



Climate change costs lives. Let's sort it Here & Now.

A guide to campaigning for a fair and safe global deal on climate change

As a seasoned Oxfam campaigner, you won't need convincing that climate change costs lives, and that it's the world's poorest people who are being hit first and hardest.

You'll know that in vulnerable countries, people are losing their homes, crops, and animals because of extreme weather. Seasons are being thrown out of sync, agriculture is failing, and water supplies are drying up. Climate change is undermining the foundations of progress. In Bangladesh, for example, during 2008 an unprecedented series of floods and cyclones cost thousands of lives and livelihoods, and devastated poor communities. And there are many other examples: see www.oxfam.org.uk/climatechange

And we know that solutions do exist: we're involved in many of them, from natural flood defences, through to drought-resistant rice. We are also deeply involved in lobbying those who make the big decisions – as are you! And one of the biggest decisions will be made in Copenhagen this December.

The UN Framework Convention on Climate Change gives world leaders the chance to deliver a brighter future for everyone, and if you are a regular reader of *Activist News*, you'll be aware that you're already part of the movement to make sure that the politicians make the right choices on carbon emissions and on funding poor countries' adaptation to climate change.

We're asking the public to take action – *Here and Now*. And this can't happen without you! Please do use the ideas in this Action Guide to help make the movement bigger. It's deliberately a long list – we aren't expecting anyone to do them all! If you can only do one or two things, thank you. Each one of us makes a difference every time we speak out, even if we get just one other person thinking about climate change.

The ideas in the Guide range from simple actions that can be done very quickly, to those which need a bit more planning, right through to projects that will need an active group of people to organize. Whether you are new to activism or a seasoned campaigner, an individual campaigner or part of a local Oxfam Group, there should be a few ideas that you can use to help spread the word.

And please, please tell us about what you've done! That way we can tell politicians how big the movement is getting. email your activities to active@oxfam.org.uk

Thank you for taking action *Here and Now*.



Ten simple ideas to get you started

01. Here and Now action card.

This action card urges the Prime Minister to do all he can to push for a fair and safe deal at the Copenhagen negotiations. Fill in your details to show your support and send it back, and we'll add you to the petition. Please give some to colleagues, friends and family members and ask them to sign up. To order the card see www.oxfam.org.uk/activists/materials or sign up online now at www.oxfam.org.uk/actionlist

02. Send your MP a postcard.

Going somewhere nice? Visiting the seaside, a distant relative... or your local shop? Wherever you're going, pick up a postcard and send a friendly message to your MP. Remind her or him of the serious need to work towards a fair and safe deal at Copenhagen. Include a word or phrase that identifies your postcard as part of our campaign (such as "human impact of climate change" or "Here and Now").

03. Letter writing.

Write to your councillor, MP, MEP, AM (Wales) or MSP (Scotland) – any influential people that you can think of who have the power to make change. Tell them what concerns you about climate change and what you want them to do about it. Keep writing till they act – we'll give you a new angle or target every month on our web pages and in Activist News www.oxfam.org.uk/activists We know (because they have told us) that writing to politicians has real impact, and definitely gets your concerns on their radar. Please send us copies of your letters if you can, and any replies you receive.

04. Blogging.

Get into all the online hotspots and flood them with human impact messaging and campaigning actions they can take. Never blogged before? Download our guide here www.oxfam.org.uk/activists/guides It's particularly well worth checking out any climate discussions on well-known blogging sites, such as Political Betting www.politicalbetting.com where your comments will definitely get seen.

05. Online actions.

Save our "get involved" page in your favourites and check it once a week for new quick and easy campaigning actions you can take online www.oxfam.org.uk/campaigns Online actions are especially easy to share with others, so once you've done it, please forward it to a few friends. In particular, we have a quick, easy way for you, your neighbours and your MP to show publicly your support for our "Here and Now" campaign: www.oxfam.org.uk/hereandnow

06. Adopt a negotiator.

Oxfam has recruited "Negotiator Trackers" to keep track on the official negotiators at the climate change talks in the run-up to Copenhagen. The trackers are all volunteers, who try to arrange regular meetings with the negotiators to show them that the public cares what they do, and that they are not working behind closed doors. We want as many people as possible to "adopt a negotiator", by signing up to the regular email updates from the Negotiator Tracker and taking action (letter-writing and emails) when the negotiators aren't doing enough <http://adoptanegotiator.org/about/>

07. Social Networks.

Nothing spreads more quickly these days than when it gets picked up on YouTube, Facebook or Twitter. If there's something on climate change in the news that gets your goat, share your thoughts! And do keep an eye on Oxfam's Facebook fan page www.facebook.com/oxfamGB Whatever activities you are doing, whether it is a local event, media stunt or grilling your MP, why not make a quirky video and get it on the net? See our guide for quick and easy video production using your phone or a handheld camera www.oxfam.org.uk/activists/guides

08. Respond to media articles.

When you read your favourite newspapers and magazines, keep an eye out for climate change articles. Where appropriate, send a letter to the editor with your response to the article, linking it to the human impact of climate change and how people can take action. And again, please let us know about your media successes! See our handy guide here www.oxfam.org.uk/activists/guides

09. Blue about climate change?

Blue is the colour of climate campaigning this year. At summer music festivals, Outreach and Oxjam events, people have been painting their faces blue and "demanding action till they are blue in the face". Watch our celeb video www.oxfam.org.uk/festivals and think about how you could use blue to add colour to your campaigning. Painting your face blue might not be your thing, but be creative about using it in a way that suits you. If you can think of something that can be made blue that usually isn't, you'll attract attention (and have an excuse to start a conversation!). For some blue ideas, check out our website.

10. Oxfam Unwrapped.

Next time you buy a gift from the Oxfam Unwrapped catalogue, choose one that links to climate change, such as plants that work as natural flood defences. When you post it, slip in an action card. If friends and family won't take action, who will? See our catalogue here www.oxfam.org.uk/unwrapped



Ten actions that'll take more time and planning

01. Change your life!

By taking personal actions to reduce your carbon footprint, you are taking action on climate change. This is just the first step though – you have to tell others (friends, your local paper, your MP) that you are taking action, why, and what you want them to do as well. This isn't just tokenistic as some people claim. Linking your personal commitment on carbon emissions to the human impact of climate change is a great conversation starter, and helps people to think about the effect they are having on the rest of the world, maybe for the first time.

02. The “Great Persuasion”.

Along with other development organisations, Oxfam is taking part in a weekend of lobbying, the “Great Persuasion”, Friday 16 to Sunday 18 October 2009. Coinciding with the International Day for the Eradication of Poverty on 17 October, this is an ideal time for activists to talk to their MPs and prospective parliamentary candidates, to ask them to pledge to work for a massive cut in CO2 emissions and to take action on global poverty. So start planning now – can you invite them to a meeting? Or arrange to visit? We'll give you all the resources you need, including a copy of the International Development manifesto to give to your candidates and a pledge for them to sign www.bond.org.uk/pages/masslobby The UK government has already made strong statements on emissions and adaptation financing, but there's lots still to do to translate the words into action, not least persuading the rest of the European Union and other world leaders.

03. December “Wave” events.

There will be huge coalition marches in London and Glasgow on 5 December to demonstrate public support for a fair and safe global deal on climate change. Recruit anyone you can to come along to be part of the “wave”. If you are feeling super organised, you could arrange a coach! And be sure to wear something blue on the day!

04. Become an Oxfam Speaker.

Oxfam offers training to people who want to share their passion and voice. Whether it is a school, community group or business, we can give you the resources and help you need to talk with confidence about climate change and the urgency of action before Copenhagen. You can be a catalyst for action and for change www.oxfam.org.uk/teachersupport/school_speakers

05. Become an “Outreacher”.

If there is an Oxfam Outreach group near you, it's an opportunity to campaign at gigs, festivals and other events for free. All you have to do is talk to people at the events about the human cost of climate change and ask them to sign our petition. Find out if there's a group near you www.oxfam.org.uk/outreach

06. Community Group Challenge.

Ever added up all the voluntary and community organisations there are in your area? Set yourself a challenge to talk to as many as possible in October about Oxfam's “Here and Now” campaign and encourage them to take action. Think of all the actions that could generate! See also our guide to networking www.oxfam.org.uk/activists/guides and our helpful resources page www.oxfam.org.uk/activists/materials

07. Oxfam Shops.

Why not introduce yourself to your local Oxfam shop team, and ask how you might work together in your local community? Does the shop have any events planned that you could support, or help them to promote Oxfam's campaigns? How could you work together to set up an event to raise money and collect sign ups?

08. Family action.

Are you a school governor or on the PTA (Parents' and Teachers' Association)? Do you have children that are working on climate change as part of the curriculum? Take this Action Guide and see how you can link up their work in the classroom with your community campaigning.

09. Business champions.

Take some information about your local campaigning activities, and relevant national ones (like the Wave march in December), to your favourite high street stores and supermarkets. Encourage them to get involved.

10. “Sisters on the Planet”.

Get a copy of our “Sisters on the Planet DVD pack, which contains four powerful stories about the effects of climate change on the lives of women. Show it to friends and any local groups who might be interested – and if you've used it before, there are now more videos on our website on the same theme, including an update to the story of Martina from Uganda www.oxfam.org.uk/sisters/martina You can order more copies of the DVD online www.oxfam.org.uk/sisters



Ten actions you'll need some help to organise

01. "Here and Now" street stalls.

Take every opportunity you can to get the Here and Now message into your community. Go to busy high streets and other community spaces and ask people to sign the petition or an action card; where possible, recruit people for the marches in December.

02. Local petitions.

Local Authorities now have a statutory duty to respond to petitions submitted from, and signed by, people in their local area, providing they are related to an issue that the Council works on. Create and submit a petition related to climate change and human impact to show your Local Authority that it needs to be a leader in reducing emissions and supporting a fair and safe deal on climate change. Further information www.communities.gov.uk/publications/localgovernment/petitionscalls

03. Community Climate Hearings.

Your Local Authority has a remit to tackle climate change. Councils must reduce carbon emissions and deliver adaptation strategies that protect communities from the effects of floods and other climate-related problems. Talk to council officers and community members to find out how climate change is affecting them. Capture their stories in words, pictures and video. You could take this to your MP, the local papers and radio stations, or share it with the community at an evening event. Look at our guide to hosting a Climate Hearing www.oxfam.org.uk/activists/guides

04. Climate Forums.

"Involve" is an organisation specialising in public participation. Along with international partners they will be hosting large scale citizen consultations on climate change which will influence the Copenhagen process. There will be web surveys and host packs for activists that want to organise their own events. Email cchange@involve.org.uk for more information.

05. Film parties.

This year's most talked-about climate change film is The Age of Stupid. Talk to your local cinema, businesses, or community venues, and get it played in as many places as possible. Public performances will need a licence from the film distributor (local independent cinemas will be able to deal with this), but you can invite your friends and show it at home for free. Make sure you have some "Here and Now" action cards or petition sheets at the venue. See our guide here www.oxfam.org.uk/activists/guides

06. Oxfam.

Design, promote, and run your own music related event. Charge an entry fee, and shake those tins! Music = money. And while they are enjoying themselves and supporting Oxfam, sign people up to the "Here and Now" campaign and for the march in December www.oxfam.org.uk/oxjam

07. Flashmob.

Get together with some friends and plan a quick and crazy, one-off public action to get across the message that climate change costs lives. Can you incorporate the colour blue to link to our "shout till you're blue in the face" message? See what it looks like here www.oxfam.org.uk/festivals Make sure you promote your event to get a good turn out – the more fun and traffic-stopping the better. Use all your social networks to maximise your reach.

08. Media stunt.

Like a flashmob, this will bring wider attention to the "Here and Now" campaign. Pick your moment. What's going on locally that you can piggyback on and link to climate change? Invite the press and make it a photo-opportunity. A good press release and follow-up are crucial – it isn't the end of the world if they don't send a photographer, as you can send them pictures yourself after. And share them with us too! See our guide to media action www.oxfam.org.uk/activists/guides

09. DIY fashion.

Rather than binning those clothes that are just too shabby to resell, why not give them a new lease of life? www.oxfam.org.uk/DIY Going one stage further, you could create a collection and organise a fashion show, using the event to promote the "Here and Now" campaign.

10. Question time.

Run your own question time event. Gather people from your local area who are involved in climate change work – Councillors, MP's, other charities – and invite them to a panel event where they are the speakers. Then invite an audience to talk about how local communities can make a difference. And a note or video of the proceedings can be really powerful to share. Why not send it to the Prime Minister to show him that people want him to take a strong lead at Copenhagen?



Five ways to improve your impact

01. Multiply your actions.

Whatever campaigning action you take, promote it to your friends and family and encourage them to do it too. With social networks, we all have ways of sharing our concerns with others.

02. Copenhagen, Copenhagen, Copenhagen.

Whilst climate change campaigning doesn't completely revolve around the UN conference in December (whatever its outcome), it is without doubt the most significant opportunity by far for making an impact on our climate future. But it will take political will, and we all know that this needs people to push the politicians to do the right thing. Every bit of campaigning you do, every person you talk to, needs to influence those with the power to make a change this December.

03. The oxygen of publicity.

Organising great events is the starting point, but getting people to them – and getting the wider community to know what is going on – is just as important, and the part of the process most easily ignored. Sending a press release and photos, phoning in to a radio show, involving local celebrities, putting up posters and posting online are all tried and tested methods.

04. Partner up.

Oxfam is part of the Stop Climate Chaos Coalition (SCC), made up of over 80 organisations www.stopclimatechaos.org That gives a lot of opportunity to think up campaigning activity, and a lot of members to do them! Get engaged with as many other local organisations as you can, and bring to the coalition the message that climate change costs lives. Check our website to see if there's a local Oxfam Group you link up with too www.oxfam.org.uk/activists/map

05. Raise money while you are at it!

As well as campaigning, you may want to raise money for Oxfam's climate change work. As part of our October action on climate change, we are fundraising . You can raise money by getting sponsored to make a small change in your life – it could be anything you like, and it could be changing things that others do, not only you. Use your imagination! And for those who want to combine campaigning and fundraising, there's a "campaign-athon"! Try to get as many campaign actions and sign-ups as possible during October, and get sponsored. Here's a sponsor form you can use www.oxfam.org.uk/campaignathon and information on our climate change projects and the people they are helping. If you already donate to Oxfam, thank you for the difference you make.



Creating your own campaign actions

This list is just a handful of the possible actions people can do. We'd love you to add to the list. Put your head together with other local campaigners and see what you can come up with. Don't forget to share your plans with us!

An effective action should allow you to answer "yes" to these four questions:

1. Does my action inform people of the human impact of climate change and the importance of a fair and safe deal at Copenhagen?
2. Does my action have the necessary emotional "trigger"? Is it fun, shocking, engaging, powerful enough?
3. Does my action show people how they can help, speak out, take action?
4. Can I use this action to influence the government, media and other influential people with the power to help get a global deal on climate change?

Further information

General information about activism, how to get involved, and our current campaign actions
www.oxfam.org.uk/get_involved/campaign/actions

Download or order campaigning materials and resources online www.oxfam.org.uk/activists/materials

In-depth information on why climate change is such a crucial issue for the poor people and communities we work with, plus Videos and case studies of real people affected by climate change now www.oxfam.org.uk/climatechange

Oxfam International website with information on climate change campaigning around the world
www.oxfam.org/en/climatechange

The Stop Climate Chaos UK climate change campaign
www.stopclimatechaos.org/

Alternatively, do contact the Community and Activism Team at Oxfam, active@oxfam.org.uk, 01865 473123, and we'll be happy to provide advice or put you in touch with our regional campaigns colleagues, who may be able to give you more information about local climate change campaigning.