



Organised by



Help get The Wave rolling!

We need your help to get thousands of people to The Wave Scotland

On Saturday 5th December, people from across Scotland will come together to send a clear message about climate change to world leaders meeting in Copenhagen for the UN climate change negotiations. It is anticipated that this will be the largest ever demonstration in support of action on climate change in Scotland. For more information on The Wave, visit www.the-wave.org.uk/scotland - our [key messages](#) are explained below (page 3).

Whether you have five minutes or a bit of time on your hands, here's nine different ways you can help:

1. Get the word out by email: send everyone you know this paragraph on email

Get Ready for The Wave!

On Saturday 5th December 2009, join people from across Scotland to send a clear message about climate change to world leaders meeting in Copenhagen for the UN climate change negotiations. It is anticipated that this will be the largest ever demonstration in support of action on climate change in Scotland.

The Wave will be a fun, family-friendly march in Glasgow city centre, where a diverse range of people can come together to show their concern about climate change. Similar demonstrations will be taking place across the world at this time. In order to demonstrate that this issue is important to Scotland, we need as many people as possible to turn out on the streets of Glasgow on 5th December.

The time, start point, transport details etc will be confirmed nearer the time so look out for more information at www.the-wave.org.uk/scotland

2. Add a clickable link to websites

Download The Wave web banner from our website and get it onto your work's intranet and any other websites you are able to, linking to www.the-wave.org.uk/scotland. Ask all your friends to do the same.

3. Put posters up

Photocopy the poster (page 11) or download it from our website then stick it up wherever you can – at your work place, in local shops, cafes, the public library, church, community centre etc.

4. Be a community mobiliser

Help build The Wave by taking on an area – whether it be a parish, town or city – and making sure that as many people as possible there know it’s happening. We’ll provide training and support in return. If you have an outgoing, friendly personality, good communication skills and a half-day a week free to promote The Wave in your community, we’d love to hear from you. See our briefing on page 5 for more information.

5. Be a bus organiser

Book a bus from your town and sell tickets to get people to the event. This is a great way to mobilise people – find out more about being a bus organiser through our briefing on page 6.

6. Use the local media

Make sure your local media know about any activities in your community about The Wave. Top tips for working with the media can be found in our briefing on page 7.

7. Give a talk

Give a talk to your workmates or to a local community group to explain to them why world leaders need to take action on climate change and encourage them to get involved in The Wave. Top tips on giving a good presentation are provided in our briefing on page 8.

8. Promote The Wave at a local event

Local events can be great opportunities to tell people about what’s happening and encourage them to get involved. Find out how in our briefing on page 9.

9. Help us on the day

We’re looking for volunteer stewards to help make sure everyone is safe and knows where to go. Full training is provided. More details can be found on page 10.

Read more in our briefings:

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Key messages

What's all this about?

From 7–18th December 2009, world leaders will meet in Copenhagen for the UN Climate Change Conference, to agree global targets to reduce greenhouse gas emissions (replacing the previous targets set by the Kyoto Protocol). This is seen by many to be the last chance we have to get the planet's greenhouse gas emissions under control and prevent dangerous climate change and the catastrophic consequences for people and nature worldwide.

Scotland now has its own Climate Change Act, which became law in August 2009. This is the strongest climate legislation in the world, and commits Scotland to reduce its greenhouse gas emissions by at least 42 per cent by 2020 and 80 per cent by 2050. More information about the Act can be downloaded at <http://www.stopclimatechaos.org/files/docs/SCCS-Act-Summary.pdf>.

This legislation is a great success for the thousands of supporters of Stop Climate Chaos Scotland organisations who campaigned for a strong Scottish Climate Change Bill. But our work doesn't stop there – our task now is to convince other rich countries to adopt similar cuts to their emissions to get global emissions under control. As part of a number of similar demonstrations of its kind around the world on the same day, The Wave will send a strong signal from Scotland that we would like other countries to follow our lead.

The event aims to demonstrate mass, public pressure on the UK Government, calling on it to show effective international leadership at the December negotiations. Specifically, Stop Climate Chaos Scotland wants the UK government to:

Share Scotland's ambition

Earlier this year, the Scottish Parliament passed the most progressive climate change legislation in the world. Amongst other things, the Act contains: an interim target that commits Scotland to reducing its greenhouse gas emissions by at least 42% on 1990 levels by 2020; the inclusion of international aviation and shipping in emissions figures; and a target that ensures at least 80% of each year's emissions reductions are real reductions from sources in Scotland.

The most recent scientific evidence shows that the targets in the Scottish Climate Change Act are the minimum needed to prevent dangerous climate change. A full summary of the Scottish Act can be read here: <http://www.stopclimatechaos.org/files/docs/SCCS-Act-Summary.pdf>

This world-leading Act sets vital international precedents and is an example that other wealthy nations must follow. Stop Climate Chaos Scotland wants to see the UK government ensure that developed nations commit to at least the same ambition as Scotland.

Protect the poorest

The world's poorest and most vulnerable are already suffering the impacts of climate change. They are being hit first and worst because of emissions produced by rich countries, including the UK. Many people in some of the poorest parts of the world are unable to grow enough food to feed their families or cannot earn a living, as a direct result of more severe and unpredictable weather patterns caused by climate change. It is estimated that 300,000 people are already dying every year as a result of climate change impacts.

Stop Climate Chaos Scotland calls on the UK Government to provide our fair share of the resources needed, (on top of existing aid commitments and funds from the carbon market), to help people in poor countries adapt to climate change and establish low carbon energy sources. This means ensuring that the EU commits to delivering at least 35 Bn EUR per year in new and additional

public financing from 2012 which is vital if developing nations are to be protected from the devastating impacts of climate change caused by others.

Act fair and fast

The UK is historically one of the countries most responsible for climate change. Even today, Japan, Europe and the US pump out over 40 per cent of global CO2 emissions. It is only fair that rich countries like the UK act first and fastest to cut their emissions.

Making deep cuts in our emissions straight away reflects our historical responsibility for climate change. It also ensures that poorer countries are able to develop their economies and tackle poverty without being adversely and unfairly restricted by emissions reductions targets.

Stop Climate Chaos Scotland calls on the UK Government to push urgently for a fair global deal in Copenhagen which limits global warming to under 2 degrees C. The UK must commit to reducing its carbon emissions by at least 42% by 2020 through domestic action, and call on other rich countries to do the same.

What's happening on the day?

On Saturday 5th December, people from across Scotland will come together to send a clear message about climate change to world leaders meeting in Copenhagen for the UN climate change negotiations. It is anticipated that this will be the largest ever demonstration in support of action on climate change in Scotland.

The Wave will be a fun, family-friendly march in Glasgow city centre, where a diverse range of people can come together to show their concern about climate change. Similar demonstrations will be taking place across the world at this time. In order to demonstrate that this issue is important to Scotland, we need as many people as possible to turn out on the streets of Glasgow on 5th December.

Further details of plans for the day will appear on the website nearer the time so keep checking back for more information.

When

Saturday 5th December 2009, the start time has still to be confirmed so check the website or call 0870 601 0215 for a recorded message with the start place and time when this information is available.

Where

Details of the march route will be published on the website as soon as this has been confirmed. It will certainly start and end in Glasgow city centre.

What you can do

Use this guide to get as many people to the march as possible – whether you have five minutes or a few days spare, there is something you can do to help.

Need more information?

Visit www.the-wave.org.uk/scotland

Be a community mobiliser

Help build The Wave – Scotland’s biggest ever demonstration in support of action on climate change!

Do you know your local climate campaign scene in your local parish, town or city? Are you happy talking to people, publicising events or networking with a range of local organisations?

On Saturday 5th December, people from across Scotland will come together to send a clear message about climate change to world leaders meeting in Copenhagen for the UN climate change negotiations. It is anticipated that this will be the largest ever demonstration in support of action on climate change in Scotland.

We need outgoing, friendly volunteers to help bring as many people as possible to Glasgow on Saturday 5th December. Come and be part of the team!

You can help get people in your area involved by:

- Researching and making initial contact with local climate campaigning organisations
- Mapping out a calendar of local events – opportunities for flyers, ads, workshops, speaking
- Recruiting other volunteers to help you
- Support local groups in their plans to come along to The Wave
- Seek opportunities to promote The Wave
- Encourage local groups to secure local radio and print media
- Publicise local bus travel to Glasgow

We’re looking for people who are:

- Outgoing, friendly and helpful
- Good communicators
- Great at organising

We need a commitment of:

As much time as you can spare each week between now and the 5th December.

We will provide:

Ongoing support on the phone and email

Interested?

Just contact Ash Sheikh on ash@stopclimatechaosscotland.org for more information about how to get involved.

Be a bus organiser

Organising a bus for your own community to get to The Wave is a great idea – it makes it easy for people to get there, it gives you/your group a “target” of 50 people to work to, and it’ll be more fun for people who know each other to travel together. It may seem a bit daunting, but with a bit of organisation, it’ll be easy. Here are some tips on what to do:

1. Tie up with a local group

- If you don’t manage to sell all the seats, make sure you don’t get left with the bill. Approach a local group (perhaps your own) that is sympathetic to The Wave and ask them to get involved. They might take on the payment of the bus and subsidise it if it fails to break even. They will probably help to publicise the bus too.

2. Find a bus

- Contact your local bus company and explain what you want to do. Ask how much it will cost to charter a bus that will get into Glasgow on the morning of 5th December and leave that afternoon (exact times to be confirmed). See if you can negotiate their rates down.
- Don’t forget to work out where the pickup(s) should be. There may be legal restrictions which your bus company will know about. Confirm all this when you book your bus. We will confirm exact drop-off/pick up point in Glasgow nearer the time once the route is finalised.

3. Promote your bus

- Agree a phone number and an email address to publicise.
- Find shops and cafes in town where tickets can be sold (somewhere where like-minded people might go - e.g. a vegetarian café or a fair trade shop).
- Approach local groups and get them to sell tickets at public meetings and events.
- Run a stall in town and publicise the event and sell tickets there.
- Target key groups like students, colleges, universities and churches – use posters or fliers to get the word round or hold an event.
- Tell Stop Climate Chaos Scotland about your bus – we can put it on our website. Contact Ash Sheikh at ash@stopclimatechaosscotland.org to arrange this.

4. Tickets and administration

- Make printed tickets so people have a reminder of the date and departure time for the bus.
- Number your tickets and record who they have been sold to.
- If you have more than one pick-up place, make sure you know which one they will be waiting at.

5. In the days before

- Ring the company to confirm arrangements – e.g. coach size, pick up points, times.
- Collect cash and spare tickets from sellers.
- Collect together:
 - ✓ A list of who’s coming
 - ✓ A flier to hand out with the location at which the bus will wait at the other end, and a mobile number for those who (inevitably) get lost to come and find you
 - ✓ An A4 sign in large type to identify your coach (e.g. The Wave Scotland)
 - ✓ Demo posters or placards for the windows to spread the message
 - ✓ Leaflets and info-sheets to hand out

Use the local media

Your local paper or radio station is a great way to get the word out. There are two main ways to do this – but whatever you do, make sure you read the [key messages](#) (page 3) to be absolutely sure you're giving people the right details:

1. Write a letter to the paper

Anyone can write a letter to the paper – and lots of letters on the same subject can cause quite a buzz. Letters from well-known people are even better – so if you know of any high profile people in your area who share your passion about climate change, get on the phone to them and encourage them to do the same.

Here's a few tips on writing letters to get you started:

- If you can, refer to a recent article about climate change – if so remember to quote the headline and the date it was published
- Refer to the [key messages](#) on page 3
- Keep your letter simple and concise – a maximum of 150-200 words with short sentences. And remember to check the grammar and spelling!
- State your point in the first sentence or two.
- Address the letter to "The editor". You'll find the correct contact details in the paper or on its website
- Include your name, address

2. Send a press release

Keep local media in touch with your plans, they will be interested to hear that people from your area care enough about climate change to travel to Glasgow for The Wave.

Identify your local newspapers, magazines, TV programmes, radio stations and websites. Then write a press release and send it to the newsdesks. Once you've sent a press release, phone up to make sure it has arrived – this is another chance to promote the story to be persuasive.

Organise a photo opportunity to support the press release. If the newspaper doesn't send a photographer, take one yourself and send it to the newsdesk.

Top tips for a press release:

- Start with a strong headline that highlights the local angle
- Highlight what local people are doing, and use the [key messages](#) on page 3 to explain what's happening, when, where and why
- Be concise and factual – don't write more than one side of A4
- Include a punchy quote from a local person
- Give a contact number for more information and interviews. If possible, give a mobile phone number so journalists can get in touch at anytime.

Give a talk

If you have public speaking skills, giving a lunchtime talk at work or an evening talk to a local community group can be a very effective way to spread the word at local level.

Getting prepared:

- ✓ Find out how long you have to talk and what kind of knowledge level your audience has. This will help you put together the right kind of presentation
- ✓ Write a script using the [key messages](#) on page 3. More information about climate change can be found on the internet – use reputable sources such as one of the member organisations of the Stop Climate Chaos Scotland coalition
- ✓ If you have access to a laptop and powerpoint projector, find some images to illustrate it.
- ✓ Don't try to pack too much in – concentrate on key messages and make sure you have enough time for questions and discussion
- ✓ Practise your presentation beforehand at least three times in front of the mirror until you have got it absolutely right
- ✓ Check with your group that you have all the details right the day before the talk, including any equipment that they might be providing

When giving the talk

- ✓ Introduce yourself positively and explain why you are giving this talk. The audience is bound to be inspired by your passion. Then give a clear introduction to the presentation and invite your audience to ask questions along the way, or wait until the end
- ✓ Show confidence and enthusiasm for the subject matter. Don't read from text or from any slides you may have – just use it as reference
- ✓ Make sure your audience can hear you – practise projecting your voice beforehand. And don't talk too fast or you will overload people and they won't be able to follow you
- ✓ Use positive body language – smile occasionally, make eye contact, use your hands
- ✓ Keep to time – practise beforehand to make sure it's the right length – never skip slides or talk fast to try and squeeze the talk in

Answering questions

- ✓ Read round the subject beforehand so that you are prepared for questions
- ✓ Make sure you are 100% clear about your talk – if you are confused; seek advice
- ✓ When answering questions, take your time, compose yourself, make sure you understand the question clearly and think before you answer. If the question is unclear or doesn't make sense to you, ask politely for clarification
- ✓ Prior to your talk, think carefully about your presentation and you may be able to anticipate questions. If you suspect that something in particular will come up, prepare an answer
- ✓ If you don't know the answer to a question, never make it up! You can say "I'm sorry, I don't know the answer to that question, but if you give me your contact details I can find it out for you". Stop Climate Chaos Scotland will be happy to help answer these questions.

Remember to take with you lots of fliers to put on every seat, so everyone knows where and when The Wave is. Also look into local bus arrangements and let your audience know how they can get tickets.

Promote The Wave at a local event

Local events can be great opportunities to tell people about what's happening and encourage them to get involved. Here's what you'll need to do to make your event a success:

1. Find an event

Scour the local papers and find out if there are any events taking place in the next few weeks in your area. Otherwise, work out a good place to put a street stall – for example, at your local farmers market or town hall, and sort out a stall for yourself.

2. Gather your materials for your stall

You will need to take:

- A table cloth to make your stall look nice!
- Plenty of fliers to give away (you can download these from our website or call Gail at Stop Climate Chaos Scotland to arrange for a stock of these to be sent to you).
- Posters to stick up at your stall (see page 11 or download the poster from our website)
- Information about local travel options to The Wave (research this beforehand – don't forget to check out www.the-wave.org.uk/scotland for details of buses)
- A sign up sheet for more information and how to get involved (see page 12)
- Supporter briefings (these will shortly be available to download from the website)

It can also be a good idea to have another way of attracting people to your stall – e.g. free giveaways or a competition.

3. Find people to help you

- If the event lasts the whole day, divide the day into shifts of 3-4 hours – it can be tiring proactively engaging with people all day!
- Make sure that they know where and when to be there, and they are familiar with the objectives of the event and the key messages (see the next section)

4. Engage positively with the public

- You have to be proactive when engaging with the public – don't just sit behind the stall! Have one or two people standing in front asking passers by "Have you heard about The Wave?" (or similar)
- Don't worry if people ignore you – just ask someone else. It's important that you don't make people feel bad/guilty for not engaging – we need to respect everyone's view.
- If they engage with you, give them a flier and tell them a bit about what's happening
- Ask of they would like to sign up to the mailing list for more information (see sign up form on page 12). If they do so – make sure that their writing is legible – especially their email address
- If they want more information do chat to them, but remember, you need to engage with as many people as possible, so don't spend too long on each person.
- If you can't answer a question, don't make up an answer! If appropriate, take their contact details and promise you'll get back in touch with them. Staff at Stop Climate Chaos Scotland can help you get your query answered.

4. Afterwards

- Send back your sign up form to Ash Sheikh at ash@stopclimatechaosscotland.org. To be really nice, input the details into a spreadsheet and email it over.

Help us on the day

To show that Scotland cares about a safe climate future for all, we want to get thousands of people to join the march. To do that, we need volunteer stewards to come along on the day and make sure everyone is safe, has a fun day out, and knows where to go.

We'll offer you health and safety and first aid training and make sure you know everything you need to help the campaign and steward the march.

What do you need to do?

- Commit to arriving in Glasgow early on the morning of Saturday 5th December and staying until the march is over and everyone has dispersed (around 9am until around 4pm).
- If you wish to, you can take part in a half-day briefing session between now and December (several dates will be offered, including evenings and weekends).

What's in it for you?

- Be part of the biggest climate change demonstration in Scotland, ever.
- Get good quality training from the largest ever coalition in Scotland, and make some excellent contacts.
- Have fun, and meet like-minded people.

Get involved!

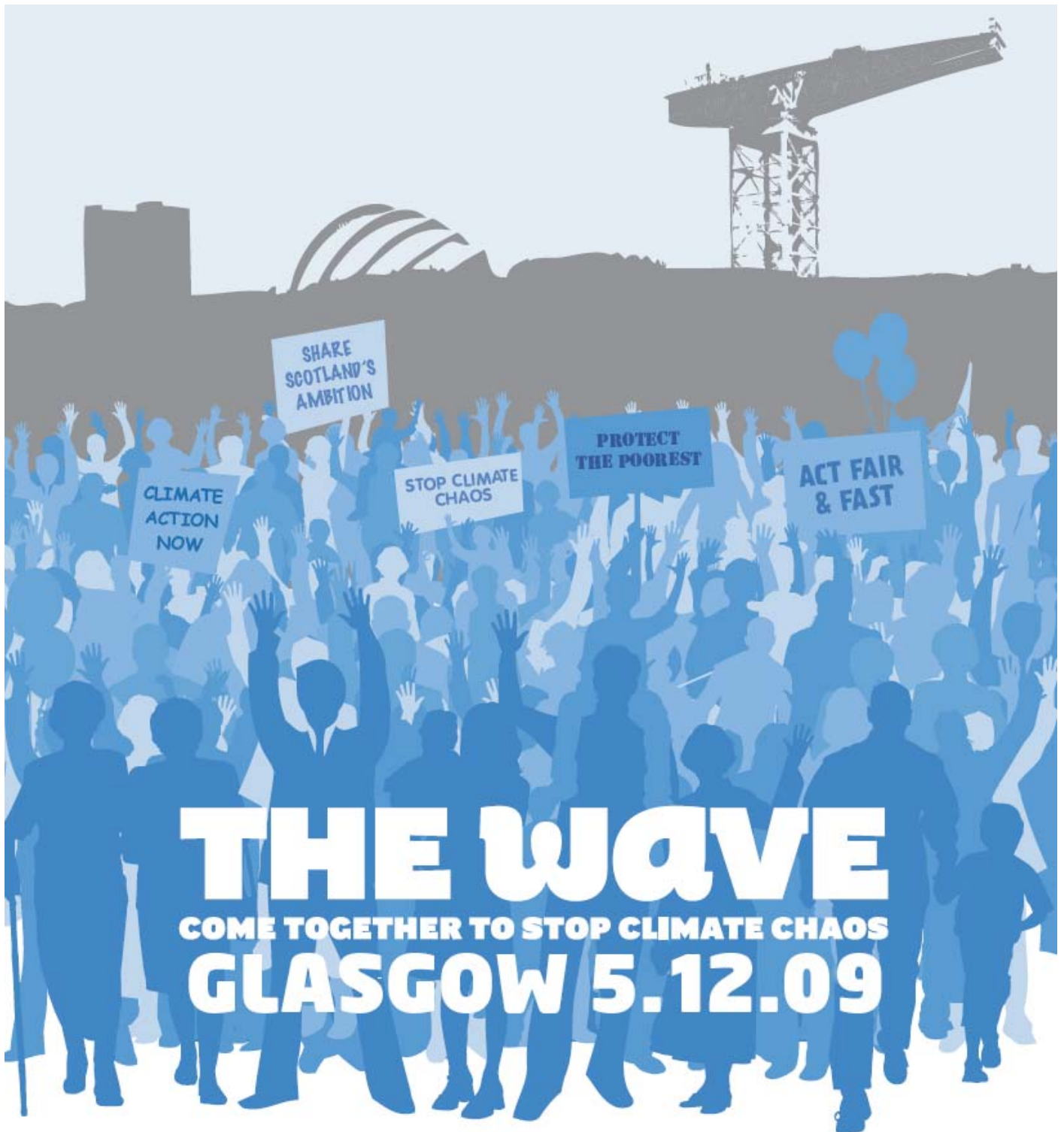
Send a quick email to Gail Wilson at gail@stopclimatechaosscotland.org to let us know you'd like to help out. Please make sure you put "Stewarding the Wave" in the subject field.

The Wave Scotland is being organised by Stop Climate Chaos Scotland

www.stopclimatechaos.org.uk/scotland

Stop Climate Chaos Scotland (SCCS) is a growing coalition of organisations campaigning on climate change. SCCS brings together environment, faith and development organisations, trade unions, community activists, and women's and students' groups.

Stop Climate Chaos Scotland is a charity, registered in Scotland, no SC039643



**JOIN SCOTLAND'S BIGGEST EVER DEMONSTRATION
IN SUPPORT OF ACTION ON CLIMATE CHANGE.
WWW.THE-WAVE.ORG.UK/SCOTLAND**



The Wave Scotland is organised by Stop Climate Chaos Scotland, a coalition of around 60 organisations campaigning together on climate change

Stop Climate Chaos Scotland is a charity, registered in Scotland, no SC039643

