



**Friends of
the Earth**

Campaign definitions

Campaigns of Friends of the Earth England, Wales and Northern Ireland (EWNI), and the definition of campaigning

As a Friends of the Earth local group you are expected to actively campaign on at least one of Friends of the Earth EWNI's campaigns each year.

The current campaigns (taken directly from the 2003-2008 Strategic Plan) are:

- Strategic Aim 1: Sustainable economics
 - New economics co-ordination, ideas and promotion
 - Corporate accountability
 - Derailing the World Trade Organisation
 - Curbing the power of supermarkets
 - Reduce resource use

- Strategic Aim 2: Environmental justice
 - Environmental justice, ideas and promotion
 - Action for justice
 - Clean Green Northern Ireland
 - Climate justice (international climate change campaign)

- Strategic Aim 3: Environmental limits
 - Reduce pesticide use
 - Safer chemicals
 - Challenging transport growth
 - UK action on climate change (mainly around renewable energy)

- Strategic Aim 4: More and better grassroots campaigning
 - Citizens' rights
 - GM-free Britain

A locally relevant version of the new Strategic Plan was produced and sent to all local groups in December 2003. This document, *Grassroots campaigning and the new strategic plan 2003 – 2008*, is available from the Information Service team on 020 7566 1677, or email localgroups@foe.co.uk or download it from http://community.foe.co.uk/local_groups/strategy_grassroots_version.pdf.

For up to date information on current EWNI campaign activities and how your group can get involved see the latest issue of *Change your world*, or contact the relevant campaign team via our switchboard on 020 7490 1555.

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Friends of the Earth Limited Registered in London No 1012357

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Definition of 'actively campaign'

Every local group is likely to be actively campaigning on a Friends of the Earth EWNI campaign in some capacity, but may just not be aware of it. In order to be actively campaigning on a Friends of the Earth EWNI campaign, a local group would be **taking action to promote change** in some way, for example:

- Taking part in a local site campaign
- Letter writing / post card writing
- Actions / lobbying / rallies
- Street stalls to promote a local angle of the issue
- Taking part in a "press for change" action suggested in the local groups magazine *Change your world* or *Earthmatters*
- Promoting the campaign through local and regional media as appropriate
- Taking part in at least one activity devised by a EWNI campaign team, such as a Day of Action
- Education work with schools or other learning establishments in relation to a EWNI campaign
- Raising money for a specific Friends of the Earth EWNI campaign
- Doing any of the above in relation to a regionally relevant campaign
- Developing and implementing local solutions in their community that practically demonstrate the desired campaign outcome.

For examples of how other groups have taken action on a variety of EWNI campaigns, visit the local groups activity table at <http://community.foe.co.uk/groupactivity>, or have a look at the Local Heroes pages in *Change your world*.