

Australia's Climate Action Summit

Our climate, our summit, our future

Templates for community climate action group input

Dear community climate action group

By now you should have received an invitation to get involved in Australia's Climate Action Summit – the national grassroots climate movement conference in Canberra from the 31st Jan – 3rd February 2009.

As well as coming along to the Summit and peaceful community action at Parliament House in February (and joining the organising team if you would like!) **we need your input** into the process of developing a **unified national campaign and a strong national climate movement network**.

The purpose of this is not to reduce the diversity among climate action groups, but to strengthen it. Across Australia there are many groups doing amazing work in their local communities. The idea behind a national network and national campaign is to provide a way to link your unique engagement in your community into a strong, unified demand from climate groups across Australia for immediate political action for a safe climate. The network will also be a way of sharing skills and resources throughout the movement.

This document explains the input process and provides templates to help your group structure your ideas and suggestions. Input is separated into 3 areas:

1. Developing the national campaign
2. Movement building
3. Policy stock-take

We welcome input into one or all of these.

Please take the time to look over it with your group and feed in your proposals. If you need any help or clarification we're very happy to talk to your group and assist however we can.

The deadline for the return of these templates is the 21st November. Please email enquiries and templates to proposals@climatesummit.org.au.

Notes regarding submissions:

- Please send policies in 1 electronic file to (this will greatly facilitate the collation process).
- If your group wishes to include any reference material used in development of your policies, please submit only the bibliography not the full text.
- Submissions from individuals, government, businesses will not be accepted, only those from Community-based groups/organisations with climate change agendas.
- If you have specific terminology that other members of the Climate Movement may not be familiar with, please include a dictionary of terms with your submission.
- The online discussions will be taking place at a secure private site built specifically for members of CAGs. If you are not already on the Climate Movement collaboration space, please contact Erland Howden at NCC to be added (02) 9279 2466 or ehowden@nccnsw.org.au and if you would like to list your groups details on the public site <http://www.climatemovement.org.au/> please also speak to Erland

Warm regards

The Climate Summit organising team
www.climatesummit.org.au

1. Developing a National Campaign

- 1.1 The process
- 1.2 Campaign proposal template
- 1.3 Assessment criteria
- 1.4 Example of a campaign proposal
- 1.5 Glossary of campaign terms

1.1 THE PROCESS

24 th October	Invitation to all CCAGs to submit ideas and proposals
21 st November	Templates received from CCAGs and uploaded onto the Climate Movement Collaboration Space if you are not already on the Climate Movement collaboration space, please contact Erland Howden at NCC to be added (02) 9279 2466 or ehowden@nccnsw.org.au
21 st Nov – 24 th Dec	Open online discussion of all proposals on Climate Movement Collaboration site, informed by the assessment criteria (see below)
10 th Dec – 5 th Jan	Panel of representatives from each state to synthesise proposals and capture online discussion in final proposals uploaded on Climate Movement Collaboration site
5 th Jan – 19 th Jan	Formal web-based prioritisation of final proposals by each group using assessment criteria (one “vote” per group). This will result in one clear preference or 2 or 3 well-developed options with final decision to be made at the Summit.
31 st Jan – 2 nd Feb (During Summit)	Formal adoption of campaign by participating groups; CAG program to address networking, resourcing, capacity-building and campaign implementation
3 rd Feb	Campaign launch on the first sitting day of Parliament

1.2 CAMPAIGN PROPOSAL TEMPLATE

Please address the following questions.

1. Campaign vision

What significant change does the campaign seek to bring about in the world? How will things be different when our campaign succeeds?

2. Campaign objectives

What concrete changes do we intend to bring about within the next 1-2 years? (ideally, these should be strategic, measurable, achievable, realistic, time-specific). What are our ‘asks’? What would success look like (how will we know when we’ve won?) Some of the most focused and successful campaigns have just one or two objectives. It sometimes makes sense to have both external objectives (the changes we intend to create in the world) and internal objectives (how we plan to sustain and strengthen our group/s and/or movement.)

3. Target/s

Who is the decision-maker we need to influence? Who can give us what we’re seeking? Are there secondary targets (individuals or groups) we can influence who in turn will influence the primary target? Are there reasons to focus on secondary rather than primary targets?

4. Situational analysis and assumptions

What is the rationale for the campaign? What are the barriers to change on this problem? How will achieving these specific objectives address the problem? Why these objectives? Why these targets? What factors are likely to boost or impede the likelihood of success and impact? What opportunities exist? Why will our target decision-makers agree to these asks? Is it possible to anticipate some likely social and political changes that will impact on the campaign?

5. Tactics & steps in the campaign

What will we DO to achieve our objectives? When? What resources are required? Who will be involved? What direct impact do we aim to achieve with each tactic? Are there steps or phases in the campaign that involve clusters of tactics leading to a series of outcomes along the way? If possible, provide a timeline.

1.3 CRITERIA TO ASSESS CAMPAIGN PROPOSALS

- Simple to communicate, compelling, viral, fun
- Capable of mobilising the greatest number and diversity of groups in ways that draw on their strengths and opportunities (including rebels, citizens, change agents and reformers).
- Maximises pressure on decision-makers.
- Creates and maintains a positive and powerful frame that positions the movement as positive and mainstream and the coal industry and government as culpable.
- A clearly defined journey: a beginning, middle and end.
- Satisfies the double practicality test: proposed actions must both be capable of being implemented, and when fully implemented, must fully solve the problem (cf *Code Red* p.50).
- Has a clear demand and a clear timeframe with a timebound final outcome
- Communicates the urgency of the need for political action
- Builds and strengthens the movement.

1.4 EXAMPLE OF A CAMPAIGN PROPOSAL: CLOSE THE GAP

[nb. This campaign proposal is based on the Close the Gap campaign launched in April 2007. Close the Gap has been an incredibly successful campaign that has united the movement for justice for Aboriginal and Torres Strait Islander communities. More than 50 organisations and networks endorse the campaign and work collaboratively and in parallel to achieve the campaign objectives. This hypothetical proposal has been pieced together from online docs about the campaign, personal experience and retrospective analysis (guesswork).]

Vision

Closing the life expectancy gap between Indigenous and non-Indigenous Australians within a generation.

Objective

Australian governments to take action to achieve health equality for Aboriginal and Torres Strait Islanders within 25 years through:

Increasing Indigenous Australians' access to health services by increasing funding by \$460 million per year for five years

Addressing critical social issues such as poor housing, nutrition and education

Building Indigenous control and participation in the delivery of health and other services

Targets

Federal, state and territory governments

Situational analysis

To achieve concrete changes in Aboriginal health delivery and outcomes, the problem needs to be 'cut' into issues that can be addressed. Cutting the issue allows us to specify 'asks' that can be delivered and to create cohesion between the many social change organisations working on Aboriginal health.

The proposed solution is based on widely accepted and supported research and has the endorsement of independent authorities including Indigenous Human Rights Commissioner Tom Calma. It is a solution that non-government organisations can readily commit to.

Lots of NGOs are committed to addressing this injustice, but many currently articulate their asks in very different ways. This allows targets (decision-makers) to justify inaction and reduces our collective power.

With a Federal election approaching (December 2007), there is an opportunity to influence Party policies. It's possible the ALP may adopt these objectives in their policies.

Different groups have their own strengths, favourite tactics and limitations. We will maximise pressure on our targets by being clear and consistent about our asks but undertaking and valuing a wide variety of tactical approaches. Our targets will hear these asks expressed in many ways and experience the strength and diversity of our movement.

Tactics & steps in the campaign

Market research to assess public opinion.

Movement building and preparation: alliance building; creating a steering committee; ensuring the active involvement of people directly affected; researching and publishing a report that defines the problem and justifies the proposed solution.

Highlighting success stories from Indigenous communities (i.e. promoting solutions as well as raising the issue as a 'crisis').

Political engagement: lobbying State Premiers to sign a statement of intent; lobbying the Prime Minister, Minister, Leader of the Opposition and Shadow Minister; initiating a national summit of political leaders; press conferences; identifying, announcing and celebrating success.

Mobilising and raising the political costs of inaction: school visits; community/public meetings, online petitions and pledges; national Close the Gap Day with over 600 local community events around the country; multimedia web presence (including moving graphs, videos etc); monthly e-bulletin; profile building (celebrity endorsements, t-shirts, stickers, merchandise); supporting local action groups (media kit, campaign materials); websites recruiting to the campaign and reporting on progress/impact.

Follow through to ensure that policy commitments are effectively implemented (holding decision-makers accountable).

Further details

http://www.hreoc.gov.au/social_Justice/health/targets/index.html

<http://www.oxfam.org.au/campaigns/indigenous-health/>

<http://www.closesthegap.com.au/>

1.5 GLOSSARY OF CAMPAIGN TERMS

Audience – the people you want to hear your message so that they will put pressure on your target, *eg. if Kevin Rudd is your target, your audience may be ALP backbenchers, unions, people in marginal electorates*

Campaign – a series of tactics unified around achieving a particular goal; a strategic focus on one manageable part of your strategy, *eg. a campaign for 100% renewable energy in 10 years*

Communications frame – how you frame your message so that it speaks to your audience, *eg. going 100% renewable in 10 years will lower the cost of living/ create thousands of green jobs/ safeguard your children's future*

Communications strategy - the strategy through which you communicate to key audiences and engage them in your vision and campaign

Goal – the strategic goals you want to achieve to reach your vision, *eg. 100% renewable energy in 10 years*

Key message – the main thing you want your audience and target to hear from your campaign, *eg. Australia needs to go 100% renewable in 10 years*

Objective – the strategic milestones you need to achieve in a campaign to reach the goal. They should be SMART: strategic, measurable, achievable, realistic and timebound, *eg. Feed in tariff legislated; strong federal government emissions reduction target; moratorium on new coal*

Strategy – the conceptual map of how to get from where we are now to where we want to be. Achieving your vision is based on analysing the territory you are in, including the politics, the stakeholders and their power base (eg. politicians, ngos, businesses, unions, sectors of the public); external threats and opportunities; and internal strengths and weaknesses (eg. networks, skills, capacity, resources).

Tactic – the social movement activities you use to achieve your goal and objectives, *eg. letter-writing, picketing, protesting, lobbying, communities going off the grid*

Target – the person/department/corporation who needs to take action for the campaign to be successful, *eg. Kevin Rudd*. (Also used as national goal or objective, eg Mandatory Renewable Energy Target, CEFE's 50/50 by 2020 target etc.)

Vision – the picture of what the social/environmental change we are working towards actually looks like, *eg. Australia producing zero emissions*

2. Movement Building

The Movement building strand of the summit is designed to help decide our future as a national movement.

In addition to providing skillshares and workshops at the summit to broaden your skills and deepen the resources of the movement, the movement building strand will also be looking at ways to coordinate nationally post summit.

The following questions are to provide the basis for proposals on future national organising, please take time to answer the questions below.

- 1) Would you join a national group / coalition / network lobbying body?
- 2) What would you hope to achieve through a national group / coalition / network lobbying body?
- 3) What model of organising should a national body use?
- 4) How would we coordinate nationally? EG What roles would we need to coordinate (state based reps or national cords)?
- 5) How would we make shared decisions as a national body (eg representatives, yearly meetings, online etc)?
- 6) Would it be useful if there was one national online collaboration space and centrally coordinated email lists for people to use?

3. Policy Stock-take

- 3.1 Introduction
- 3.2 Timeline
- 3.3 Policy stock-take template

3.1 INTRODUCTION

This policy stock-take will enable us to provide Climate Action Groups (CAG's) with an overview of the climate change policy positions of all participating groups.

The purpose of this stock take is to develop a resource that will:

- a) Enable CAGs to formulate a national policy position on Climate Change by identifying existing common ground;
- b) Provide information to CAGs that are developing or reviewing their own policies on climate change;
- c) Enable CAGs to collaborate and share resources, preventing unnecessary duplication allowing groups to direct their energies more efficiently towards effective action;
- d) Provide (over time) the national representatives of CAGs valuable information about the changing direction of CAGs responding to change be it at the federal, state or local government level;
- e) Provide a snapshot of what the grass roots climate movement is thinking and acting on; and
- f) Provide background information for groups unable to attend the summit.

Developing a national policy position:

Once we have received input from CAGs, a national policy position will be drafted & circulated to all CAGs for comment (as per attached timeline).

Our goal is to find common ground and reach agreement on a national policy position document **before** the summit takes place in February.

Please note:

We are only able to accept submissions approved by your group as a whole (that is, these policy positions are representative of the views of your group as opposed to a specific individual).

We are interested in receiving both formal policy documents as well as any informal policy views / positions your group may hold.

3.2 TIMELINE

24 Oct 08:	Call to all Climate Action Groups for their policy position input (as per pro forma) DEADLINE FOR SUBMISSIONS: 21 Nov 08
29 Oct 08:	Policy Position Outline to be finalised
31 Oct–5 Dec 08:	DRAFTING
21 Nov 08:	Deadline for submission of policy positions from Climate

	Action Groups
5 Dec 08:	Draft 1 of the National Policy Position to be submitted to all Climate Action Groups as well as other key contacts for comment
19 Dec 08:	DEADLINE FOR COMMENTS FROM CAGS ON DRAFT 1
19 Dec–15 Jan 09:	Comments on Draft 1 integrated into Policy Document
16 Jan 09:	Draft 2 to be submitted to all Climate Action Groups for comment / sign on*
30 Jan 09:	DEADLINE FOR COMMENTS FROM CAGS ON DRAFT 2
30 Jan–6 Feb 09:	Comments on Draft 2 to be integrated
6 Feb–11 Feb 09:	Final Policy document to be completed and circulated to groups ahead of the summit

* A sign-on template will accompany draft 2 to enable us to start collating the sign-on of groups prior to the summit.

3.3 POLICY STOCK-TAKE TEMPLATE

GROUP DETAILS:

Name of Group:	<i>Insert Group name</i>
Endorsement by Group:	<i>YES / NO</i>
Date Accepted / Endorsed by Group:	<i>Insert date of Acceptance</i>
Individual Authors (if appropriate):	<i>Insert Author Names</i>

POLICY DETAILS:

NOTE: the below areas highlighted are intended as a guide – please feel free to add or delete headings as appropriate.

1. Key Government Targets:
For example: <ul style="list-style-type: none">• Emissions reduction targets (short / medium / long-term)• CO2 targets (ie. CO2 ppm)• Mandatory Renewable Energy Target (MRET) <p>PLEASE INSERT YOUR POLICY VIEWS (as appropriate)</p>
2. Renewable Energy:
For example: <ul style="list-style-type: none">• Renewable energy target (ie. 100% renewables in 10 years)• Gross National Free-in Tariffs (National / State)• Community owned renewable energy• Rebates - local, state, federal <p>PLEASE INSERT YOUR POLICY VIEWS (as appropriate)</p>
3. Energy Efficiency:
For example: <ul style="list-style-type: none">• Standards on green buildings, motor vehicles, appliances etc.• Transmission loss• Decentralised/distributed energy• Transition towns/Sustainability Street initiatives etc <p>PLEASE INSERT YOUR POLICY VIEWS (as appropriate)</p>

4. Fossil-Fuels:

For example:

- Coal mining expansion incl. Port/infrastructure expansion
- “Clean Coal”
- Expansion of coal-fired power stations
- Position on Gas Power
- Position on Nuclear Power
- Federal Subsidies

PLEASE INSERT YOUR POLICY VIEWS (as appropriate)

5. Carbon Pollution Reduction Scheme (Emission Trading):

For example:

- Any critique’s undertaken of the scheme – ie: free-permits, assistance to coal fired power stations, cutting fuel excise...
- Inclusion of Trees in Scheme
- Position on Agriculture

PLEASE INSERT YOUR POLICY VIEWS (as appropriate)

6. Land Use:

For example:

- Reduction and/or halt to logging
- Biodiversity protection
- Bio-energy from native forests
- Green carbon & potential storage

PLEASE INSERT YOUR POLICY VIEWS (as appropriate)

7. Public Transport:

For example:

- Expansion / Infrastructure requirements
- Bicycles
- Low/no emissions vehicles
- Public vehicle efficiency standards

PLEASE INSERT YOUR POLICY VIEWS (as appropriate)

8. Just Transitions / Green Jobs:

For example:

- Policy for affected workers of industries impacted by climate change action
- Social impacts on low income households (eg in govt housing)

PLEASE INSERT YOUR POLICY VIEWS (as appropriate)

9. Other Policies:

For example:

- Waste / Landfill / Composting
- Policies on Consumer Power (ie: increasing consumer awareness of their role in climate change action)
- Policies on Business Action (ie: empowering business to lead on climate change action)

PLEASE INSERT YOUR POLICY VIEWS (as appropriate)

Explanatory note:

The above headings and examples are simply a guide to facilitate the submission process. Please feel free to add / delete headings and topics as required.