twitter - messages tagged #demandclimatejustice
- If you want to collect messages in another format, including any physical objects that you want to bring to Copenhagen, please let us know so we can discuss ways to include them in the project
- Please think about how you can use the messages collected in your own country before, during and after the COP

**NOTE:** This project is also being called "Time capsule" in some regions of Friends of the Earth International.

FoE Europe has chosen to use the name "message in a bottle" as it fits better with the image of the flood.

## How to collect your messages:

- Every group should think about the best way to collect messages in your own country
- You could use the activity of collecting messages as a form of public outreach (on street stalls, at other activities you organise)
- Collecting short video messages is possible with digital cameras that have a video function
- Think about who you want to approach to collect messages: the general public, people from communities directly affected by climate change, FoE activists...
- The Climate Witness Tour being coordinated by FoE Flanders, and other initiatives where people from affected communities from the South travel to Europe could be used to collect testimonies and stimulate debate amongst groups in the North.
- You might want to use the following questions (and the statements on climate justice included at the end of this guide) to give people ideas:
  - What would you say if you had someone responsible for climate change in front of you?
  - What would you say to a government official who is able to make climate justice a reality?
  - What should local and national governments do about climate change?
  - How do you want the climate to be in 2020?
  - What can you do to stop climate injustice?
  - How is the climate in your territory/river/bioregion?
  - Have changes in this climate changed affected you directly?
  - What can be done to stop climate change?
  - Are you being affected directly by coal or nuclear power?

## One idea for how to collect the messages:

The action is very easy and does not need to involve much preparation work for the materials.

Materials you could use:

- 25 x 25cm squares of light coloured fabric or A4 pieces of paper or card (recycled or reused if possible!)
- Paint and waterproof felt pens
- Table with enough space for more than one person to work at a time.

To make your action stall more exciting, how about having:

- banners or other visual material
- a washing line to hang the pieces of paper or fabric
- a colourful apron for people to wear while they paint
- some general information about your group and other actions

To prepare the action, you'll need to think about:

- Finding volunteers to run the stall
- Inviting the media
- Getting permission (this will depend on the situation in your country)
- Choose a (sunny) day for the action
- Choose a good location in your city centre (somewhere busy, or somewhere symbolic)
- A flyer explaining the action
- Someone to take pictures for use on your website

Some top tips for during the action:

- If people struggle for inspiration, show some examples that others have made and ask them: "What do you want your government and international negotiators to do to combat climate change?"
- Let people know what else they can do, either personally or to support you campaign
- Invite a politician or VIP to create a message

Based on the Young FoEE handbook for the "Wrap Up Climate Change" action in 2008:

[http://www.foeeurope.org/youngfoee/WrapUp\\_ActionGuide.pdf](http://www.foeeurope.org/youngfoee/WrapUp_ActionGuide.pdf)



## What we can supply to support you:

- If you would like more information about the "message in a bottle" project, please contact Janneke Bruil at FoEI: [janneke@foei.org](mailto:janneke@foei.org) (coordinator for European region). There are other coordinators for other regions.

## Teaser actions

On a warm summer afternoon 200 rubber boots appear in front of the parliament building in your capital city, carrying slogans demanding climate justice... Metro stations are filled with stickers showing lines of rubber ducks leading the way to a demonstration in Copenhagen... Banks, petrol stations, and fast food restaurants are temporarily blocked by sandbags, as if to protect them (or the rest of us) from rising flood water... rubber boats appear in trees around cities as if the flood has been and gone... street furniture is marked with blue lines to show the high water mark left by a flood...

These sorts of intriguing “teaser” actions can be used to create a buzz around the actions in Copenhagen before and during the COP. They are a simple and effective way to cover the city landscape with demands for climate justice, and raise interest in the actions, encouraging people to look further. They don’t depend on getting media attention, but of course if you do something spectacular you may want to invite the press. These fun and easy to do actions make it easy for people to take part in something more than a cyber-action.

### How it will work in practice:

- Let your imagination run riot using: stickers, rubber boots, posters, hazard tape, chalk, messages and objects tied to trees, sandbags, rubber boats on roofs...
- Make sure you know the legal risks of doing anything which may leave a temporary or permanent mark on public or private property
- Let the teaser become “viral” by putting movies of your actions on facebook and youtube, and making stickers and other objects easy to recreate, or download
- Think about the balance between intriguing and informing. You might want to start with relatively obscure messages, before “revealing” the meaning in a second wave of actions.

### What we can supply to support you:

- Templates for stickers
- The young FoE Europe action guide (to be produced later in the summer) will include more ideas for carrying out teaser actions



*Teaser actions during the Bonn UNFCCC meeting, June 2009*

## Local floods and demonstrations

Climate justice demonstrations and protests in the streets over the coming months will show the growing movement for climate justice at a local or national level. Local or national demonstration can be made stronger if people know that their demonstration is joining with others around the world to feed in to a flood in Copenhagen. You could combine demands for a climate law, or other national campaign demands, with demands towards the COP. Working with a national climate coalition, or forming an ad hoc coalition for the demonstration, is a great way of building a movement in your country.

### How it will work in practice:

- Organising a demonstration can be a lot of work. There isn't space here to go into all the details, but there are some really useful guides listed below.
- You might want to contact other FoE groups that are organising feed in actions to share ideas and materials. Let us know what you're planning and we can put you in touch with other groups.
- If there is already a climate change demonstration being organised in your country, you could organise a group to go on the demonstration with a clear climate justice demand which could also include some elements of the "flood". But make sure you don't seem to be hijacking the demonstration.
- 5<sup>th</sup> December, or 12<sup>th</sup> December are being promoted as global days of climate action. (see website <http://www.globalclimatecampaign.org/>). Other days for action could be 24<sup>th</sup> October (international day of action promoted by [350.org](http://www.350.org)) and 12<sup>th</sup> October (International Day of Action in Defense of Mother Earth and in Support of Indigenous Rights)
- The feeling of contributing to the flood will become stronger if the local or national demonstrations contain some of the same visual elements as the flood action. For example: encouraging people to wear blue or distributing blue flags; moving in a wave or flood like manner; culminating with a human banner...
- Your demonstration doesn't need to be massive to be effective. Sometimes a well choreographed action can be visually stunning, and achieve just as much media and political attention as a bigger demonstration.

### What we can supply to support you:

- Templates for mobilisation material
- Ideas for linking your flood action to ongoing campaigns including the Big Ask
- The young FoE Europe action guide (to be produced later in the summer) will include more ideas for flood choreography on actions.
- The Friends of the Earth Europe "Big Action Manual" is a good source of information for people planning large scale actions. It can be downloaded from: [www.climateyouthnetwork.org/fileadmin/pictureArchiv/files/FoE\\_Big\\_Action\\_Manual.pdf](http://www.climateyouthnetwork.org/fileadmin/pictureArchiv/files/FoE_Big_Action_Manual.pdf)
- The Global Climate Campaign has produced a handbook for preparing demonstrations against climate change. It is aimed at people organising actions for the global day of climate actions but will also be useful for groups carrying out feed-in actions. It can be obtained from: [info@globalclimatecampaign.org](mailto:info@globalclimatecampaign.org)
- Some more action ideas at: <http://www.350.org/action-ideas>



*Young Friends of the Earth Europe "flooded" through the climate change demonstration in Bonn in June 2009. Every few hundred metres, they crouched down to allow the demonstration to move forward in front of them, before standing up and running forwards waving flags and cheering.*

For more tips on organising teaser and local flood actions, please contact: [flood@foeeurope.org](mailto:flood@foeeurope.org)

## Working with celebrities

Working with a well-known and respected celebrity could be a big boost for your campaign and any of your events that they are supporting. Celebrities could attract additional media to your event, and personalities with a big fan base could directly mobilise via their website and other communication.

At first you will be establishing links with people who will be “minor advocates” who perform or show their support in some other way, but if you find that some are interested in finding out more about the campaign and helping out, they may progress and get further involved - if you think they are suitable to become a “major campaign advocate” who could perform, provide supportive quotes & photos, attend meetings, give an interview for your website and member publications, and do external media work. They could even agree to advertise your cause during other interviews on TV and radio.

### How it could work in practice:

- Do your **research** before making an approach:
  - People who are already interested in environmental issues or politics are much more likely to get involved in your campaign – knowing what they’re into will also help you position your approach in the most appealing way
  - It’s also vital to make sure that your advocate is suitable and will positively benefit your campaign. Do a quick google news search to see what they’ve been up to lately. If they’re passionate about flying, motor racing or class A drugs, you might want to reconsider whether they’re the right advocate for you!
  - Focus on people who are: credible, and with a good reputation, well known or “the next big thing”, based in your country if possible.
- Make an upbeat **approach** and be clear about what you’re asking for
  - Do you want your advocate to publicly support your action/campaign, be interviewed by the media or attend an event?
  - It’s best to start with a smaller, relatively easy request and then build up their level of support if the first action goes well and they are keen to be more involved in the campaign.
  - If you know someone who knows your advocate personally, ask them if they could make the approach directly, rather than through the advocate’s agent
- **Follow-up** your approach
  - You want your advocate to know you are serious about working with them and committed to your campaign, so follow-up your initial approach with a phone call soon after.
  - Remember celebrities are very busy so it may take a while for them to get back to you
  - If they say no, politely accept – pushing them won’t make it more likely they’ll say yes. You could ask why they aren’t able to help as you might get some useful feedback to help you with your next approach
- **Agree** ways of working before you start
  - Does your advocate want sign-off of all materials which mention them or just a press release? How do they prefer to communicate – by phone, email or through their agent?
  - It’s best to have one (maximum two) point of contact between your group and your advocate, to make sure everything is clearly communicated.
  - If you’re planning a big campaign or event which heavily relies on the support of your advocate, you might want to ask them to sign a contract, setting out what they’ve agreed to do, where and when, to make sure you are both clear about the agreement.
- **Relationship** management
  - Thank your advocate after they have helped with your campaign – send them a card, pictures or a small, relevant gift.
  - If you’ve got some press coverage or positive feedback from an event, it’s also good to pass this on so your advocate can see what difference they’ve made to your campaign
  - If you know your advocate has an interest in a specific area of your work or campaign, send them updates when you reach key milestones or victories – this keeps them involved with your work without being intrusive.

### What we can supply to support you:

- This text is part of a larger guide to working with celebrities. If you would like a copy, or if you would like to discuss working with celebrities, please contact Stine Nielsen at FoE Europe:  
[stine.nielsen@foeeurope.org](mailto:stine.nielsen@foeeurope.org)

# What is climate justice?

*At this year's World Social Forum in Brazil, Friends of the Earth International supported and participated in several events on climate justice, plantations and food sovereignty. They allowed social movements and civil society organizations opposed to a world dominated by capital to debate just and sustainable alternatives. Below is the statement on climate justice produced in one of the workshops, and a couple of other definitions:*

## **Climate Justice Assembly Declaration**

No to neoliberal illusions, yes to people's solutions!

For centuries, productivity and industrial capitalism have been destroying our cultures, exploiting our labor and poisoning our environment.

Now, with the climate crisis, the Earth is saying "enough"!

Once again, the people who created the problem are telling us that they also have the solutions: carbon trading, so-called "clean coal", more nuclear power, agrofuels, even a "green new deal". But these are not real solutions, they are neoliberal illusions. It is time to move beyond these illusions.

Real solutions to the climate crisis are being built by those who have always protected the Earth and by those who fight every day to defend their environment and living conditions. We need to globalize these solutions.

For us, the struggles for climate justice and social justice are one and the same. It is the struggle for territories, land, forests and water, for agrarian and urban reform, food and energy sovereignty, for women's and worker's rights. It is the fight for equality and justice for indigenous peoples, for peoples of the global South, for the redistribution of wealth and for the recognition of the historical ecological debt owed by the North.

Against the disembodied, market-driven interests of the global elite and the dominant development model based on never-ending growth and consumption, the climate justice movement will reclaim the commons, and put social and economic realities at the heart of our struggle against climate change.

We call on everyone - workers, farmers, fishermen, students, youth, women, indigenous peoples, and all concerned humans from the South and the North - to join in this common struggle to build the real solutions to the climate crisis for the future of our planet, our societies, and our cultures. Together, we are building a movement for climate justice. We support the mobilizations against the G20 summit and on the global crisis from March 28th to April 4th, and the April 17th mobilization of La Via Campesina.

We support the call for an International Day of Action in Defense of Mother Earth and Indigenous Rights on October 12th, 2009.

We call for mobilization and action everywhere leading up to, during and beyond the UN climate talks in Copenhagen, especially on the Global Day of Action on December 12th, 2009.

In all of our work, we will expose the false solutions, raise the voices of the South, defend human rights, and strengthen our solidarity in the fight for climate justice. If we make the right choices, we can build a better world for everyone.

(online at: <http://www.foei.org/en/blog/climate-justice-assembly-declaration>)

## **Climate Justice**

Poor countries, communities and people have contributed least to the causes of climate change, yet are its first and most severely affected victims. A wealthy minority of the world's countries, corporations and people, by contrast, are the principal cause of climate change. The developed countries representing less than one fifth of the world's population have emitted almost three quarters of all historical emissions. Their excessive past and current emissions occupy the atmosphere and are the main cause of global warming.

Developed countries have consumed more than their fair share of the Earth's atmospheric space. Those who benefited most in the course of causing climate change must compensate those who contributed least yet still bear the adverse effects. This is the basis of a fair and effective solution to climate change.

As the basis of a fair and effective climate outcome, we therefore call on developed countries

to acknowledge and repay the full measure of their climatic debt to developing countries

to repay their adaptation debt to developing countries by committing to fully financing remedial measures and to compensating all affected countries, groups and people for the adverse effects of climate change.

to repay their emissions debt to developing countries through the deepest possible domestic reductions, and by committing to assigned amounts of emissions, which reflect the full measure of their past and continued contributions to climate change and

to make available to developing countries the financing and technology required to cover the additional costs of mitigating and adapting to climate change, in accordance with the Climate Convention.

(from: "Biorama" magazine, part of the Energy Union project: [www.energyunion.eu](http://www.energyunion.eu))

## **Tackling Climate Change, Reducing Poverty**

Locally, nationally and globally the most vulnerable people with the least power and money often see this right [clean and healthy environment] denied. Whether it is to do with exposure to air pollution or flooding, the location of hazardous installations, inadequate access to clean water or simply not having access to the environment, the poorest in society are often disproportionately affected.

(from: "Tackling Climate Change, Reducing Poverty", Roundtable on Climate Change and Poverty in the UK)

# Flood for climate justice: call for action

## The flood is coming

Join Friends of the Earth International on December 12, 2009 and help 'flood' Copenhagen in a call for climate justice.

From December 7-18, 2009, the 15th UN climate conference (COP-15) will take place in Copenhagen, Denmark. Here, governments from around the world will meet to discuss efforts to tackle global warming.

Friends of the Earth International will also be there. We're inviting people to come to Copenhagen to help build pressure on governments to find fair solutions to the climate crisis. We believe that rich industrialised countries, which have historically emitted the most greenhouse gases, must agree to urgent and dramatic cuts in their emissions starting NOW.

This is absolutely fundamental if we are to prevent the most devastating effects of global warming on the world – in particular on the world's most impoverished and vulnerable people. Our message to the negotiators is that the historical climate debt to the Global South must be repaid.

The talks will also be attended by lobbyists from the World Bank and industry. We need to make sure that any agreement that might be reached doesn't end up promoting the interests of big business, while robbing people of their land and their rights to survival.

An agreement that allows rich countries to continue polluting by funding unsustainable offset projects in the Global South, and which relies on false solutions such as mega dams, nuclear power, carbon capture and storage and monoculture tree plantations, must be rejected. The World Bank must not be allowed to control climate finance. Forests must not become commodities to be traded as part of global carbon markets.

People can influence our governments and hold them to account. That's why Friends of the Earth International is organising the 'Flood for Climate Justice' in Copenhagen on Saturday December 12, 2009. In the middle of the two weeks of negotiations, we will 'flood' through the streets of Copenhagen with our demands for climate justice.

We're encouraging as many people as possible to come to Copenhagen, using the most environmentally friendly transport they can, to be part of a movement for climate justice. The event will be the high point in a year of cyber-actions, street actions and campaigning from Friends of the Earth groups around the world.

We invite everyone who shares our vision to join the exciting spectacle on December 12, when we will use our bodies and our voices to create a message that decision-makers and lobbyists cannot ignore:

The Flood Is Coming!

This text can be found online at:

<http://www.foei.org/en/what-we-do/un-climate-talks/global/the-flood-is-coming>



For more information and ideas on mobilising in your country, contact: [flood@foeeurope.org](mailto:flood@foeeurope.org)

*Young Friends of the Earth Europe brought the message to the Bonn UNFCCC meeting, June 2009*

# First mobilisation flyer for Copenhagen

## The flood is coming

Join Friends of the Earth International on December 12  
Flood through the streets of Copenhagen with a demand for climate justice.

From December 7-18, 2009, the 15th UN climate conference (COP-15) will take place in Copenhagen, Denmark. Here, governments from around the world will meet to discuss efforts to tackle global warming. We're inviting people to come to Copenhagen to help build pressure on governments to find fair solutions to the climate crisis.

We believe that rich industrialised countries, which have historically emitted the most greenhouse gases, must agree to urgent and dramatic cuts in their emissions starting NOW.

This is absolutely fundamental if we are to prevent the most devastating effects of global warming on the world – in particular on the world's most impoverished and vulnerable people. Our message to the negotiators is that the historical climate debt to the Global South must be repaid.

People can influence our governments and hold them to account. Together we can make a flood of public opinion.

That's why Friends of the Earth International is organising a 'Flood for Climate Justice' in Copenhagen on Saturday December 12, 2009. The event will start around 10am with a colourful procession moving as a human flood through Nørrebro, one of the working class neighbourhoods of Copenhagen.

We will end in one of the main squares in the city centre, where we will use our bodies and voices to spell out a message to decision makers in a giant living banner. It should also be possible for participants in the flood action to join the mass demonstration to the conference centre taking place on the same day.

For people who can't make it to Copenhagen, we're planning cyber-actions, street actions, and campaigning around the world in the months leading up to the COP. We will be gathering testimonies, video, images, etc. from people affected by climate change as a form of "message in a bottle" to be carried by the flood to decision makers inside the COP.

[www.demandclimatejustice.org](http://www.demandclimatejustice.org)



We can supply indesign or pdf versions of the flyer for you to translate and adapt for use in your own country.  
Contact [flood@foeeurope.org](mailto:flood@foeeurope.org)

## Letter to organisations

### Call for organisations to support the Friends of the Earth International “Flood for Climate Justice”

Friends of the Earth International, the world's largest grassroots environmental federation, is organising a “Flood for Climate Justice” in Copenhagen on 12<sup>th</sup> December 2009. The action, which takes place in the middle weekend of the UNFCCC COP15 climate conference, will be a clear demand for climate justice - calling on world leaders to find fair solutions to the climate crisis.

The event will start around 10am with a colourful procession moving as a human flood through Nørrebro, one of the working class neighbourhoods of Copenhagen. We will end in one of the main squares in the city centre, where we will use our bodies and voices to spell out a message to decision makers in a giant living banner.

Please see the call for action for more information on our demands at:

<http://www.foei.org/en/what-we-do/un-climate-talks/global/the-flood-is-coming>

Friends of the Earth International hopes to use the action, and other events in Copenhagen such as the *Klimaforum09* to build a climate justice movement in support of our demands. We are keen that as many people as possible from Copenhagen, around Europe and the rest of the world, can join the action, travelling in the most environmentally friendly way possible. Together, many drops can form a flood! For this reason we are looking for support from organisations that share our vision of climate justice. We hope that as many organisations as possible will help us to mobilise for the action, by promoting the event to your members, by placing announcements of the action in your member magazines, and on your website or blog, etc.

For organisations that are bringing people to Copenhagen, we hope that you will include the flood action in the timetable of events in which you plan to participate - alongside events such as the mass demonstration to mark the Global Day of Action on Climate Change which is scheduled to begin after the end of the flood action.

National, European and international coalitions and networks can play an especially important role in encouraging your member organisations to get involved in spreading the call for action.

We can provide you with web banners, standard articles of various lengths for your publications, and various images and graphic material to support the call for action.

For individuals and organisations that are not planning to come to Copenhagen, you could also consider promoting the website: [www.demandclimatejustice.org](http://www.demandclimatejustice.org), which contains a cyber action, and details of how people can get involved in actions in their home country in the run-up to Copenhagen.

If you would like to discuss how your organisation could support the action, please contact:

[ Fill in contact details for your own country ]



You could spread this call to environmental, and development NGOS as well as faith groups, trade unions, political parties and anyone else that you think might be mobilising people to go to Copenhagen.

If you receive a positive response from any organisations, please let us know at [flood@foeeurope.org](mailto:flood@foeeurope.org)

*Friends of the Earth joined many other organisations for the “Put People First” demonstration in London in March 2009*

# Notes on using the “Demand Climate Justice” flag identifier

The identifier has so far been produced in English, Spanish and French.

If your national group would like to have another language version please do not create this yourself. Instead contact [creativerequests@foe.co.uk](mailto:creativerequests@foe.co.uk)

It is available in the following formats:

- Four colour for general use
- Black for when printing in one colour only
- White for placing on a dark image or solid green background



## Please do:

- Do include the identifier on FoE articles about the Demand Climate Justice campaign but make sure the bagel logo is present too.
- Do ground the flag pole on something at the bottom eg a keyline or the edge of the page or image.
- Do use the white version over a dark image area.



## Please don't

- Don't place the identifier right next to the bagel as it belittles the FoE logo.
- Don't use the flag as a water mark.
- Don't distribute the flag identifier on its own: the Bagel logo takes priority at all times, especially in media or partnership work.



A nicely presented .pdf version of this guide is also available, please contact us if you'd like a copy. [flood@foeeurope.org](mailto:flood@foeeurope.org)

## Contact details

For all your questions about the mobilisation activities mentioned in this guide (unless otherwise stated), you can contact the FoEE climate justice team at: [flood@foeeurope.org](mailto:flood@foeeurope.org)

Young Friends of the Earth Europe will be producing a more detailed guide to some of these activities in the summer. If you'd like a copy, please contact Sophie Manson: [sophie.manson@foeeurope.org](mailto:sophie.manson@foeeurope.org)

For all practical questions about the action and logistics in Copenhagen:  
Carlos García-Robles at NOAH/FoE Denmark: [carlosagrb@gmail.com](mailto:carlosagrb@gmail.com)

Friends of the Earth's participation in the Civil Society Climate Forum (Klimaforum):  
Bente Hesselund Andersen at NOAH/FoE Denmark: [bente.ha@mail.dk](mailto:bente.ha@mail.dk)  
Safania Eriksen at NOAH/FoE Denmark: [safania@klimaforum09.org](mailto:safania@klimaforum09.org)

Using the Belgian "Big Ask" film clip to mobilise for Copenhagen:  
David Heller at FoE Europe: [david.heller@foeeurope.org](mailto:david.heller@foeeurope.org)

Online petition and Demand Climate Justice website:  
Hannah Lownsborough at FoE EWN: [hannah.lownsborough@foe.co.uk](mailto:hannah.lownsborough@foe.co.uk)  
Helen Wolfson at FoE EWN: [Helen.wolfson@foe.co.uk](mailto:Helen.wolfson@foe.co.uk)

"Message in a bottle":  
Janneke Bruil at FoEI: [janneke@foei.org](mailto:janneke@foei.org) (coordinator for European region). There are other coordinators for other regions.

Working with Celebrities:  
Stine Nielsen at FoE Europe: [stine.nielsen@foeeurope.org](mailto:stine.nielsen@foeeurope.org)

Requests for "Demand Climate Justice" flag in your own language:  
[creativerequests@foe.co.uk](mailto:creativerequests@foe.co.uk)

Steering group for the flood action:  
Antje von Broock at BUND/FoE Germany: [antje.vonbroock@bund.net](mailto:antje.vonbroock@bund.net)

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This guide focuses on mobilisation activities, so there are many areas of work that are not covered.  
Policy/lobbying at the COP:  
Sonja Meister at FoE Europe: [sonja.meister@foeeurope.org](mailto:sonja.meister@foeeurope.org)  
Stephanie Long at FoEI: [stephanie.long@foe.org.au](mailto:stephanie.long@foe.org.au)

Registration for the UNFCCC sessions: Ginting Longgena at FoEI: [ginting@foei.org](mailto:ginting@foei.org)

Media work: Niccolo Sarno, media coordinator at FoEI: [niccolo@foei.org](mailto:niccolo@foei.org)

