

# TIME TO ACT

#CLIMATE  
OFCHANGE

The guide for the #ClimateOfChange campaign



This guide was developed by finep and Good Point for the purpose of the #ClimateOfChange campaign.

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## 01. Campaign Intro 8

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### Overview 8

Outline of the #ClimateOfChange campaign	8
Events: Planned coordinated activities	14
Content: Material provided by #ClimateOfChange	18
Advocacy: Efforts to convince decision makers	20
Campaign at a Glance: Timeline and three pillars	22
Seeds of a New World: Core messages and CofC demands	30

### Target Audience 38

Taking Aim: Understanding the audiences and community of CofC	38
CofC Personas: A clearer picture of our target audience	42
Listening First: Survey about knowledge and perception of youth	44
Ready to Engage: The engagement pyramid	48

### Fact Foundation 52

Lands on the Edge: Four case-study countries on climate-induced migration	54
Wellbeing Economy Report: Examining Europe's economic system	58
Mind your Language: Principles for a sensitive use of language	66

## 02. Campaign Storytelling 72

---

Story Time: Storytelling your campaign	72
Case Studies: Learnings and tips	76
Get it Right: Ethical guidelines for communication	82
Strike the Tone: Values and tone of voice for the CofC campaign	84

## 03. Formats and Media 92

---

Channeling Digital: Principles of online communication	92
Platform Games: Social media tips	104
Format Guide: A tour of different social media platforms	106
Reality Check: On- and offline campaign tactics	110
Express Yourself: Inspirations for actions	114
Cross-format: Tips and examples for online communication	120
Freshly Pressed: PR tips for press, TV, radio	130
Press Releases: Examples from Sunrise Movement	136

## 04. Resources 138

---

Material: #ClimateOfChange resources for activists and partners	140
Keep on Clicking: Useful links for further reading	142
Follow Friends: Channels of CofC partners	144
Brand Guidelines: #ClimateofChange visual identity	146





“I think the importance of doing activist work is precisely because it allows you to give back and to consider yourself not as a single individual who may have achieved whatever but to be a part of an ongoing historical movement.”

–Angela Davis





# Welcome to #ClimateOf Change!

A joint campaign across Europe energising youth to speak up about the root causes of climate change, and elevating the voices of forced migrants, so we can build a fair and sustainable human future.

## **Purpose of this Guide**

Changing people's minds is hard. Achieving real change in society is hard. But we can learn from the many, many people who have had successes in the past and continue to do so now. This guide is intended to provide support, inspiration and information on how to build a strong climate justice campaign. It's a flexible and by no means comprehensive tool, which can hopefully support activists in their fight for a better world.

**01.**

**CAMPAIGN INTRO**

## Who's this guide for?

Members and supporters of #ClimateOfChange

Activists in Europe fighting for climate justice

Activists fighting for a better future for climate-displaced migrants

And anyone working to tell better stories and move people to action



**#ClimateOfChange** is an umbrella campaign involving many organisations and activists throughout Europe. Many details are yet to be developed, as they will be created and co-created by diverse participants. That means this guide is not supposed to be limiting or restrictive – but to provide a springboard for creative action!

## What's in the guide?

Highlights on these pages:

Overview of the #ClimateOfChange campaign

**08**

Intro to our **target audience** and how to reach them

**38**

Digital and offline campaigning **tools and tactics**

**92**

Planned coordinated **activities**

**18**

**Research** and evidence CofC is based on

**52**

Other helpful **references and resources**

**138**

**Key messages** and our 4 demands

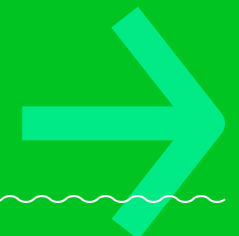
**33**

**Storytelling** learnings and tips

**72**

#ClimateOfChange **brand identity** guidelines

**146**



## Who's In?

CofC is a joint initiative from 16 partner organisations + 10 associate organisations based in 13 EU countries: Austria, Belgium, Bulgaria, Cyprus, France, Germany, Greece, Hungary, Italy, Poland, Portugal, Slovenia, Spain.

Through the campaign, grants will be given to youth organisations in these 13 countries plus an additional 10 EU countries: Croatia, Czech Republic, Estonia, Ireland, Latvia, Lithuania, Malta, Slovakia, Romania, The Netherlands.

**However our activities will reach throughout Europe, and beyond!**

## What's CofC About?

Our campaign focuses on the meeting point between the environmental crisis and migration. The connection is made between the economic system and lifestyle in Europe with experiences in countries in other global regions most affected by climate change.

We're basing action on research, providing evidence to backup all of your efforts. This includes a wide-reaching investigation of four case study countries at the edge of climate change; an analysis of the European economic system in the Wellbeing Economy Report; and a multi-country survey of the region's youth.

## Based on this research and perspective, #ClimateOfChange will

Use public mobilisation and advocacy actions to achieve political and economic change.

Call on young people to be part of the change already happening, join forces with worldwide initiatives, and inspire other people to take action.

Push local, national, and European authorities to adopt ambitious migration and climate policies for a sustainable future.

In service of these goals **#ClimateOfChange** will feature coordinated events, content, and advocacy.



# Events

**#ClimateOfChange** is an umbrella campaign and participating organisations will be developing their own activities. Grants will also be given to youth organisations in the 23 participating countries. Still, some coordinated activities will happen across the region.

## Debate contests:

Throughout the 13 originally participating countries there will be debate contests organised by partners. There will be a final in Brussels where winning teams will come together, involved in a public event with EU politicians.

## Research trips:

Final winners will become CofC ambassadors, going on field visits to our case study countries on the edge of climate change, to talk to local communities, young people, and experts on topics of climate change and forced migration.

## Web series:

A team of videomakers will follow this group of young people as they travel, and record their experiences, producing an inspiring web-series to engage a wider audience.

## Street action tour:

In 10 participating countries there will be a dynamic, interactive public performance from circus performers and musicians, bringing our message in a thrilling way to engage people along the way. See more about the street action tour on the next page.

## TEDx talks:

Four TEDx live events will be organised in Bologna (Italy), Vienna (Austria), Nicosia (Cyprus), and Brussels (Belgium), in cooperation with local TEDx networks. The events will be disseminated online. Besides the live event, all recorded materials will be made available via the global TED website as well as on local sites and social media channels.

## Festivals and fairs:

Besides the Street Action Tour, partners will hold #ClimateOfChange activities and stands, workshops and screenings, at at least 53 popular festivals and fairs in participating countries.

# Cities of dreams

A street action tour done by professional circus performers and musicians will take place in ten participating countries. These travelling performances will engage the public on a deeper emotional level, moving them profoundly with the issues of climate justice.

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The show will use the metaphor of a “limitless promised land” that becomes enclosed within golden cages representing our flawed economic system. Spectators will be encouraged to share hopes and dreams for the future along the lines of the UN Sustainable Development Goals for 2030. A rupture of human and nature and the horror of forced migration will be evoked, followed by a resolution involving a renewed appreciation of a balanced interaction between humans and their environment. A memorial containing

spectators “dreams” could stay after the show’s ending as a reminder and stimulation to future witnesses.

The tour will be accompanied by street guerrilla actions. These will include a pop-up barber shop that changes mindsets as well as hairstyles; an intervention drawing graffiti in moss on city walls as a living, lasting footprint; and a workshop to train future climate justice facilitators. Each action will be tailored to the particular social geography of each city.





# Content

**#ClimateOfChange** will produce various types of content to aid partners in communicating the message and moving people for climate justice. Here is some of what's coming!



## Campaign videos:

We will provide one video showing the narrative of our campaign, and telling the story of our pan-European movement creation. There will also be several shorter videos going more into detail on the campaign core messages. The videos will be shared online and also shown through various public spaces and events.



## Social-experiment video:

In social psychology, a social experiment is research to see how people behave in certain situations. Transported to video, it can be a powerful way to show how climate justice issues intersect with everyday life. Our partner ActionAid Hellas will produce a social experiment video for the CofC campaign. Check out the [example](#) they produced earlier, with over 2.4 million views. Here is another from a [Danish TV channel](#).

## Additional content:

Each Partner is producing additional visual materials such as videos, online games, photo campaigns, and public advertising, according to their national context and strategy.

## Influencer marketing:

The CofC campaign involves popular influencers in the campaign across sectors and channels, to better spread our message and get folks on board.



# Advocacy

Our goal is to have an influence at a political level. Advocacy refers to campaigning efforts to influence politicians to make laws and regulations. From youth organisations receiving funds to partners' activities, #ClimateOfChange has a central target of reaching local, national, and European decision makers in order to push action for climate justice.

## Youth delegations:

At milestone events like the annual UN flagship climate conference, COP, we will ensure representation from our participating youth organisations, so that young activists can present their positions.

## Press tours:

Elevating the voices of people who are impacted the most by climate change is paramount to our vision. That's why we will be bringing people from our four examined countries of Senegal, Cambodia, Ethiopia, and Guatemala to represent their communities and tell real stories from the ground to national and international news media.

## Media stunt:

In Germany, one of our partners Oxfam Germany will carry out a stunt to gain media attention on the issue of climate justice, and the economic changes needed.

## Petition:

One EU petition will underline CofC demands. It will focus on our main key messages (see p.33) and include a short video to promote signing of the petition. This will provide a real concrete goal for a lot of the activism efforts happening under our banner.

## EU presidency countries:

Specific advocacy work will be developed by co-applicants within the countries holding the EU presidency during the #ClimateOfChange time period:  
Germany Jul-Dec 2020,  
Portugal Jan-Jun 2021,  
Slovenia Jul-Dec 2021, and  
France Jan-Jun 2022.

## Finale:

CofC will wrap up with a final conference bringing together a youth delegation and speakers from the Global South on climate crisis and forced migration. Held in Brussels, the event will attract influential participants from the EU Parliament, and other institutions.

# Campaign at a Glance

# 2021

## Campaign launch

1. Press release
2. Press conference
3. Campaign video

**April**

## 1. Pan-EU street action tour

## 2. Mobilisation of youth associations

**Jul-Nov**

**Pre-COP26 youth event, Milan, September 2021**

## EU debate finals Brussels

1. Event at EU Parliament
2. Final guerrilla action
3. Public stunt

**November**

**Dec-Jan 2022**

## Field trips

1. Influencers activated
2. Instagram fieldtrip diaries
3. Web series shoot

# 2022

# - 23

Jan-Jun

Social-experiment video launch

Financial support to CSOs in 10+ countries

Web-series launch  
Media partnerships

Jan-Dec

TEDx Talks in four countries

Two press tours in case-study countries

Jan '22 to May '23

Diverse campaign activities (TBD)  
Final event in Brussels  
Conference or EU Parliament



# Three Pillars of CofC

## 1. Research

**Case studies** on impact of climate crisis in **Senegal, Ethiopia, Cambodia, and Guatemala**

**Wellbeing Economy Report** on Europe's economic system as the root cause of climate injustice

Comparative **survey** into attitudes of European **youth**

## 2. Public mobilisation

**Debates** in secondary schools and universities in 13 EU countries

Pan-EU **debate finals** in Brussels

**Field trips** to the four case study countries with web-series

**Street tour** with artistic performances and street guerrilla actions

**TEDx talks** in Bologna, Brussels, Nicosia, Vienna

Online **comms campaign** with toolkit, promo videos, "social experiment" video

**Youth associations** mobilised in support

**Grants given** to youth organisations in 10 EU countries



# 3. Advocacy

**Youth delegations** at milestone events like COP26

**Petition** pushing EU political agenda

**Public stunt** to gain media attention

**Tour of spokespeople** from local communities in Senegal, Ethiopia, Cambodia, and Guatemala

Direct contact with **MEPs**





# Seeds of a New World

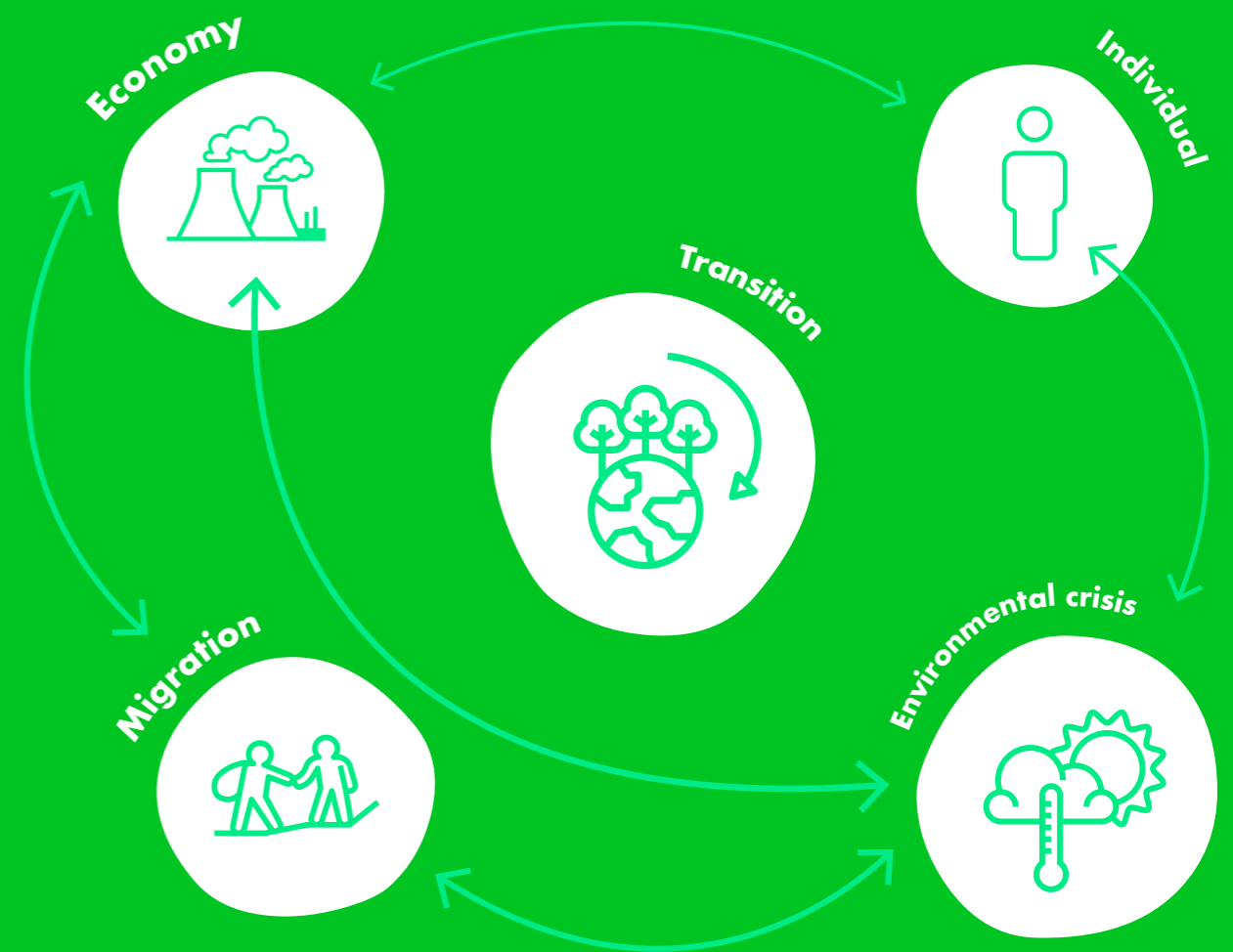
What is #ClimateOfChange all about?

The climate has changed before in world history. But the drastic changes of today are massively driven by human activity. The way we live our lives, by aggressively extracting resources and burning fossil fuels, is a huge driver of planetary devastation. At a human level, this global economy is deeply unequal at its core, based on big corporations and rich societies profiting from the resources, lives, and habitats of others. This means that...

...the **ENVIRONMENTAL** crisis is a **SOCIAL** crisis

#ClimateOfChange sees the climate crisis as intertwined with forced migration, rooted in an unfair economic system. Individual participation is core to securing a just transition to a sustainable system that works for all.

Our situation is highly complex, and you can't separate these topics – they are connected.





## Key messages

### **Those who contribute the least suffer the most.**

Of course climate change is about environmental degradation, but that's not the whole story. On a human level, marginalised countries and people are disproportionately hit by its terrible effects, in livelihood, work, health, and access to rights.

Countries and individuals who contribute the least to the environmental crisis are the ones who suffer the most from its effects.

### **Climate change reinforces global injustice.**

Some Europeans might have the luxury of being green in their lifestyles, but the whole society is based on extreme consumption. If all people in the world lived like an average EU resident, we would need 2.8 Planet Earths to sustain us! People affected by climate change can suffer damage to their health and property, be deprived of livelihoods, incur irreparable debt and lose their capacity to pursue a dignified life in their own home.

### **Climate induces migration.**

The effects of climate change help to push people to migrate either inside of their own country or over the border to neighbours. A minority of people end up going further, to Europe. Against their will they have to leave their homes, family, friends, and sometimes possessions, in desperate search for a better life.

### **People are exploited.**

People forced to migrate often lack proper legal and social protection. They often have to take what work they can get, sometimes at the expense of their freedom. People who don't have access to the most basic human and workers' rights are then vulnerable to exploitation, and even conditions of slavery, as others take advantage of them.



### The playing field is uneven.

When undocumented migrants are used as an informal work force, that gives companies who use them an unfair advantage over companies that respect economic, social, and environmental standards, and pay their workers a dignified wage.

### Everyone suffers the human, social, and economic costs.

When natural resources, work availability and services dwindle, that can prompt violence and conflicts as people do what they can to survive. Strong institutions and a social safety net are required to ensure dignified living and working conditions for everyone, including disadvantaged communities and migrants.

If people are prevented from leaving a territory that has no work or food, emergencies can arise with immense human, social and economic costs. The international community is then called on to invest huge amounts of human and financial resources to deal with the outcomes.



# Our Response

We need a system that puts ecological and social aspects at the centre of political and individual decisions. Climate justice for all is a matter of rights.

The term **just transition** does not only define WHAT this new system will look like, but also HOW we will make it there. A just transition ensures that a process towards change guarantees basic needs are met and social wellbeing is provided, for everyone.

**For a just transition, we demand governments make the appropriate changes to laws.**

## OUR FOUR ASKS

### 1. #ClimateOfChange is pushing for laws that will keep global warming under 1.5°C to achieve EU climate neutrality by 2040

That includes: Decarbonising the EU, fostering renewable energy technologies to replace fossil fuels, and improving energy efficiency in crucial sectors of power, heating, and transportation. Reduction in emissions will relieve pressure on the most vulnerable countries and people.

### 2. #ClimateOfChange is pushing for a socially and ecologically just economy – a wellbeing economy (see p.58) – that serves people and nature, free from the interests of big corporations.

The states contributing most to climate change need to provide reparations for the damages and losses of most heavily affected populations by **funding international mechanisms** and supporting **adaptation measures** in affected countries.





## A socially and ecologically just economy must be:

**REGENERATIVE:** A circular economy independent of GDP growth and reversing the commercialisation of nature.

**DEMOCRATIC:** Dispersing power to the many and away from a tiny corporate elite, empowering rights holders.

**JUST:** Countering the legacy of colonialism and structural racism as well as structural discrimination against women and girls.

**CARING:** Rewarding unpaid and underpaid care; redefining wage labour and reversing the commercialisation of basic services towards guaranteed state or community services.

### OUR FOUR ASKS

**3. #ClimateOfChange pushes for the EU to be climate just and adopt safe-migration policies and legal protection** to allow people anywhere in the world to migrate, including as an adaptation strategy to the environmental crisis, exercising a universal right to mobility. This would increase the resilience of the most vulnerable people, and contribute to wellbeing in origin and destination communities.

**4. #ClimateOfChange integrates the views of youth in political decision-making.** Young people and future generations are among the most affected by climate change, but they are also the greatest agents of change. #ClimateOfChange seeks to inform, empower, and amplify young people as advocates of change.

**We need binding rules to reach climate justice for all – for the wellbeing of our planet and ALL its people!**



# TARGET AUDIENCE: Taking Aim

Before you can communicate well, you have to know your audience. Following is some information about #ClimateOfChange's target audiences.

We didn't get into the climate crisis alone, and one's thing for sure... We won't find a way to a just and sustainable future by acting alone.

Climate and migration issues are complex and require participation of everyone in society, from citizens to the political sphere. Pooling our resources, skillsets, and networks will help us achieve more. Our diversity is our strength!

That's why the #ClimateOfChange network is composed of 16 organisations from 13 different EU countries, supported by 10 associates. That means broad experience that ranges from environmental and humanitarian NGOs work in campaigning and advocacy, to expert researchers.

## Target: Campaign community

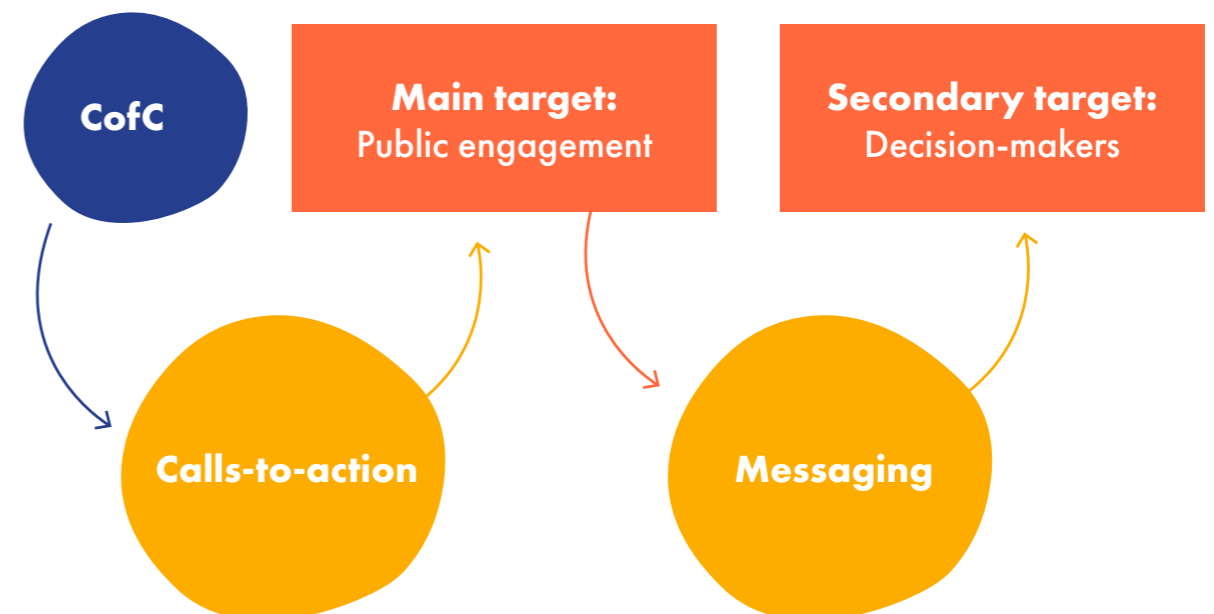
Based on conversations, surveys, and other research, we are targeting our campaign at the following groups:

Primary target: **Young people (age 16-35) across Europe**

Purpose: **Increasing engagement with the topics of climate change and forced migration**

Secondary target: **Decision-makers at local, national, and European levels.**

Purpose: **Building public pressure on them to act on these crucial issues.**



## Know your Allies

Different stakeholders need to get involved in the campaign to reach the targets. Who are the key players that will influence your success?

Target Group	Examples	Comments
Climate and migration advocates	NGOs, grassroots organisations, well-known worldwide movements like Fridays For Future, Extinction Rebellion	A new generation of activists is recognising the importance of public engagement, which means that <b>#ClimateOfChange</b> can provide extra inspiration, materials, and networks.
Non-climate communities	Civil society groups, trusted spokespeople (e.g. influencers, politicians), youth groups	Climate is not an isolated issue – we need people from outside the traditional climate justice community to tell authentic related stories, to bring topics of climate crisis and migration into the mainstream.
Educators	Teachers, professors, tutors	Teachers can use knowledge regarding climate change and migration in order to engage students.
Affected people	Testimonies from selected countries Senegal, Cambodia, Ethiopia, Guatemala, and also from Europe	Different perspectives and authentic stories about climate change can enable people to understand the complex issues at stake.
Media	Influencers, journalists, press	A strong visual identity and coherent messaging will enable the pan-European movement to emerge across media platforms and channels.

## You Talking to Me?

Any successful campaign must be targeted and personal. For that, it's crucial to know your audience in advance. It's usually practice to target the most suitable groups rather than just trying to reach a maximum number of people. This helps you use your resources efficiently – and get the most “bang for your buck”. Imagine gardening, and using a focused jet to water your seeds, rather than a wide spray of water. The wide spray will waste water, and not provide enough for each seed to sprout and bloom, while a focused jet will enable the chosen targets to change the landscape!

## Main Characters

It's easy to say “we're targeting students”, for example. But to really understand how your target audience ticks, you can use a marketing strategy known as creating “personas”. This means creating fictional individuals (personas) who represent your audiences. These help you understand what kind of information and aspects are relevant. Imagine a typical person you want to reach with a specific campaign. Come up with name, age, location, and reflect on that person's main interests, needs, and behaviors. That will help you identify the contact points where your audience is likely to come across your campaign activity. Then you can think of how this fits into the wider #ClimateOfChange campaign.

## CofC Personas

The **#ClimateOfChange** organisers have defined some key characters we are trying to reach. Can you adjust these for your local context, or add your own?

### The Engaged Student

Student of political science

**Main interest:** Economic and political participation

**Wants:** Political engagement

**Media use:** Reads content on social media platforms like Instagram and watches YouTube videos

**Needs:** Feeling like he's contributing to society

**Potential CofC involvement:** Paul could be interested in taking part in activities like our debates. With his participation in awareness-raising activities, we can enable him to take a stand for climate justice. He could become a #ClimateOfChange ambassador spreading our messages

**NAME:** Paul

**AGE:** 20

**LOCATION:** Berlin, Germany

### The Fact Checker

**NAME:** Eleni

**AGE:** 32

**LOCATION:** Athens, Greece

Young journalist at an influential national media outlet

**Main interest:** Telling important stories

**Wants:** To give substance to her articles, she wants to tell authentic stories from people worldwide

**Media use:** She starts her day by reading newspapers and blogs, and uses Instagram and Twitter

**Needs:** To stand out as a critical journalist

**Potential CofC involvement:** Eleni can get hooked into the stories provided by #ClimateOfChange. If she is using them as sources, or just as reading material, we can create a relationship of commitment over time. She will create content about campaign activities and issues, and become a multiplier of messages. As a journalist she can create facts and sensitise others to the interconnection of the climate crisis and migration

### The Decision Maker

**NAME:** Alexander

**AGE:** 40

**LOCATION:** Brussels, Belgium

A French national and member of the European People's Party group (EEP), a centre-right EU political group

**Main interest:** EU politics, economics, relationships with companies from his region

**Wants:** To benefit the economy in his region, improve his relationship with the leaders of his party, and gain some political "wins"

**Media use:** Traditional press, TV, radio, Twitter

**Needs:** To promote legislation that strengthens his public image and influence

**Potential CofC involvement:** To intersect with his own policy priorities using youth activity in his region, and direct communications, letters and petitions, to show him there is support for a more environmental position in the European political institution, among his voters



# Listening First

To help us understand our target audience better, #ClimateOfChange carried out a survey in autumn 2020, with over 22,000 interviews completed across 23 EU countries. The aim was to collect valuable insights into the knowledge and perception of youth towards climate change and migration, and their level of engagement and activism.

## Core Findings

### Seeing the bigger picture:

Despite the immediate challenges posed by the COVID-19 pandemic, **most respondents** see the climate crisis as the greatest problem facing humanity.

### Migration in perspective:

Despite loud anti-migrant populist discourse and scaremongering, **only 13%** of respondents see migration as the most serious problem facing the world.

### Immune to fake news:

Despite the spread of misinformation on social media and widespread concerns about fake news, the vast majority of young Europeans are well-informed about the climate crisis. **Only 8%** of respondents deny climate change.

**Action-oriented:** Young people are **overwhelmingly supportive** of government action to tackle climate change. They're convinced inaction is dangerous and irresponsible, bad for the economy, and proof the government doesn't listen to ordinary people.

### Build back better: Only

**38%** of the respondents think that governments should focus on helping the economy to recover first and foremost, even if that means taking some action that will be bad for the environment.

### Loaded dice: Seven in

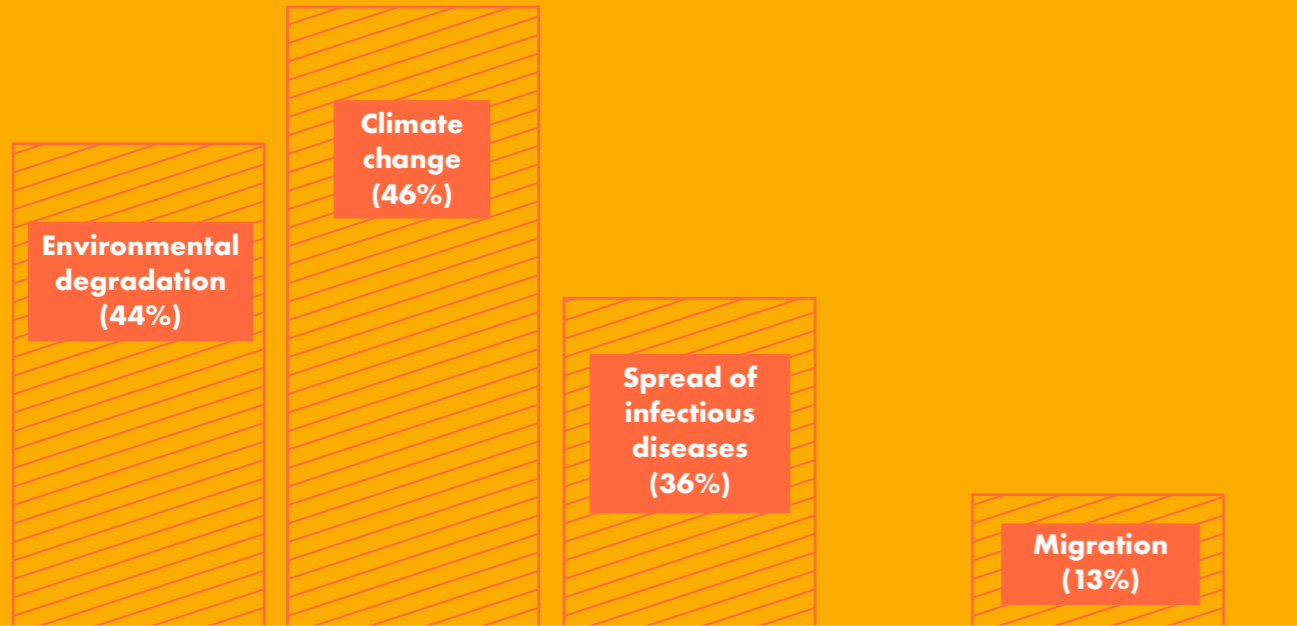
**ten** young Europeans believe the economy favours the rich and powerful. The findings suggest that youth is in favour of a different, more sustainable economic model.

### Climate migration:

Although young Europeans are generally not familiar with the term "climate migrant", they are aware of the phenomenon. They believe it will increase in coming years. The majority believe climate migrants should be able to move to respondents' countries **(55%)** and receive the same legal protection as refugees **(50%)**.

### Motivation counts:

Motivated young Europeans are **more likely** to take personal responsibility for climate action, to vote for politicians who prioritise the environment, and to engage in campaigning and lobbying.



## Views on most serious problems facing the world

Use the findings of the survey to better understand your target group and enrich your personas (see p.42). You'll find answers to the following questions:

1. What are young people's views on the issues of climate change and sustainability?
2. How do they feel about migration in general and do they see a link between climate change and migration?
3. How engaged are they in tackling issues of climate change, sustainability, and migration?
4. Which communication channels are the most powerful tools to reach youth?

### #ClimateOfChange provides:

1. EU main report to get an overall picture of what our target is thinking
2. 23 national reports to check the specific situation in each country
3. Overview sheet with infographics both for the EU, and country-by-country

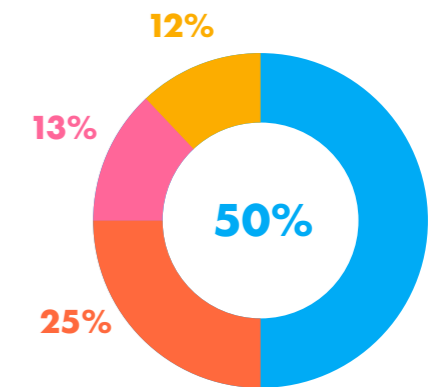
All material at: [www.climateofchange.info/press-corner](http://www.climateofchange.info/press-corner)

## Are young people willing to engage?

HAVE DONE / MIGHT DO / WOULD NEVER DO / DON'T KNOW

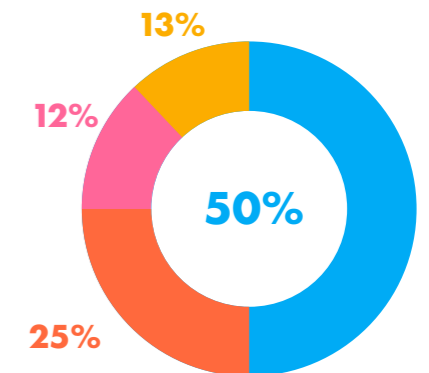
Encourage others to take action

**50%**  
MIGHT DO



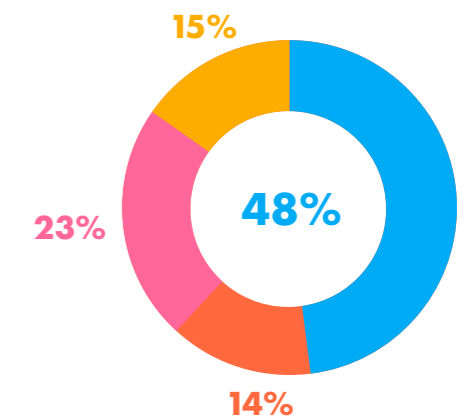
Vote for politicians who prioritise addressing our issues

**50%**  
MIGHT DO



Attend a peaceful demonstration

**48%**  
MIGHT DO



## Ready to Engage

Looking at the findings of the CofC survey (see p.44), many young Europeans seem ready to get involved! A great share of respondents of the survey would sign a petition, encourage others to take action, or post about the campaign's issues online.

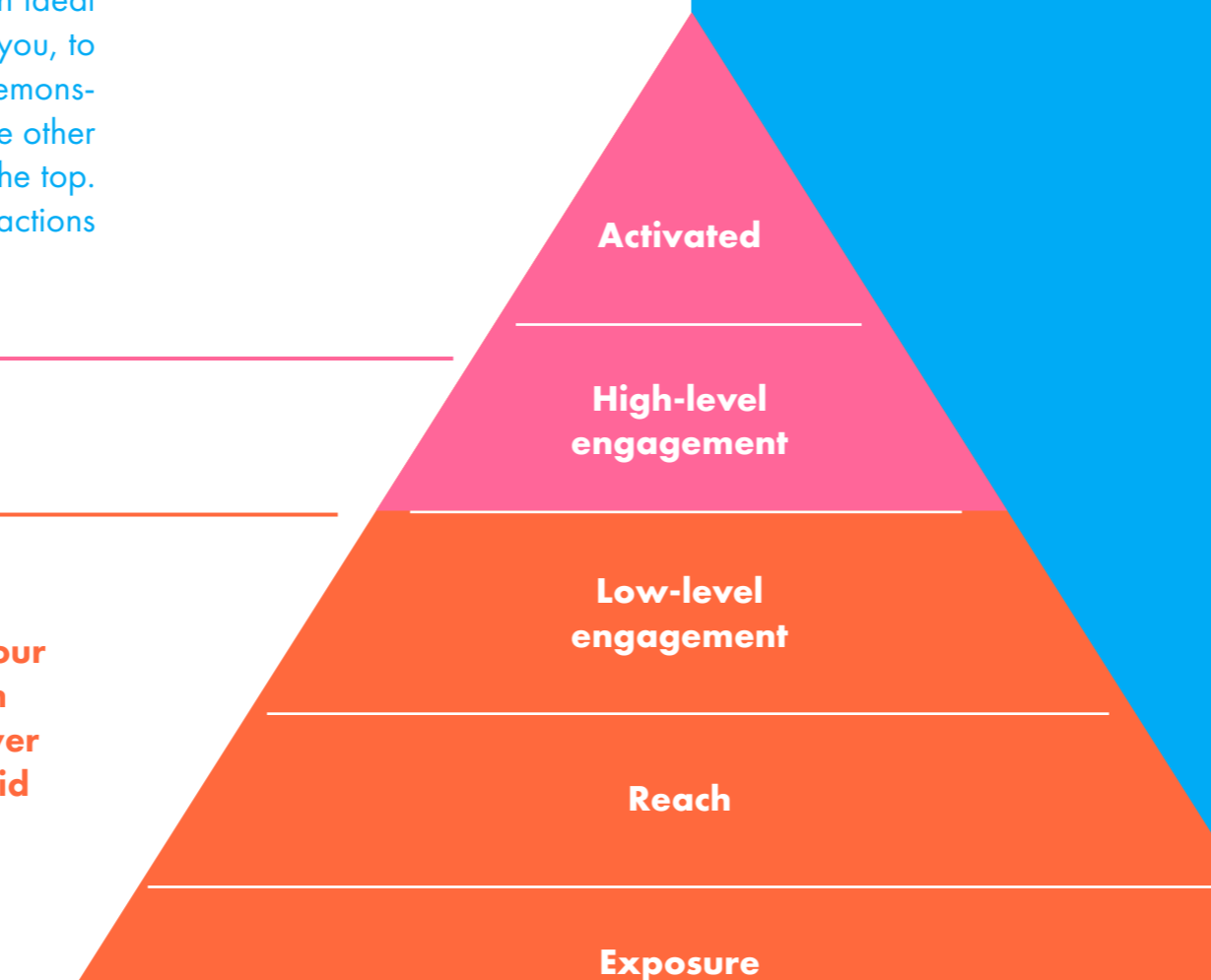
Engaging people is the key to build a movement and make change happen. However, every person is different, and your targets all have different levels of interest and commitment. That means there are different entry points to reach the desired change.

Gideon Rosenblatt's engagement pyramid is a useful framework for defining and tracking engagement.

Clearly high engagement is at the top, and that would be a smaller number of people, while those with low engagement are greater in number. On the one hand the engagement pyramid shows how to bring an ideal supporter, step by step, from first hearing about you, to the ultimate level of support, e.g. turning up to demonstrations, organising their own actions, etc. On the other hand, we understand that not everyone will hit the top. That means you can target communications and actions based on each "rung" of the ladder.

**Fewer, but more personally invested, individuals spread your campaign**

**Tech tools and automation can help you scale your efforts and reach more people lower down the pyramid**



**EXPOSED** – At the bottom level is basic awareness. People could become aware of your campaign after seeing a post on Facebook, seeing a sticker on a bus, or passing by a street action.

**Action:** Initiate the first contact with the campaign and share basic information to raise awareness about your activities.

**REACHED** – The person is now a basic follower – someone who is reading and watching your communication.

**Action:** Share direct and valuable information to retain their attention and build trust and enthusiasm for your issue.

**LOW-LEVEL ENGAGEMENT** – The person publicly shows support, with actions that imply low investment of time, and low risk.

**Action:** Distribute content encouraging simple calls-to-action, like easily shareable posts on social media.

**HIGH-LEVEL ENGAGEMENT** – The person attends ongoing actions and significantly contributes time and social capital to the campaign by attending events, signing petitions, etc.

**Action:** Deepen their commitment with individualised mails, directly speak to your targets via calls or face-to-face meetings and activities, and encourage further contributions.

**ACTIVATED** – The person has become a multiplier of your message. They're organising events and street actions, publicly speaking out, and are deeply involved in assisting mission and success.

**Action:** Develop and maintain a sense of responsibility for your mission. Delegate important activities and offer training opportunities. Recruit them!

# Ladders Up

Similar to an Engagement Pyramid, some people refer to a “ladder of engagement”. A great example is Barack Obama’s 2012 presidential campaign. His organisers might have wanted votes, donations, and volunteer time from people – but they didn’t request them directly. First people were prompted to take the easy action of “liking” Obama’s Facebook page. Then they were asked to “sign” Obama’s birthday card – which meant giving their email address. Now the organisers had the email list, subscribers were emailed to fill out a survey and share a personal story. All this created a deeper engagement with the cause to prepare them for the next asks. Even when fundraising emails went out, people were not asked for plain donations. They were asked to support the campaign through buying merchandise. Naturally that didn’t just make money, but also turned people into walking billboards for the Obama campaign. This is a very well funded example, but shows how a ladder of engagement can create a journey for audiences to become top supporters.

## How to keep people in the game

Identify actions supporters can take to leverage their power and influence.

Use tools like the engagement pyramid to plan “asks” that encourage supporters to step out of their comfort zones and take riskier acts.

Know what actions supporters have already taken, and tailor communications and asks so you recognise contributions.

Know what supporters expect of you and what they need to maintain their level of commitment and take on more.

Provide connections between supporters so they can find greater courage from being part of a community working for a better world.



# FACT FOUNDATION

## The research that underpins #ClimateOfChange

Information based on evidence is the foundation of the #ClimateOfChange campaign. This is especially important in the era of disinformation, with powerful forces in favour of the status quo. Being inaccurate gives our opponents an opportunity to destroy our position, so let's not allow that possibility.

CofC is thus underpinned by extensive research carried out by partner organisations. Here is a summary to inform your activism.



### Lands on the Edge

To tell the story of the people most affected by climate change, a groundbreaking and extensive piece of research into the connections of climate change and forced migration is underway, which is informing the #ClimateOfChange campaign. Conducted by an interdisciplinary research team at the University of Bologna, the research involves four different disciplines: Sociology, Agriculture and Food Science, Economics and Policy, and Human Geography and Law. From June to September 2020, the team conducted a desk review as well as remote interviews with key stakeholders living in the examined countries.

Cambodia, Ethiopia, Guatemala, and Senegal were chosen as case study locations for several reasons. First, because of their relevance to the topic of climate change and migration; second, the geographical variety among them along with their susceptibility to climate change impact; and third, the presence of relevant projects there already which could help with accessibility and security for researchers. Here is a breakdown of the case studies.

## Cambodia



### CO<sub>2</sub> EMISSIONS (Tons per capita)\*

0.4 (Compare: Germany 8.9)

### LOCATIONS

Phnom Penh and Battambang

### CHARACTERISTICS

Battambang is regularly hit by flash flooding and home to a large number of people migrating to Thailand, although most migration is internal to Phnom Penh. We're focusing on rural communities living in the province around the lake of Tonlé Sap.

## Guatemala



### CO<sub>2</sub> EMISSIONS (Tons per capita)

1.1 (Compare: Poland 7.4)

### LOCATIONS

Totonicapán and rural areas

### CHARACTERISTICS

This department in Guatemala's western highlands has a high proportion of migrants. Intensive agriculture is practiced. Extensive deforestation, due to agrarian pressure and population growth, soil degradation, and the contamination of water flows due to the use of agro-toxins, make these territories particularly vulnerable to climate change.

## Senegal



### CO<sub>2</sub> EMISSIONS (Tons per capita)

0.6 (Compare: France 4.7)

### LOCATIONS

Dakar and St Louis

### CHARACTERISTICS

A rise in sea level at St Louis has led to coastal erosion, flooding, and increased salinity of soil, reducing the amount of land available to agriculture, and raising concerns about fresh water supplies. We focus upon fishing communities here, and speak to internal migrants who have moved to Dakar. We examine the impact climate change has on these people's lives and how they migrate in and around Dakar, their home area, and beyond.

## Ethiopia



### CO<sub>2</sub> EMISSIONS (Tons per capita)

0.1 (Compare: Italy 5.4)

### CHARACTERISTICS

Agricultural workers are the most vulnerable to climate change. Their livelihoods are jeopardised by more frequent and extreme droughts, floods, and locust upsurges, especially in arid and semi-arid dryland areas. As ongoing political instability in Ethiopia makes research difficult, another country is being considered for the case study.

## Initial Findings

Through literature review, media analysis and interviews with 35 key stakeholders from the four case study countries, the complex relationship of climate change with migration has been investigated.

[Here are the research's three core findings so far:](#)

1. Climate change **intensifies threats** based on **already existing issues** such as poverty, lack of resources, food insecurity, and so on. Climate change is a prime driver of migration, but is always entangled with other complex factors. Migration is a multifaceted phenomenon
2. **Natural disasters are increasing** in frequency and intensity in all the studied countries. The effects are made worse and are more likely to have significant negative impacts when combined with **lack of adaptive capacity**
3. The overwhelming majority of environmentally induced migratory movements are **internal**, a number may be regional, but very few are towards the Global North. Only a small proportion of human movement, international migration is often irregular, with migrants vulnerable to exploitation

Though these findings might not be new to you, our research in the case-study countries can underpin your campaign with evidence and real-life examples.

Due to pandemic restrictions, on-the-ground research has been delayed in the selected countries of Cambodia, Guatemala, Senegal, and Ethiopia. The hope is that personal stories will enhance readers' understandings from those most affected by the climate crisis. [In each country, mixed methods will be used, such as:](#)

1. Household surveys to understand people's perceptions of climate change and experiences of living with its impact
2. Focus groups gathering collective thoughts on climate change and migration
3. A one-month climate diary in which participants share images of what climate change and migration mean to them

## Check our #ClimateOfChange channels for:

1. A report that dives deeper into climate change and migration
2. Materials such as portraits, quotes, and photos that can be used for storytelling

GO

## BEWARE of STATISTICS

Numbers are often seen as a key tool to show the magnitude and nature of migration, and the impact of climate change, but be sure to bear these points in mind when using them:

1. It can be dehumanising and depersonalising to reduce people to statistics. Better to talk about the human stories behind the numbers.
2. Statistics can be inaccurate, as different organisations or institutions can count them according to different standards. Huge numbers are often cited as scare tactics as a way to weaponise migrants.
3. Instead of using numbers to predict future patterns of human behaviour, try using visions and scenarios that can make human impacts come to life.
4. If you are going to use statistics, use reliable sources. For example, the insightful info at the [Internal Displacement Monitoring Centre](#).



# Wellbeing Economy Report

Also informing the #ClimateOfChange campaign, this report takes a deeper look into our current economic system in Europe, and highlights concrete solutions to change our production and consumption system. From July 2020 to March 2021, Oxfam and the European Environmental Bureau brought together existing evidence and identified key problems that should be addressed by policy interventions.

**The Report identified three main root causes of the climate and social crisis:**

1. Dependence on economic growth and overuse of resources
2. Concentration of political and economic power
3. Exploitative, neo-colonial structures meaning others pay the price

The researchers explored four different key sectors to illustrate the systemic problems plaguing our economies. These were agriculture, textiles, construction, and digitalisation. Each shows the challenges our world is facing.

**Get a glimpse of the Report's topics in the following pages:**



## AGRICULTURE

### Future-proofing farming

Farming still enjoys a rustic image, but industrial farming is fuelling global warming, polluting the environment, destroying biodiversity, hurting small farmers, damaging communities, and concentrating wealth and power in the hands of large corporations. Studies and realities show that through agroecology, an holistic approach to sustainable agriculture, we can feed society, give farmers a fair living, and restore the environment.







## TEXTILES **Tailoring to nature**

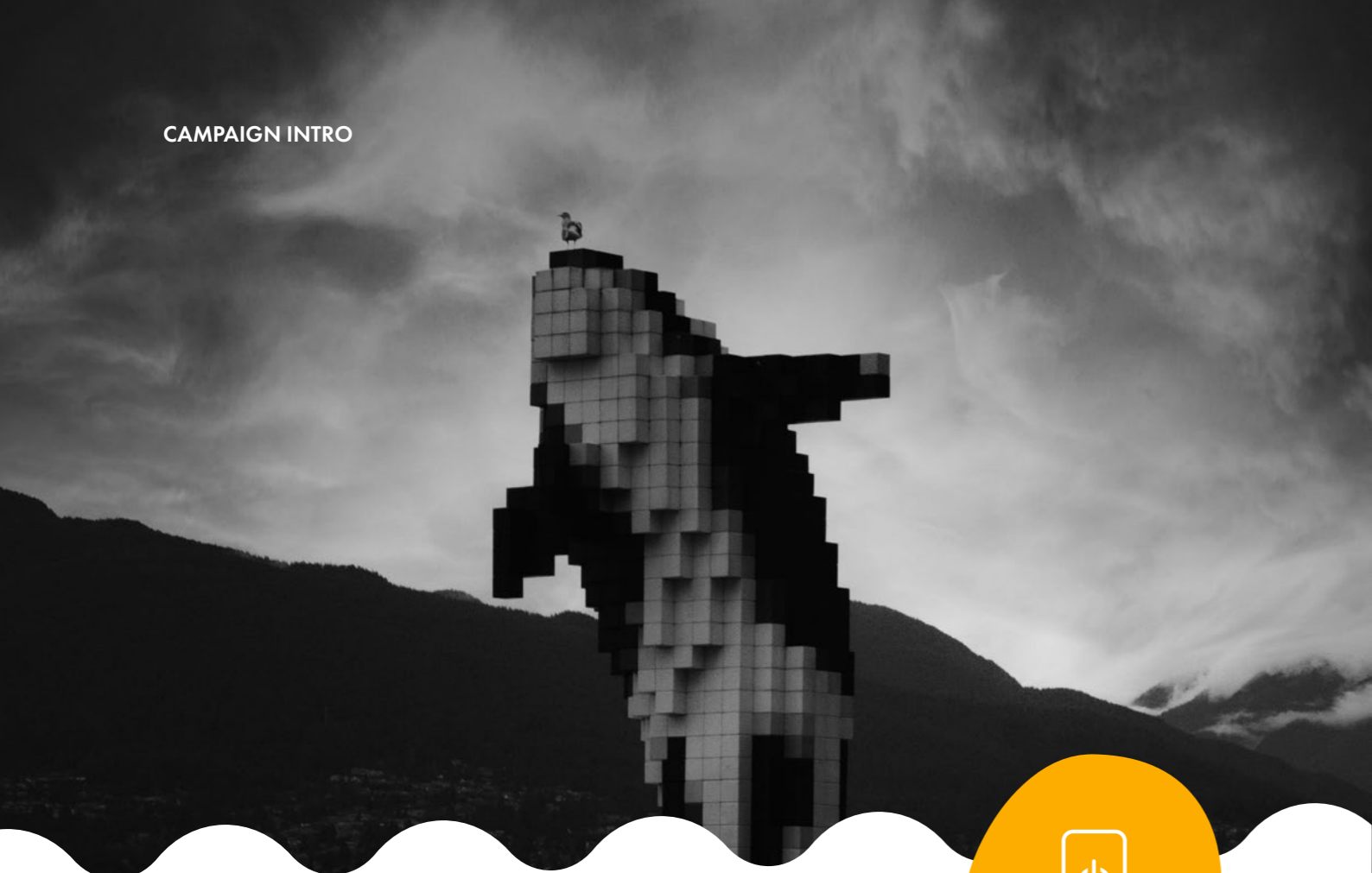
Our clothing and footwear consume vast amounts of raw materials, fossil fuels, and water, generating masses of waste throughout their lifecycles. Fast fashion is a major culprit. Its adverse social footprint is gigantic, including sweatshops, dangerous and unhealthy working conditions, and forced labour. But there is a way to refashion the textile industry and cut it from a different cloth.

## CONSTRUCTION **Building back better**

Buildings swallow up massive quantities of space and resources, but pandemic lockdowns also highlighted the serious impact of unequal access to space, daylight, and ventilation. A housing crisis combined with a speculative property market have pushed many people to live in substandard housing or locations. The built environment and construction sector exercise a profound impact on our environment and climate. But there are ways to make our habitats more compatible with our natural habitat, and to (really) build back better.







## DIGITALISATION

### The invisible side effects

The green promises of the digital revolution, such as the paperless office, have been overhyped. Negative impacts include the mushrooming energy demand of digital technologies, and the destruction and damage caused by mining the minerals required for their manufacture. In society, digital technologies tend to widen inequalities and raise serious privacy concerns. But we have it within our capacity to upload a new operating system and reboot the digital revolution.

The Wellbeing Economy Report shows for each sector how typical modes of production and consumption, including resource use and concentration of power, lead to environmental damage and human rights violations. It spells out an alternative vision and which policies can start to bring us there.

The paper is intended to join many puzzle pieces. Collect the ones that help your campaign:

1. Read the summary to get a broad understanding of the topic
2. Find out about the root causes of the current crisis
3. Explore the four examined sectors and possible policy solutions
4. Understand how change happens and how we can get to a wellbeing economy
5. Read about alternative pathways and what policy interventions should look like
6. Use the research as a source for references, statistics and facts, or as an inspiration for video clips, infographics, or other content
7. Refer to it as a broad conceptual piece when asked about the economy and need for change

### #ClimateOfChange provides resources to activists and partners, including:

1. The Wellbeing Economy Report
2. A comprehensive overview with key findings for your campaign and for journalists



# Why “Wellbeing Economy”?



1. Using this term means the global economy, but makes it clear that the economy is about humans, and how we're all connected to each other. The aim is to integrate the social dimension of human interaction into the economic system, rather than focusing on money and growth.
2. The economy is understood in a far broader sense, meaning the entire realm in which people produce, distribute, and consume products and services that meet their wants and needs. It includes everything integral to keeping our societies running, like care work or voluntary commitment. An economy should meet the needs of all human beings and the planet both now and in the future – that is what we call the wellbeing economy.

## **THREAT: Complex interconnections**

Complex conceptual relations between climate, the economy and migration can be difficult to understand. Even more, people can find it difficult to relate them to their own lives. These macro problems might seem very distant from the issues most people are dealing with on a day-to-day basis.

## **OPPORTUNITY: Storytelling**

Complex issues are easier to convey through stories. Storytelling can build bridges to faraway problems and promote empathy with others in very different situations to oneself.

The CofC campaign is producing infographics, videos and much more to help communicate these complex issues simply and empathetically.

**For more on storytelling, see [p.72](#).**



# Mind Your Language

Words convey messages and create perceptions. The following principles are to help us become aware of sensitivities and are not intended to be strict rules or restrictions. The best words to use are always specific to context and audience, and of course language, so check what works best for your purpose.

## THREAT: Words carry deeper meanings

Through our language we activate cognitive interpretations in the heads of our audience. These influence how we perceive facts and how we think about topics. The phrase “climate change” for example might not sound threatening. On the contrary: Change is what we are working for with the CofC campaign! A different picture appears with the phrase “climate crisis”.

## OPPORTUNITY: Use fitting language for your case

Ask yourself what chosen words and phrases convey implicitly. Are they coherent with the facts and your view, e.g. in the case of “migrant” vs. “refugee”? Is it clear who is active, e.g. is the climate changing, or are people triggering its change? Ensure you are keying into the right underlying messages so you can use them for your cause.

# Talking about people and countries

Be specific. Avoid generalisations and do not make sweeping statements which categorise people or communities according to characteristics defined by others. Name specific regions and countries and use the names of individuals whom you are referring to, or whose voices are used.

It's important to show positive examples of people from other world regions, instead of illustrating people in constant need of support.

## PREFERRED LANGUAGE

Name specific countries, regions, people

## BE CAREFUL WITH

Global North/Global South, People from Africa

## WHY?

Such terms can be homogenising and do not recognise diversity. They also imply a hierarchy.



# Talking about migration



## PREFERRED LANGUAGE

1. People displaced by climate change/ environmental impacts, climate-displaced people
2. Migration as a complex phenomenon

## BE CAREFUL WITH

1. Climate migrant
2. Migration crisis, refugee crisis, migration challenge, migration problem

## WHY?

1. We should not categorise people rigidly, as motivations for migrating are usually complex and multiple.
2. Migration is not a threat or crisis that needs to be stopped, but a complex phenomenon to be managed for the good of all. People flee their homelands for many reasons, including conflict, persecution, climate change, scarce resources, extreme poverty, and inequality – it's often a mixture of circumstances.

Be careful what picture you are painting when speaking about migration. Do not feed into the narrative of migration “waves” or “flows” to Europe, as most climate migrants actually move within a region. Furthermore, climate-induced migration affects people in Europe as well and should not be described as a “faraway problem”.

Rather than focus upon the “migrant” as a problematic figure, as crisis narratives would have us do, think upon the migrant as simply a person who moves. It is the law that grants some people the right to move, and others not, creating global hierarchies of movement. It is not migration per se, that is problematic, but rather the means and conditions under which people migrate.

## What's the difference in the terms:

### MIGRANT

An umbrella term without legal definition. It covers all kind of movements – forced and voluntary, inside and outside of borders.

### REFUGEE

A legal category defined under international law. It excludes environment or climate change as a cause.

### ENVIRONMENTAL-INDUCED MIGRATION

An umbrella term encompassing all forms of migration induced by a wide range of environmental changes.

### CLIMATE-INDUCED MIGRATION

The movement of people due to climate-change effects like rising sea levels or droughts.

### ENVIRONMENTAL CRISIS

This covers all phenomena caused by human activity that may lead to population displacement such as land grabbing, deforestation, mining, etc.

### CLIMATE CRISIS

Though technically referring to climate only, this term has come to embrace all elements of our climate and environmental situation. Shorthand for the situation we are working to address.

## BE SENSITIVE

1. Facts not bias: Is reporting accurate and impartial, inclusive and fact-based? Have the impacts of migration and climate crisis been accurately depicted?
2. Know your terms: Have all definitions been used correctly?
3. Emotions: Though passion can be good, it's often a good idea to keep emotions in check. Avoid victimisation, over-simplification, and opinionated discourse that's not backed up.
4. Speak for all: Are voices from affected people included? Are communities already facing the climate crisis being represented? Question how representative self-appointed spokespersons really are.
5. Challenge hate: Be sure not to adopt and use the typical language around an issue when it can be central to hate campaigns. For example referring to “floods” and “waves” of migration should be avoided.



“Let us make our  
future now, and let  
us make our dreams  
tomorrow’s reality.”

—Malala Yousafzai





02.

CAMPAIGN  
STORYTELLING

# Story Time

From the bible to Facebook,  
stories move humans.

**Case Study: #metoo** is a brilliant example of a story that spread so fast through an easy campaign slogan and hashtag. The concept, that many women who have suffered sexual abuse and rape have yet to speak out, is summed up so simply in one short phrase. That's why we talk a lot about hashtags but you can't only rely on them. Many powerful stories are communicated through other means.

Stories are not just a fantastic way of communicating information, but, more importantly, they share values. Conflict and lack of empathy among humans is often based on some form of storytelling, from the false idea that your nation is the best, to the prejudiced stereotypes that immigrants commit more crime than others (they don't).

To counteract harmful stories with our own, we have to think about which stories can resonate with the people we want to

reach. If you're telling stories about re-distribution of wealth to city bankers, that is probably going to fall flat. As the core topics of CofC – climate change and migration – are quite complex and faraway phenomena for many people, stories can connect the issues with the lives of your target audience. And if a story is powerful enough, it can even cut across many different groups of society.

## When creating your campaign storyline, consider these broad guidelines:

### 1. Clarify your audience:

For a story to be effective, you need to know who is reading/listening/seeing/hearing. Who are you trying to touch emotionally, and move to action? In marketing target audiences are defined precisely, but you can do that for your campaign too. Check our typical target personas on [p.42](#). Or, ideally, create your own. What is an example of a classic person from your context whom you want to reach? What's their name, job, lifestyle? What apps and devices do they use? And, most importantly, what are their fears and hopes? That can give you a clue of the story you need.

### 2. Establish your message:

Simplify what you want people to understand, and what you want them to do. Is it simple enough for a child to understand? Find a child and try it out (seriously)! Often, campaigns and actions fall down because there's too many ideas going on in there. If you can't nail your message, how do you expect your audience to get the point? People are busy, and also overloaded with stories via their phones, TVs, parents, friends, billboards, games, music... For yours to stand out it needs to be crystal clear. According to an old saying, if you have six hours to cut down a tree, you should spend four hours sharpening the axe. Your message is your axe, and it deserves your attention! Take a look at our sample messages on [p.124](#) for ideas. Use those or come up with your own, more suited to your particular context.

### 3. Develop your message into a story:

Once you have your target audience defined, and your message crystal clear, your story might already be coming to mind. Probably you have already explained what you are trying to do to people around you. How do you tell the story? Which parts come first and which ones later? Does it work? Are people fired up when they listen, or do they look bored? Try to refine to see what works. But bear in mind that those people around you are likely to be sympathetic. It's much better to practise with people closer to your target audience. Typically your story will include problem and solution. All stories that move people have conflict, and that's about the problem or issue you're addressing. But as we are in the business of activism, there should be a solution you're offering. Though it's often injustice and suffering that move people to action, it's important to provide hope, so audiences won't feel burned out or helpless. We want them to feel energised and willing to take part!

### 4. Tailor to formats:

You will have different versions of your story for different formats, longer ones for a website or Facebook page, shorter ones for Twitter or for posters and banners. But though different, they all should refer to the same core message. Based on your target audience you will have some idea of how to reach people. For example do they use Instagram a lot? Or are there physical locations in which many people gather (e.g. colleges and universities)? If a message and story is strong enough, it's easily adaptable to different formats. You can see some examples of how to create good texts and posts on [p.124](#).

**Storytelling is a process of trial and error. It's okay to make mistakes and throw out ideas. You might even bring them back to life later on.**

## CASE STUDY: **Make Fruit Fair**

### PROBLEM

Terrible working conditions in supply chains for tropical fruits, which are maintained so European supermarkets can sell them cheaply.

### APPROACH

Nineteen organisations from across the world came together to campaign to #MakeFruitFair. NGOs from Europe worked in close partnership with small farmer organisations and plantation worker unions from Africa, Latin America and the Caribbean to improve living and working conditions for the hundreds of thousands of people who grow, pick and pack the tropical fruit we buy in our shops every day.

### FEATURES

The story of the campaign employed a fitness metaphor, confronting supermarkets with their own stated ambitions of offering fair and sustainable produce, just as a fitness trainer pushes clients to achieve their “ideal weight”. The supermarket was framed as an overweight, chain-smoking buddy, the campaign as an energetic personal trainer, and the public as cheerleaders, cheering on the chubby lazy guy as he moves towards a fitter, healthier body (e.g. a fairer, more sustainable business). Additionally, the slogan “Fit for Fair” (inspired by German magazine “Fit for Fun”) accompanied the story. Materials were produced showing pictures of humorous pineapples and bananas armed with a stopwatch and whistle.

Humour was used as a way to catch people’s attention, for example campaigners dressing up in banana costumes and funny banana videos, to push people to support and sign a petition. Here is a fine example of humour in action, [in a video](#) explaining the difference between cheap, bio and Fair Trade bananas. The campaign also produced a fantastic [interactive web page](#) explaining in a brief and easily understandable way the complex issues of the banana trade.

### GOALS

1. Promoting fair and sustainable tropical fruit supply chains.
2. Defending social and environmental rights in producing countries.
3. Providing a space for Southern voices in producing countries to be heard.
4. Linking producing countries to consumer countries by campaigning together.
5. Encouraging new forms of international trade policies and practices.

### SUCSESSES

A clearly defined opponent was addressed, and stakeholders named (supermarkets, e.g. Lidl).

Built strong relationships with partners in affected countries. Requests from partners in affected countries, requesting support with specific cases, e.g. of violence against small producers, which had successes.

### LESSONS LEARNT

After the campaign ended, the pressure on supermarkets dropped and they tried to go back to business as usual – the hardest part of campaigns is sustaining achievements.

**LEARN MORE**





## CASE STUDY: Right to Repair



### PROBLEM

Every day we buy products that don't last as long as we would like, wasting money and depleting the world of finite resources. Fixing them is often so costly or difficult, and spare parts so hard to get from manufacturers, that we end up buying new products instead.

### GOALS

1. Making the right to repair as mainstream and inclusive as possible, by informing citizens and consumers about opportunities and barriers; and involving them in campaigning.
2. Asking for a universal right to repair and ambitious policy measures to achieve it, through: asking for access to repair information and spare parts for all; bringing urgency to policymakers at national and European level; obtaining an EU-wide repair labelling system; reinforcing the network of supporting Member States and business partners; and promoting repair beyond the EU to accelerate market transformation at global level.
3. Raising the profile of and integrating repair in wider debates such as climate change, circular economy, just transition, and the UN SDGs, also unleashing potential for green job creation.

### APPROACH

A coalition of European organisations was formed around the cause of repair. Based in many European countries they represent community repair groups, environmental activists, social economy actors, self-repair advocates, and supportive citizens.

### FEATURES

Part of R2R was the #LongLiveMyPhone campaign, which used a smartphone as one example of a product with a very short life span that's replaced often. Common problems were illustrated such as broken screens, weak battery, and broken ports. Though a smartphone is of course an object and not a human story, it cut through audience groups, as most had a phone in their pocket. This was an easy way of showing how the right to repair could have direct impact on the lives of the target audience. Additionally, the humanisation of phones in the images, through little faces, added a cute, relatable element to the communication.

### SUCCESES

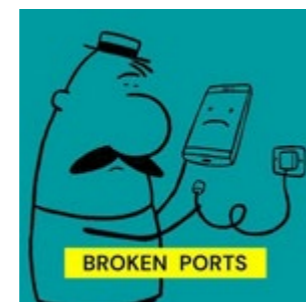
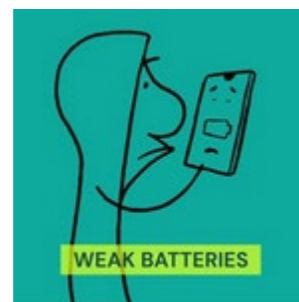
The Right to Repair campaign won awards and received widespread media and public attention across Europe, especially when it came to smartphones. Partly as a result, the right to repair is explicitly mentioned in the European Green Deal, and supported by a growing network of organisations throughout Europe.

### LESSONS LEARNT

While new rules are an important step as the first-ever regulations on repair for electronic and electrical devices, they do not mean that we have the right to repair in Europe yet. This shows that campaigns can achieve narrowly defined goals, but more fundamental cultural and legal changes must be the result of much concerted effort.

The EEB produced 14 videos in different languages motivating young people to reduce climate change by reducing consumption, and encouraging them to repair devices themselves. This represents a touchpoint between #R2R and the message of #ClimateOfChange.

Additionally there was a host of petitions, public demonstrations, and public consultations, all aimed at putting direct pressure on national and European lawmakers.



# Vision of Tomorrow

The Centre for Nonviolent Action Strategy, or CANVAS, was set up in Serbia in 2005 by Slobodan DjinoVIC and Srdja Popovic. They are a centre for training and research that's helped nonviolent and pro-democracy movements all over the world, and their website is a treasure trove of useful resources for activists.

One of their main points in the creation of a successful nonviolent campaign, is ensuring you have a "vision of tomorrow". That means a "roadmap to decide where it is that you want to go." They recommend you ask yourself the question "How would society be different if we win?" This vision must not just work for you and your friends, but for a large range of your target audiences that you wish to mobilise.

Then, you need to use that vision to unite these different audiences. Building a common culture and unity is important to avoid succumbing to a "divide and conquer" strategy from your opponents.

CANVAS advise on toppling repressive regimes, and advocate for understanding where power lies in society. They argue that change is achieved through swaying institutions and organisations supporting the status quo. Societal pres-

sure can sway them into becoming vehicles for change. No matter how hopeless a situation may seem, says CANVAS, people can always learn how to wield social pressure to meet their goals – and change a society.

On the flip side what you are fighting is always apathy of the general population – the fact that most people don't care enough to push for change. The other thing is fear, weaponised by the powers of the status quo. That relates to climate justice in that most people care but not enough to change their lifestyle, and there is a great deal of fear regarding the changes in society we will need to implement if we are to secure a sustainable future for humankind.



The answer to this is to "break fear and apathy's core engine." Breaking the obedience patterns of the population is how you can turn them into brave and committed activists. This has to be done through meticulous planning, effective communication, and having a movement that is "cool, witty, and funny." Humour and political satire are great weapons in terms of weakening existing power structures, and energising and inspiring your potential supporters. Everybody wants to hang around cool people and cool activities! Think of Greta Thunberg's deadpan duelling with Donald Trump on Twitter, for example. Who wouldn't want to be on her side?

Find more resources for activism on the wonderful CANVAS website [here](#) or in our resources (p.140).

# Get it Right

Coming as we are from a moral standpoint, it's important we act ethically in our own activities, be that research, public action, and, in this case, communication. Anyone who is telling a story is exercising power and influence, and thorny issues can include how to represent migrants or others affected by our extractive and unequal economic system.

## WHOSE VOICE IS IT?

It can be patronising, not to say neo-colonial, to refer to people suffering just as material for your own campaign. At the same time however, those stories are incredibly important for creating empathy and action in your target audience. What's very important is to pay attention to how the stories are framed, and to be respectful in how you present and talk about people.

## RIGHTS

Beyond having the rights to photos and footage, which is one concern, presenting interviews or portraits of specific people with their name also comes with a certain responsibility. Do you have that person's permission? Or was it done for another organisation or media institution, whom you should reference?

## PROTECTION

Everyone should have the right to anonymity. Especially if reporting on someone might lead to them receiving abuse online or in the real world. That also goes for activists. Be careful to get informed consent from the people in your movement before broadcasting their names and faces. "Informed" means that they have full knowledge about how this material will be used. Note we are referring to potentially vulnerable people here, not politicians, for example, whom you might be referencing in your content.



# Strike the Tone

“We often refuse to accept an idea merely because the tone of voice in which it has been expressed is unsympathetic to us.”

—Friedrich Nietzsche

For us as activists, it’s easy to say that the topics of climate and migration are crucial to the future for humankind. And while many of the audience might agree with broad concepts, it’s important how the message is delivered. For example, shaming people can work for some causes, but if people become defensive, it can be counterproductive for climate action.

In marketing, “tone of voice” refers to the choice of words in communications, and how they express a certain personality. It also extends to visual and other kinds of experience, but we’ll get to that later. For now it’s important to think about language.

## Value added

Working to improve our societies means keeping the objectives in mind, of course, but also thinking about how we get there. In other words, walk the talk! These are the values underpinning our campaign:



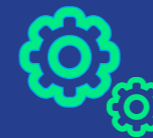
Inspire and give hope



Show motivation and a positive attitude



Give value to individual behaviour



Be practical and concrete



Be clear and direct



Be relevant



Be inclusive



Be engaging



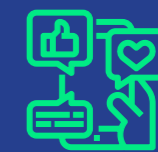
Be fair



Be flexible



Consider local and global reach



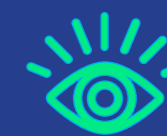
Mix social media and street action



Use impactful language



Provide equal and fair gender representation



Guarantee visibility to the EU and partners

## Values:

Start with what you believe in. What is your moral standpoint on how you should relate to people? Take a look at our values on the previous page. Do you agree? Usually empathy and honesty are two values cited by campaigns such as this, but they don't always carry through into ways of communicating. It's important for values to come through in what you say, of course, but equally crucial, in how you say it.



## Audience:

It can't be said enough times. Reflect upon whom you're talking to and this should help develop a personality to engage effectively with them. If you are talking to subsistence farmers in a rural region, you would use different language, terms, and tone, compared to a social sciences student in a capital city. Choice of language is paramount. Is it an international crowd familiar with English terms? Or a community that might respond warmly to local dialect?



## Authenticity:

Marketing can sometimes be a dirty word in ethical campaigning, but successful campaigners realise that certain things must be chosen for effective communication. You might decide you want to sound "authentic" and use your own voice, but considering we all change the way we speak for every context, it's quite hard to define what your "own voice" is. Think of your CofC campaign as a character that channels your values. Are you a supportive parent fostering your children's motivation to get engaged, or a knowing friend aware of latest trends? Are you a scientific authority providing facts regarding climate change and migration, or the voice of youth like Fridays for Future? In branding, authenticity usually means being true to your own values in your style of communication.



## Media:

Formats can influence the kind of language and tone you will use. An email campaign for donations might use harsher language to shock readers into action. A video is usually punchy and dramatic. A long article in a newspaper will take a slower, more conciliatory tone. It's okay to vary, but the stronger your core message, values, and identity, the more coherent all your communications will be, meaning they can contribute effectively to overall impact.



## CASE STUDY: **Extinction Rebellion**

Extinction Rebellion (XR) sprang up a couple of years ago with impressive and creative mass protests in the UK, and quickly spread. Much time had been spent on developing a robust theory of change and training activists, and it showed. A lot of thought went into the nonviolent disruption strategy, and the system was rapidly exported to self-organising cells worldwide.

Clarity of messaging has stood XR apart from a lot of other movements. There are clear demands, and the language and tone, at least from its starting point in English, have always prized clarity above complexity. What's more the movement has shown a loving hippie vibe in its design and creativity, combined with an ironic and knowing tone that borders on black humour.

### **THIS IS AN EMERGENCY/ THIS IS NOT A DRILL:**

Central to XR's doctrine is the idea that we must accept that we are in a process of extinction as a species. This emphasis on recognition has been central to governments around the world declaring a "climate emergency", which is a relatively new development. Of course we know real action is still to come, but shifting the dialogue to this point has been a massive step.

### **ACT NOW**

This slogan couldn't be simpler and lends itself to great emphatic design, which is a commonality in XR's materials. Their strong – always capitalised – font with rounded corners, shows strength, urgency, and vulnerability, and the call has led to a mix of people, including, notably, older retirees, hitting streets like never before.

See some of the images and graphics here, and note how XR's values of creativity, directness, and clarity breathe through all their materials, from text choices to design. The more coherence there is between all elements of communication, the greater your impact on all audiences.



[LEARN MORE](#)





“Change is coming,  
whether you like it  
or not.”

—Greta Thunberg

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# Channeling Digital

Online communications and digital strategies were fundamental to a campaign's success even before COVID-19 pushed so much of our activity online. While the best campaigns have a mixture of online and offline activity, all stemming from the same, clearly defined mission, this section specifically addresses the digital arena.

Once again, there are no rights and wrongs – just whatever works. Both ethical campaigners and companies are always innovating in how they move people, and you could come up with some brilliant new ideas. But hopefully these pages can give you some initial ideas and inspiration.

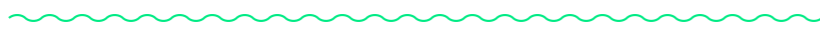
**03.**  
FORMATS AND MEDIA



1.

## Storytelling

Wasn't that the point of our previous chapter? Yes... But it's important to have your audience and storyline defined no matter what the execution. Whether it's your digital communication or offline activity, a sharper message means more impact. Style and content may vary based on if it's a leaflet, public intervention, Facebook post, etc. but the core idea remains the same. That way your activities won't work against each other, but contribute to your central goal.



2.

## Plan Ahead

Which channels do different kinds of people use? Most campaigns will use Twitter, Facebook, Instagram, while some post on Pinterest and LinkedIn, Snapchat, TikTok, and new arrivals like Clubhouse. With limited resources it's better to focus on two and do them well, than have a wishy-washy presence on several. But again, base decisions on target. For people older than 30 Snapchat won't be much use; equally a lot of people in the #ClimateOfChange target age range tend to use Instagram as much as Facebook these days. Think about how you can combine story content, reformatted, for Instagram, with video posts on Twitter for example. Usually with a different twist for each platform vibe.



3.

## Research

Part of the point of this manual is to help you get a bigger picture to inspire and influence your campaign. You don't have to reinvent the wheel. Check case studies mentioned in these pages, as well as the research publications on the CofC website. But also scope out other movements, organisations, or campaigns, from past or present, and see what and how they're doing digital. What would you do the same or differently? Check engagement numbers on social media platforms, how they're getting people to engage, and responses to various actions or callouts. Some campaigns might be professional-looking with slick design, while others like #FridaysforFuture spread through asking participants worldwide to take and share selfies. In that case, photo quality doesn't matter, as each one clearly shows the core idea.

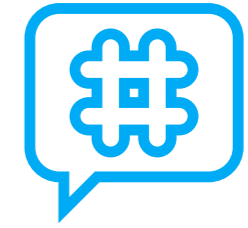
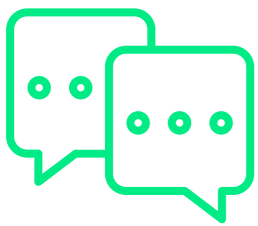




4.

## Coherence

Brand identity is shorthand for, “Keep communications consistent and recognisable”. The clearer your campaign’s visual identity, the better. #ClimateOfChange has a logo, colour scheme, and associated visual materials you can use, so we can create the sense of a pan-European movement. See the visual guidelines on [p.146](#). Beyond the visual, communication pieces might vary for each audience and format, while strongly linking to the central idea. Of course each social media platform has a different vibe and feel, so try to match efforts to each one, while still maintaining a unique yet consistent voice. Beware, though – that doesn’t mean always posting the same thing. Creativity and originality help attract attention, prompting followers to take more action, or bringing in new people to the cause.



5.

## Hashtags

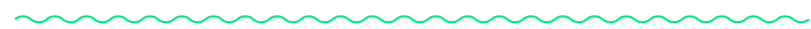
Hashtags were invented by a Twitter user in 2007 and have since spread to nearly all social media platforms. A continuous word preceded by a hash, or pound sign (#), means certain types of post can be tagged and easily searchable. #ClimateOfChange is obviously the main hashtag for this campaign. If you need to add one for your specific action, check out in advance if it’s been used or not. It’s ideal to have something that’s not too hard to say or spell. Hashtags can group your posts with a particular wider issue, such as #ClimateJusticeNow.

Be aware that the advised number of hashtags per single post is different per platform. On Twitter some analysts say maximum two hashtags per tweet will enhance engagement. Piling more in there can actually harm your reach. On Facebook and LinkedIn, it’s thought to be the same. But the big outlier here is Instagram. You’re allowed 30 hashtags per Insta post and you’re actually recommended to use them all! Hit enter a few times so they appear at the bottom of your text, as they don’t look so pretty. Don’t forget to use hashtags in stories too.

6.

## Analysing the Data

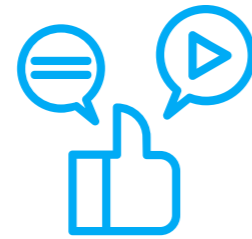
You need to look a little further than likes or shares to see how things are working out. If there are specific online actions, it's easy enough to see how successful you are. But other forms of collaboration you're seeking might be harder to measure. Think about what success looks like to you. That's about setting some concrete goals. Then you can work out what's working and what's not in terms of your social media game, or email newsletters. Remember that your audience is not a mass of people who act and think the same. They are all interacting with you at different touchpoints based on whatever is going on in their life. So try to be sensitive to how people are engaging, and interact as much as possible so that you can be responsive to the needs and desires of your followers.



7.

## Boosted Posts

Each platform provides a different value. Analyse which outlets you should invest more time and money into, and which ones are less important. Some work really well for one organisation, but less for another. It is all very specific to your brand and desired audience, and you need to plan your budget accordingly. However, there are some restrictions: Twitter does not allow the promotion of climate-related content, therefore use boosted tweets without #ClimateOfChange. Same goes for posts with a clear political ask. They can only be promoted organically (by getting retweets, etc.). For Facebook advertisements with political content, flag the "sensitive content" box. This blocks the advertisement outside the country. See more about Facebook in the next point.



8.

## The Instagram/Facebook Effect

Many of us are highly critical of Facebook’s business model, and it’s legitimate to have ethical concerns about leveraging it – or the Facebook-owned Instagram. In practice, however, many campaigners choose to use it, as one of the most powerful tools in existence to reach people. Boosted posts can be reasonably priced, and enable you to be extremely specific in who you are targeting with particular posts, be it calls to sign up for your newsletter, petition signing, inscription to an online or physical event, and more. Have a look at the boosted post dashboard and see how much it would cost you and the estimated reach, and decide for yourself.

9.

## Audience Journey

Building upon our engagement pyramid ([see p.48](#)), try to visualise the journey of those people you are trying to reach. What do you want them to think and feel at each step? They might start off by liking one of your posts on Instagram. The next time, they might click on a link in the bio, and land on the #ClimateOfChange website. There could also be a specific post directly asking them to sign up for the CofC email list. Via email you can then ask people to sign a petition, or to write to their representative politician, among other actions. Some people might jump in at a more advanced stage of engagement, while others might never leave the first level of light support, following social media accounts and occasionally liking stuff. Still, the way for them to participate needs to be clear and easy to find. Take your time to think of the different ways people can get in contact with your campaign and how they can be moved to action.

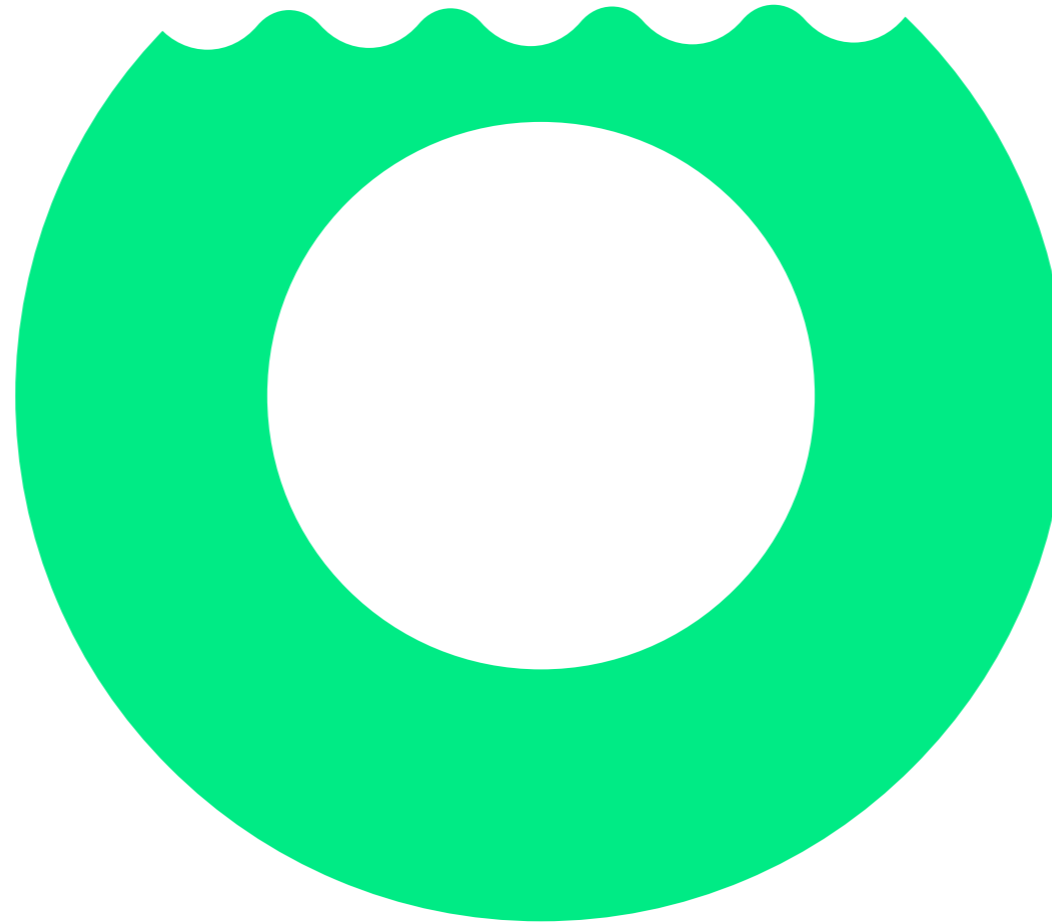




10.

**Engage your audience**

Nobody will give better feedback than your intended audience. When you have draft materials, ask people from the target group for their input. This could be friends, family, members of a local group, or students from a particular institution. You could invite them for creative brainstorms (online as well), or request feedback through polls or quizzes. Key this into different points of the campaign, such as the CofC debate sessions. Just bear in mind that opinions can differ: it's best to get a selection and then balance out feedback before incorporating it. You can also use online formats to judge responses from your target, and adjust your messaging and design accordingly to stimulate more reactions. There are some great analytic tools on Facebook for example to monitor levels of engagement, including an easy-to-use dashboard that breaks down different kinds of attention you've received. Social media management platforms offer free and paid options to post easily across all channels, and get more detailed metrics to help you reach more of your audience effectively. [See a list from Tech Radar magazine here.](#)



11.

**Post post post!**

It's important to keep posting content, but the right kind of content and at the right frequency for each platform. Experts generally recommend posting at least once a day on platforms like Facebook and LinkedIn, but to a maximum of five posts per day. On Twitter, however, the timeline updates so rapidly that much more frequent posting is necessary to get more visible on timelines. Of course content should still be creative and on message, but you can take more time over your Facebook posts, for example, because you need to make them count. Whereas Twitter is more of a numbers game. Analysts recommend posting on Instagram every day and up to three times a day for best results. Remember there are no hard and fast rules, and algorithms change all the time. Check sites like [Hubspot's blog](#) for more info.

# Platform Games

Following are assorted social media tips. Of course it's a big and complex game, especially when various platforms are in play. And there are no hard and fast rules for success. But there are a lot of resources out there to help, and when all else fails, check your favourite past or existing campaigns for some clues.

**Spend time curating:** Apologies to screen-o-phobes, but success on social media requires plenty of time glued to your device. The algorithms that rule our digital lives usually require participation for success. That means besides posting your own content, you need to respond to comments, follow others, retweet or share posts, post comments... In general, the more you engage, the more you are rewarded with visibility. Follow appropriate people and try to get them to follow you back, tag prominent characters interested in the cause, ask people you know with big followings to reference you... Basically try anything you can to get your numbers up!

**Cultivate sharing:** One nice way of boosting engagement in your following, and attracting more attention, is to ask people for their own personal stories, thoughts, photos, etc. If you can do it based around a particular campaign, that's great, but otherwise anything that will prompt people to respond and post, will make them more engaged, as well as inducing others to get involved. What's more, hearing other people's stories is what we're all about.

**Use culture:** Think about what your audience is into, and try if possible to tie some posts in with cultural interests now and again. That doesn't necessarily mean making Harry Potter or Star Wars-themed posts, but if some reference works with your tone of voice and messaging, then don't be afraid to use it. If celebrities who resonate with your audiences might support you through retweets, interviews, or more, then that's fantastic to get more followers.

**Use current events:** Planning your activity is crucial, but don't imagine you won't have to change. The more dynamic and flexible you are to shift things up in response to context, the more you'll be able to show you're relevant and interesting. That might mean responding to a new law or a fresh crisis with content tailored to that. Your audience might have complex feelings about an issue, or might not know what to do about it. If you reflect what they are feeling, or even better, provide a positive take or a potential action, then you will gain some appreciation.

**Use faces:** Plain graphics can be cool and provocative, as well as being cheap and easy to make. But human faces tend to resonate massively. That's been true for press, film, and much of storytelling for a long time. Check the magazine racks in your local store and see. People generally respond to human faces with warmth and curiosity, so bear that in mind when choosing your content. This is especially on more visual platforms like Instagram, but even Twitter benefits from pics and videos sometimes. You can always balance this with some nice design concepts too.

**Stay safe:** People around you are probably convinced about climate justice, but many people think the opposite. It's not just individuals who might target you for abuse, but concerted troll campaigns funded by certain interests. If you are getting targeted it can be hard to bear. Open up to those close to you so you don't feel alone. Report violent speech to the platform or the police. And remember that being targetted means you're succeeding – you're visible and stoking emotions. Many activists have different strategies for dealing with abuse and you should do what's comfortable for you and your team. [Tactical Tech](#) is one great organisation with many tools for helping activists stay safe and protected online.

# Format Guide

There are many social media platforms in existence, and more are appearing all the time. This is not intended to be an exhaustive list. For example, one of the biggest in the world is the Chinese networking site Weibo, but as we are focused on Europe we are leaving out that one. Take this as a general guide!

The most sophisticated advertising platform in history is still the most used social media platform worldwide with billions of monthly active users. Most campaigns have a Facebook presence, as it's an easy way to create a page and start collecting supporters quickly. You can hold events, live stream from there, and also link up with your Instagram account to cross-post as they are the same company. Facebook is best for posts with an eye-catching image or video, and feel free to write more text. But always use a good title to catch attention, make your post public, and use around two hashtags per post so people can find your content. If you have a little budget to "boost" your post, i.e. pay so it reaches more people, you can be really specific about the kind of people you're targeting.

FACEBOOK



YOUTUBE

The Google-owned video platform is another place to stash videos, and where the big viral sensations tend to happen. But going viral is pretty unlikely so only use Youtube if it suits your purposes. The streaming function means you can broadcast your live videos there, too, though it might be more useful for you to do this through your Facebook page where you can be sure your community will tune in. Your Youtube videos can be embedded in other sites, and it's generally a more mass market approach than using Vimeo for example, which caters more to artists.



TWITTER



The most fast-moving social media platform is a fantastic way to get news out quickly, grow a following, and organise mobilisation. It came to global attention as the engine of the Tahrir Square revolution in Egypt in 2011, as well as other public uprisings. With Twitter you can tell your story quickly, hop on trending hashtags, and post as much as you can to grow visibility. It's also a great way to shame politicians and public figures into action, as you can get direct access to anyone if your Tweet is popular enough.

**For targeting Members of the European Parliament (MEPs) in other ways, find their contacts using [this search engine](#).**

With at least one billion people worldwide using the photo sharing platform every month, Instagram is clearly an important place to reach people. The visual nature of it and the copious use of hashtags (up to 30 in each post) mean that you can throw a lot of material up there and see what works, with up to three posts recommended per day. Pay attention to how your feed looks if you scroll down, where you can see which users have a coherent visual identity and posting plan, and which don't. With Insta, posts can't be automatically shared by your followers in the same way as Twitter and Facebook, though they can with intermediary apps. Meanwhile stories can only be shared by users mentioned in them (with @), so work story creation and targetted sharing into your strategy. On stories, which appear easily through your profile icon on the app, you can use short videos, or image combinations, with big bold captions. Be sure to enable cross-posting so your Insta stories will show up on Facebook too.



INSTAGRAM

OTHERS

Other platforms you might use are Snapchat for instant image share with captions or TikTok for short videos, both if you are going for a younger audience, and even Pinterest which has been surging recently worldwide, especially among middle-aged higher income users.

TWEETY TIPS

1. Use an easily recognisable Twitter handle (username), which is issue-specific, punchy, or named after your organisation. Shorter is better so you don't use up other people's Twitter characters.

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2. Act fast. When possible, try to be the first account to tweet breaking news.

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3. Be passionate – good tweets reflect opinions so that audiences can understand the issue and your position.

---

4. Use "@" to direct tweets at a particular user or users, to get the attention of officials, for example, but also to get retweets from supporters.

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5. Use easy language: Don't fill your messages with acronyms and jargon. Tweets are stories too!

See [p.144](#) to follow the channels of CofC partners and stay tuned!

# Reality Check

“Every moment is an organizing opportunity, every person a potential activist, every minute a chance to change the world.”

—Dolores Huerta

---

With so much focus on digital campaigning, it's important to remember that some of the most effective mobilisation tactics are classic real-life interventions. Even in COVID-19 times a little creativity has seen distanced protests, individual acts of resistance, and many more examples.



## Pandemic Protest

The beginning of 2020 saw huge momentum for climate protests worldwide, with Extinction Rebellion and Fridays for Future garnering a lot of support. Sadly that was halted by the COVID-19 pandemic restrictions. The most obvious form of public activism became much more difficult.

However, over the summer we saw with the Black Lives Matter protests how a powerful cause would still bring people out, and in many cases, social distancing was observed too. There were other great examples of pandemic-safe protests, such as [a socially distanced human chain to protest racism in Berlin in June, 2020](#).

Naturally many events switched online, and we all became adept at using Zoom. But even then a lot of hybrid activity took place, such as with [Earth Day's 50th anniversary](#). Despite the pandemic situation in April 2020, over 100 million people took part in 192 countries in commemorations off- and online.

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## Off and On

That brings us to the point that online and offline activities should never be seen in isolation. Both should be integrated into your campaign from the beginning and stem from the same strong story.

Consider how offline activity can feed into digital mobilisation, and how online campaigning can generate “real-life” consequences.

## FACE-TO-FACE

In elections, “boots on the ground” – campaigners knocking on people’s doors – is often a common factor in success. Though activists often don’t have the resources for wide reach, using a public space to interact with your potential target can be the best way to give a human face and explanation. This could be at a relevant university or work place, or in the high street of a specific area. Of course this can be done at distance and with masks to obey pandemic restrictions. Finding people at a spot where they are not in a hurry is quite important, such as a weekend market, or a park.

## HASHTAGS

As covered on [p.96](#), hashtags are essential to online campaigns, but can also be used offline to guide people to the right place and consolidate action. Using them on placards for example can help people find you easily online, and you can also provoke people into action with the right chosen phrase. Notable hashtags that have worked very well IRL (in real life) as well as online are provocative and distinctive ones that capture a movement, such as [#OscarsSoWhite](#), and of course, [#BlackLivesMatter](#). In our social media era you almost visualise the hashtag when you hear it.

## AUDIENCE PARTICIPATION

Connected to the above point is the potential to use video streams effectively: from any physical action, provided you have a good data or wi-fi connection, you can broadcast live across Facebook, YouTube, Twitter and other channels in real time. That will not just involve a wider audience than those physically present, but you can also promote interaction from far and wide. For example during a physical debate, such as the [#ClimateOfChange](#) debate contest, questions to speakers can be submitted by the public via social media. These kinds of hybrid experiences are a great way to deal with uncertain pandemic scenarios.



## CONTENT

Media – both traditional and social – thrives on story. If something big and notable happens on the ground, then that will feed into social media content as people take photos and share. Greenpeace’s famous interventions, such as climbing the [180m-high chimney at the Belchatow power plant in Poland in 2018](#), are designed to get maximum news coverage and spread the word about their mission. But creativity can achieve as much as sheer guts – think of [Extinction Rebellion’s giant pink boat in the middle of London’s Oxford Circus](#).

## PETITIONS

Petitions sit at the intersection of online and offline activity: of course there are sophisticated tools for signing and writing to representatives, etc. but you can also get signatures on the street, along with the all important email addresses you need to keep people engaged. However, petitions can also be a way to convert attention into concrete support: suppose you have done an outdoor performance in a public square – have a few clipboards going around near the end so people can add their names.

**This is why [#ClimateOfChange](#) is planning a Street Action Tour in 10 cities of 10 countries, where circus performers, musicians, and activists will come together to create news and experiences, and bring the public along for the ride! See [p.16](#) for more info.**

**[#ClimateOfChange](#) is conducting a pan-European petition addressing our four key asks ([see p.35-36](#)). Use it as a call-to-action in your activities, and push for as many signatures as possible. More info will be released on the [CofC website](#).**

**LEARN MORE**



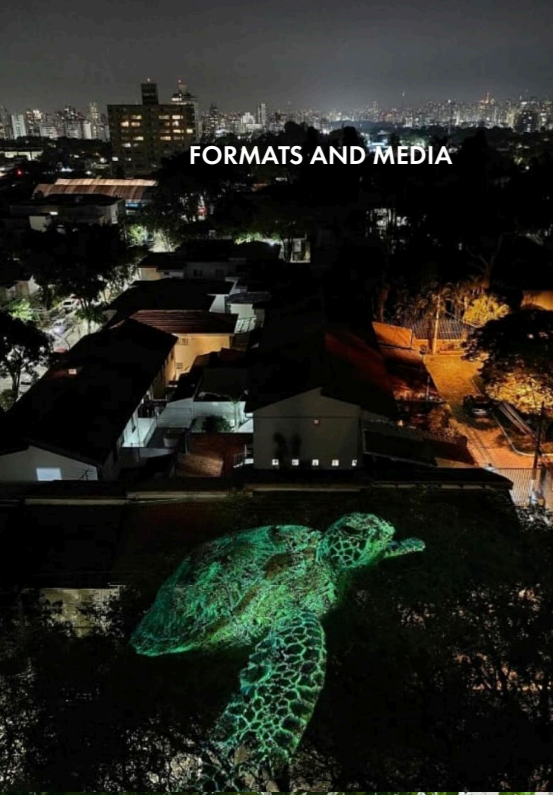


# Express Yourself

There are as many ways of campaigning as there are stars in the sky. Well maybe not, but there's quite a few. Don't limit yourself to the obvious and try to mix different tactics to surprise and attract your followers.







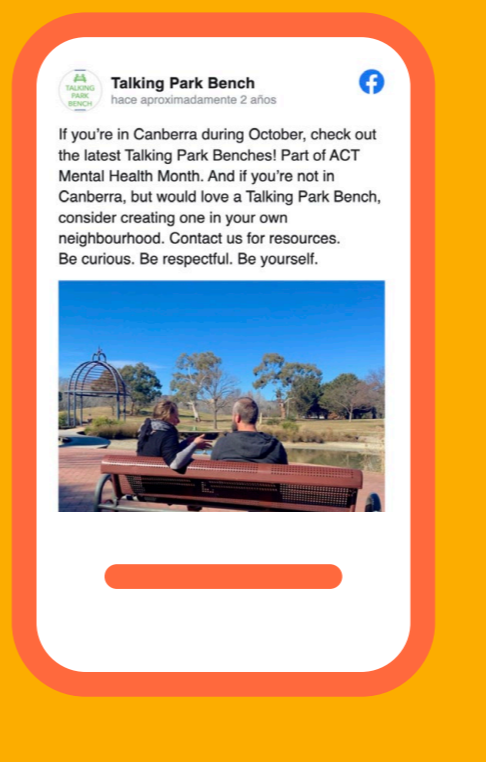
### Projections:

Videos and images can be turned into public intervention material with a projector. In recent years projection protest has become a thing, with big slogans frequently seen on parliament buildings, or on the HQ of a company. This photo comes from protests in Argentina about fracking in Mendoza that was contaminating the country's water supply.



### Posters/Stickers:

Get messages up and around the neighbourhoods of your target. But don't just stick them on phone boxes, think of interesting ways to get into people's eyes and minds, like this brilliant vegan activism example in Berlin.



### Voices:

Podcasts, recordings, talking statues. A lot of different movements have used audio to get to people. It's also a great way of channelling the voices of the people most affected by the climate crisis, without editorialising. There have been quite a few projects around the world where park benches talk for example, sometimes with voices of older people from the neighbourhood, or other characters to promote empathy, such as this one in [Australia](#).

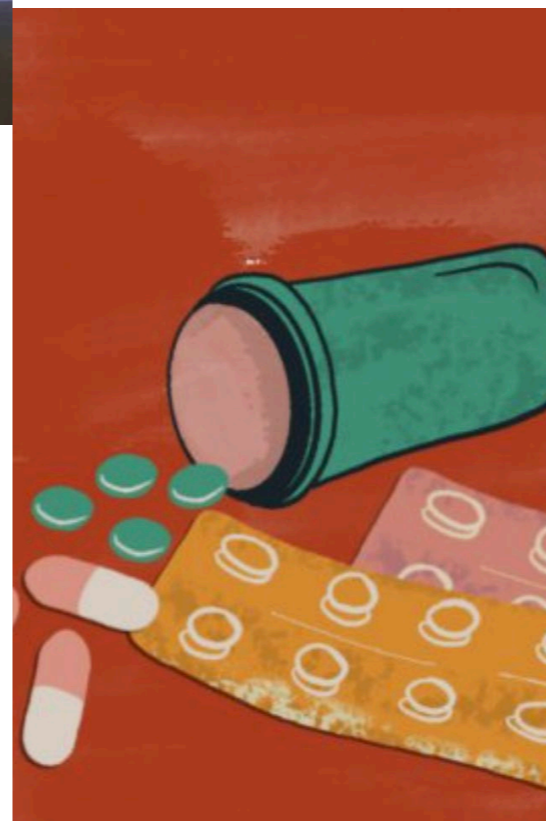
### Mapping:

Maps represent power, drawn as they have been in the context of colonial cartography. But they have also represented ways for people to redraw their neighbourhoods, include people differently, and understand complex data sets. Historical walking tours are also a way to provide information and a renewed reading on the expressions of structures of power around us.



### Comics:

Loved by kids and adults alike, comics in print or online can be a good way of spreading your message. Graffiti and other public interventions can also provide an original twist on an issue. For example [Positive Negatives](#), is a great repository of stereotype-busting comics that double as educational resources.







## Performance:

Interactive shows on the sidewalks, puppet shows, opera singers hanging out the windows of public buildings... Getting attention on the street can be artistic and entertaining. That will certainly make people take notice. See the case study opposite for an example!

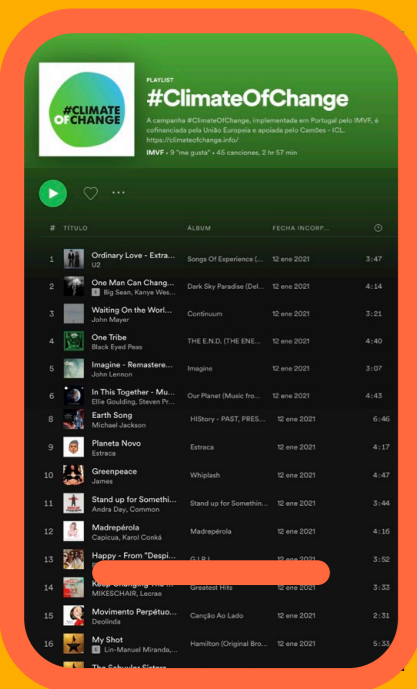
## Games:

Video games, card games, and even in-person games can get people involved and excited, while also informing them and turning them into activists for your cause. One example is [SDGino](#), a card game based on UNO but with information about the UN Sustainable Development Goals. Another was a [Snakes and Ladders-type game](#) created for the [#FightInequalities](#) campaign.



## Music:

Music has always played a part in protest. If you can get some well known musicians on your side, you can get more people singing along to your campaign's tune. [Add our #ClimateOfChange spotify playlist!](#)



## CASE STUDY: Displacement



### PROBLEM:

Rising sea levels causing forced migration, and the terrible and dangerous journey of climate-induced migrants.

### APPROACH:

A collective public performance action by the artist Andreco and WeWorld. Three days of rehearsals with a group of youth activists and two live performances in Piazza Maggiore in Bologna in collaboration with the city municipality, during Terra di Tutti film festival in October 2020.

### GOAL:

To involve youth in an artistic performance in the main square of Bologna to raise awareness on the displacement of communities affected by rising sea levels.

### SUCCESSES:

20 youths participated, and 500-1000 passersby were reached. There was also online reach with photos and videos and other media.

### LESSONS LEARNED:

Despite pandemic restrictions, it was possible to gather people, observing distancing rules, and to give out flyers to explain the intervention to passersby. In fact, such happenings being infrequent during this time, it had a greater impact on those who saw it.

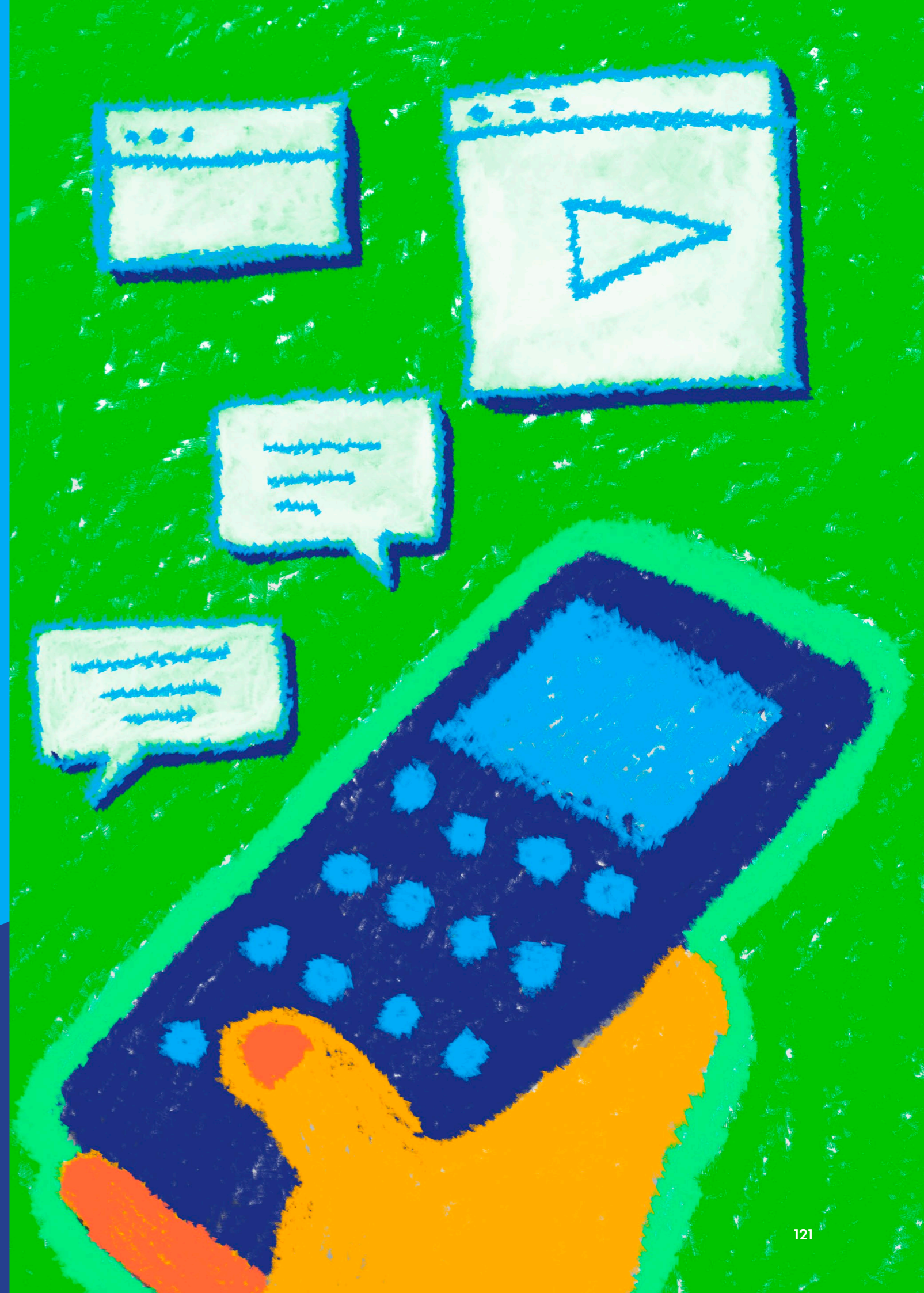
[LEARN MORE](#)



# Cross-format

Tips for great online communication, and how to manage media across format.

Naturally online content tends to be visual and more informal than traditional media. You have only a few seconds to grab people's attention, meaning creativity is key. And while coherence across platforms is essential, being innovative and fresh is also important so you don't get stale, as well as being attuned to your particular platform.



## A good hook is everything, so think about:

### Headline:

1. Quick and snappy
2. Include a key/shocking fact
3. Point out what's interesting

### Image:

1. Use images or photos from actions
2. Human-centred content (faces)
3. Humorous memes and GIFs
4. Provocative infographics

### Text:

1. What insights are relevant to your audience?
2. What emotion do you want to inspire: Hope? Outrage? Desire to help?
3. What do you want your audience to do: Donate? Share? Participate?
4. Encourage followers to engage, e.g. with a question or request for opinion
5. Include a clearly defined call to action (CTA)

## Types of content to share:

**Reporting:** Update from an event, or share action moments like the #ClimateOfChange debates or street action tour, e.g. hosting a livestream through Instagram live, live tweeting, etc.

**Direct calls to action:** Ask people to do certain activities like watch your video, follow your channels, share content, sign the CofC petition, or join an event.

**Personal stories:** Who's on your team? Who are your supporters? Who are those affected by climate change and forced migration? Short videos, photo stories, or graphics with quotes make for vivid, empathetic communications.

**React to an ongoing situation:** Share for example celebratory moments, like being mentioned by one of your heroes, or a bunch of supporters turning up for an action.

**Educational:** Explain an issue or situation by making it visual, for example through an Instagram post with three to five slides, an explainer video, or expert interviews.

### #ClimateOfChange is producing:

1. A campaign video on overall narrative as well as videos explaining core messages
2. A web series featuring by debate contest winners during field trips
3. A social experiment video showing how citizens react differently to core issues
4. Shareable media for social media channels to spread our core message

[www.climateofchange.info/press-corner](http://www.climateofchange.info/press-corner)



## Making it concrete

The **#ClimateOfChange** core messages are presented on [p.33](#) but final messages should be more refined for your target audience, which channel you're using, and the specific CTA.

Looking at our key messages, pick an aspect you wish to focus on and combine it with facts, figures or stories provided through the case studies, Wellbeing Economy Report ([p.58](#)) or the youth survey ([p.44](#)).

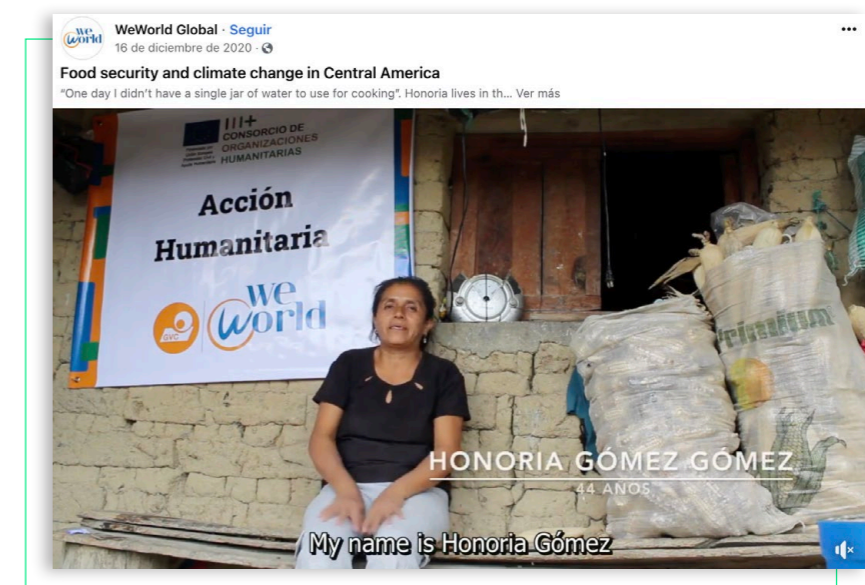
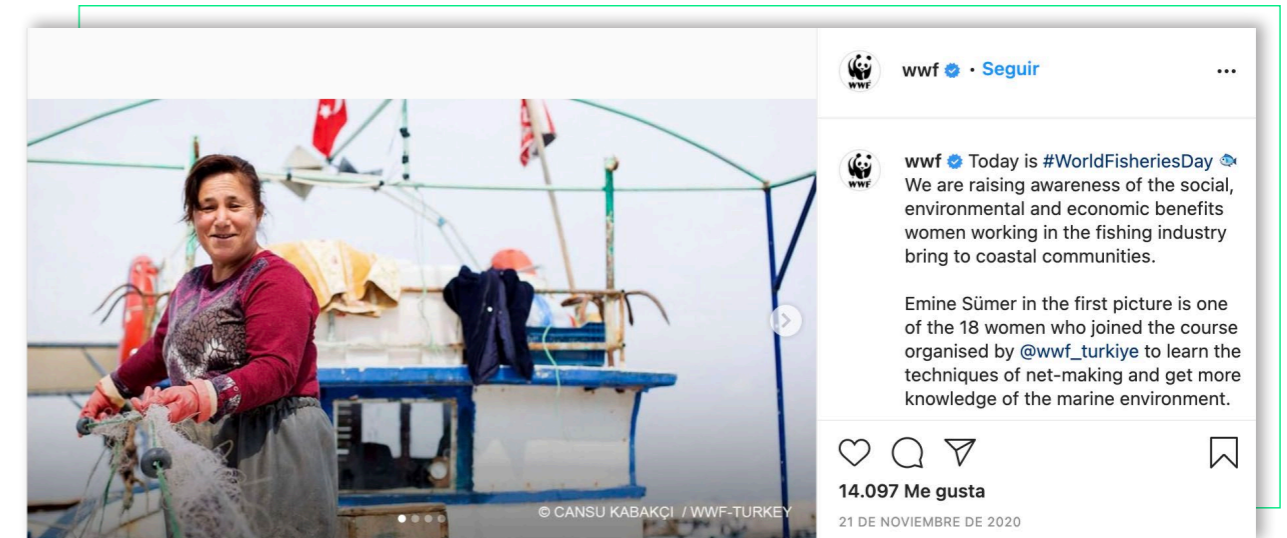
For example, you might choose the message: **#ClimateOfChange is pushing for a socially and ecologically just economy that serves people and nature, free from the interests of big corporations.**

You can use facts from our youth survey to promote the claim that youth support a just transition to a fairer system. The youth survey shows that: Seven in ten young people believe that the economy favours the rich and powerful.

You could ask followers to add their own response, for example using the quiz option in Instagram stories. A possible message with call to action could be "70% of young Europeans feel the inequality of our economic system. Time for #ClimateOfChange! Sign our petition to build a fair system!"

Another message could be "Do you also feel our system is unequal? Support us in spreading our message! Retweet/Repost and ask your friends to join #ClimateOfChange!"

You can then use these messages to ask your followers questions, for example: "Those who contribute the least suffer the most. Countries and individuals who contribute the least to the environmental crisis are those who suffer the most from its effects." Here you might show a story of a person from one of our case studies. Use the person's name, communicate what he/she is doing, what challenges they face and how this is connected to the life of your audience. Quotes are always good. A possible CTA could be to follow your channel for more insights.





## CASE STUDY: #Potavristou



### PROBLEM:

An increase in marine litter.

### GOAL:

To reach out to citizens of Cyprus and inspire them to act in the fight against marine litter, and keep their coast clean.

### APPROACH:

#Potavristou means “reach out” in the Cypriot dialect; it is also understood as “giving a helping hand”. The main idea was to mobilise individuals and groups to take action against marine litter. They were invited to simply “reach out” during September 2020, and collect the litter lying around them. The campaign was run by AKTI Project and Research Centre.

### SUCSESSES:

Numbers in 2020 were astonishing: 2016 volunteers participated, coming from 187 different locations in Cyprus and 20 locations abroad. Twelve tons of litters were collected, 70% of which was plastic. Through social and traditional media the campaign reached 12 million people.

### FEATURES:

A “social media challenge” was posed, to make participation fun. Individuals were encouraged to take a photo of themselves “reaching out” to collect litter, using hashtags #potavristou, #akti, and #CleanOn.

### LESSONS LEARNED:

Results showed that young people want to have an active role. It’s important to engage people in interactive and fun ways, and offer actions to make a difference in their lives.

[LEARN MORE](#)

## THREAT: Powerlessness

Negative news leads to a feeling of helplessness. Many people want to feel that their actions have influence, and that their contribution is important.

## OPPORTUNITY: Be concrete

### a) Information

To inspire action, people need to see themselves as part of the solution. And so they need to understand connections between their lives and the impacts of climate change.

### b) Show solutions and visions

Rather than focusing on what’s wrong with the world, ask for and propose ideas and visions for a better future, to inspire people with hope.

### c) Empowerment

Show what difference collective action can make: show your audience is part of an important movement for real change.

## CASE STUDY: **CIAK MigrACTION**

### PROBLEM:

Misconceptions and negative narratives on migration.

### GOAL:

To overcome stereotypes and promote a positive narrative of migration based on data.

### APPROACH:

With the CIAK MigrACTION campaign, common misconceptions on migration are addressed through strengthening the role of media as an engine of a positive, balanced narrative.

### SUCCESES:

Online trainings for 50 young journalists, public events to raise awareness, and [an event with students](#), among other wide-reaching products.

### FEATURES:

The multi-level intervention has addressed different actors through a range of activities. A [web series](#) called “Every Day” consists of four films, seven voices, and three generations, telling stories of people seeking a new home in Europe.

Young people have been actively engaged through workshops, and identifying “young ambassadors” to follow and participate in all phases and activities of the project. For example, they moderated questions from online audiences during events streamed through Facebook live.

Journalists’ involvement was ensured through workshops and conferences based on their needs. During meetings, they received guidelines on stereotype-free communication.

These guidelines were also distributed to municipal officials, another main target. They were also actively involved in all project activities.

**LEARN MORE**

## CASE STUDY: **OXFAM, Davos 2021**

### PROBLEM:

An unjust economic system that perpetuates global inequalities.

### GOAL:

Oxfam uses the World Economic Forum every year to call upon the global elite to take responsibility for the welfare of the world. The goal is to raise public awareness and build up pressure on Davos participants to consider global inequalities in their decisions.

### APPROACH:

Releasing an international [Oxfam report on inequality](#) as well as a national summary, intense media work (PR, contacting journalists, etc.), intense comms work like sending out newsletters, sharing graphics and short videos, etc.

### SUCCESES:

Traditional media reached 3 million, while over 50,000 were reached via social media channels.

### FEATURES:

The report was closely intertwined with the COVID-19 pandemic, highlighting how inequality for the first time threatens to rise in almost every country in the world, exacerbating dramatic disparities between rich and poor, between genders, and between whites and Black, Indigenous, and People of Color.

### LESSONS LEARNED:

The message comparing COVID-19’s impacts on the rich versus the poor was used coherently across different media and included different statistics. This concerted and recognisable set of communications caused people to follow up and learn more about the campaign.

**LEARN MORE**

# Freshly Pressed

As much as you can get your climate justice message directly to audiences through social media, getting coverage through newspapers, magazines, TV and radio are massive shortcuts to exposure. Think about the ideal organs for your target groups and consider these tips.

## PEG MEET HOOK

A news peg is something that is happening that you can hang your story on. And a hook is what makes your story relevant (and hangable on the peg!). The best stories of interest to the widest number of journalists will have both aspects. Suppose you were releasing a water-powered engine just when there was an oil shortage in the world. You would have both the peg (the oil shortage) and the hook (your solution). Remember that journalists are busy and get pitched to a lot. You have to make things easy for them. If they can't understand why your story is relevant for them, then you're not presenting it right.

## MAKE NEWS

One strategy is staging your own event or intervention, thereby creating your own peg and hook in one. But bear in mind that the event has to be "newsworthy". A random get together is not going to be interesting for a journalist. Make sure the event is at a convenient time and place for reporters, invite them in advance, and keep reminding them to come. The event has to have a clear message, good visual strategy, and ideally something that makes it special. Why should anyone outside your community care?



## CHOOSE YOUR MEDIA

A popular national daily newspaper is extremely hard to get into, but a local or niche publication will be more open to you. Specialist publications, for example about climate, might be easier to reach, but will be read by the “converted”. So it’s always a balance. Do your research, compile a list, and see how you can approach each one.

---

## BUILD RELATIONSHIPS

If you can get on friendly terms with a reporter then you’re in a good position to pitch articles. This could be by helping them out on an issue they’ll be reporting on already, or just sending a quick email ahead of time to ask how they like to receive pitches and what information they want. If you get a reply you’re already on their radar. Be aware that the replies will usually be very short and direct, so don’t get offended. And if people don’t reply to you, just keep on trying. Measured persistence – and politeness – are the key. But don’t go overboard. Three emails to someone is usually the limit, a couple of days apart between each try.

## PITCH PERFECT

Based on research from Fractl, 46.5% of journalists receive at least 11 pitches per day. So, when you pitch something, make sure the point of the story is crystal clear. Why is it newsworthy? Why would their readers want to know about it? Answer the 5W and 1H questions first paragraph: Who did What, When, Where, Why, and How? Reporters are too busy to go digging around in mails for the juicy part. Include evidence for any claims, from a trusted source, full details of time and place of any events, and clear contact details so they can follow up with you however they want. It’s also an idea to address the email to journalists personally (rather than an impersonal mass-mail) – refer to their work and massage their ego a little bit!

---

## FOLLOW UP

After having an article published, write to the reporter and thank them. Give them shout-outs on social media, and keep them updated on a personal level afterwards. Follow their accounts, comment on their articles, share leads they’ll find interesting. Keep the relationships warm as you will need them again.

If you weren’t happy with the story, you can clarify inaccuracies with them, but stay positive and grateful. If the story really has been critical or unfair, it still is probably not worth fighting with the journalist. Publicity is unpredictable and sometimes even bad coverage can have good results. Think instead how you can get your own side of the story out there in different and creative ways.

## When the Phone Rings...

If journalists are contacting you, that's good news! But prepare yourself to respond right.

Have several points in mind you need to make and practice them a lot, in the mirror and in front of your friends. Also think of questions you really don't want and practice those ones even more.

Assume you're being recorded and be very careful what you say. Speak way slower than you think you should and pause to reflect. This will also give the journalist time to take notes.

For TV or radio, ask whether it will be live or pre-recorded, and what will be expected of you. Ask for the questions in advance. Dress to feel confident and professional, however that might be for you.

Never leave journalists hanging. Reply to phone calls and messages promptly. If they feel they are not getting hold of you, they will find someone else.

## Who cares?

Ask yourself these questions. If all answers are no, find another hook!

Is your story new and current?

Does it concern someone or something famous?

Does it evoke an emotional response?

Will your story affect certain people?

Is your story relevant to the area/publication you're pitching it to?

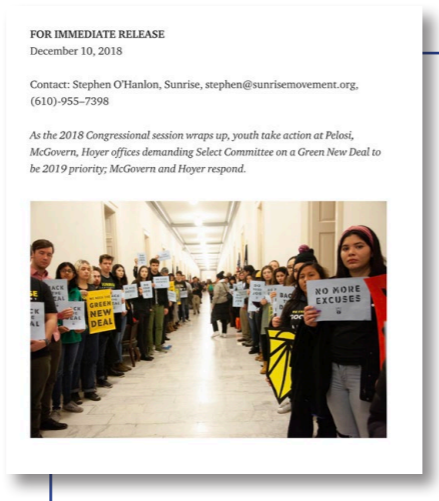
## CASE STUDY: Sunrise Movement

Sunrise is a youth-led movement in the US which mobilises youth to put clear pressure on lawmakers with clear policy asks on climate. They've played an incredibly successful media game in the US over the past few years, supporting campaigns to elect officials who support climate action. Here are some of their press release headlines. What makes them good?

### 1000+ youth sit-in, 143 arrested demanding Dem leadership back Green New Deal:

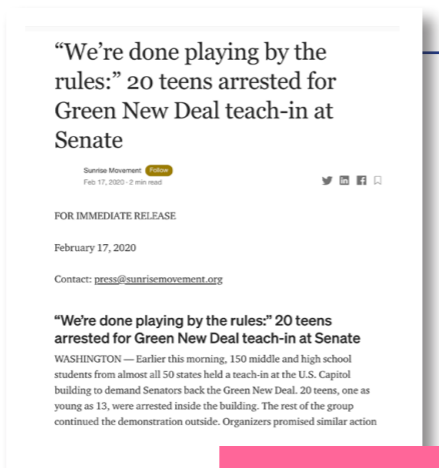
The numbers make this newsworthy. 1000 is already a lot, and the 143 arrested will mean journalists are eager to know more. "Who" are clearly youth activists, and "why" is to pressurise the Democrat leadership to back Green New Deal. The "where" and "how" are answered rapidly in the first paragraph but the headline has captured

LEARN MORE



### "We're done playing by the rules:" 20 teens arrested for Green New Deal teach-in at Senate

A succinct quotation makes the aims and character of the movement clear, it's a call to arms. Its aggression means there's news going on, and clearly more to come. 20 teens arrested shows vulnerability ("teens") and a decent number to make a story. The Green New Deal is clearly a pillar of Sunrise messaging, and shows the aims of the movement, while "teach-in at the Senate" already situates the story and starts to draw a dramatic picture in the reader's mind.

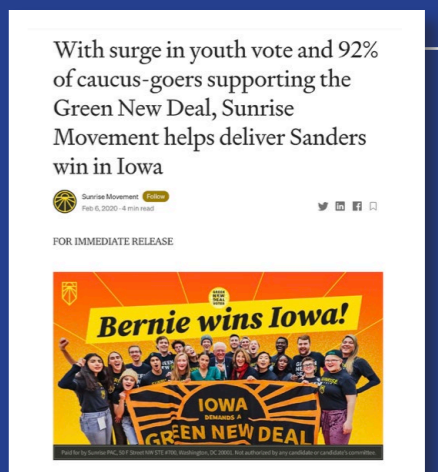


LEARN MORE

### With surge in youth vote and 92% of caucus-goers supporting the Green New Deal, Sunrise Movement helps deliver Sanders win in Iowa

The news peg is the victory of Sanders in Iowa State in the Democratic primary, but the hook is the reason why he won. Understanding that journalists are looking for content about what's happening, a fresh take on events, this delivers with statistics and an easy way to have a good, interesting angle on the Sanders win. The stat of 92% is key to this one.

LEARN MORE



Take a look at how the full press releases are written for further pointers. These are from 2020, but you can see more recent ones at:

[www.sunrisemovement.org/press-releases](http://www.sunrisemovement.org/press-releases)



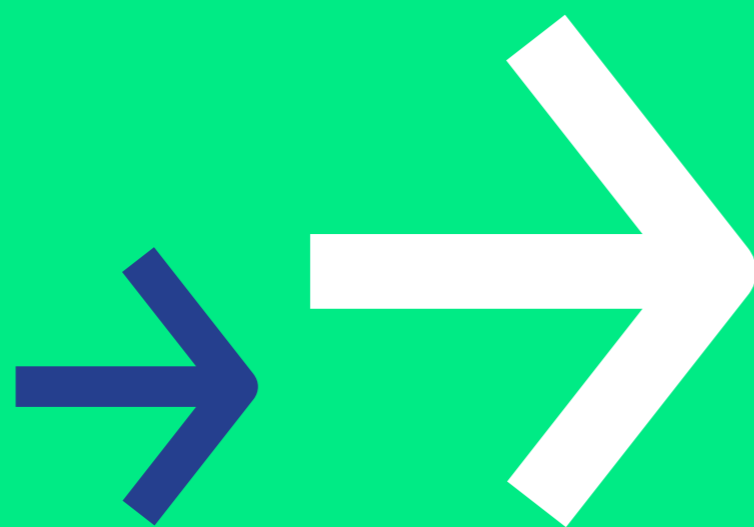


**04.**

**RESOURCES**

# List of Material

#ClimateOfChange provides resources to activists and partners. All material can be downloaded in the press corner on the website. Most materials are available in English and national languages of partners.



Here is what you can expect:

## Case Study Countries

1. Materials such as portraits, quotes, and photos that can be used for storytelling
2. A report that dives deeper into climate change and migration

## Wellbeing Economy

1. Wellbeing Economy Report
2. A comprehensive overview with key findings for your campaign and for journalists

## Youth Survey

1. EU main report to get an overall picture of what our target is thinking
2. National reports to check the specific situation in each country
3. Overview sheet with infographics both for the EU, and country-by-country

## Communication material

1. A campaign video on overall narrative as well as videos explaining core messages
2. A web series featuring debate contest winners during field trips
3. A social experiment video showing how citizens react to core issues
4. Shareable content for social media channels to spread our core message

And more – check it out!

[READ MORE](#)

## Keep on Clicking

This guide can set you on your way but more research is always good and there are so many amazing resources from activists and organisations out there. Here is a just a little start on some sources to help with the topics of climate crisis and forced migration.

<b>MIGRATION MATTERS</b>	A platform that offers short, educational videos on topics related to migration and diversity. Three experts and eight climate activists dissect the complex interactions between migration and climate change.	→
<b>IOM Do the right thing</b>	Through 360° storytelling, travel to the Marshall Islands and meet young people living on the front line of climate change.	→
<b>DES PONTS PAS DES MURS Environmental migration for Dummies!</b>	This brochure reflects on environmental migration from the perspective of international solidarity, and gives a good overview of terminology and definitions.	→
<b>ACTIONAID INTERNATIONAL Climate change drives migration in conflict-ridden Afghanistan</b>	Research on climate-induced migration in Afghanistan done by CofC partner ActionAid. The publication includes powerful stories of climate-displaced people.	→
<b>THE CONVERSATION Climate migration: what the research shows is very different from the alarmist headlines</b>	This article about climate-induced migration critically reflects on the narrative of migration in media.	→
<b>IOM Environmental Migration Portal</b>	Environmental Migration Portal: Knowledge Platform on People on the Move in a Changing Climate	→
<b>Covering Migration</b>	This platform provides tools and resources for journalists and NGOs who want to report on migration.	→
































## A selection of tools and materials for campaigners




































<b>CANVAS</b>	CANVAS provide support to activists and serve as a hub for local and regional initiatives that rely on principals of nonviolent struggle and creative activism. Check out their "know-how" available for free on their website.	→
<b>MOBILISATION LAB</b>	Greenpeace practices intense collaboration with activists around the world. This organisation that was originally founded within Greenpeace provides collated knowledge on people-powered campaigning. Check out their "Mobilisation Cookbook".	→
<b>CAMPAIGN STRATEGY</b>	This website gives a comprehensive insight into how to successfully create and run campaigns.	→
<b>BEAUTIFUL TROUBLE</b>	A toolbox for creative activism shining a light on theories, stories, tactics, and principles, with real-world examples. The community consists of a diverse group of activists primarily from the Global South.	→
<b>DIY TOOLKIT</b>	This toolkit on how to invent and improve social innovations is especially designed for development practitioners.	→
<b>CLIMATE OUTREACH</b>	Climate Outreach is a team of social scientists and communication specialists working to widen and deepen public engagement. They offer practical guidelines on how to effectively communicate climate change.	→
<b>CLIMATE OUTREACH From photos to videos</b>	This guide shows you the top ten principles you should bear in mind when communicating climate change through visual means.	→



## Follow Friends

The organisations behind #ClimateOfChange have their various channels to follow: sign up and tag and the partners will follow back and help diffuse your stories. Let's make waves together!

<b>EUROPEAID</b>				
<b>EU DEAR PROGRAMME</b>				
<b>WEWORLD GLOBAL</b>				
<b>WEWORLD ITALY</b>				
<b>ACTION AID HELLAS</b>				
<b>ALDA</b>				
<b>ALIANZA</b>				
<b>BEPF</b>				
<b>BRF</b>				

<b>EEB</b>				
<b>FINEP</b>				
<b>HBAID</b>				
<b>IMVF</b>				
<b>MUNICIPALITY OF BOLOGNA</b>				
<b>OXFAM DE</b>				
<b>UNIVERSITY OF NICOSIA RESEARCH FOUNDATION</b>				
<b>SLOGA</b>				
<b>SÜDWIND</b>				
<b>UNIVERSITY OF BOLOGNA</b>				

# Brand Guidelines

To create a coordinated pan-European movement it's necessary to have a coherent and unified brand identity. Here are the logos, colours, and fonts to use in communications for the #ClimateOfChange campaign.

## Logos

Main



Horizontal version



Negative

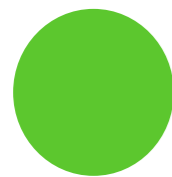


# Colours

## Gradient

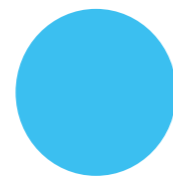


## Main



### Green

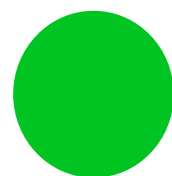
Pantone: 375 c / 382 u  
CMYK: 63, 0, 96, 0  
RGB: 91, 198, 46



### Cyan

Pantone: 2995c / 306u  
CMYK: 66, 0, 0, 0  
RGB: 0, 197, 255

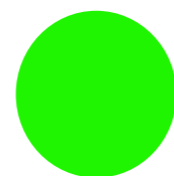
## Digital palette



RGB: 91, 198, 46



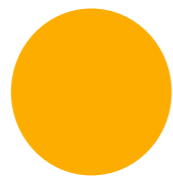
RGB: 0, 221, 255



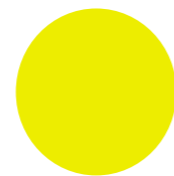
RGB: 31, 244, 0



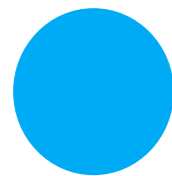
RGB: 236, 104, 57



RGB: 236, 172, 0



RGB: 236, 238, 0



RGB: 66, 0, 0, 0



RGB: 255, 99, 149

# Fonts

## Titles

## Futura bold

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789  
\$-)?!@#%,:.` +

## Written texts

## Roboto

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
0123456789  
\$-)?!@#%,:.` +

## Other styles

Roboto light

Roboto regular

**Roboto bold**

## Italics

*Roboto light*

*Roboto regular*

***Roboto bold***





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