

Reclaim Power 2014– Communication Guide – 1 Month to Go!

1. Overview

This document is to help communicators and partners of Reclaim Power (RP) promote the week of action (October 10-18) and its demands.

It includes some ideas and principles for promotion, as well as draft posts that can be edited and used by you to promote the week and your action(s).

Note that the website serves as a central hub for communications and can now log and display actions, receive resource material, and display photos of actions uploaded by anyone (www.reclaimpower.net).

If you have images or materials you want to see on the website or any comments about its navigability please contact: alex@demandclimatejustice.com

2. The Peoples Climate Mobilisations (PCM)

Reclaim Power is a supporter/partner of the Peoples' Climate Mobilisations.

As many of our movements and organizations are planning actions in this week this is a great chance to promote Reclaim Power by:

- Making energy related demands in your planned actions and referring to Reclaim Power in your public communication (either the related day of action or the website or the hashtag);
- Referring to the momentum of the Peoples Mobilisations and connecting it to Reclaim Power as the next 'moment' for action;
- Encouraging members who take action related to energy to share photos of their Peoples Climate Mobilisation on the Reclaim Power page – www.reclaimpower.net/share_your_action

3. Principles

Communication around Reclaim Power operates on the following principles:

- *Open-source* – anyone and any of our members can produce materials and share them;
- *Collaborative* – if you see something you like or you want to tweak – do it, let's work together to build as big an audience as possible;
- *Reciprocal* – if you share a comrade's material they'll share yours;
- *Issue/struggle focused* – Reclaim Power does not matter as a brand, we want to find ways to amplify the efforts on particular issues and struggles and bring them together;

4. Objectives

In general our communications around Reclaim Power have the following objectives:

Objective 1: To **increase public awareness of struggles** for energy transformation and their connection to climate change.

Objective 2A: To **attract further participants** to the movements involved

Objective 2B: To **reinforce to participants the unities** and solidarities across movements.

Objective 3: To **support individual struggles to articulate their demands** at their campaign's targets.

5. Audiences

Our communications have several audiences:

Audience 1: The **general public**

Audience 2A: **Sympathetic** individuals/organizations/opinion-leaders

Audience 2B: **Members** of the movements/actions

Audience 3: **Decision-makers**

6. Stages

Stage 1: "Build the crowd" – focus on attracting members of partners/organizers to register/engage/like. Focus on sharing the webpage, facebook page, and twitter hashtag. When sharing content related to energy in your organization include a "shout out" to Reclaim Power or other partners and specific struggles. Connect the Peoples Climate Mobilisations to Reclaim Power as the next important international moment. Key message is: those fighting climate change are fighting for energy transformation, join that transformation. Objectives: 2A, 2B. Audiences: 2A, 2B

Stage 2: "Focus Attention" – Messages linked to each day of action and/or actions of partners. Asks directed toward the relevant international or local action. Key message: We are fighting for this transformation to stop climate change, join us. Objectives: 1, 2B. Audiences: 1, 2A, 2C.

Stage 3: "Celebrate the movement"– Reflect on successes and highlight inspirations. Build affinity across the community/movements and connect diverse asks into unities. Link actions of the month to happenings at the international level going forward such as the Social Pre-COP and the UNFCCC meetings. Key message: There is a global movement demanding energy transformation. Objectives: 1, 2B. Audiences: 1, 2B, 2C.

7. Key Dates

Important dates for Reclaim Power 2014 include:

- September Peoples Climate Mobilisations – Week around September 21st
- Day of Action on the World Bank and Subsidies – October 10th and 11th
- Day of Action on TTIP – October 11th
- Global Frackdown – October 11th

- Day of Action Against Waste Incineration – October 14th
- Day of Action Against Nuclear Power – October 15th
- World Food Day – Action Against Megadams and Agrofuels – October 16th
- Day of Action Against Coal – October 17th
- Day of Action to Call For Community Energy Alternatives – October 18th

8. Calendar

This is a possible guide for basic ideas to communicate to promote your action(s), those of Partners and Reclaim Power. You can link to RP site, FB or # when doing these.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
SEPTEMBER:		17 Promote PCM and RP demand 1	18 Promote PCM and RP demand 2	19 Promote PCM and RP demand 3	20 Promote PCM and RP demand 4	21 Share images through RP site.
22 Share the 'best' PCM energy demands/actions you see	23 Link energy announcements at UN summit to RP demands	24 Call for momentum of PCM to flow to RP.	25 Promote RP generally – links to resource materials / demands	26 Share your posted action(s) from RP site	27 One week after PCM call to action in RP..	28 Content why day of action on WB/TTIP/Su subsidies
29 Content why the global frackdown	30 Content on why day of action against waste	OCTOBER: 1 Content why day of action against Nuclear	2 Content why World Food Day of Day of Action	3 Content why day of action against coal	4 Content why day of action for energy alternatives	5 A week to go until RP – share map of actions
6 Promote specific WB/TTIP/Subsidies actions	7 Promote specific Frackdown actions	8 Promote specific Nuclear actions	9 Promote specific World Food Day actions	10 Share about actions held on WB	11 Share about actions held – TTIP and Frackdown	12 Promote specific Coal actions
13 Promote specific World Food Day actions	14 Share about specific Waste actions	15 Share about nuclear actions	16 Share about World Food Day actions	17 Share about coal actions.	18 Share about community alternative actions.	19 Share favourite actions during RP
20 Call for Bonn UNFCCC to heed RP demands	21 Show map/summary of all RP actions	22 Highlight specific struggled raised by RP	23 Call for Social Pre-COP to heed RP demands	24	25	26

REMEMBER TO SHARE PHOTOS OF YOUR ACTIONS – You can share them on your social media accounts as well as uploading on to the website at: www.reclaimpower.net/share_your_action

9. Sample Tweets (substitute proper URLs for specific events/materials)

At the #PeoplesClimateMarch we'll be demanding no new dirty energy
#ReclaimPower www.reclaimpower.net

Check out our action today for the #PeoplesClimateMarch – we'll be doing X for
#ReclaimPower on DATE. Join us! www.reclaimpower.net/event

Government handouts to polluting corporations has to stop. Take action October
10th or 11th www.reclaimpower.net/event #ReclaimPower

To stop climate change we have to stop energy inequality. Tackle our unfair and
dangerous energy system #ReclaimPower www.reclaimpower.net

People have the solutions to #climate change. Community controlled renewable
energy. Share solutions on October 18th #ReclaimPower
www.reclaimpower.net/event

The rules are rigged to make the rich richer and keep our energy dirty. Join us to
change them www.reclaimpower.net/event #ReclaimPower

Gas is a 'bridge' fuel to #climate disaster. That's why we are fighting to ban
fracking in X. Join us. #GlobalFrackDown #ReclaimPower

Nuclear power will never be a solution to #climate change. Find out why (LINK).
Join us on October 15th #ReclaimPower

To face climate change we can't sacrifice our food sovereignty. Fight against
dams and agrofuels on October 16th #ReclaimPower

Either we stop coal or it stops us. Take action on October 17 against this
#climate killer. #ReclaimPower

10. Sample FB posts

Are you heading to the Peoples Climate March? We want to make sure our
demands for an energy transformation are heard loud and clear. Millions across
the world will be calling for the same as a part of ReclaimPower (tag FB page
=/reclaim.power) What do you think of this sign calling for no new dirty energy
projects? [Photo of sign with energy demand]

Checkout MEMBERS at the Peoples Climate Mobilisation action today. We'll be
taking action again on DATE as a part of Reclaim Power (tag FB page) to
highlight ISSUE. Come and join us! More about the all the actions happening
here: www.reclaimpower.net/2014

Have you seen how much money our governments give away to polluting fossil fuel companies? On October 10th and 11th actions are happening across the world to call for these handouts to stop – at the UN, at the World Bank, via trade treaties, and by governments. To stop climate change we need to Reclaim Power. Join us – www.reclaimpower.net/event

The global energy system is rigged. A few over-consume but billions of people have nothing. This system is also driving dangerous climate change. If you think that's crazy - then do something to change it. Join an action at www.reclaimpower.net

Checkout our EVENT planned for DAY as a part of ReclaimPower. [LINK](#).

11. Sample email

Subject line: What's power got to do with it?

Dear NAME,

Climate change is in the news again – but not just for the frightening science – also because of inspiring actions of resistance to the drivers of crisis, taken by people like you and me.

The science is frightening, and becoming clearer every day. **It's clear that an essential step to stopping the climate crisis is to change our energy systems**, which pump the atmosphere full of pollution and yet still fail to give over 1 billion people on this Earth energy. **The damage from dirty energy infects our community at all levels** – and our struggles against particular energy projects are actually all connected.

Because transforming our energy systems is vital to protecting the rights of people and the planet, **XX has joined with groups across the world to "Reclaim Power" ([LINK](#)) and launch actions against the most harmful forms of energy.**

By joining us during the Reclaim Power week of action, **we can send a clear message that our struggle for XXX is part of a bigger, global movement.**

Can you join us on DATE for an DESCRIBE ACTION to show the world that we will continue to fight for a safe community here and a liveable climate for everyone. **RSVP here: www.reclaimpower.net/event**

As a part of Reclaim Power you can also take your own action on issues connected to our inequitable and harmful energy systems – or to promote community-controlled, alternative energy solutions. The website ([link](#)) has action-pack guides and resource materials to help you plan your own event. **Checkout the site, come up with an action and share it on social media - www.reclaimpower.net/2014**

Climate change can be frightening, but our communities response to it can also be inspiring. We hope that Reclaim Power will be another inspiring step in the global struggle to stop climate change. See you there.

Thanks for all that you do

NAME

PS – ISSUE is central to solving climate change, can you come up with a simple action on DATE and invite your friends and family along? Register it here: www.reclaimpower.net/2014

12. Sample Press Release

DATE

CONTACT: XX

XXXX JOINS GLOBAL WEEK OF PROTESTS FOR ACTION ON CLIMATE CHANGE

XXX will do **YYY** as a part of the global fight against climate change,

Time is running out to avoid dangerous and destructive temperature rise by 2030 according to the latest report of the UN's expert panel on climate change.

Responding to this alarm bell warning of a planetary emergency, **XXX** announced it would join a global alliance of movements, networks and NGOs, to focus attention on the energy transformation that is needed to stop run-away climate change.

"Reclaim Power is a global week of actions focusing on the harm that dirty energy does to our climate and our communities, and proposing real, people focused solutions." **XXX** said.

XXX group will be focusing on **YYY** particularly, with **ZZZACTION** planned.

The global week will run from the 10th of October, when a World Bank meeting will be the focus of actions to stop hand outs of public money to dirty energy corporations, until the 18th of October, when communities will showcase alternative energy solutions to the climate crisis.

"From Bolivia, to Alberta, to Berlin, to Lagos, to Delhi, to Manila and right here in **XXX**, people are inspired by the Reclaim Power week to step up actions against dirty and harmful energy like **XXX**," **XX** said.

"We have already seen (**LOCAL IMPACT**) which has resulted in (**PEOPLE FOCUSED OUTCOME**), this is predicted to worsen with climate change and that is why people are so fired up to get involved." **XXX** said.

"The Reclaim Power week shows that there is a global movement struggling to fight climate change, we here in **XXX** are not alone in this fight, and people everywhere are watching." **XX** said.

The energy sector produces over 35% of all climate pollution caused by humans each year, mainly from the extraction and burning of fossil fuels like coal, oil and gas.

According to the latest numbers from the UN over 80% of all remaining fossil fuels like coal, oil and gas will have to remain unburned if the world is to avoid extremely dangerous climate change.

"The most shameful fact is that despite destroying the climate the current dirty energy system cannot even provide all people with the electricity they need to live decent lives - there are 1.2 billion people in this world without access to any electricity at all." **XX said.**

"The Reclaim Power week is about demonstrating that while the current energy system fails on so many levels, we have solutions using renewable energy technology that can decentralise power production and actually get it to all people in a democratic-people controlled way." **XX said.**

"The science of climate change is unequivocal, it's undeniable, and so now action to transform our energy sectors is unavoidable." **XX said.**

"FINAL QUOTE ON LOCAL ACTION."

Some of the international organisations issuing the call and that have committed to taking action over the week include:

- * 350.org
- * [Jubilee South Asia Pacific Movement on Debt and Development](#)
- * [The Central American Climate Justice Campaign](#)
- * [Friends of the Earth Europe](#) and [International](#)
- * [Food and Water Watch](#)
- * [Global Alliance for Incinerator Alternatives \(GAIA\)](#)
- * [Global Frackdown](#)
- * [Global Campaign to Demand Climate Justice](#)
- * [Greenpeace International](#)
- * [International Rivers](#)
- * [La Via Campesina](#)
- * [LDC Watch](#)
- * [No REDD in Africa](#)

- * [Oil Change International](#)
- * [Pan African Climate Justice Alliance](#)
- * [Push Europe](#)
- * [South Asia Alliance for Poverty Eradication](#)
- * [Social Movements for an Alternative Asia](#)

The week will see international days focused on dangerous and harmful energy sources as well as promoting the community renewable energy solutions needed.

Focused days include:

- **October 10:** IMF and World Bank Meetings - Actions calling for a stop to public subsidies for dirty energy companies
- **October 11:** Global Frackdown: Day of Actions against Fracking; Actions against the Trans-Atlantic Trade and Investment Partnership (TTIP)
- **October 14:** Day of Action Against Waste Incineration
- **October 15:** Day of Action Against Nuclear
- **October 16:** World Food Day: Day of Actions Against Agrofuels and Megahydro
- **October 17:** Day of Action Against Coal
- **October 18:** Day of Action for Peoples' and Community Energy Alternatives

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More information about the month and its partners and participants can be found at: www.reclaimpower.net