

# Mobilising for a safe climate



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# Massive mobilisation is needed!

- Current largely volunteer based resources and activity are fantastic.
- However they are limited:
  - to where there are passionate community activists with lots of spare time
  - by lack of resources
  - by a lack of coherence, and lack of connections and pathways between campaigns

# Aims

1. To build commitment in the Australian community to initiate transformation of the Australian economy by 2020 to drive the restoration of a safe climate

# Aims (continued)

2. To catalyse the election of and support for governments, at all levels that
  - accept the need for this urgent action to restore a safe climate,
  - are committed to determine what actions are required, and
  - are committed to take this urgent action on the timescale required

# Aims (continued)

3. To catalyse changes in the corporate sector and civil society so that action to restore a safe climate on the timescale required is accepted, and these actions begin to be undertaken

# Aims (continued)

4. To encourage other countries to establish their own campaigns to catalyse the building of a safe climate physical economy by 2020, and to network with campaigns in other countries.

# Aims (continued)

5. To be an active participant in the Transition Decade Alliance - taking on a strong role as part of the 'shared plan', **working collaboratively** with Alliance members and partners, and helping to build the Alliance.



# Aims (continued)

6. To work in partnership with other organisations to catalyse actions and strategies to diminish (as far as possible) the opposition to actions required to restore a safe climate.

# Some characteristics of the mobilisation

- A focus on getting social and political/government commitment to begin creating a safe climate economy by 2020
- A focus on the physical economy, but not ignoring the deep causes

# Characteristics (continued)

- Systematic development of a massive-scale mobilisation program:
  - engaging the breadth of the community from 'where they are at';
  - Providing a framework that integrates and links together a diversity of campaigns
  - provides pathways between campaigns, for example linking practical sustainability initiatives into the big picture safe climate campaigning

# Characteristics (continued)

- Make a conscious distinction between messaging within the campaign and messages to engage with different publics.

Ensuring all messages are consistent with the underlying aims of the campaign.

# Characteristics (continued)

- Taking advantage of the twist and turns and necessities of the here-and-now
- Taking action to reduce the growth of the anti- climate movement forces

# Characteristics (continued)

- Acknowledge that substantial resources will be required to do this work, and build these resources and capacity.



# Characteristics (continued)

- Use an action research model
  - evaluate the campaign on a ongoing basis
  - Listen and learn
  - change as required!

# Key strategies



- **Thought leadership**  
Develop and publish opinions and perspectives on the why and how of a safe climate economy by 2020

# Strategies (continued)



- **Community communications:**  
Research, develop, communicate and promote messages and materials that resonate with different segments of the community.

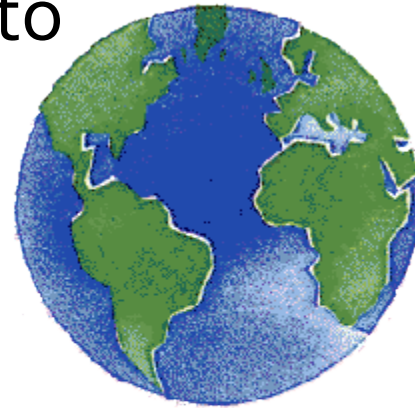
# Strategies (continued)

- **Responsive media communication**  
Respond in a timely way to media opportunities



# Strategies (continued)

- **Mobilisation leading to political momentum:**  
Develop and implement a mobilisation strategy that incorporates a suite of mobilisation techniques, tools and activities to
  - engage with the community
  - empower the community
  - encourage action to trigger the safe climate economic transformation as a whole
  - contribute directly to the transformation in specific ways.



# Strategies (continued)

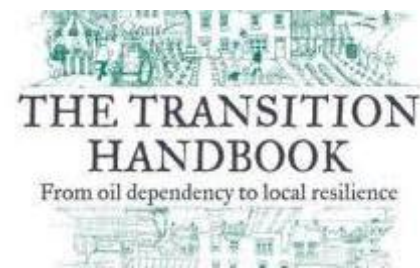
- **Network and build coherence**

Network and work with the breadth of society to integrate a diversity of campaigns and movements into the mobilisation; maximising synergies and minimising conflict and undermining.



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# Strategies (continued)

- **Build capacity**

Build an organisation and key relationships with other organisations capable of delivering the above strategies, and to help build the Transition Decade Alliance.



# What would the mobilisation look like?

- Let's imagine we've got it all together
- We've got funding
- We've been through the pilot phase testing ideas ,materials and mechanisms

# It's 2013 in Footscray

- Just like in towns across the country:
  - the safe climate centre has opened its doors
  - It has a part time co-ordinator
  - Working with the reinvigorated WeCan, there is a contact list of 100 local people who want to be actively involved
  - There is another contact list of 500 people who are active in sustainability projects of some sort in Maribyrnong

# And at a central level

- market research has been done
- messages are sorted out
- we have amazingly attractive materials – hardcopy, online, video, stickers, posters, twibbons etc, and materials from other groups
- comprehensive website, database and support resources
- community organising training and support
- our core engagement tool – a climate quiz has been developed

# In Footscray the local group has decided on a mix of

- Doorknocking
- Street stalls
- face to face gatherings of friends/ peers
- speaking to community groups, businesses etc
- street parties
- working with and supporting the work of AYCC in schools and universities
- promoting and encouraging people to support public actions organised by the climate movement at large

# People are asked to do two things:

Which actions depend on “where they are at”

- Read/ look at the information provided
- Share the information
- Have a free energy audit done
- Be added to a contact list
- Display a sticker
- Come to an event where they will meet with others of their ‘type’
- Agree to learn more about climate change and to do the quiz again

# Possible actions (continued)

- Recording a 10-20 second video to be sent to their MP and posted on-line
- Commit to reducing their carbon emissions
- Commit to registering their climate reduction actions on-line
- Be part of a bartering system, eg bartering home produce for safe climate advocacy
- Put a poster up
- Commit to come to the next big public event

# Possible actions (continued)

- Help organise an event with their networks
- Be part of an ongoing social network or group
- Sign and publicise a commitment to investigate the climate platform of candidates for election and take this information into account when they vote
- Help out with local climate action activities

# Possible actions (continued)

- Sign and publicise a commitment to only vote for safe climate candidates
- Help organise an ongoing safe climate group in their networks
- Help with fundraising



# Now imagine...

- Imagine this activity being carried out across the country in the lead-up to the federal election in 2013, and state and local government elections after that.
- Imagine this activity building support for mass events
- Imagine this activity feeding into similar activity across the world.

# Imagine winning. We can.

- All it needs is resources and people power.
- Cost? Maybe \$50 million a year - a small price to pay.
- The resources can be raised if the program is seen to be effective – well researched, planned & executed. Big, bold, and coherent.

# What can you do?

- Believe that it can happen!
- Get involved!– Our aim is to:
  - Plan, research and fundraise this year on a voluntary basis, (and possibly run a 'pilot' pilot program)
  - Run pilot programs in 2012 with seed funding, and raise funds for the full program
  - Get underway full scale by no later than the beginning of 2013
- Commit your group or organisation to supporting the mobilisation, and keep building your capacity and experience

# Who has been involved so far?

- Janet Rice
- Philip Sutton
- Fiona Armstrong
- Dan Cass
- Peter Christoff
- Ben Courtice
- Monique Decortis
- Katerina Gaita
- Nicholas Lampel
- Ian Mack
- Carol Ride
- Bro Sheffield-Brotherton
- David Spratt
- Luke Taylor
- & more!

**CLIMATE  
EMERGENCY  
NETWORK**



**THE  
TRANSITION  
DECADE**

## Contact

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