



PROTECT OUR FUTURE

Why are we campaigning on Climate Change?

Last year, young people across the UK voted to prioritise climate change as the UK campaign issue for the year. The British Youth Council will be campaigning to tackle the impact and continuation of climate change.

Climate change is a global issue, which will only be improved by the combination of individual action and government-level change. This pack will support you to campaign on a local, regional and national level and show you how you, as an individual, can work with other young people and supporters to have an impact.

You can use quotes from this statement when you speak to journalists

Our statement on climate change

“We believe that in order to preserve this world for the next generation, we have a moral responsibility to protect it from the effects of Climate Change. Climate change is a problem that will affect young people more than any other generation. We believe that young people are the ones who have to live with the world long after the older generations are gone; and that right now they are not protecting the environment in the way that is necessary for young people and the next generation. We call on the Government to ban the fracking and mining of fossil fuels and to look towards carbon neutral alternatives.”

So, what do we want?

This pack gives you lots of chance to work with other young people to decide what your own campaign goals are, but they should fit into one of the following four categories.

1. Individual behaviour changes to halt the progression of climate change.
2. Education work to help young people understand the issues surrounding climate change.
3. Government level policy change to halt the impact progression of climate change.
4. For the UK Government to centre the voices of the young people who will be the most affected by climate change.

Timeline for your campaign

February 2020	Campaign starts
June 2020	Check-in point 1 (Convention)
July 2020	Check in point 2 (Annual Conference)
October 2020	End of campaign and evaluation (Convention)

How to use this pack

In this pack you'll find all the information you need to know to campaign on climate change at a local, regional and national level. Work through the pack with your support worker, local youth council or youth group.

1. First of all there's some key facts and figures to help you make your case
2. Then there's everything you need to know about campaigning in one page
3. Then we've outlined three different actions you can take to have an impact on climate change.
4. At the end you'll find a helpful guide to organise your regional action.

Using the Action Guides

NATIONAL ACTION *whether it's a local, regional or national action*

Action: *what the action is*

Why? *how the action supports what we're calling for in the campaign briefing*

Use this table to identify your goals, objectives and milestones along the way...

GOAL	OBJECTIVES	MILESTONES
What is the big impact your action could achieve?	What are the key markers of success?	How you'll know that you're having an impact! Fill in the blanks yourself to make sure your targets are SMART

How to do it: _____

In this section there's a useful resource or some top tips to help you carry out the action!

What if you don't have much time?
A smaller action you can take that will still have an impact

What if you want to go further?
Some extra ideas so you can make your action even bigger!

10 Facts and Figures on Climate Change

1. 11% of the world's population is currently vulnerable to climate change impacts such as droughts, floods, heat waves, extreme weather events and sea-level rise – that's **800 million people**.
2. Climate change is currently only taught in schools as a small part of Geography and Chemistry. There is **no requirement** for it to be taught across subjects as a core part of the primary and secondary curriculum.
3. 18 of the warmest years on record have occurred since the year 2000 – **the planet is getting hotter**.
4. Within the **next 30 years**, London will have the same weather as Barcelona currently has.
5. Climate change is affecting **floods in the UK** - floods in northern England and southern Scotland are 55% bigger, on average, than they were five decades ago.
6. **Global sea levels** are set to rise by more than 2 meters in the next 80 years.
7. This means that major cities across the world including New York, Venice and Amsterdam could be submerged, **displacing up to 187 million people** globally.
8. **85%** of people in the UK say they are worried about climate change.
9. Currently, only 1% of vehicles on the road are electric. In order to meet our target to have 100% electric vehicles by 2050, we need to replace over .
10. The latest UN analysis shows that if we act now, we can drastically cut carbon emissions **within 12 years** and reduce the increase in the global average temperature.

Sources:

<https://www.bbc.co.uk/newsround/47991237>

<https://www.wired.co.uk/article/climate-change-facts-2019>

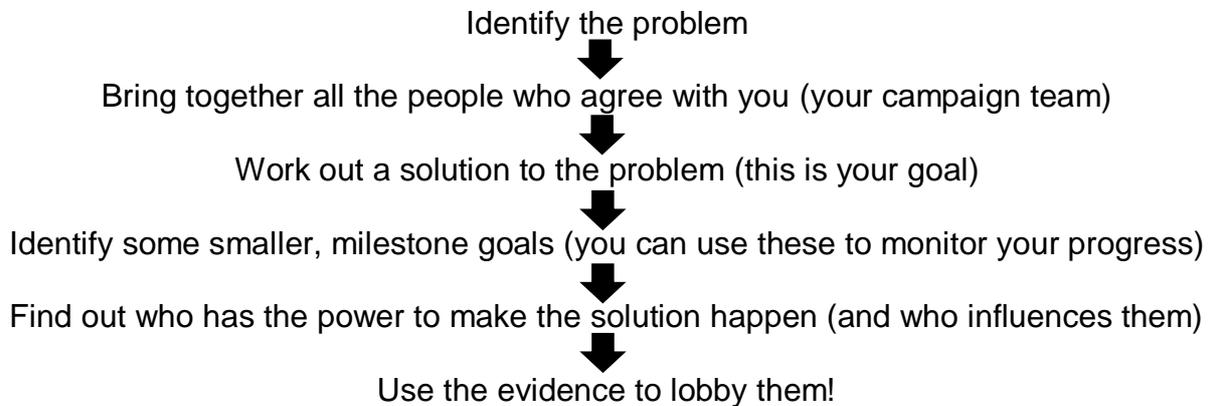
Campaigning 101

What is a campaign?

Campaigning means taking action to support or oppose a cause and bring about change. It involves bringing together the power that ordinary everyday people have to convince the individual people who have the power to make the decision you want.

It's easy to feel powerless if you don't have a fancy position, loads of money or can't vote – but that's why campaigning is great. You don't need any of those things, just a bunch of people who care about the same thing as you. Working closely with your support worker, local youth council or youth group, you'll be running a campaign in no time!

The key steps in running a campaign



Some things to remember...

1. Be SMART – make sure your goals are Specific, Measurable, Achievable, Realistic and Timebound.
2. Do a SWOT analysis – ‘SWOT’ stands for Strengths, Weaknesses, Opportunities and Threats. Try to list three of each for each of the actions before your start planning.

What is STRONG about the campaign plan?	What are the WEAKNESSES in the campaign plan?
What external OPPORTUNITIES are there that I could make the most of?	What external THREATS to I need to be aware of?

3. Whose voices are missing? Is your campaign as diverse as it could be? Have you overlooked someone's experiences. Make your campaign more inclusive by;

- a) Recruiting a broad range of people to your team
 - b) Ask people about their experiences and support them to tell their own stories
 - c) Research your issue to see how it affects different kinds of people.
4. You support worker, local youth council or youth group are your immediate network, so don't forget to work as a team!

LOCAL ACTION

Action: Get your classmates to sign a personal pledge to change their behaviours for climate change and get your school/college to sign up to their own pledge.

Why: Getting your classmates to sign up to will not only have an individual effect on climate change, it will also demonstrate to your teachers and school/college governors that you care deeply about the issue and influence them to make changes across the whole school/college.

GOAL	OBJECTIVES	MILESTONES
Individual AND institutional action to halt the climate crisis.	1. Get your classmates to sign up to take personal action on climate change. 2. Get your school to commit to institutional change to halt climate change.	- Produce an individual pledge (add your ideas to the sample below). - Get ___(number) of classmates to sign up for ___(length of time) - Produce a school pledge - Ask to present the pledge in an assembly or Governors meeting. - School commit to some or all of the pledge

How to do it: putting together your pledge

Sample Personal Pledge – identify what steps you and your classmates can take individually.

I will...

1. _____ to reduce my meat consumption.
2. _____ to help get cars off the road.
3. _____ to get my family talking about the climate crisis.
4. _____ to be part of local actions on climate change.
5. _____ to reduce food waste.

Sample School/College Pledge – get your classmates together to come up with a pledge your school or college can sign up to.

We will

1. _____ to reduce meat consumption.
2. _____ to help get cars off the road.
3. _____ to educate young people about climate change.
4. _____ to manage our money ethically.
5. _____ to explore what our school/college can do to make a difference.

What if you don't have much time?

Send the Sample School/College Pledge straight to your board of governors and ask them to sign up – be bold!

What if you want to do more?

Ask your classmates to suggest actions for your school/college to take and put them up on a wall.
Give everyone three stickers and ask them to vote for their favourite.

REGIONAL ACTION

Action: Work with other young people across your region to develop a 10 point local council action plan, then lobby your council to adopt it.

Why? Developing a regional action plan is not only a great way to build a network of other young campaigners in your region, it can also put pressure on your local council to adopt the plan if they know that others in the region are doing it.

Why not hold your meeting on **21st August** – ‘Earth Overshoot Day’ This is the day we use up all the earth’s resources available for the year.

GOAL	OBJECTIVES	MILESTONES
Immediate regional change to address the impact of climate change on people and communities.	<ol style="list-style-type: none"> 1. Create a regional 10 point plan. 2. Lobby your local Councillors (see the lobbying tips on the previous page!) 3. Your local council agree to adopt some or all of the action plan. 	<ul style="list-style-type: none"> - Invite ____ (number) of young people to the action planning meeting. - ____ (number) of young people attended. - 10 point plan created by ____ (date) - Book a lobbying meeting with your local Councillors - ____ (number) of young people turn up to lobby - ____ (number) lobbying sessions happen across your region

How to do it: generating your 10 point plan

Even when everyone cares about the same issue, they can have vastly different ideas about how to solve it. Crowdsourcing the 10-point plan will make it much stronger and impactful but can also mean that you have to manage disagreement. This is great, because it means that attendees are engaged but it helps to have a few tricks up your sleeve to help make decisions...

Consensus

Everyone must agree on the course of action to move forward, and discussion continues until that consensus is reached.

Voting

You can require a specific number of votes in order to reach an agreement, maybe half the people present, or two-thirds. You can vote publicly with a show of hands or by writing on slips of paper and tallying them up .

Participatory

This is useful for when a decision affects some people more than others. For example, if you're voting whether or not to lobby local councils to stop fracking, only people who have fracking in their town would be able to vote.

What if you don't have much time?

Crowdsource the list of potential actions online then print them and put them up on a wall in your school/college. Give everyone three stickers and ask them to vote for their favourite.

What if you want to go further?

Before the regional meeting, ask your school/college friends to suggest their ideas for the action plan and take them to the meeting to start the conversation

NATIONAL ACTION

Action: Lobby your MP to hold a debate in Westminster on our recommendations.

Why? We want to see a visible commitment from MPs to discussing the impacts of climate change and acting upon the recommendations of young people.

Try to lobby your MP in **September or October**, in the lead up to the 2020 United Nations Climate Summit being held in Glasgow on 9th-19th November 2020

GOAL	OBJECTIVES	MILESTONES
Implementations of our recommendations – placing young people at the heart of work to protect the environment in the UK	One or more of the following recommendations is supported in the debate: 1. To develop a youth engagement strategy in collaboration with young people. 2. Develop a network of climate champions who can advocate within their own communities. 3. To make climate change a core part of the National Curriculum.	- Book a meeting with your MP - Your MP agrees to hold or attend a debate - The topic of The debate includes _____ (number) of our recommendations.

How to do it: your lobbying checklist

- **Know your target:** Before you meet your MP, find out how they've voted on climate change topics at theyworkforyou.com. Google their name and 'climate change' or 'environment' to find out where your MP stands on the issue. Find out what promised they made when they got elected.
- **Know what you're asking for:** Effective campaigners know that this is the most important thing to raise in a meeting. Make sure you ask your MP to support the Westminster debate. Don't leave the meeting without trying to get an answer – yes or no. Then follow up by email afterwards.
- **Know your facts:** The evidence is clear on climate change and we know that it is already impacting on communities around the UK – refer back to the Campaign Briefing (page 2) for the evidence to present to your MP.

- **Show that it's widely felt:** MPs are there to represent the views of their constituents. Almost 400,000 young people across the UK voted to put this issue at the top of the agenda. You can find out how many votes there were in your area in the [Make Your Mark](#) report.
- **Follow up:** Always contact your MP the day after your visit, reminding them of what they committed to and asking for an update.

What if you don't have much time?

Write your MP, asking them to attend to debate – highlight the recommendation that matters most to you.

What if you want to go further?

Invite your MP to meet your class or youth group – give them a presentation on the recommendations and ask for their commitments.

Top Tips for Organising your Regional Meeting

How do I get people to come to the meeting?

Your regional meeting can be either in person or online (via Skype, Zoom or Jitsi) and will be a no-pressure way for people to come along and learn about your cause.

First, get the word out: put up posters at your school, college or youth centre, post on social media, distribute flyers around your local area. Invite your next-door neighbour, the person on your netball team or in your dance class – cast a wide net!

The goal of this meeting is to join your campaign and have their say. Remember this might be the first time lots of them have been to a meeting like this, and you really want them to stay involved. The best way to make sure that they do is to collect their contact information so you can let them know what the next steps are.

If you haven't yet recruited some other leaders for your campaign but are looking for top-level help, use this meeting to identify who has the right kind of skills you need and the willingness to take on a bigger role. Speak to them individually and gauge if they'd be interested – you never know until you ask!

Checklist for your meeting

- Accessible location (for traveling, as well as for people with disabilities or limited mobility).
- Or make sure you test the online meeting space in advance.
- Flyer or invitation with:
 - Information about the cause with awareness and persuasion
 - Date, time, location
 - Contact person
 - Contact info
- Snacks (and advertise this on your flyers to encourage people to come along!
- Nametags and markers
- Agenda (printed or on a board, sent around in advance)
- Sign-up sheets
- Make sure you make the meeting accessible and inclusive for any young person attending.
- Brainstorm some ground rules at the beginning and get everyone in the group to commit to them. This will set a welcoming tone and help attendees to feel comfortable.

Media Kit: Communicating Your Campaign

Now that you've got your campaign planned it's time to start thinking about how to make use of media. Why? Because the media have the power to reach a huge number of people who could potentially support your aims.

The term 'media' used to mean newspapers, TV and magazines but today it also includes blogs, websites, video and social media. A Facebook video can go viral instantly and mainstream media outlets often look to social media to get stories.

Getting other people to cover your campaign

The most effective way to get coverage of your campaign is to send a press release. A press release always has five components;

1. A strong headline
2. Contact information
3. A compelling opening paragraph
4. A quote that can be used in other articles
5. One or two additional paragraphs which include all the relevant information

You can use this template for your local campaign and add in your own details...

FOR IMMEDIATE RELEASE

Media contact: Your name

Your contact details

LOCAL YOUNG PEOPLE ARE TAKING THE CLIMATE CRISIS INTO THEIR OWN HANDS

Hundreds of pupils at _____ School have been campaigning to get their school to bring in a range of measures to reduce their impact on the environment. Joining the wave of youth led climate change protests taking place across the country, the young local campaigners are asking their school to take steps including:

_____ and _____ lift these from the pledge.

_____, the Member of Youth Parliament, who is leading the campaign said, *'We believe that young people are the ones who have to live with the world long after the older generations are gone; and that right now they are not protecting the environment in the way that is necessary for young people and the next generation.'*

As well as putting pressure on school managers to implement changes, the students are encouraging their peers to sign an individual pledge promising to make changes to their diet and transport.

_____, a Year 9 student involved in the campaign said, *'I've pledged to walk to school more often rather than getting my mum to drive me in, but I also think our school should start using public transport for all school trips rather than coaches.'*

The young campaigners will be proposing the changes to the _____ Board of Governors on _____.

Similar campaigns are taking place all over the UK as part of the British Youth Parliament national campaign, 'PROTECT OUR FUTURE'. 400,000 young people across the UK voted to make climate change a priority campaign and will also be meeting with their MPs to urge them to take action on this issue.

Creating your own media

Social media is one of the easiest ways to create your own media. A Twitter or Instagram post can go viral in minutes. Increase the odds by posting pictures or graphics that link to your campaign. Other ways to create your own media include:

Create a campaign blog

Who better to write about your campaign than you? Start a blog where you put your own spin on issues and promote you're your posts via social media. Ask your friends to write pieces for the blog too!

Make a site for free on WordPress or Blogger. If you don't have the skills to do this, it's a great volunteer role to recruit someone to do.

Who do you know who has these skills? _____

Set up campaign-specific accounts

Use the same name for each account for brand consistency. For example, if your Twitter handle is @BrightonProtectOurFuture, your Instagram account should be the same and your Facebook URL should be facebook.com/brightonprotectourfuture

What will your campaign's handle be? _____

Create shareable content

Use your knowledge of your campaign to generate posts that other people can share. Try some of the tweets below;

Did you know that there is **no requirement** for it to be taught across subjects as a core part of the primary and secondary curriculum?
Find out why we want that to change here – (link) #ProtectOurFuture

We're asking our school to make changes to help stop climate change and we need your ideas! What changes do you think would make a difference #protectourfuture

Now write your own!

