
SAFE CLIMATE MOBILISATION

April 2011

The Climate Emergency Network has started work on a strategy for a massive co-ordinated community mobilisation for a safe climate at urgent speed.

Our aims

- To build commitment in the Australian community to initiate the transformation of the Australian economy by 2020 that will drive the restoration of a safe climate
- 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 the actions required, and are committed to take this urgent action on the timescale required
- To catalyse changes in civil society and the corporate sector so that action to restore a safe climate on the timescale required is accepted, and these actions begin to be undertaken
- 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.
- 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.
- 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 planned mobilisation:

- A focus on getting social and political/governmental commitment to begin creating a safe climate economy by 2020
- A focus on the physical economy, but not ignoring the deep causes
- Systematically developing a massive-scale mobilisation program, engaging the breadth of the community from 'where they are at' at a pace consistent with the need for urgent action. This will include linking in many different groups and campaigns and provide pathways between these campaigns and explicit safe climate campaigning.
- 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
- Making a conscious distinction between messaging within the campaign and messages to engage with different publics. We recognise that people are all at different places on their journey towards full support for urgent, beyond ordinary action for a safe climate, and are likely to respond to different materials and messages. Importantly, however all messages will be consistent with the underlying aims of the campaign.
- We know that substantial resources will be required for this work, and these resources and capacity will need to be built. Substantial funds will be required to establish safe climate centres, provide funding for local staff and provide central resources.

Key strategies

- **Thought leadership:** Develop and publish opinions and perspectives
- **Community communication:** Research, develop and communicate messages and materials
- **Responsive media communication**
- **Networking and building coherence.** Network with the breadth of society, business and politics; integrating other campaigns; maximising synergies and minimising conflict.
- **Mobilisation of the community leading to political momentum:** The mobilisation strategy will consist of a suite of techniques, tools and activities to engage and empower the community and encourage action.
- **Building capacity:** Build an organisation and key relationships with other organisations capable of delivering the above strategies, and to help build the Transition Decade Alliance.

Possible community mobilisation activities

Doorknocking, face to face gatherings, social events, street stalls, on-line activity etc to encourage and facilitate people to undertake activities appropriate to 'where they are at'.

These activities could include:

☺ reading or viewing information ☺ sharing information with friends and family ☺ to be added to the email contact list ☺ displaying a sticker ☺ having an energy audit done ☺ come to a social event ☺ agree to learn more about climate change ☺ recording a video to be sent to their MP ☺ reduce their carbon emissions ☺ registering their climate reduction activities on-line ☺ bartering home produce for safe climate advocacy ☺ put up a poster ☺ commit to come to the next big public event ☺ help organise an event with their friends/ networks ☺ be part of a group to learn more and act more ☺ 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 safe climate activities ☺ sign and publicise a commitment to only vote for candidates and parties who are committed to urgent action for a safe climate ☺ help organise an ongoing safe climate group in their networks ☺ help with fundraising to support these activities ☺

The mobilisation presumes that people's commitment will grow over time. It will provide pathways and opportunities for this to occur, and for people's engagement to deepen.

Timescale

We plan to gear up this year; undertaking planning, research, and seeking seeding funds; so that we can run pilot programs in 2012, and following evaluation of these pilot programs, seek the very significant funds to be full steam ahead from 2013 (or earlier if possible!)

Key people involved so far:

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

More details, and to get on board ('cos we want to work with you!)

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