

# **Demand Climate *Change*:**

## **Local group action guide**

### **Part 2: October – December 2009**



This guide sets out in detail the actions you can take in the run up to crucial climate change talks at Copenhagen in December 2009. Since we sent you “Demand Climate *Change*: local group action pack<sup>1</sup>” in July, the political context for the talks has developed and a co-ordinated international campaign action is even more critical.

Thousands of people are signing Friends of the Earth’s international online petition at [www.demandclimatechange.org](http://www.demandclimatechange.org). As well as continuing to promote this petition to everyone you know, we hope you will use this pack and accompanying resources to make your voice heard in the campaign for the strong and fair climate agreement that the whole world needs.

#### **Action check-list**

<b>October</b>	<b>Trick or Treat MP lobby and media stunts</b>
<b>November</b>	<b>Building locally for national demo, The Wave, and climate justice speaker tour</b>
<b>December 5</b>	<b>The Wave, national demo, London</b>
<b>December 7-18</b>	<b>Copenhagen talks – urgent action alerts</b>
<b>December 11-14</b>	<b>Go to Copenhagen</b>

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<sup>1</sup> [http://www.foe.co.uk/resource/marketing\\_material/dcc\\_action\\_guide\\_jul09.pdf](http://www.foe.co.uk/resource/marketing_material/dcc_action_guide_jul09.pdf)

# Contents

## Section 1: Why Demand Climate *Change* now?

What is happening at Copenhagen? Will an agreement be made? And why is action so important now?

## Section 2: Actions to make a difference

More information about Demand Climate *Change* actions for October, November and December 2009 and how you can take part in work in your local area.

## Section 3: Frequently Asked Questions

Questions you might be asked by MPs or media – and suggestions on how to respond, plus useful further reading

## Section 4: Draft press releases - to customise for your Trick or Treat MP lobby and The Wave

### Your Demand Climate *Change* resources:

With this pack you should also have received:

#### *For Trick or Treat MP lobbies*



Demand Climate *Change*: Key Milestones briefing for MPs  
1 x Halloween Placard

#### *For publicising The Wave*



3 x The Wave posters  
100 x The Wave leaflets

**We will also send you resources with the next edition of Change Your World in mid October.**

50 x Change Direction! posters  
100 x The Wave stickers

Nearer the time we may produce specific resources for use at The Wave and Copenhagen. Check [www.foe.co.uk/thewave](http://www.foe.co.uk/thewave) for details.

To order further resources or if anything is missing please call Tom Wright on 020 7566 1673 or email [tom.wright@foe.co.uk](mailto:tom.wright@foe.co.uk).

# Section 1: Why Demand Climate *Change* now?

## What is happening at Copenhagen?

The summit in Copenhagen from 7-18 December is the 15<sup>th</sup> Conference of the Parties (usually abbreviated to COP-15) associated with the United Nations Framework Convention on Climate Change (usually referred to as UNFCCC/UNF Triple C). It has been tasked with implementing the Bali Action Plan, agreed in 2007, and agreeing the next commitment period of the Kyoto Protocol.

As this pack goes to print in September, negotiations are excruciatingly slow. Whilst rich countries are keen to lay the blame at the door of India and China, if you look more closely, it is clear that at the heart of the problem is the failure of the EU and USA to live up to their legal and moral commitments to the global South.

For an agreement to be reached in Copenhagen, rich countries must commit to deep and swift domestic carbon emissions cuts. Currently the emissions cuts that are pledged are far from adequate, and include huge amounts of offsets (where we simply “buy” our cuts by paying other countries to keep their emissions down instead).

There also needs to be fair and adequate financing for developing countries to cope with the effects of climate change and adapt their economies to grow in a green and sustainable way. It is estimated this requires hundreds of billions of dollars to be transferred from north to south by 2012; the EU's latest offer is 2 – 15 billion by 2020.

Recent statements by the Africa Union indicate that unless rich countries up their game, the African Union will walk out of the talks. India is indicating that rich countries must have a far higher level of ambition, if India is to reach an agreement.

To get out of their commitments, developed countries are heavily pushing the introduction of a global carbon market, which would trade in carbon offsets, as the solution to the impending climate crisis. The UK is pushing this approach partly because an international carbon market is likely to be based in London.

## Why is action so important now?

Friends of the Earth's current analysis is that a strong and fair agreement at Copenhagen is in danger of slipping out of reach. Campaign actions now are vital to tell the truth about carbon offsetting – and to make a strong and fair agreement possible within the coming months. We must challenge the richest countries, and show solidarity with those negotiators from developing countries who are holding out for a strong and fair agreement.

The first commitment period of the Kyoto Protocol (on greenhouse gas reductions) runs out in 2012, meaning developed countries must set ambitious new targets at Copenhagen for there to be time to implement policies in each country.

And climate change is happening far faster than scientists thought when these summits began at Rio in 1992.

Whatever happens at Copenhagen, Friends of the Earth will continue pushing for strong and fair international agreements tackling climate change – Copenhagen provides a crucial moment to build a global movement of people to continue this struggle.

## **What are our core demands for Copenhagen?**

### **Carbon cuts, yes - carbon offsets, no**

We need political change from the leaders of rich countries if we are to avoid climate catastrophe. We're demanding they stop promoting carbon offsetting – a trick that means avoiding real action at home through dodgy accounting.

### **Action by rich countries for Climate Justice**

Rich countries have been pumping out emissions with impunity for hundreds of years. They have a legal and moral responsibility to lead by cutting emissions first and fast, and providing new money to ensure developing countries can grow cleanly and adapt to the effects of climate change that are already putting millions of lives at risk.

### **Keep forests out of carbon markets**

Proposals to allow rich countries to buy chunks of forest whilst continuing to pump out emissions won't solve climate change or halt deforestation – but will trigger a land grab leaving millions of people worse off.

## Section 2: Actions to make a difference

### All groups Halloween action: “Trick or Treat MP Lobby”

Many groups have already written to their MPs asking them to urge the Prime Minister to work for a strong and fair agreement at Copenhagen. We would like you also to meet your MP on or around 31 October, using the Halloween theme to get media coverage for our important message:



Climate change is deadly serious, of course, but the media are more likely to be interested in a fun event with people dressed in Halloween costumes, perhaps hinting at the worst consequences of climate change to come. You could wear a snorkel over a scary mask, for example, or perhaps be an out-of-season ghostly sunbather. Attracting media coverage will help achieve your aim: getting your MP to write to the Prime Minister in support of our three key demands:

- **Carbon cuts, yes - carbon offsets, no**
- **Action by rich countries for Climate Justice**
- **Keep forests out of carbon markets**

## **Securing time with your MP**

Contact your MPs' office to arrange an appointment. Explain what you would like to discuss and the reason for the timescales that you're asking for. Be open about your plans to do a Trick or Treat media stunt with a photo for the local press. If your MP is enthusiastic about the idea, ask them to give a quote for the press release, and send them a copy when you've finished producing it. If they are keen to take part but can't do 31 October, then don't worry too much – see if you can get a date on either side but preferably before. Local media are less likely to cover it afterwards as it will feel like old news.

If your MP is not keen on meeting:

- Ask them why they have reservations: is it something specific about what you're asking them to do, the issue in general, or a wider policy that they have about constituency surgeries? Make a note of their response – ideally, get it in writing.
- If they have reservations about the specifics of Trick or Treat, see if there are amendments you can make to ensure a compromise. You could hold back from inviting media, rather taking your own photos within your group. Or you could dress up to go to the office, but then do the lobby meeting itself in your usual clothes.
- If they won't engage with any of those ideas, you may want to consider doing a more traditional meeting with your MP and staging a photo separately. If you do the meeting as a trick or treat lobby please make sure you tell the media this as it could be really alienating for MPs if it appears otherwise.

## **Stage a photo for the media**

A draft press release to use to invite local media to your event is included in section 4 of this action guide. Send it to news desks and your own media contacts and then phone news desks a few days before the lobby to see if they will be coming. You should also check that they have a photographer available.

You can use the enclosed placard, "Carbon offsetting is a trick – we demand a climate treat", to hold prominently at your photo stunt. Together with witchy costumes and ghoulish expressions, hopefully you'll get media attention.

If no local media want to come to your photo stunt, take your own picture and send it to them straight afterwards with the press release. Remember the photographer needs to get in close so your scary costumes and the message on the placard are prominent, filling the frame.

## What it should look like

### What's right with this picture?



- 1 The message is clear
- 2 People are looking at the camera
- 3 The MP is clearly visible
- 4 You can see individual costumes
- 5 The focus of the photo is the people in it



### What's wrong with this picture?

- 1 The message is unclear and confusing – especially as the placard isn't fully visible.
- 2 Faces are hidden or looking in the wrong direction.
- 3 People are blocked and costumes aren't easily identifiable.
- 4 The focus of the picture is too wide with lots of empty space

Top tip: stick your placard to some stiff card to make it easier to handle during the photo stunt.

In our mock photo you can see some simple costumes with a clear Halloween theme. If you don't have access to costumes there are some simple options; a white sheet makes a great ghost for example. You could also go beyond wearing just any ordinary Halloween garb. You could be a snorkelling demon or a ghostly sunbather showing the effects of rising sea levels and temperatures.

## Structuring the MP meeting

The purpose of the lobby is to secure your MP's support to write to the Prime Minister with our three key demands, so you could structure the meeting around those demands:

- *The importance of the summit and Britain's role*  
Start by outlining the importance of Copenhagen: the world is reaching a critical stage in the fight against dangerous climate change and **without agreed targets for a second commitment period under the Kyoto protocol, we won't be able to stop the worst effects**

**of global temperature increases.** The UK should play a leading role in bringing other industrialised nations to the table to make a strong and fair agreement.

- *Demand one: Carbon cuts – yes: carbon offsets -no*  
Although the UK government has set a good example by legislating for a to reduce carbon emissions by 80% by 2050 in the Climate Change Act, it favours allowing internationally agreed reductions to include offsetting (buying carbon emission allowances from other countries so we don't have to make such big cuts at home). This amounts to cooking the books. The UK must not do it, and nor should it stand by if a deal is created that allows others to do it. **Urge your MP to lobby the Prime Minister to ensure that we will not back an agreement that includes offsetting.**
- *Demand two: Action by rich countries for Climate Justice*  
As a rich and early industrialising country, the UK has been pumping out emissions with impunity for hundreds of years. Now we must cut our emissions fastest and pay our fair share of mitigation and adaptation costs for developing countries. Rather than administering funds to developing countries through the World Bank, which has a poor track record in this area, they should be managed through the UNFCCC. **Ask your MP to urge the Prime Minister to support an agreement that secures climate justice for the world's poorest people.**
- *Demand three: Keep forests out of carbon markets*  
One proposal, supported by the UK government, is for rich countries to offset their emissions by buying forest carbon credits from poor countries. Like other offsetting schemes, the proposal on Reducing Emissions from Deforestation in Developing Countries (REDD) would actually delay emissions reductions. Worse, it could trigger a land-grab leaving millions of people worse off. **Ask your MP to tell the PM to reject any deal that includes forests in carbon markets.**
- *Make the global, local*  
What will happen to your area if climate change isn't addressed adequately? Paint a picture of the consequences.
- *Record your MPs' response*  
Ask your MP what s/he plans to do about the demands you've made. Will s/he commit to writing to Gordon Brown? What else will they do in Parliament to drive this agenda forward before December? Note down their answers and send them to [tom.wright@foe.co.uk](mailto:tom.wright@foe.co.uk)

Top tip:

Give a copy of Demand Climate Change: Key Milestones briefing (enclosed with this pack) to your MP at the end of the meeting – if you hand it to them at the start they might spend the meeting reading it!

## More help with your lobby

More tips on arranging an MP lobby – and on relating this issue to conversations you may already have had with MP about Food Chain and Get Serious campaigns – are in the first Demand Climate Change

action pack<sup>2</sup>. And in section 3 of this guide, you will also find other arguments to help form your discussion with your MP.

## November: Building locally for the Wave

On Saturday 5 December 2009, tens of thousands of people from all walks of life will flow through the streets of London to demonstrate their support for a safe climate future for all. The Wave, organised by the Stop Climate Chaos Coalition, which includes Friends of the Earth, will bring together campaigners from more than 100 organisations, from environment and development charities to unions, faith, community and women's groups.

Help make The Wave the UK's biggest ever demonstration for action on climate change by encouraging people from your area to take part. Find out more at [www.foe.co.uk/thewave](http://www.foe.co.uk/thewave)

### Publicising transport

The first Demand Climate *Change* action pack<sup>3</sup> included advice on booking coaches and selling tickets. Some coaches – and a chartered train - are already being organised and Stagecoach has agreed to offer cheap transport to The Wave. A map showing existing coach bookings can be found on the Stop Climate Chaos website: <http://www.stopclimatechaos.org/the-wave>. Please use this site to publicise your coach if it's not already listed – and also tell your Network Developer how many people you're bringing, together with an email address for them to send you more information nearer the time.

There are city organizers for The Wave in London, Birmingham, Manchester, Leeds and Cardiff. It's a good idea to share your plans with them so you can join forces to fill coaches and ensure a huge turnout from your area.

Email them at [info@stopclimatechaos.org](mailto:info@stopclimatechaos.org), [london@stopclimatechaos.org](mailto:london@stopclimatechaos.org), [birmingham@stopclimatechaos.org](mailto:birmingham@stopclimatechaos.org), [manchester@stopclimatechaos.org](mailto:manchester@stopclimatechaos.org), [leeds@stopclimatechaos.org](mailto:leeds@stopclimatechaos.org) or [cardiff@stopclimatechaos.org](mailto:cardiff@stopclimatechaos.org).

### Using the resources

With this pack are posters, flyers advertising The Wave. We'll also be sending you some extra resources with the October edition of Change Your World – some Wave stickers and some “Change Direction!” posters with a space left blank for you to fill in information about local events, coaches to The Wave, your contact details etc.

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<sup>2</sup> [http://www.foe.co.uk/resource/marketing\\_material/dcc\\_action\\_guide\\_jul09.pdf](http://www.foe.co.uk/resource/marketing_material/dcc_action_guide_jul09.pdf)

<sup>3</sup> [http://www.foe.co.uk/resource/marketing\\_material/dcc\\_action\\_guide\\_jul09.pdf](http://www.foe.co.uk/resource/marketing_material/dcc_action_guide_jul09.pdf)

Now's the time to splash the Demand Climate *Change* message around your area. These are places you could ask to put posters, flyers and stickers: street stalls, stalls at festivals and fairs, Age of Stupid screenings, schools and colleges, public meetings, neighbourhood forums, libraries, town halls, places of worship, farmers markets, fruit and veg box schemes, book shops, charity shops, wholefood shops, newsletter mail-outs, businesses and organisations that signed up for the Renewables campaign, workplaces, street-facing windows, scout, guide and other community groups.

If you need more resources or are missing any, call Tom Wright on 020 7566 1673 or email [tom.wright@foe.co.uk](mailto:tom.wright@foe.co.uk).

**Don't forget electronic promotion:** emailing flyers to everyone you know; sharing on Facebook/Twitter and other social networking sites; sharing The Wave on email networks and blogs. You can download the flyer at [www.foe.co.uk/thewave](http://www.foe.co.uk/thewave)

## Teaser campaigns

You could also run "teaser" campaigns to raise awareness of the The Wave and bring home the Demand Climate *Change* message in your area. These can be fun stunts, perhaps inviting the media along too. Here are some ideas:

- Draw chalk floodlines on buildings (Make sure it's only chalk you use so that it washes away easily; anything else could be seen as graffiti.)
- Turn the extreme weather warning poster into a sign on the steps of a prominent public building
- Abandon wellington boots or put a pile of sandbags at a local landmark. (Use the stickers or chalked messages to link to the campaign – and remember not to leave them "littering" for long)
- Form a wandering wave – small group dressed in blue walking around handing out flyers
- Copy the Bradford group who are printing their own shirts advertising The Wave
- Make a Mili-band - Ed Miliband is a key decision maker on the climate. Some groups have already organised mili-bands (human chains) around significant sites. Find out more at – <http://www.stopclimatechaos.org/first-mili-band>

Whatever you do, have stickers and flyers to hand out and put up your posters nearby.

## Tell local media

You can promote both The Wave and your own group by doing some media work around The Wave. This could be as simple as writing a press release saying that your group is travelling to London on 5 December. (There's a template press release in section 5 of this action guide.) Or do one of the teaser campaigns, above – that should help to get their attention.

## Speaker tour

Speakers from the global south will tour Newcastle, Glasgow, Manchester, Birmingham, London and Brighton 16-20 November, voicing their experiences of climate change and sharing their strategies for achieving justice at Copenhagen.

Events, which are being organised jointly by Friends of the Earth, Jubilee Debt Campaign, World Development Movement and People and Planet, will be an opportunity to hear a southern perspective – and promote campaign actions. So if you live in one of these cities, you could take along a lap-top to gather signatures for the Demand Climate *Change* online petition and flyers and coach tickets for The Wave. We'll have a page on the speaker tour ready to see soon at [www.foe.co.uk/demandclimatechange](http://www.foe.co.uk/demandclimatechange)

## Saturday 5 December, The Wave, London

On Saturday, 5 December wear something blue, bring your banners – preferably also blue, head for central London and flood the streets!

The Wave, will start with a rally in Central London (exact location to be confirmed nearer the time) at 12 noon, then set off towards Westminster via Piccadilly Circus, Trafalgar Square and 10 Downing Street before encircling Parliament.

The climax will be as Big Ben chimes 3pm, when a wave of blue will flow through the people circling parliament. The Wave will then pass over Westminster Bridge and disperse. For the latest news on The Wave check out these web pages: [www.foe.co.uk/thewave](http://www.foe.co.uk/thewave).

### Practical stuff

Group organisers please tell your Network Developers how many people you're bringing, together with an email address for them to send you more information nearer the time, including where Friends of the Earth will be meeting up on the day.

Tell your group to come dressed for any weather in comfortable shoes and to bring food and plenty of drink to keep them going. Give them clear instructions on meet-up arrangements for the journey home, making sure they all have your mobile number and you have theirs. If anyone's bringing children it's a good idea to write their parent/carer's mobile number on their arm.

#### Top tip:

To make your own banner use a cheap blue sheet and treat it with a mixture of PVA glue (available from art shops) and water to stiffen and protect it.

When dry trace your message onto the sheet and paint in the letters with acrylic paint or kids' paint mixed with PVA.

## Sign up for urgent action alerts, 7-18 December

Critical parts of the negotiations in Copenhagen are likely to occur at the eleventh hour. Friends of the Earth will have a team in Copenhagen meeting daily with the UK delegation and others and will be trying to influence through direct lobbying, media work etc. We also plan to increase this influence with tactical strikes of activism by the public.

We need your help to bust myths that may emerge and influence key actors such as government negotiators, advisors and the media. To be part of this quick-response team of activists, please sign up to receive regular action alerts during the summit.

Actions you will be asked to take might include texting messages to delegates at Copenhagen, taking part in a “flash mob” at a key location, writing a letter to a newspaper or calling a radio phone-in. They will be decided on the day in Copenhagen – and you will need to be prepared to respond within a few hours.

For more information on how to sign up to be part of this exciting action visit [www.foe.co.uk/copenhagenalert](http://www.foe.co.uk/copenhagenalert)

## Go to Copenhagen, 11-14 December

Copenhagen will be buzzing with activists during the summit, with activities ranging from campaign actions, music and film to seminars and debates. Friends of the Earth is one of the organisers of the grassroots alternative to the main conference – the Klimaforum ([www.klimaforum09.org](http://www.klimaforum09.org)).

A highlight, on 12 December, will be The Flood, a mass action by Friends of the Earth campaigners from around the world, followed by march to the main conference centre.

If you would like to be in Copenhagen to take part in actions during the summit itself, apply to join Friends of the Earth’s delegation of 130 UK activists. We will be travelling from 11-14 December by Eurostar and coach, staying in basic accommodation sleeping on hall floors. Subsidised tickets cost £110 and are available from [tom.wright@foe.co.uk](mailto:tom.wright@foe.co.uk)

Campaigners can also travel from the UK with the Campaign Against Climate Change (find out more at <http://www.campaigncc.org/copenhagen>)

## After Copenhagen

Tell the media what happened at Copenhagen, linking it to your local actions. You’ll find Friends of the Earth’s reactions on the website. And look out for follow-up actions. Depending on what happens, we may need to get campaigning again in 2010.

## **Section 3: Frequently Asked Questions**

### **Don't scientists disagree about the effect of carbon emissions on the climate?**

There is now an almost universal consensus that carbon emissions are causing global warming and that the rate of warming is accelerating. It is widely accepted that an average temperature rise of more than 2 degrees compared to pre-industrial times will have dangerous and potentially catastrophic impacts, including putting billions of people at a far greater risk of hunger, water scarcity, and homelessness and mass dislocation because of flooding of low-lying areas.

The latest science from the Intergovernmental Panel on Climate Change (IPCC) suggests that to have a fifty per cent chance of avoiding a 2 degree rise, we need to see a 25-40 per cent reduction in emissions from developed countries by 2020 and a 15-30 per cent reduction below 'business as usual' baseline emissions levels for developing countries by 2020.

### **Won't big cuts in carbon emissions hit our economy and lead to job losses?**

An international, legally binding agreement to make big cuts in carbon emissions would lead to a much needed economic transformation in developed countries such as Britain. Public investment in new renewable energy infrastructure and technology, as well as the green collar jobs that would be created. And a decreased reliance on fossil fuels would to greater energy security.

### **What's so bad about carbon offsetting?**

Because offsetting counts action to reduce emissions in developing countries as part of the cuts promised by developed countries, in effect, it allows developed countries to make smaller cuts to their own emissions. The EU plans to offset half of its planned emissions reductions to 2020. Yet climate scientists have highlighted that we need cuts in both developed and developing countries' emissions in order to increase our chances of avoiding dangerous climate change.

### **Doesn't offsetting provide funds to help poor countries develop?**

There is no guarantee that offsetting ensures sustainable development or appropriate financial transfers to developing countries. Some carbon offsetting funds can even go towards building coal or gas fired power stations in developing countries - as long as they're more efficient than the ones they're replacing. And this locks these countries into burning coal for another 40 years.

### **Why should developing countries like China and India have to make smaller cuts in emissions than the developed countries like the UK?**

While rich developed countries represent only 1/5 of the world's population, historically they have emitted three quarters of global CO2 emissions. In contrast, the poorest 10% of the world's population have contributed less than 1% of these emissions. Even in relation to the big developing countries, it is important to note that per capita emissions in the UK are roughly 5 times that of China and more than 10 times that of India.

Developing countries, including China and India, are being asked to cut emissions – but at a slower rate in order to give their economies time to adapt to grow cleanly, continuing to lift millions out of poverty. This is in line with what is agreed under the Kyoto Protocol which places a heavier burden on developed nations under the principle of “common but differentiated responsibilities.”

### **What’s wrong with the World Bank administering funds to support developing countries cope with climate change?**

The World Bank is greatly mistrusted in much of the global south due to its undemocratic structure (one dollar one vote decision-making that marginalises poor countries) and the terrible social and environmental track record of its lending policies. There is also an obvious conflict of interest with its role as the largest multi-lateral lender for fossil fuel projects in the world.

For any funding mechanism to have the worldwide trust, it must be transparent and accountable. The UNFCCC itself would be a much more effective and appropriate authority to oversee it.

### **“Reducing Emissions from Deforestation in Developing Countries” (REDD) sounds like a good thing. Isn’t it?**

The proposal on REDD, currently being supported by the UK government, allows rich countries to offset their emissions by buying forest carbon credits from developing countries. Like other carbon offsetting mechanisms, it lets rich countries off the hook so they can make smaller carbon cuts than they would otherwise have to.

In addition, proposals on REDD define plantations as forests; so REDD funding could be used to replace forests with large, monoculture plantations, leading to catastrophic loss of biodiversity, and further dislocation of indigenous people who rely on forests for food, shelter and medicine and whose survival is already threatened.

Furthermore, plantations store only 20% of the carbon of intact forests.

### **Useful reading**

A Dangerous Distraction – Why offsetting is failing the climate and people: The Evidence

[http://www.foe.co.uk/resource/briefing\\_notes/dangerous\\_distraction.pdf](http://www.foe.co.uk/resource/briefing_notes/dangerous_distraction.pdf)

A Dangerous Distraction - Executive Summary

[http://www.foe.co.uk/resource/briefing\\_notes/a\\_dangerous\\_distraction\\_exec\\_summ.pdf](http://www.foe.co.uk/resource/briefing_notes/a_dangerous_distraction_exec_summ.pdf)

REDD Myths: a critical review of proposed mechanisms to reduce emissions from deforestation and degradation in developing countries

[http://www.foe.co.uk/resource/briefing\\_notes/redd\\_myths.pdf](http://www.foe.co.uk/resource/briefing_notes/redd_myths.pdf)

Demand Climate Change - Key Milestones for COP 15 Copenhagen Climate Talks

[http://www.foe.co.uk/resource/briefings/cop15\\_briefing\\_july092.pdf](http://www.foe.co.uk/resource/briefings/cop15_briefing_july092.pdf)

The 2008 Poznan climate talks – Friends of the Earth briefing

[http://www.foe.co.uk/resource/briefing\\_notes/poznan\\_climate\\_talks\\_dec08.pdf](http://www.foe.co.uk/resource/briefing_notes/poznan_climate_talks_dec08.pdf)

# Section 4: Draft press releases

You can download and customise these from the Trick or Treat section of [www.foe.co.uk/demandclimatechange](http://www.foe.co.uk/demandclimatechange)

## PRESS RELEASE 1: Trick or Treat

### Friends of the Earth Photo Call

For immediate release, Thursday 29 October 2009 or another date

#### [INSERT MP NAME HERE] MP IN TRICK OR TREAT CLIMATE PROTEST

**What:** Friends of the Earth [insert local group area here] ‘trick or treat’ [insert MP name here] to demand a strong and fair global agreement to tackle climate change

**Where:** [insert location]

**When:** [insert time/day/date]

**Contact:** [insert name and 24-hr phone number of local group contact] or Henry Rummins, Friends of the Earth press office – 020 7566 1649

Friends of the Earth [insert local group here] will be donning vampire fangs, witches capes and other ghoulish dress when they ‘trick or treat’ [insert MP name here] MP to demand strong action on climate change [insert date – day/month].

The green campaign group’s local activists in [insert local group location here] won’t be wearing just any ordinary Halloween garb – instead they’ll be reflecting the effects of climate change in their costumes, with snorkelled demons and ghostly sunbathers the order of the day.

The Halloween visit is part of Friends of the Earth’s Demand Climate *Change* campaign for a strong and fair agreement to tackle global warming at UN talks this December. The campaign is calling on Ministers to stop promoting carbon offsetting – a con which substitutes ineffective action abroad for real action at home to cut greenhouse gas emissions and create new green jobs and industries.

Friends of the Earth is asking everyone in [insert name of local group’s area] to sign its international petition to world leaders at [www.demandclimatechange.org](http://www.demandclimatechange.org).

Friends of the Earth [insert local group area here] local group member [insert local group member spokesperson’s full name here], said:

“The threat of runaway global warming is much more than a Halloween nightmare – so it’s vital that world leaders reach a strong and fair agreement at UN climate change talks in Copenhagen this December.

“[Insert MP name here] can play their part by demanding the Government ditch carbon offsetting, the greatest con trick in history, and instead work to secure an agreement which protects the world’s poorest and brings about real cuts in greenhouse gas emissions.”

[If arranged with MP - insert local MP’s full name here], MP for [insert local area here], said:  
[insert approved comment from MP here]

**[IF YOUR GROUP IS ATTENDING THE WAVE THEN WHY NOT ADD]** Climate campaigners from [insert local group area] will be flooding to London on Saturday, December 5 to take part in The Wave – a huge public demonstration that will encircle the houses of Parliament with thousands of people dressed in blue.

**Notes to Editors:**

At the UN climate talks in Copenhagen this December, Friends of the Earth is calling for:

- \* The Government to abandon its promotion of carbon offsetting and pledge to cut emissions by at least 40% by 2020 at home;
- \* New funds for developing countries, distributed through the UN, so that they can develop cleanly and adapt to the effects of climate change which are already putting millions of lives at risk;
- \* No inclusion of rainforests in carbon markets, so that rich countries can buy up large tracts of land to offset their emissions.

Friends of the Earth believes the environment is for everyone. We want a healthy planet and a good quality of life for all those who live on it. We inspire people to act together for a thriving environment. For further information visit [www.foe.co.uk](http://www.foe.co.uk) and [www.demandclimatechange.org](http://www.demandclimatechange.org)

Friends of the Earth is part of Stop Climate Chaos Coalition, the UK's largest group of people dedicated to action on climate change and limiting its impact on the world's poorest communities. The coalition's supporter base of more than 11 million people spans over 100 organisations, from environment and development charities to unions and faith, community and women's groups. Together we demand practical action by the UK to keep temperatures well below an average 2 degree rise. For further information visit [www.stopclimatechaos.org](http://www.stopclimatechaos.org).

**Ends**

**PRESS RELEASE 2: The Wave****Friends of the Earth Press Release**

For immediate release, insert date

**CLIMATE CAMPAIGNERS MAKE A SPLASH**

Climate campaigners from [insert local group area] will be flooding to London on Saturday, December 5 to take part in The Wave – a huge public demonstration that will encircle the houses of Parliament with thousands of people dressed in blue.

The protest is a warning of the extreme weather conditions Britain could face if the forthcoming United Nations climate summit in Copenhagen fails to reach an agreement strong enough to reduce sufficiently the pace of global warming.

Local campaigners were promoting the demonstration by [insert details of publicity stunt – what, where and when].

They will join thousands of campaigners from all over the country for the demonstration in London on December 5, which is being organised by Stop Climate Chaos, a coalition of over 100 organisations, from environment and development charities to unions and faith, community and women's groups.

Contact [insert local contact details] to find out how to join them on The Wave.

Friends of the Earth's Demand Climate *Change* campaign is calling for a strong and fair agreement to tackle global warming at UN talks, which take place in Copenhagen 7-18 December. The campaign is calling on Ministers to stop promoting carbon offsetting – a con which substitutes ineffective action abroad for real action at home to cut greenhouse gas emissions and create new green jobs and industries.

Friends of the Earth is asking everyone in [insert name of local group's area] to sign its international petition to world leaders at [www.demandclimatechange.org](http://www.demandclimatechange.org).

Friends of the Earth [insert local group area here] local group member [insert local group member spokesperson's full name here], said:

"Global warming threatens us all. We want the UK Government to ditch carbon offsetting, and instead work to secure an agreement which protects the world's poorest and brings about real cuts in greenhouse gas emissions."

**For more information contact:** [insert name and 24-hr phone number of local group contact] or Henry Rummins, Friends of the Earth press office – 020 7566 1649

**Notes to Editors:**

At the UN climate talks in Copenhagen this December, Friends of the Earth is calling for:

- \* The Government to abandon its promotion of carbon offsetting and pledge to cut emissions by at least 40% by 2020 at home;
- \* New funds for developing countries, distributed through the UN, so that they can develop cleanly and adapt to the effects of climate change which are already putting millions of lives at risk;
- \* No inclusion of rainforests in carbon markets, so that rich countries can buy up large tracts of land to offset their emissions.

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**Ends**