

RECLAIM POWER & KICK BIG POLLUTERS OUT ACTION GUIDE

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1. WHAT IS THE RECLAIM POWER ACTION PLANNING TOOLKIT?

This toolkit is a resource designed to help you organize the strongest action possible for Reclaim Power in October 2016. We hope it is helpful, and know you will add the necessary specifics appropriate for your community and the movement you are building. ***Thank you for organizing a local action on this important day for climate justice!***

2. WHAT IS THE RECLAIM POWER DAY OF ACTION?

Today, we are facing the prospect of the destruction of life as we know it and irreversible damage to our planet due to climate change. The only way to change course is to act quickly to reduce global greenhouse gas emissions. But for twenty years, the world's largest polluters have prevented progress on international, binding regulations. The results have brought us to the brink of disaster.

The time has come for the international community to stop treating the fossil fuel and other polluting industries as legitimate "stakeholders" and remove them from the climate treaty process. Corporate Accountability International is partnering with allies around the world to protect climate policymaking from the transnational fossil fuel industry. We have no time to lose.

In December, 2015 government leaders came together to set the next chapter of climate policy through the United Nations Framework Convention on Climate Change (UNFCCC) by adopting the Paris Agreement. As governments implement this agreement, we need to make sure they hear from the people they represent. Together with organizations around the world, we are building a global movement to demand climate justice and to protect climate policy from the global corporations that drive the problem. More than 600,000 people globally have already taken action, joining the call to the government Parties to the UNFCCC to kick big polluters out of the climate policymaking processes. In the next few weeks hundreds of thousands more people will join the campaign.

Reclaim Power is organizing against dirty and harmful energy sources and supporting community and publicly owned clean energy, and calling on governments to protect climate policymaking from the transnational fossil fuel industry. We'll boost that call with visibility events around the world. We are looking for activists, thought leaders, and campaign organizations around the world to join the Reclaim Power days of action this October, led by our allies in the Global Campaign to Demand Climate Justice.

The events will be tied to one another as part of the days of action in a clear, strong call for climate justice and for bold action now. The Reclaim Power days of action will both build the movement by engaging more people than ever and create a moral imperative by garnering the media attention government negotiators need to see to heed our call.

3. HOW ARE LOCAL ACTIONS BEING ORGANIZED?

Local groups and organizations have stepped up to organize activities in their cities all around the world. All organizers are encouraged to take these steps, but any action you can create will help us build a powerful national day of action:

- Pull together a local coalition of organizations if possible, and/or form a team from your organization.
- Reach out to local organizations that may be supportive.
- With your team, decide the nature and scale of the activity and make a plan for how to ensure a powerful event, a strong turn-out, and great media coverage.

4. WHO IS THE TARGET OF YOUR ACTION?

The actions and activities in different cities will vary in character, size, and exact focus beyond the broad coalition calls. Your planning team will need to decide how best to tie into your local context and organizational priorities the call for your national government to take action to protect climate policymaking from big polluters. And of course, getting media coverage and visibility from policymakers is key to our success.

Connected to the message to “Kick Big Polluters Out,” some potential targets to consider include:

- The national government to take action to protect climate policymaking.
- Local offices of transnational fossil fuel corporations, think tanks, billionaire funders, and other trade associations or front groups that stand in the way of progress in addressing climate change and work against movements that are building stronger and fairer economies and energy systems.
- The existing target of an ongoing climate justice organization or campaign.
- Some combination of these or others you want to focus on.

5. WHAT SHOULD YOU DO AT YOUR ACTION?

You should organize an action that makes sense for your local community and organization. Generally, we encourage you to organize an action that represents your local community, lifts up most impacted voices demanding action on climate, and shows that climate is EVERYONE’S issue.

Actions can take many different forms

Choose a type of action that makes sense for your organization and your community and is most likely to get media in your context.

Some potential actions could be:

- **March:** Your event can involve a route that people walk with banners, props and more. Even if you only go a few blocks, passing iconic landmarks as a crowd is fun for people attending and will draw attention. Most importantly, choose a marching destination that ties into your call to action. The march could also culminate in a

symbolic delivery – including delivering the Kick Big Polluters Out petition signed by more than 600,000 people from around the world.

- **Picketing/rallying:** A lively demonstration, moving picket, rally, or street theater (or all of the above) outside of the office of your Ministry of the Environment or a climate change denying politician or elected official who has not come out supporting strong action on climate can be a good way to get media attention and raise awareness.
- **Rally and take a group photo to share with the world:** A great photo can speak louder than words and makes the crowd look big! In the photo you can hold a “Kick Big Polluters Out” banner and/or posters. The photo can include a local and relevant landmark. You are the expert on the best photo-op location in your community!
- **Stand-up press event:** One important aim of these events is to garner media attention for the issue. If your organization is well connected with the media, the best event for you may be a stand-up press event with speakers who can address the issue of fossil fuel industry interference in climate policymaking and progress from a few interesting angles.

Messaging tips

There are a few things that will help to attract media, move leaders, and build the power of the movement to Kick Big Polluters Out. To have a big impact through your action and beyond, your messages could include:

- Calling for action from those individuals, policymakers and government institutions that are opposing or standing in the way of action on climate, thereby causing environmental harm to our communities, or are not addressing a “just transition” that will move us to clean and renewable sources of energy.
- Calling out the fossil fuel industry and other corporations for their abuses and interference tactics (blocking, delaying, and weakening progress) in climate policymaking and calling on government officials to protect climate policy from these corporations’ participation in the process because of their conflict of interest.
- Tying all of the above back to the need to protect climate policymaking from big polluters.

6. WHAT IS THE BEST LOCATION FOR AN ACTION?

The right location can make all the difference for a great event. Some of the things to consider when deciding on the location include:

- What location best sheds light on the issue you want to focus on?
- Is there a location that is easy for people to get to and accessible for people with physical challenges?

- Less is more. It is always better to pick a small location that will make your crowd look large than a large space that makes your group look small.
- Is the location someplace the media and press can easily get to? A central location, or at least a popular one, makes it much more likely the press will show up.
- Is there a location that either relates to the target for your action or where those who need to heed your call work or are most likely to see you?

Possible locations to consider

- Ministry of the Environment or other department which houses UNFCCC negotiators and decision-makers
- Local office of an elected official who makes decisions with regard to climate policy or has been a climate change denier
- Local offices of a transnational energy corporation
- A think tank or other organization that supports the climate deniers and liars
- Someplace that has symbolic importance in your community
- A place that naturally has large numbers of people passing by

Securing your location

If you don't already know, you should find out if the location where you want to hold your action is public or private property.

Depending on what type of action you are planning, you might research if you need to secure permits and work out details with local agencies. ***While each local ordinance differs, in many places, if you are on public property you have the right to assemble.***

Scout the site

Before you finalize the location and action, check out the site at the time you want to hold your action to make sure it is the right site for the tactic that you want to use.

Other things to think about

- **Tell a story through strong visuals:** Corporate Accountability International will provide design files for Kick Big Polluters Out/Reclaim Power banners, posters, and t-shirts for you to print. Strong visuals will help to communicate your message and garner media attention.
- **Pitch media:** Regardless of the form the action takes, garnering media will require doing outreach to reporters by sending out a press release and pitching them on covering the event in person or after the fact. Corporate Accountability International will provide a template press release which you should adapt for use locally.
- **Identify spokespeople:** Who will speak to the press? Make sure the speakers can speak to the issue and represent different groups and aspects of the issue.
- **Set up your sound system:** Will you need a stage, sound system, megaphone or other equipment?
- **Share on social media:** How will you document and share your action? Do you have photographers, or someone with a camera phone who can post to social media with the hashtags #KickBigPollutersOut and #ReclaimPower?

7. HOW CAN YOU GET THE WORD OUT?

With the target and location of your action decided, you should turn your attention to how many people you want to try to turn out. The general wisdom is to turn out the largest numbers of people possible. But there are times when a strong statement can be made with smaller numbers of people engaging in a creative, bold action. With a sense of the numbers of people you want to turn out, the next step is to develop an outreach and mobilizing plan.

What other groups and organizations need to be a part of this and can you invite?

- Would groups focused on other issues want to connect to this work (corporate accountability groups, consumer rights organizations, social justice organizations)?
- Have you reached out to local women's groups, indigenous peoples' groups, to labor unions, student organizations, religious institutions and groups, and others?
- What about local thought leaders who might want to be involved (elected officials, religious leaders, others whom people respect)?
- Can you get word out through the media about your plans and invite people to join?
- Do you want to use social media in your area and how can you amplify it globally?
- Can you create a Facebook page and event that people can share with their friends to build turnout through their personal networks?
- Are there opportunities, or can you create opportunities, for people to be in public places handing out leaflets, putting up posters, wearing t-shirts?

8. WHAT DOES A "DAY OF ACTION" PLAN INCLUDE?

Here is an example of a plan to get 50 people involved in your action. It is good to expect that some people will not show up, so we suggest recruiting more than your goal.

Plan to invite people (example)	People recruited
Organize 4 other allied organizations to send their staff and members	20
Organize 4 other organizations to email their lists about the event	15
Put up posters with the event details and a web link to your event page	10
Put flyers in local businesses (shops, restaurants, etc.)	5
Total:	50

Get help to reach your goal

- Ask everyone who signs up to your action to volunteer. Give them a concrete task and number of people to recruit. Talk to them often to check-in on progress and offer encouragement and support!
- Use the provided outreach materials to recruit people.
- Develop and share a short recruitment phone script that the groups involved in the effort can use to call their own members.

- Ask groups participating in planning the action to set turnout goals of their own.
- Organizing volunteers to manage logistics and hand out flyers for the Reclaim Power Day of Action itself will also help the events run smoothly.

9. WHAT ARE THE GUIDELINES FOR LOCAL ACTIONS?

There are guidelines that all participating organizations are asked to agree to:

To encourage the broadest and most diverse involvement possible, to respect our many communities and the important issues we are supporting, to help create activities that people from diverse constituencies will feel comfortable in, and to help ensure the safety of all participants, we expect everyone taking part in the Reclaim Power Day of Action to respect the following:

We will use no violence (physical or verbal) towards any person.

We will not destroy or damage property.

We will promote a tone of respect, honesty, transparency, and accountability in our actions.

We will all hold each other accountable to respecting these agreements.

10. WHAT ARE THE NEXT STEPS TO KICK BIG POLLUTERS OUT?

All groups and organizations organizing events for Reclaim Power or interested in being otherwise involved should email us at climate@stopcorporateabuse.org!

- Make sure your organization and all of the groups that you are working with on the event have signed on as partners to Kick Big Polluters Out, and ask everyone attending your event to sign the petition at KickBigPollutersOut.org!
- Join the international coalition drawing media attention to this issue – reach out to your media networks with news and your analysis to keep Kick Big Polluters Out in the news. You can join our coalition list and we will send you related reports, resources, and news exposing industry abuse as it breaks for outreach to media.
- Receive information about how you can be involved in amplifying the call to Kick Big Polluters Out through COP22 in Marrakech, Morocco in November.