

4.2 Phase 2: Getting public support

Winning public support for the campaign is crucial if you are to convince councillors that they need to get serious about climate change. You'll be asking councillors to commit to ambitious action, and while we think the environmental, economic and social benefits of action should speak for themselves, they won't be enough on their own. So **we'll need public support to get those arguments across** – councillors are after all acting as the representatives of local people – and depend on local people's votes to hold their seats.

In this stage of the campaign you'll be aiming to get the support of enough constituents to make councillors take the campaign seriously: as a rough guide we suggest you should aim for the support of **at least ten constituents in a majority of wards** and to get **influential community groups** on board. Alongside this you'll want **media coverage** of both the benefits of action and the growing call for the council to get serious.

a) Face-to-face communications – street campaigning

Street stalls can help you reach people from across your local area, for example in a town centre where many people from across the council's area will come to shop, or you might choose a location that targets people from specific wards.

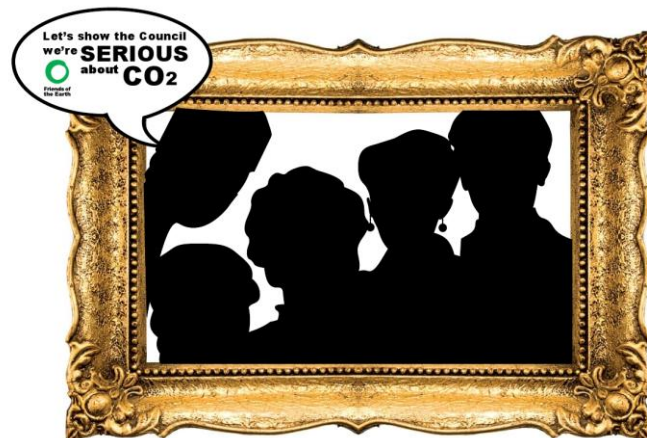
Postcards and photos

The postcard is the main mechanism by which people can show their support for the Get Serious About CO₂ campaign, so your priority should be to get those signed.

However, **you may also like to collect photographs** showing local support for the campaign, using the photo frame and speech bubble props provided in your pack. Ask people to pose pulling their most serious face as a fun way to show their support for the campaign. Later in the campaign you can use these pictures, together with those collected through the website, to make a bigger impact in your lobbying meetings with councillors. Later on, we'll send you another prop for this purpose that can incorporate all the photos.

Using the props

Wherever your stall is, there's one job it needs to do, and that is to get people interested. The Get Serious About CO₂ props are designed to be useful in a number of ways: they will make a great photo opportunity for the media, they will catch people's attention as they pass your stall so they'll be more likely to stop and they will make it fun for people to



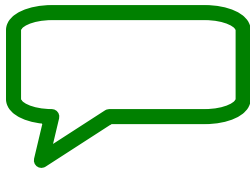
have their photo taken.

Here are some ideas for how to use them, however many of you there are, however energetic you're feeling, and whether you decide to take photos or not.

- Put the poster inside the frame to make an eye-catching display on your stall – or add your own striking image.
- Use the frame to take pictures of local landmarks – such as your local town hall – or to highlight local issues relating to the campaign.
- Ask people to pose for a serious photo – individually or in groups.
- Set up a serious “face-off”. Challenge passers-by to see who can pull the most serious face through the frame – but pit them against each other face-to-face to see who can last the longest without cracking a smile.
- Offer extra adornments such as face-painting to help people make really serious faces.
- Use the prop to get media coverage for your campaign > [see section 4.2 \(d\), page 17](#)
- If your group tries out any great serious ideas don't forget to send them to us to share with other groups.

Talking about the campaign

If you set up a stall on the street or at a festival, you'll get lots more postcards signed if you **actively approach people** rather than just hoping that they'll stop to ask you what's going on.



To grab people's attention you might want to try:

“This won't cost you anything – it's just about getting the council to do more about climate change”

“Do you want the council to do more about climate change?”

Then if people stop and you see you've got the opportunity to get more information across, it's useful to be able to tell the story of the campaign really succinctly. This is where the key messages come into play. > [See appendix 1, Section 5.1](#)



“Could you help us to stop climate change by writing a postcard to the council to do more about cut carbon emissions? If the council did more to cut carbon emissions it would create local jobs, reduce your fuel bills and boost the local economy. The council has a big say over emissions in this area but it's hardly doing anything. And if we don't take action, climate change will cause havoc here and abroad.”

If you're out for a few hours trying out different spiels over and over again you'll definitely get a feel for what's working on passers-by in your area and what isn't. Find some phrases that feel natural and work for you – and swap feedback with other people from your group who are doing the same.