



**#CLIMATESKILLS**



## Do the Calculus: talking to finance people

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### **#DoTheCalculus**

This session will share some points of CarbonTracker's more recent research, how we have used this in addressing pension funds, and some of the responses we have received from them. The speaker is Master of Science in Economics and Management.

Here are the slides: <https://slack-files.com/files-pri-safe/T03S0C2NV-F046AK6U4/150327-dothecalculus-Inj.pdf?c=1427811311-d689f2f4bale2ceea036f97b8b96ac19f07adf3f>

# SATURDAY





# Taking a collective fight against Arctic Oil

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## **#ShellSummerOfHell**

Taking the fight against arctic oil to the streets – Mobilizing for mass protest against shell in London this Summer!

Only one company is still actively pursuing arctic oil – Shell. We are at a key moment leading up to paris, and we need to send a clear message to keep fossil fuels in the ground, not least in the arctic. Leading up to paris we need to create a manifestation of the struggle that is civil society vs. the fossil fuel industry.

As the drill-window opens, there will be a mass protest in London this summer, with people from all over Europe joining in for a huge protest in front of the shell head quarters in London. A mass protest which, leading up to paris, also represents the message that now it is civil society vs. the fossil fuel industry. The protest should thus connect with other protests and campaigns as part of the overall climate movement.

Connected to this we discuss the questions of;

If this mass protest was to be a successful collective and collaborative moment in the climate movement – on the road to Paris – what would that success look like?

### Answers and comments

Problem with getting people to the streets from all over europe, there is not a tradition for it everywhere. A need to communicate previous successes to get them to do this. Smaller actions at the other headquarters to build up to the big protests. People need to see that they can have an effect.

How is the story going to go on afterwards – there is a need to bridge the gap between this and paris – keep the energy going. Facilitate ongoing activities around europe.

It has to be very massive – to get the media attention – think New York.. Representatives from different countries, from all EU-countries, the internationalization as a success criteria, costumes, T-shirts that people can wear with the dates of the protest leading up to it.

Important that it is connected to the road to paris. Diversity in who takes part – it should not be a GP protets, diversity in groups, organizations, nationalities, etc. Not angry demonstrators.

How to make people believe that there is a possibility to influence power – give them a bad reputation, by using media. There needs to be something in the netherlands–people see it as a dutch company. London is not schengen that could be a barrier for a lot of people.

### Leading to other questions

How can we cooperate on our mobilization processes?

How can we incorporate this mass protest into the broader movement?

More people would come if this was in the Netherlands? There needs to be something there.

Two days is too little for that kind of protests? It takes too long to go there for just one day..

# Creative Action Ideas: art, technology & environmentalism

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## **#CreativeActions**

### Brainstorming about inspiring actions

- Action from Switzerland: Art installation against a bad rental company.
- Divestment theatre action in Spain
- Hungary action: walking into parliament dressed up as oil and nukes people
- Gezi park protest
- Action “first european wall breakdown” in Berlin <https://www.indiegogo.com/projects/erster-europaischer-mauerfall>
- Action in Romenia against a mine
- Vattenfall action, a zepelin over the Lausitz area “destrcution by Vattenfall”
- Russia against law to forbid protest: wedding protest
- March of the dark, subversive protest
- Clown army in Portugal
- Human Chain on polish/German border
- London: Fossil Fuel Bubbles
- Use of drones to videotape google and facebook workers in Dublin
- Bring people into shape of a windmill
- Pride movie. [http://en.wikipedia.org/wiki/Pride\\_%282014\\_film%29](http://en.wikipedia.org/wiki/Pride_%282014_film%29)
- Occupation of a building in Italy
- Arctic story about ice is melting in glass
- Swiss Leaks: organisation BC stole the chairs of a bank

### Principles

When you are creating an action the tools are very important. find right tools for right action. think about categories of action. what do you want to achieve e.g. photop, direct intervention...

NVDA: non violent direct action

Direct action: e.g. occupying a park and directly stopping it from being cut down

Definition of direct action: looking for confrontation

### Main points that make an action successfull

( based on participant's action stories)

- Media attention
- Visuality
- Mass mobilization
- Involving locals
- Outrage

Hamburg Danger Zone Game <https://www.facebook.com/events/553472861410688/>

### Art

- Street theatre
- Happenings
- Flash mob
- Rockstar for climate
- Life action role playing
- False climate trial
- Climate concert
- Noise for climate

## TECHNOLOGY

The internet is close to you, but climate change is closer

- months before COP we shared open source code that scrambles radio and wifi signal
- the wifi scramble redirects the owner of the phone or tablet or laptop to the landing page – Global Hack for Climate
- not everyone uses internet, so you can also do a radio hack
- it's open source, so people can build it themselves

## Idea for activity before COP

Use old masterpieces known to everyone and change them to reflect climate change. Ex: old masterpiece with characters, flooded by water

- Headline: “Mona Lisa drowned” – old masterpieces were ruined by climate change.
- Who joined: contemporary artists to repaint the paintings
- Distribute printable versions for everyone – anyone can print globally and post around the city
- An app where everyone can download and edit the pictures with climate change items

# Community-Supported Agriculture

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## **#CSA**

Learning about the characteristics of CSA farming, How to implement participation, ecology and environmental education in a CSA, Different ways to run a CSA and strengths, weaknesses, opportunities and threats of CSA farms.

## Principles of CSA

Food consumers + Food producers + Annual commitment to each other = CSA + Untold possibilities

1. mutual commitment for one year

2. sharing the risks + surpluses

3. participation

## Q&A

*Q: What is the legal form?*

A: There are many regulations on family farm, but then corporations don't fit into these rules. There are different tax systems for different farms.

*Q: Is there a website/ map you can find CSAs?*

A: In France, there is an online map where you can find all of the french ones. <http://www.reseau-amap.org/>

*Q: Is it eco-farming or do they use pesticides?*

A: Some farmers declare themselves organic farmers, some use pesticides, but they come to a common ground so you will not find organic farmers mixed with farmers that use pesticides in the same CSA. CSA in Japan calls itself 'teikei' <http://www.joaa.net/english/teikei.htm>

In Copenhagen there is a similar system with local farms. It's more of a community thing, where you can contribute by having small roles (transporting, collecting, etc)

For those who want to know more: Sharing the Harvest – book on CSA in general, mostly about American CSAs. A very interesting and inspiring book. In the plenary room, if you want to take a look. Sharing the Harvest: A Citizen's Guide to Community Supported Agriculture

We all split in groups to discuss on these topics:

- Sustainability
- Education in sustainable development
- Participation



## Sustainability

Education in sustainable development

### 4 different levels

1. Targets – adults & kids. how can we engage them and show that agriculture can be done in a sustainable way
2. Channels – petting zoo where you can see where milk & eggs come from. Farming holidays where you can live on the farm, see the farm life, work on crops
3. What? social issues, health issues (benefits of working outdoors), organic food. workshops organised within a farm or going to schools or farmer markets. seed exchange – encourage people to bring their own seeds. neighbourhood gatherings – the effects on pesticides on neighbouring farms.
4. Skillshare – share knowledge on sustainable entrepreneurship, social development, healthy life.

### Participation

- How to get consumers involved in the projects?
- What makes farmers involved?

Idea: automats every few kilometres that local farmers can fill up with their produce – milk, eggs etc. Farmers are dependent on EU subsidies, more attractive if the projects are supported.

- Starting a CSA is like starting an environmental campaign!

## UNFCCC Climate Talks: What is it? Why is it important?

### Where are we not?

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### **#COP21**

Learn about and discuss the UNFCCC/COP.

### Questions

- Who are the negotiators, what do they do?
- USA – China deal
- Anything positive?
- How important are COPs, other alternatives?
- Democracy?
- How Greenpeace or other NGOs can influence the event?
- How multinationals get inside? their role? (edited)

### Framework

Paris should have an international agreement on an action on climate change, we can see a draft text on this common action, the question is the decisions that will be made by politicians. At the moment we can't say if Paris will fail or not, in theory everything is possible. Expectations are lower than they should be. There are no legally binding documents, only think is shame & name. Trade deals have sanction possibilities, western countries earn on trades, but at least they pay.

### Four areas why Paris COP21 matters

#### 1. Emission reductions:

- Pre 2020 – short term process, important!
- Post 2020 – Long term

Concrete plans for the short term is very important, away from fossil fuel solutions

Emission reduction: one of the most crucial issue

Carbon deals: every country has to reduce emissions, but not in the same way. More information:

[www.climatefairshares.org](http://www.climatefairshares.org)

#### 2. Support for transformation:

Climate finance: ( for developing countries) african group: proposal on a globally founded renewable energy, one of the community solutions, get away from fossil fuels and invest in renewables technology transfer and capacity building

#### 3. Justice for Impacted people,

- Clear action on adaptation and loss and damage
- Just transition: fossil fuel based industry employees transferred into new industries

#### 4. Transformational actions

Fights to win:

- Renewables, energy transformational approach
- Food: agricultural approaches, land use discussions
- Technology transfer: NOT Nuclear





# Fires & Climate Change

Sonya

A session about fires and climate change. We must influence the situation can quickly, since almost all anthropogenic fires. This does not apply to the industry and resources of the person, and thus stop the burning easier than fighting with other climate change factors. Social organizations can most effectively influence the decision of problems on several front. Come learn and workshop!

The reason for the unprecedented rapid global climate change is the increase in atmospheric concentrations of greenhouse gases, primarily carbon dioxide connected with the combustion a lot of fossil fuels – coal, oil, gas. An important contribution to climate change make other increased factors human impact on the natural environment, such as deforestation in the tropics, a large number of air pollution microparticles smoke (black carbon) covering the surface of the ice and snow and reduces their reflectivity, etc. etc.

Unfortunately, at the moment the impact of fires on climate underestimated. An example of this UN Climate Change Conference, which this year will take place in Paris. It will address the issue of anthropogenic burning of fossil fuels, but the topic will not be affected by the fires. In part this is due to an incorrect attitude to the problem: Canada and Russia are trying to explain to the world community that the causes of forest fires are not well understood. In Canada, believe that always burned (no history of civilization), and therefore a natural phenomenon fires. Individual research on the reasons of the fires were not. In Russia, the reason of the fire is more clear, but on official statistics (not real, official facts underestimate 5–7 times) fires in Russia is very small, so it may not be a problem for the climate. The reality is otherwise.

However, it is believed that large forest fires lead to cooling of the climate. Dark crown forests in the North absorb more sunlight than snow melts so quickly on the forest area. If the forest is burned, the treeless areas for longer stays light by snow reflects more sunlight and therefore reduces warming.

At the same time, when a forest fire made high carbon dioxide emissions. In the most fire risk years, for example, in 2012, burned about 12 million hectares of forest, which is comparable to the sum of all fossil fuels are burned in Russia for the year. If it's only the forest ground fires release a lot of carbon dioxide, as burnt soil, dead leaves and dead organic in the soil. Even during a forest fire, a large amount of black carbon. When in European Russia, Siberia, the Far East, burning forests, the smoke from them, with a northerly direction the wind is transferred to the area where the black carbon settles on snow that affects its reflectivity.

# Facilitation in Meetings

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## **#Facilitation-Hacks**

A session about how to facilitate meetings, why bother. Tools to use, How to be adapted according to participants experience/knowledge

### First exercise: Mingle

Why did you choose this workshop?

What do you want to learn?

- People would like to learn about different methods of facilitation
- You can have biggest experts in the room, but if you don't have facilitated well, it might not be effective
- Importance of facilitation
- Often underestimated

### Initial Conversation

- Mingle as a technique
- Learn: Skills on how to define the objective of the meeting
- Objectives can be developed beforehand
- How to have people focused for the entire meeting?
- How to ensure active participation?
- Tool-box to make sure to stay in time
- How to get more people involved?
- How to include new people?
- Inclusion
- How to get results from discussions?

### Tips and tricks

- Importance of hand-signals
- Facilitator can ask the group about whether they agree; this increases inclusion and participation
- Introduce hand signals in beginning:
  - T – for technical point
  - Two fingers: direct response
  - P for Process point/proposition
  - Two moving up: speak louder
  - Two hands moving down: slow down
- Temperature check

### Further material

<http://www.seedsforchange.org.uk/shortfacilitation>

<https://rhizomenetwork.files.wordpress.com/2011/07/handsignals.jpg?w=240>

- Timing: good agenda needed
- Have a time keeper
- Measuring time beforehand; depends on number of people
- Depends on whether goal is communication story telling or on decision making
- You can take number of participation
- Have buffers and be flexible about timing
- Give possibilities to adapt the agenda and timing
- Reserve some time for action points and how to continue
- Be realistic about objectives

### SMART goals

Specific

Measurable

Achievable

Realistic

Timley

- Objectives in meetings should be SMART
- Don't be too rigid with objectives. sometimes less is more

### SWOT Analysis tool

*"A SWOT analysis, with its four elements in a 2x2 matrix."*

*A SWOT analysis (alternatively SWOT matrix) is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project"*

- Analysis tool together with the participants
- For big decisions, actions, activities

[http://en.wikipedia.org/wiki/SWOT\\_analysis](http://en.wikipedia.org/wiki/SWOT_analysis)

[http://en.wikipedia.org/wiki/SWOT\\_analysis#/media/File:SWOT\\_en.svg](http://en.wikipedia.org/wiki/SWOT_analysis#/media/File:SWOT_en.svg)

### Techniques to make people speak up that have not spoken much before

- Small group work: everyone gets a chance to speak
- Make a round and everyone says one word
- Use stickers: people who dont want to speak can draw
- Dotmocracy – [http://dotmocracy.org/what\\_is](http://dotmocracy.org/what_is)
- Understand why people don't speak; consider language barriers
- Spectrum line
- Fishbowl method ([http://en.wikipedia.org/wiki/Fishbowl\\_%28conversation%29](http://en.wikipedia.org/wiki/Fishbowl_%28conversation%29))
- Sometimes it helps to assign different roles to different people

### Theory of 6 Heads

[http://www.mindtools.com/pages/article/newTED\\_07.htm](http://www.mindtools.com/pages/article/newTED_07.htm)

Six Thinking Hats: Looking at a Decision From All Points of View

Learn how to use Edward De Bono's Six Thinking Hats to improve your decision making by looking at the decision from a range of different perspectives. Use 6 hats theory to think about a big decision or idea from different angles.

### White Hat

With this thinking hat you focus on the data available. Look at the information you have, and see what you can learn from it. Look for gaps in your knowledge, and either try to fill them or take account of them. This is where you analyze past trends, and try to extrapolate from historical data.

### Red Hat

'Wearing' the red hat, you look at problems using intuition, gut reaction, and emotion. Also try to think how other people will react emotionally. Try to understand the responses of people who do not fully know your reasoning.

### Black Hat

Using black hat thinking, look at all the bad points of the decision. Look at it cautiously and defensively. Try to see why it might not work. This is important because it highlights the weak points in a plan. It allows you to eliminate them, alter them, or prepare contingency plans to counter them.

Black Hat thinking helps to make your plans 'tougher' and more resilient. It can also help you to spot fatal flaws and risks before you embark on a course of action. Black Hat thinking is one of the real benefits of this technique, as many successful people get so used to thinking positively that often they cannot see problems in advance. This leaves them under-prepared for difficulties.

### Yellow Hat

The yellow hat helps you to think positively. It is the optimistic viewpoint that helps you to see all the benefits of the decision and the value in it. Yellow Hat thinking helps you to keep going when everything looks gloomy and difficult.

### Green Hat

The Green Hat stands for creativity. This is where you can develop creative solutions to a problem. It is a freewheeling way of thinking, in which there is little criticism of ideas. A whole range of creativity tools can help you here.

### Blue Hat

The Blue Hat stands for process control. This is the hat worn by people chairing meetings. When running into difficulties because ideas are running dry, they may direct activity into Green Hat thinking. When contingency plans are needed, they will ask for Black Hat thinking, etc.

### Tools

Project fair

Speedgeeking ([http://en.wikipedia.org/wiki/Speed\\_geeking](http://en.wikipedia.org/wiki/Speed_geeking))

World cafe ([http://en.wikipedia.org/wiki/World\\_Caf%C3%A9\\_%28conversational\\_process%29](http://en.wikipedia.org/wiki/World_Caf%C3%A9_%28conversational_process%29))

### Method for decision making

- Colour codes

Green "I agree"

Yellow "small concerns"

White "no opinion"

Blue "step aside"

Orange "Big concerns"

Red "Veto"

Good method for seeing how strong a consensus is

Consensus decision making [http://en.wikipedia.org/wiki/Consensus\\_decision-making](http://en.wikipedia.org/wiki/Consensus_decision-making)

#### How to make a meeting fun?

- Use energisers
- Bring food or drinks
- Sometimes it helps to work standing up
- Standing up people tend to be making a point faster

#### Here's a toolbox of methods

<http://toolbox.hyperisland.com/>

#### Methods & Tools curated by Hyper Island

This is a resource for anyone who wants to do things more creatively and collaboratively in their team or organization. It's a collection of methods and activities, based on Hyper Island's methodology, that you can start using today.

#### GP NORDIC FACILITATORS TOOLKIT

And here the facilitators Toolkit that was created for the skillshare [https://docs.google.com/a/greenpeace.org/presentation/d/1-mtKol79BJRG\\_kxzRaV2GX5PTFvvZNeq3N2evluxZ7I/edit#slide=id.g8df8ae6f4\\_4\\_0](https://docs.google.com/a/greenpeace.org/presentation/d/1-mtKol79BJRG_kxzRaV2GX5PTFvvZNeq3N2evluxZ7I/edit#slide=id.g8df8ae6f4_4_0)

#### Tool for creating consensus

[http://en.wikipedia.org/wiki/Theme-centered\\_interaction](http://en.wikipedia.org/wiki/Theme-centered_interaction)  
<http://www.ruth-cohn-institute.org/>

#### More tools

<http://www.seedsforchange.org.uk/handbookweb.pdf>  
<https://www.salto-youth.net/tools/toolbox/>

Created to help you find and share useful training Tools, the Toolbox for training is an online catalogue you can browse through freely or even contribute to!

#### How to wrap up a meeting

- Use a ball and throw it to the next person
- Each person shares what they learned

#### Links to TCI Theme-centered interaction

<http://www.ruth-cohn-institute.org/>  
[http://en.wikipedia.org/wiki/Theme-centered\\_interaction](http://en.wikipedia.org/wiki/Theme-centered_interaction)

## Climate Games 2015 & Beyond

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### **#ClimateGames**

In December 2015, corporate power will play a high-risk gamble with the UN climate talks. Fossil fuel lobbyists and the peddlers of false solutions are already conspiring to overwhelm the COP21 summit in Paris. But it won't be business-as-usual this time: the global Blockadia movements will converge to obstruct their corrosive activities, intercept their influence, and chase them out of politics.

Get ready for the world's largest non-violent civil disobedience direct action adventure game in the streets of Paris, in cyberspace and beyond. Take part in the Climate Games, a new breed of creative mischief where there is no boundary between online and offline resistance. Bring together a team of players, plan your mission, and make your move to shift the outcome of the game in the climate's favour.

#### Climate Games Amsterdam 2015

Once more, the Amsterdam harbour will be the gaming field of the Climate Games. Again, you can take part in this mega action game with your own team. We promise an even bigger spectacle and better awards, and we already heard rumours —from home and abroad— that more teams will participate in this 2015 edition. Again, the stakes are high. We want not only to score points but also to free Amsterdam from polluting industries.

The Climate Games consists of teams that try to score points with their direct action tactics in and around the coal power plant and industrial harbour of Amsterdam. Decide for yourself what kind of action you want to do with your team. Everything is possible, from mediagenic practical jokes to effective blockades. The Jury Support Team will provide live updates and will keep all scores to celebrate the winning team at the after party in the evening. There is no doubt that Team Blue — security and police— will participate too, trying to make it as challenging as possible for the climate teams.

Teams can find more information on the Climate Games website (<https://climategames.nl>), such as background information, hints, detailed photos and maps. And of course we will also provide logistic and legal support.

We are looking forward to the next edition. More spectacular news and updates will follow during the coming months. Follow us online to keep up with the progress. And better start practising now!

ClimateGames – last year's teaser: <https://vimeo.com/91623536>

And last year's report: <https://youtube.com/watch?v=F6X2ByKiSnA>





# Creative Writing Skills: Ideas for flyers & slogans

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## Warming-up games

### 1. Story with three words

The goal of this game was to make up a story with a randomly chosen group of words. Everyone got a white sheet of paper where they wrote the first word that comes into their heads on the left upper side of the paper. Then, they passed it to the person on their right and that person wrote another word (beneath the first), which was a free association to the previous one. The paper was passed by and the words were written (associated with the last word on the paper), until there were 10 words. Then, every person circled 3 words that they liked best, on the paper they had in front of them and they passed the paper again. This time, they wrote the name of a famous person, on the right side of the paper, before passing the paper again, then, the name of a kitchen tool and finally, the name of a place.

Using the three circled words, each participant had to make up a story that involves the famous person, on the chosen place using the kitchen tool.

After the group has finished writing, the stories were read.

### 2. Hulkie-kulkie

The goal of this exercise was to show how different sentences can be made with more or less the same words. Each person was given the assignment to write one sentence on a paper, for instance “rather one bird free than ten in a cage”. It didn't have to make sense or be the own opinion of the participant. Each person after this passed the paper on to their right. The next person turned the saying into a question. More or less the same words should be included, but they could also change and add things. The papers get passed on again and the third person turned the question into its opposite (now it didn't have to be a question anymore). The papers were passed again, and the next person made the third sentence as strong or exaggerated as s/he could. At the end each person had four sentences and read out how they developed through the different assignments.

After the games the participants were presented with a “tool” known as “ACCESS”

### Associate

Think of as many words and ideas possible that relate to the topic. What are the words connotations? What feelings does it provoke in you? What does the word mean to you?

### Contradict

Look for a contradiction to the subject that you are writing about. Make aspects that are considered weak, strong and the other way around.

### Compare

Compare something that is new to you (and others), with something that is well known. That might help to clarify the meaning or consequences of the topic.

### Exaggerate

Make the subject, or the things it implies, bigger/stronger. You can do this by using strong words, or by boiling it down to its core.

### Stimulate

Motivate others to take action, stimulate them for adventure and show them how rewarding doing something unusual might be.

### Suggest

Making people see things in a different way is always nicer than telling them what to do. So, make people think about what they read and about what it implies.

Poster example for each of the methods were presented.

After the games and the presentation of the “ACCESS” Three subjects were chosen for writing about.

### The subjects were

- Climate change
- Exploitation of turf in Ireland
- Divestment from fossil fuels

Afterwards the participants were told that they can write whatever comes to their mind. It was emphasize that this is a group process that they didn't have to write a poster immediately. They were told that the participants can write just write a word, or an idea. Some “rules” were established according to which the paper should not be kept too long and filled by one person, and that they should not cross things out or write a negative comment. It was not obligatory that everyone write on each subject. The participants were invited to express themselves and encourage the others to do the same. They could react on what the others have written, writing questions, quotes, anecdotes.

When the participant thought s/he is finished with one subject, s/he passed it to the person on your right.

As a last step everyone chose a colored pencil and was asked to go through the papers again and to circle the texts/expressions that they liked the most. They could choose more than one (or none) on each subject and also to circle their own texts.

In the end the texts that have been circled with more colours were the most popular and were read out loud.

Before leaving the participants were encouraged to use the method back to their organizations with the members of local group/organization.



# Climate Strike & the Role of Universities

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## **#OccupyUni-COP21**

This workshop seeks to workshop the potential for the ideas of simultaneous university occupations during the COP21 and as part of a wider transnational social strike or climate strike.

Simultaneous student strikes around the UK as part of the climate protest. 4 universities occupying against neoliberal policies and their effect on everyone.

How is the economic policies and the eco-crisis connected, and how are the universities connected to this?

London school of economics occupation, happened by inspiration from Amsterdam, starting with a meeting of 40 people leading directly to the occupation.

### Statements/interests from participants

What are for instance sociologists doing for the environment? They are talking about it but how are this connected to action.

Starting a movement at other universities with students engaging in climate issues through occupation.

Not much potential for a university occupation in Switzerland.

Occupation at university in Amsterdam, students are looking at anti-capitalism wanting to change the system in the same way that we want, but not looking at climate – so how can we connect the fights?

A serious problem with mobilizing university-students in green and political issues in Hungary. The university movement had a very big impact in France. A lot of potential for political movement at Copenhagen University, but it fails to rally because people are too busy overloaded with work.

Big strikes and protests often come from students, there is opportunity and potential there.

### Open talk

Important to have a timeline and an end date so that it doesn't fall apart. Amsterdam strike has now lasted for 30 days.

Making specific demands, creating for instance a one week timeline. One of the demands at LSE is Divestment for instance.

1. How is the university integral to fossil fuel capitalism?

The business universities in general feeds business with their students. Donations, in Netherlands Shell is integrated in the education system.

2. What demands should universities collectively make and to whom?

3. What strategies can students, academics and staff employ?

Fossil free campaigns. It depends on the resources of the schools.

It should be a bottom up strategy coming from the students.

Should the demands be targeted at the world, the university or the other students?

How can occupying the school make noise enough to affect companies.

The university in Pisa are talking about common goods, we could involve this university make them be the energy of change, if academics are making noise you get media and then you get influence.

The students in each place have to figure out if they wanna make demands to a broader society/ movement, or just the university.

One could argue for an alliance between different educational areas/schools so that it is not just 'the university elite' that's included/leading.

Finding out what questions to ask before finding the demands.

There is already a movement in Europe called the critical university, thinking about the reproduction of knowledge and systems in universities.

The university is one of many sites for reproducing the world as it is. In order to create change it has to come from all the sites of reproduction of the world as it is.

These occupations can take many different forms, it can be a big manifestation occupying an entire building or a symbolic occupation of one room.

4. What groups could be brought to work towards common goals during the COP21?

People will connect on slack to talk more about this..







# Small Scale Activism and Press Relations

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## **#SmallScaleActionsMedia**

Exchange of strategies and principles how to pull off small scale actions with a high (media) visibility, based on a transmedia (organizing) approach. Inspired by Sasha Constanza-Chock's 'Our of the shadows, into the streets, transmedia organizing and the immigrant right movement', personal experiences and the beautifultrouble.org's website.

### Examples

- Paint bicycle lanes and guerillia gardening
- Communication needs to be involved from the beginning
- Communication should not be a separate department
- How do I get my message across?
- What is my message?

Those questions need to be thought of from the beginning when developing small scale actions.

### How to hack different media

- Traditional media
- Direct contact
- Social media
- Own media

Small scale activism brimming with energy

### How to good small scale activism and comms

- Make sure it is not possible to ignore you
- Have a logo
- Stand out
- Take a picture and ask people to tag friends
- Make it a surprise
- Thinking outside the box
- Thinking about focus group
- Watch your audience, when to reach them how to reach them
- Think about images
- Don't use the word "activists" in press release to traditional media
- Go where they don't expect you
- Spoof action YesMen Bhopal <https://www.youtube.com/watch?v=LiWlvBro9el>
- Direct contact and social media have direct links
- Pictures and film are important. many more people will see it
- Press release - if you are big enough on facebook you might not need a press release (edited)
- Direct contact also has impact on own media and link it to social media
- Press relase must not be longer than 1 page
- If you writing an opinion piece and it is big enough on social media, traditional media might pick it up

Putting theory into practice

Thinking of an imaginary action

A massive agenda at [#SmallScaleActionMedia](#)

What could you do if fracking company wants to start in your home town?

- Organise funeral march
- Press conference, social media, local people
- Fake bottled water from the area
- Frack in the garden of the ceo
- Occupy the place where they want to frack. make it a camp
- Use website
- Make a movie about the locals and how they are affected

Book: Out of the shadows into the streets

[https://mitpress.mit.edu/sites/default/files/titles/free\\_download/9780262028202\\_Out\\_of\\_the\\_Shadows.pdf](https://mitpress.mit.edu/sites/default/files/titles/free_download/9780262028202_Out_of_the_Shadows.pdf)

### Overton Window

- Acceptable window from completely prohibiting to subsidizing
- On fossil fuels we are mainly on subsidizing side
- You can support more radical movements, so you look more moderate

A good site linked to this workshop: [www.beautifultrouble.org](http://www.beautifultrouble.org)

Some of the nitty-gritty stuff we didn't have time to delve into, like how to write a press release, how to handle the media once you've completed your action, how to document your action for media use later etc. : <http://yeslab.org/cookbook>

Out of the shadows, into the streets: free pdf. Great read on linking media together and get people actively engaged and empowered through becoming the media themselves: <https://mitpress.mit.edu/books/out-shadows-streets>

For more details on the Overton window, shifting alliances, reframing and many more interesting media tactics and principles, see: <http://beautifultrouble.org/>

## Media & the Environment

Boglárka Farkas • farkas.bog@gmail.com

### **#Media-and-Environment**

The session will searching for the answer for the following questions, giving guidelines and practices: Why is it important to get out our messages and reach the public? How to reach the attention of the media in order to have publicity for our messages? How to draw up and define our messages? What are the main viewpoints and thresholds of editors and journalists in the system of news? How to maintain relationships with members of the media?

Why is media important for us?

The Guardian & 350.org and their fossil divestment campaign

Axioms: problem choices ( how to do intelligent choices) and goals. The media wants to sell products and that's an important starting point when dealing with media.

How to get out to old media when you are a small local group

- The frustration when newspapers don't pick up your news.
- Mobilize a group of pple and get more orginized on how You reach media and get Your story out there.
- Use celebrities to get a bigger push for the things You want to get out to the media. A good story might not be enough.
- Have a referendum!
- Create a bigger story out of your original story.
- Don't post news all of the time, only when You have a news that matter.

Western media traits

- Short attention
- Simplify issues
- Attracted to personality
- Conflict and controversy
- Environment in that context
- How to tell complex climate stories in a simple way
- If you have a celebrity talking about the issue then You have no problem in creating media coverege

Online available prez: [https://prezi.com/3jvq8\\_rbdccu/media-climate-change/](https://prezi.com/3jvq8_rbdccu/media-climate-change/)

## Good Grief: Acknowledging the losses Climate Change Affecting Flora & Fauna

Phil Kearney • phil. Kearney@muckduff.net

Ines Gorkič • ines.gorkic@gmail.com

### **#GoodGrief**

The workshop invited participants to tap into a deeper emotional place where we can experience the sense of loss of the many species already gone. Also to be more aware of the other associated emotions of anger, despair, etc

# Networking on the topic of Coal

Daniela Patrucco • info@speziapolis.org

## **#FightingCoal**

Networking on specific topic – Coal mining and coal power plant – let's share our stories.

The purpose of the workshop was to exchange experiences and contacts between people involved in conflicts against the coal in order to learn from each other through the stories.

Four people attended, from Finland, Czech Republic and Bulgaria. After a general presentation I proposed the experience of the Committee SpeziaViaDalCarbone, which is connected within Italy, and shared the following

### Shared

1. I told about the project of a new coal power plant in Italy, promoted by the Swiss Repower and later on abandoned due to the protest of Swiss citizens. The project finally was definitely abandoned thanks to the intervention of local activists and the Region of Calabria.

2. Should be useful if everybody could map the environmental conflicts in the atlas International (Ejolt <http://www.ejolt.org/>) in <http://ejatlas.org/>

In Italy we implemented an Italian map of environmental conflicts, where the coal power plant at La Spezia has been uploaded <http://atlanteitaliano.cdca.it/conflitto/centrale-elettrica-a-carbone-enel-di-la-spezia> I invited everybody to upload conflicts in the international map and have a look at the others.

3. Experience and proposal for a critical consumption of energy: switching suppliers, when possible, if it does not produce energy from renewable sources; make partnership with small cooperatives of production and distribution of energy from renewable sources; organize an informative tour in all the towns that host coal power plants, with presentation of coal's impact and opportunities of renewable energy, produced in a sustainable way both environmentally and financially.

<http://speziapolis.blogspot.ch/2015/03/energia-rinnovabile-in-cooperativa-no.html>

### From the participants

The main problem in Bulgaria, as elsewhere, are the jobs that coal plants provide for the communities that host them. It could be a hypothesis also to tell to the other communities in the nation, which does not derive any economic benefit from coal plants, that they are affected as well by the emissions, both for health and the environment.

Interesting experience of the Czech Republic: on the occasion of the release of a new permit to a power plant, activist contacted the community of Micronesia who submitted comments complaining about the impact of climate change on the survival of their islands.

Case of Pruněřov power plant and Federate states of Micronesia in New York Times:

[http://www.nytimes.com/2010/01/19/business/global/19power.html?\\_r=0](http://www.nytimes.com/2010/01/19/business/global/19power.html?_r=0)

# Brainstorm:

## Why are the Meat & Dairy Industries NOT in the climate debate?

Laurence Wozniak • laurencewoz@yahoo.fr

## **#Meat\_Dairy-Industrie**

The question is why isn't dairy and meat industry isn't a big topic for climate NGO's.

The problems are obvious: huge water consumption, giant CO<sub>2</sub> emissions...

Stopping meat and dairy industry could solve a big part of climate change.

There is a big hypocrisy even between greenpeace staff. Can you push people to eat vegetarian?

A lot of animal feeder is imported from other countries

Hemp might be a solution for animal feeder.(lighter to transport)

Breastfeeding in china. Only 2,3 percent is giving breastfeeding.

In Belgium EVA(ethisch vegetarisch alternatief) is organising actions to reduce meat and dairy consumption. They have actions like "thursday vegetarian day" and "vegetarian lent".

### Watch the film

food inc.

Greenpeace is working on local cultivated food(slow food) but not on dairy and meat industry. Why not?

### Idea

Cow with a gun out his mouth

### Film

Meat the truth (party for the animals, one seat in the parliament)

Ireland: fooddudes

Smaller movies in front of bigger screenings. Use them as trailers!

### Solution: decrease meat consumption

- Give alternatives
- Give correct information
- Send mails to your local NGO
- Can't be too shocking
- Name? Negative? Plant based diet?
- Olympics? Rolemodels?
- Raise awareness
- Build bridges!





Online:  
Beautiful Trouble: Toolbox for Revolution  
Skype with the author  
John Jordan & Andrew Boyd

**#BeautifulTrouble**

Virtual Session with Beautiful Trouble Author and Trainer John Jordan

The book: <http://beautifultrouble.org/>

PDF: <http://bookzz.org/dl/2294506/372cb5>

Presentation

<https://docs.google.com/a/greenpeace.org/file/d/0BxJDnPMpCmgmeHpsbHc2emN4aVE/edit>

Skype meeting with Andrew Boyd and John Jordan about creative activism. The two are authors of the book Beautiful Trouble and have coordinated a lot of creative events.

Andrew Boyd first spoke about 3 categories: principles, tactics and theory. He stated that it is important to make the invisible visible during a campaign. To visualize for people what they would otherwise not see as for instance the pictures of people lighting fire to the water in areas with fracking in the US. He emphasised that simple rules can have grand results.

Under tactics he showed different effective methods to use as a human banner, light brigades (LED light on black carton in big letters making a message). Another tactic could be what he called Prefigurative Intervention which are campaigns that focus on the utopia. And create a scene that illustrate it. As examples he showed a parking spot where people pickniced because they wanted a park instead. He also showed a campaign where people had build a big windmill on a highway leading to a coal plant. Those are campaigns that show both the wright and the wrong thing at the same time.

Under the theory level he spoke about what he called Turning the Tables – campaigns where people deliver pollution back to the polluter, but in a small way. The reaction of the target is often the real action in those happenings. Finally he spoke about using art to promote a message. And for instance he told about a campaign that he had been doing where people had had to think about and share things they loved and would be afraid of losing due to climate change. He said it is important to motivate people while they do an action and to make it fun to be a part.

John Jordan spoke about art and action and saw the campaigns from the view of an actor. He said they would need to be fun, break the realism and engage people. He said that what makes people act is not facts but fantasy and desire. The believe in an utopia. He said that artists and activists should gather together to make creative solutions. For instance he had been involved in a movement to take back the streets and organised street parties and planted trees in the highway. Civil disobedience is in his view a piece of art and that the current world is created by people who have done civil disobedience during history to change things. He said that it was good to play and change and mix things together for instance dressing up as clowns to create confusion, He said the most important in an action was to have fun and to make friends, because networks are the most important things.

Both of the two men emphasised that it is important to believe in that we can win, because if we do not really believe we cannot fight. That is kind of like trying to fall in love when you are not.

Creative Climate Communications – Hands-on Workshop

Malcolm Kratz • [malcolmkratz@gmail.com](mailto:malcolmkratz@gmail.com)

Selçuk Balamir • [selj@riseup.net](mailto:selj@riseup.net)

**#Climate-Comms**

Producing propaganda / design work drafts for local mobilisation campaigns towards COP21. Learn about: developing a sharper eye for design language/strategies; repurposing and combining existing visual elements; communicating unity and diversity of the climate movement. What is the story you want to tell this year? And more importantly, how to visualise this story?

We are going to reduce, reuse and recycle! Simplify the story, reuse graphics of others, and recycle our own designs for multiple purposes. Lets get our hands dirty!

REDUCE

Limit the elements you use to a strict minimum. nothing communicates urgency and intensity more than one powerful but simplified image and an accompanying slogan. imagine the opposite: a detailed illustration rich in details, and a long text on UNFCCC process (booooooring!).

REUSE

Really, we don't have to be original. rip, remix, repurpose the existing, give them a new twist, improve the existing, stand on the shoulder of giants. use the Climate Stencils or 350.org, Noun Project, etc., make old slogans sound fresh again (and yeah, fuck copyright!).

RECYCLE

Never make things for a single use, always think of how you can give them another life, a sticker becomes a flag, becomes a poster, becomes a stencil, becomes a logo, and so on. and definitely make your material available online for others to do the same.

Some slogans from the brainstorm

- Stop disaster capitalism
- Compost capitalism
- Hack the system not the climate
- Ni ici, ni ailleurs (neither here nor anywhere)
- Global blockadia, climate intifada
- Change climate change
- Fracking helps climate... CHANGE
- Wake up! climate change never sleeps
- Act now! no time to be a pessimist
- Nature doesn't need people, people need nature
- Stop CO<sub>2</sub>lonialism
- There is no planet B
- The farts are changing the climate
- Feed the world, not the cows
- Let's start a climate revolution
- Change is coming —make it fair
- The fossil game is over
- Change the rules
- Don't trust the COPs
- Be part of the energy revolution
- Mobilise, resist, transform
- Don't mess with nature

For those of you who want to work on graphics on their computers, there is a great open source program called Inkscape. Which is like Illustrator (Adobe) a vector program.

<https://inkscape.org/>

Here some tutorials

<https://inkscape.org/en/learn/>

All the standard functions: <https://www.youtube.com/watch?v=zUIOEXssTSE>

Making a vector of an image <https://www.youtube.com/watch?v=i-xxhphybnE>

## Building-up Together: Global Day of Action (May 30th)

Pablo Chamorro Ortiz • [pchamo@greenpeace.org](mailto:pchamo@greenpeace.org)

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### **#GlobalActionDay30May**

Last week decisions were made in Tunis for some of the dates for coalitions to work on. May 30 was decided for decentralized actions. What to focus on for COP21: climate change = end to fossil fuels and nukes?

Klima21 is a French coalition of 100 organizations has stated that we don't want to focus only on the COP so that things don't "die" afterwards and there is not disillusion around the movement.

We want to make sure that we use Paris to increase momentum and build up that momentum during the months prior. Regardless of what they decide we will take the decisions into our own hands- To fight fossil fuels and implement solutions.

May 30 will be to focus on the problems of climate change. This is vague enough to different actors to interpret this in different ways. We would focus this as an End to Fossil Fuels, and Nukes.

In France there is a push for 1000 initiatives, yet in other countries the day is not fully developed yet.

### Brainstorm activity

Collection of the craziest stupidist ideas ever for the GDA

### Sleep-in #PowerNap

- Don't use # during sleeping
- FF is sleeping
- Public is sleeping
- FF and politicians are in bed with each other
- Awakening in the end - work up call
- Better sleep than business as usual
- We take PowerNap, FF is sleeping => wake up together
- Leave open to everyone to offer several narratives under the same # but use in their local context
- Tic-tac - clock is ticking, alarm to wake up

### Lots of silly stupid ideas

- Sleep all day
- Burn something
- Get naked
- Buy fossil fuel stock options
- Toilet paper company HQ
- Swim naked
- Throw your smart phone in the river
- Shave CO2 in your head
- Propose only one day
- Action at Nasca

Now narrowed down to some realistic options from the crazy ideas

- Naked
- Swimming
- Shaving hair
- Sleeping
- Politicians

#### 1. Sleep in- #PowerNap

A global sleep in, a flash mob, occupation, or public sleep in at places of fossil fuel business or public location.

#### 2. #Black-Hands - Naked

How to make it into a universal symbol for fossil fuels

- Narrative - it's not in my hands, it's in your hands - message to politicians
- You can take a selfie and share it easily and fast from your home
- Some people can use the hands to make a mural
- You can paint someone else with your hands
- NVDA's - hand shake with a politician; handle the traffic (blocking cars "you are using FF, we have to stop that"); go to oil station and put black hand print during the night
- From the media perspective - seems like a crazy idea, and looks symbolic

In September - come back with green hands

#### 3. Water related action

- Swimming in lakes, river, seas, public fountains, small swimming pools - swim with few people then make it viral using social media
- No water around? simulate a fish which is dying
- Find a common symbol related to sea life - fish or polar bears
- You can use rafts, polar bears on rafts with white flag
- Simulate green house effect - melting ice

#### 4. Building

- Gather things together to send to Paris, maybe an object that can be affected by climate change, or some personal items => we can make a big pile or send postcards and build a construction of all the postcards
- Or build something together locally, a construction that can remain in the city until Paris
- Issues: difficult to do, how would you get the objects together? what would be the symbolic object?

Which idea to take forward?

#PowerNap idea preferred idea to take forward and present to big group. There will be follow-up workshops to discuss how to take this forward. Check back here for scheduling plans!

## Brainstorm: How to Activate Non-believers and create a big people movement

Anna Sjövall • anna258@hotmail.se  
Thessa Meijlis • thessa@wisenederland.nl

### **#MassActivation**

Activating non-believers...

Climate change affects everyone, so why are people not interested? Why do they say this? How can we overcome this? How can we involve people in the movement.

1. What are non-believers? Are there categories? Do they deny it, or don't they know?
2. Psychological: look at the model: what makes people act? What is the point of no-return?
3. Why do they think like this?
4. How can we motivate them?
5. Best Practices (and also not-so best practices).
6. Define target groups and be specific! Off and online world? (decided not to split these up)

#### 1. What categories are there? [Brainstorm]

- Lazy people: passive believers. Matter of how emotional they are
- Actual deniers
- People that don't care: have no opinion. 'Not my problem'
- Neutral people: not touched by climate change
- Activists
- Concerned, but not a priority
- The quitters
- Cynics
- The hopeless
- The powerless paralysed overwhelmed people. "I'm only one person"
- People that think it is unrealistic

#### 2. Psych model (by Kat)

When do people actually start to act. This is a model from health psychology, but it is interchangeable.

HAPA (Schwarz, et al) (Health Action Process Approach)

Barriers and resources are involved as well, but we can't influence this!

Outcome and expectancies and risk are a balance. The pros and cons need to be balanced. If they risk going to prison, without any results, they won't do it.

Tip: make people visualize what they will do. Post a weatherforecast for example, draw a map where the building is.

#### Where do you put passion?

- Risk: knowing that something is wrong
- Outcome expectancies: feel good after the action.







## Computer Security

Steve Mitchell • stevenalanmitchell@gmail.com

### Learn

How to connect to the internet anonymously. How to not leave a trace on a computer. How to clean photos and other files of metadata.

### As introduction we shortly reflected on the following questions

- Why do we need computer security? Answer: Sometimes it's good to leave no traces on the computers you are using. We don't want to share everything with everybody. Would you use a Postcard for sending personal information???
- What do you want to learn?

### Basic measures to move around securely in the digital world

- Let's not use commercial tools, even if they are for free
- Let's rather use open-source stuff, which is security checked by independent organisations such as [eff.org](https://eff.org) e.g.
- Use encryption! (not covered in this workshop)

### Specific measures to move around securely in the digital world

- Use riseup.net tools for activists, such as Email
- Use Tor-Browser to surf the internet without revealing your physical location
- Use Tails (details below)
- MAT: Metadata Anonymisation Tool, a tool in Tails to remove metadata from all kinds of files

### Details about Tails

- OS on USB-stick or DVD to start the computer without using the OS on the HD
- Downloadable from [tails.boum.org](https://tails.boum.org)
- Name is some acronym
- It doesn't leave a trace on the computer
- Tor Browser included
- Hides IP-address
- Hides/modifies Mac address as well, which can otherwise be used to identify the network adapter
- For those who want end to end encryption without learn to use openpgp, keys and stuff like that: you can give a try to this <https://protonmail.ch/>
- Remember that even if you have a Riseup account your mail are not safe, the only way is to have end to end encryption!

## Know the Unknown Unknowns: How might sustainable development in your region evolve by 2040?

Carlo Mullesch • carlo.mullesch@gmail.com

Haykuhi Margaryan • haykuhimargaryan@gmail.com

Using Luxembourg as a case, explore the potential of the method of scenario planning as a participatory process for the collaboration of key stakeholders, scientists and citizens in critically considering alternative framings of challenges and uncertainties societies face.

## Multi-Optional Decision-making

Phil Kearney • [phil.kearney@muckduff.net](mailto:phil.kearney@muckduff.net)

This is a method for facilitating decision-making where there are multiple options 'on the table' – e.g. deciding on the form of an action. It is an alternative to traditional majoritarian methods. It's called the Modified Borda count. Come learn how to use this method.

# SUNDAY



# How to organize a local mobilization to Save the Climate & Key Qs in the Basque anti-fracking movement

Mikel Otero • maotero001@gmail.com

From the popular mobilisation against fracking in the Basque country, we have 3 main parts: A summary of the important anti-fracking movement in our country; A talk about our successful campaigns; Our international anti-fracking camp proposal for this summer.

Link to presentation: <https://prezi.com/7ixsvlcijdh/zurich/>

The anti-fracking Basque movement in the Environmental Justice Atlas: <https://ejatlas.org/conflict/fracking-araba-enara-spain>

## Action-planning & Best-practices

Theo Gubler • theo.gubler@greenpeace.org

A workshop around: When does an action fit in a campaign? What has to be considered and planned in advance? How does an action get implemented?

What are the things to think about when planning an action?

- First need the goal of the action
- Identifying your target audience
- Point of leverage of a decision of stakeholders
- Unexpected small things that could jeopardise the whole thing
- Interaction with public
- Logistics
- Budget
- Risks of all stakeholders involved in the action (external too)
- Legal
- Picture/narrative
- Evaluation
- Message and media
- Escalation/Exit strategy

Looking at the specific goals within the action, not just the overarching goals of the campaign, Not always that all things are sorted out before the planning has to happen, but you may have to go ahead anyway.

Types

Photo Opp

Protest

Direct action/ Blockade

Direct Communication

More on action planning

- # of people, mobilisation, roles, tasks
- material and equipment
- schedule: meeting up- briefing- start of action- end of action- debrief- go home
- budget
- transport- logistics- parking
- scouting- research- also of the environment and social surroundings
- legal assessment
- Risks
- permissions
- Comms- press release- photo- video
- Briefing different groups
- Comms equipment
- Decision making points
- Comfort- food- water- toilet
- Rehearsal- role play- practice- testing tools

### Action coordination

Have one person with no specific job but just on site and available to anything needed that comes up.

Keep good and clear teams

Call the police once everything is in place and going well, early as possible to inform them

Have a contact to a lawyer

First Aid

Weather forecast

### Key points

“Get the message out”

“Debrief with all participants”

“Have rested drivers”

“Have a clean up plan”

“Have enough food”

## How to fight climate change through change and (energy) cooperatives

Judit Pardinas • judit.pardinas@somenergia.coop

How can our experiences as renewable energy cooperative can be applied in other areas of human activities in order to fight climate change? Come discuss about and identify which kind of economical activity (such electricity market) can generate empowering and commitment in society to generate social change.

What are cooperative? Another wheel to fight against climate change.

### Brainstorm

Human Needs

Transportation/ mobility

Energy Households

Subsistence: need for food/water/shelter

Health

Entertainment

Technology

Clothing

Social interaction/communication

### Who covers these: companies, governments: Profit!

They profit of our human needs. Companies and governments don't want change because they make a profit.

Social cooperatives provide human needs without making a profit. Every person has one vote. There is a board with 7 people no remuneration.

### SomEnergia: to change the energy system.

Typical power stations are owned by monopolies. SomEnergie wants energy to be managed by people themselves. It is not a question of if we need renewables, but when. The government is not doing it, so they do it themselves.

### Five big energy companies in Spain earning 8 billion Euros in 2013

In 2010 there were a few people that wanted to produce and consume their own energy. When they realised they couldn't, they started a small cooperative (350 people). Four years later they have hundreds of volunteers in over 60 local groups: wanting to change the system.

They sell renewable energy to their members.

### Barriers

DiSUNbedience: the Spanish government wants to tax the sun. They mobilised people to put a small pv system on their balcony, even if it is not real.. (in the end the tax is not implemented). It fines until 6 million Euros...

In Belgium the people have to pay for their solar panels as well (tax the sun).

Getting panels is becoming harder due to legislation.

Finances: people are not able to pay for a panel or a bigger cooperative.

In the grid areas it is difficult to feed in the energy. Some cooperatives have their own mini- grid.

There is an anti-wind movement starting. In energy cooperatives people are part of the decision making process and have ownership over energy.

Scotland has a progressive government and they took the initiative to start a community cooperative. In Germany there are more than 800 cooperatives. More than half of the produced renewable energy is owned by citizens. Denmark is another example.

#### More campaigns from SomEnergia

#wattmobile.. People can charge their mobiles during fairs.

#TupperSom (like Tupperware parties).

#RecuperaelSOL: investing money to save existing renewable plants.

#Bringthemwithgoodenergy: inviting friends.

#Masterclasses: information about everything...

#### #Generation kWh

New standard projects are not feasible in an old way. No one the evolution of the market prices. In this proposal they boost new projects to overcome the withdrawal of incentives to renewable plants.

1. Calculate your annual consumption in kWh

2. Choose the percentage of that consumption you want to produce.

3. Invest that money in new projects

Invest that money and in the next 25 years you get that total consumption at production costs. After one month they have more that 1000 people signed up.

#### REScoop.eu

You can create your own cooperative in your region. Rescoop will help you.

Renewable Energy Source Cooperatives.

In Belgium they also save 40% of their energy consumption. The members are owner, producers and supplier; and the people 'just' change their consumption behaviour.

#### In Spain

Producers → Distribution → Sellers → your home.

The distribution belongs to five companies, but we can be producers and sellers. For every gWh renewable energy produced you get a Guarantee of Origin. We can show where it was produced and who is selling our power. But it still goes along the same grid.

More on community renewable energy here: [www.communitypower.eu](http://www.communitypower.eu)

## Social Media Skills – Basics

Ansku Holstila • a.holstila@gmail.com

Volunteer GP and other campaigns. 100 percent renewables campaign social media.

#### Ansku

Finland, 1 year of experience learnt most of skills from GP Finland office.

#### Chris

Fossil Free Switzerland joined in February, new to social media

#### Laurence

France GP, Alternatiba

#### Steve

France no facebook account but interested for campaigning.

#### Facebook

– Likes, comments and shares

– Comments most valuable, after likes then shares?

– You can ask people, do you like this post. If you have like, share in your post possible they won't communicate about it. Facebook doesn't communicate very much about how it works.

#### Good practice for Facebook

– Photos

– Good topic

– Times to start sharing

– Not only one person sharing. Use one person who already has followers.

– Use emotions to share things – awe, surprised, anger, happiness

– Ask person to do things “please tell people” , “please sign the petition”

– But not use words share/like

– Do not tell everything in the post, just give some info

– Times to post 5pm or 6pm: look on a search engine – facebook statistics or when to share posts

– You need a personal account before you can be admin for a group

– One person per day could be good

– Use a hashtag to get it known to more people

#### Twitter

– No limits on posting

– Could send tweets to politicians

– #ClimateSkills

– Could use a company to target with the name

– Use a short name for a hashtag

– Repeat things

In Finland non violent digital action

Environmental issues can be negative



### Tools

- Canva – basic online tool for photos and text instead of a program
- Flickr – creative commons photos. Check that you can modify the photo and that it has creative commons licence
- GIMP – open source equivalent to photoshop
- MAT(metadata anonymisation toolkit – to delete metadata in files)

### Books to read about social media

- “Social – Why Our brains are wired to connect” – Matth
- Energy Households
- Subsistence: need for food/water/shelter
- Health
- Entertainment
- Technology
- Clothing
- Social interaction/communication









Connect sleeping  
(what can be  
after?)

New Friends

COR 24 - UNFCCC  
complex content &  
politics

The Bamaa shake!  
great vibes

Find your motivation  
the thing you love  
that is under threat...

12:30



Who can  
we trust  
to buy the  
mice's

Action  
Planning



Facilitator  
tech

A.A.A.

What's in  
the brain  
of non-  
believers?



EAT

New ideas  
Guisling

PINK