

CURRENT CAMPAIGNS



This document summarises the current campaigns of Friends of the Earth England, Wales and Northern Ireland (EWNI), and explains our 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 following summary of our **Strategic Plan** (2008-2013) highlights our current campaigns. You can view the full version at www.foe.co.uk/community/strategic_plan/

Our vision – A thriving planet and a good life for everyone on it, now and for the future.

Our mission – We will ensure governments and economies enable everyone to meet their needs and enjoy their fair share of a healthy environment while looking after it for future generations. We will inspire people to act together to influence the decisions that affect communities and the environment. We will drive solutions that tackle the root causes of environmental problems.

Our values define how we campaign. They are:

- **Involvement:** enabling people to play their part.
- **Insight:** putting across intelligent solutions to environmental problems.
- **Inspiration:** painting a compelling vision.
- **Influence:** making change happen.
- **Independence:** standing our ground.

The Plan is organised into **11 aims**, all equally important and reliant on each others' success. One way to think about these aims is as **ends**, our ultimate goals for a change in the world; **ways**, how we'll go about achieving them; and **means**, what we'll do within the organisation to make sure we deliver them.

ENDS:

Aim 1 – Biodiversity and Ecosystem Services: To halt biodiversity loss and reverse the loss of ecosystem services by 2030 at the global, regional and national levels, in ways that protect the rights of people who depend on ecosystem services and enhance the sustainable use of natural habitats.

Key objectives:

1. Campaign for public awareness.
2. Reduce the impact of EU livestock.
3. Reduce the reliance on imported animal feed.
4. Ensure the sustainable use of biomass and bio-fuels in Europe.
5. Promote community forest management, the protection of the rights of forest peoples and a ban on the sale of illegally logged timber.
6. Prevent the EU from entering Economic Partnership Agreements which negatively impact on biodiversity.
7. Secure a change in World Bank rules to stop funding for illegal logging.

Aim 2 – Climate Change: To get global concentrations of greenhouse gases on a trajectory to prevent average global temperatures exceeding 2 degrees centigrade above pre-industrial levels by promoting solutions, including the securing of legal and economic frameworks to reduce emissions in an equitable way and in a way that does not undermine biodiversity objectives.

Key objectives:

1. Secure an international agreement on the reduction of greenhouse gas emissions by 2010.
2. Ensure the measures adopted at Kyoto to reduce greenhouse gas emissions are sufficiently strong.
3. Ensure sufficient commitment by the EU to reduce emissions.
4. Promote sound UK economic strategy to implement greenhouse gas cuts.
5. Promote and secure the energy policy solutions and technologies.

Aim 3 – Sustainable Economies and Resource Use: Identify the major transformations that must be made to the UK economy and economic policy, and secure actions to achieve these - so that we respect global environmental limits, ensure fair access to resources and pollution capacities, and deliver well-being to all people; and help catalyse transformations to the global economy. And implement improvements to UK and EU resource use.

Key objectives:

1. Further analysis is underway to assess the transformations to UK economic activity and policy required to progress fulfilment of the aim, and the mix of measures/ actions needed to respond, and the extent to which the objectives of Friends of the Earth International can be promoted through this work.

2. Secure within five years a legally-binding framework to ensure that the EU reduces its consumption of resources over the next 25 years.
3. Reduce the consumption of resources in the UK.

Aim 4 – Rights: To secure a substantive right to a healthy environment in UK law; strengthen the Aarhus procedural rights; and empower people to use their environmental rights.

Key objectives:

1. Defend and strengthen the Aarhus procedural rights to know, participate and challenge.
2. Use the Rights and Justice Centre to hold decision makers and polluters in the UK and abroad to account for environmental injustice, climate change and biodiversity loss.
3. Empower disproportionately affected communities to use their rights to drive policy change and reduce environmental injustice.
4. Improve planning frameworks to ensure a transition to a low carbon based economy.

WAYS:

Aim 5 – Delivering Sustainable Development in Nations and Regions: Make a significant shift towards sustainable development in regions and nations, and assist the move towards Sustainable Development in the UK, predominantly through the delivery of the low carbon communities campaign but also assisting in the delivery of resource use, biodiversity and rights solutions as identified in other Aims and, where necessary, responding to significant cases of environmental injustices affecting those campaign areas.

Aim 6 – International: Through effective collaboration with others secure a strong and co-ordinated Friends of the Earth International federation that wins international campaigns on mutually agreed programmes.

Aim 7 – Reputation and Reach: Through the delivery of the Brand Strategy, ensure that Friends of the Earth's prioritised audiences recognise Friends of the Earth as the leading organisation that involves people in campaigning for solutions to the global sustainability challenges and makes life better for people.

Aim 9 – Activism: In the UK, Friends of the Earth is supporting and empowering its expanded activist networks to act with sufficient force to achieve its campaign aims. As a result, substantially more people in the UK feel empowered to take political action for environmental solutions.

MEANS:

Aim 8 – Supporter Development: To maximise the value and commitment of all the people who support us.

Aim 10 – Fundraising: To create a secure and stable income base for the organisation, sufficient to implement the strategic plan.

Aim 11 – Organisation Development: Ensure Friends of the Earth is fit for purpose to deliver the strategic plan.

DEFINITION OF “ACTIVELY CAMPAIGN”:

In order to be actively campaigning on a Friends of the Earth EWN 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 EWN campaign team, such as a Day of Action.
- Education work with schools or other learning establishments in relation to a EWN campaign.
- Raising money for a specific Friends of the Earth EWN 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 EWN campaigns, have a look at the Local Heroes pages in *Change your world* or visit http://www.foe.co.uk/community/local_groups/index_activities.shtml