

# DAYS OF ACTION FOR GLOBAL JUSTICE

**ACTION TOOLKIT**

**YOUNG**  
Friends of  
the Earth  
Europe

# WHY ORGANISE?

Climate change is widely acknowledged to be the greatest threat to human rights, social justice and the earth's eco-systems of the 21st century. Across Europe and globally we are seeing escalation in environmental injustice, disproportionately affecting marginalised and frontline communities. Rich industrialised nations carry the historical responsibility for climate-changing emissions, while local communities here in Europe and across the world who have contributed to emissions the least are facing floods, displacement, droughts, and changing agricultural patterns.

## ALL OF OUR STRUGGLES ARE CONNECTED.

There are many things to fight, but we are powerful when we work together. We will use these international days of action to amplify the voices of those on the frontline of these struggles, to communicate the urgency and importance of our message and to show our huge numbers across the world! The present is not solid, it is fluid. The future is not determined, and in the uncertainty there is space for hope.

In order to mobilise for justice, it is essential to consider issues of power and privilege. Young Friends of the Earth Europe encourages groups to take this into account when organising by making sure your planning process is inclusive and that messaging acknowledges the injustices of the climate crisis. We encourage groups to support and amplify the voices of frontline communities locally and globally, however advise groups to communicate directly with communities to ensure actions are in line with their perspectives on their struggle. Try to avoid presenting affected communities as victims or without agency.

*Please read our manifesto for more information on power, privilege, intersectionality and equality:*

[www.foeeurope.org/sites/default/files/young\\_foee/yfoee\\_manifesto\\_final.pdf](http://www.foeeurope.org/sites/default/files/young_foee/yfoee_manifesto_final.pdf)



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# DAYS OF ACTION FOR GLOBAL JUSTICE

## WHAT IS IT?

Young Friends of the Earth Europe is a grassroots network of young people and youth organisations working collectively for social and environmental justice on a local, national and European level. We organise events and inspire young people to take action on issues ranging from climate change, food and agriculture and education for sustainability – to ensure the voices of young people are heard in Europe and beyond.

Days of Action for Global Justice are collective decentralised actions and activities/ led by youth supporting frontline communities and amplifying voices of people in resistance, fighting environmental injustices globally. YFoEE Days of action for Global Justice are part of the wider movement and coincide with FoEI Days of Action for Climate Justice and Energy, FoEE Days of Action for Fossil Free Europe, International Food Day, International Food Sovereignty Day led by La Via Campesina and Reclaim Power's month of action!

## 13<sup>TH</sup> - 14<sup>TH</sup> : SAY NO TO DIRTY ENERGY

Join Friends of the Earth International in mobilizing against dirty energy projects worldwide! We need to raise awareness of how these projects violate human rights, profit from causing environmental destruction elsewhere and impact communities locally and globally. Say no to this dirty business and promote solutions that transform our energy and economic systems for a just future.

## 15<sup>TH</sup> : OPEN BORDERS = CLIMATE JUSTICE

People are already being displaced due to disasters and conflicts cause by climate change and the countries responsible must open their borders to these people. Not only this, increasing border controls in Europe are denying people from the Global South the ability to have their voices heard in decision making spaces, such as the international climate negotiations in Bonn in November!

## 16<sup>TH</sup> : INTERNATIONAL FOOD SOVEREIGNTY DAY

Food sovereignty means the right of peoples to healthy and culturally appropriate food produced through ecologically sound and sustainable methods, and their right to define their own food and agriculture systems. Join La Via Campesina and others to tackle GMOs, agri-business and land grabs, promote local sustainable agriculture and transform our food system.

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# HOW TO EFFECTIVELY PREPARE FOR YOUR ACTION?

ADAPTED FROM SEEDS OF CHANGE

## WHY

Why are you planning this action? What is your aim? What are you trying to achieve? How does this action fit into your wider campaign?

## WHAT

What is the MESSAGE of the action?  
Keep it simple and clear and relevant to your target

## WHO

Who are you aiming the action at? Who do you want to hear your message?  
Who is your target?

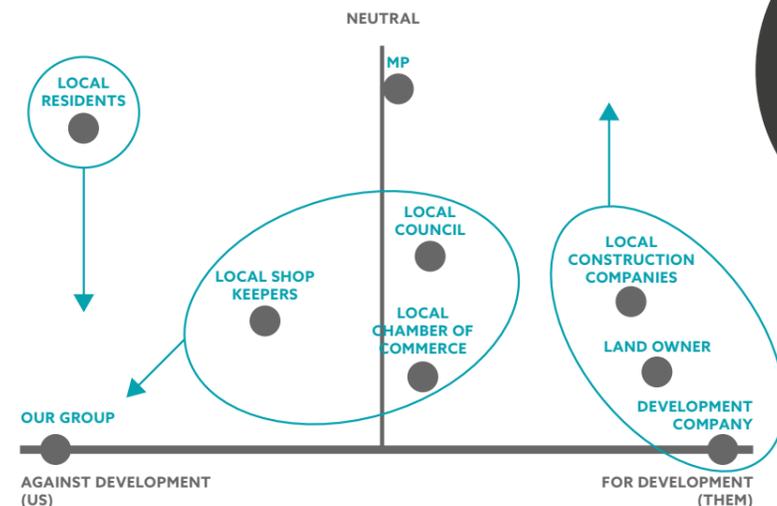
Some actions might be aimed at the staff of a corporation or government office. Other might be aimed directly at members of the public. Still others might be aimed at the media. The way you phrase and communicate your message will vary depending on your chosen target

### POSSIBLE TARGETS:

- GOVERNMENTS - subsidies for corporations, etc.
- SUPERMARKETS - selling GMO's or food of large, nasty corporations.
- BANKS - investments into Fossil Fuels, etc.
- UNIVERSITIES - Not using local/organic food, or investing into Fossil Fuels.
- COMPANIES
- PEOPLE - Awareness actions

## TIP

Use Force Field analysis to identify your target and potential audiences.



## WHERE

Will the action happen? Is there a venue that will maximise its impact?

This might be somewhere symbolic, or somewhere where your action will get the most attention. Maybe the location's dictated to you - if you want to

pull up a genetically manipulated crop, you have to go to where it's growing, for example

## WHEN

When will your message be heard the loudest?

Is there a time that maximises the impact of your action? Do you want your action to coincide with a meeting or conference, with the visit of a politician or dignitary? Should it coincide with a public announcement or press release, with the start of some act of injustice? Maybe you want it to happen at a time when the media will be available (no point holding your press stunt in the middle of the night) or when the area will be full of commuters or shoppers?

## HOW

How will you get the message out? What form will the action take? What tactic(s) will you use? Do you want to do a press stunt, or take direct action? Maybe you just want to raise awareness amongst the public and can use a street stall or leafleting to achieve that?

Furthermore, think about democracy during the planning process - if everyone is involved in the decision making processes and everyone's opinion is represented, the group will feel more committed to the action and this will make it more enjoyable for all! Think if your action needs some specialist skills that prevent some people from taking it? Are there roles that might require less effort or are less dangerous and could be adaptable to more types of people within the group.

Make sure everyone is safe during your action - divide people in affinity groups and use buddy systems. Make sure each group has talked about their comfort zone and agreed on 'red lines' during the action. Appoint legal observers and police liaisons if needed. Give everyone contact details of someone who will be on the lookout - in case action escalates and people are taken away.

### MAKE YOUR 'WHAT IF...' SCENARIO!

Not all actions go accordingly 100% to plan. Pin down possible hiccups that might happen due to external players - 'What if our van with props gets stuck in a traffic jam?', 'What if media doesn't come?', 'What if our target doesn't show up!?'...

Following this, think of all the possible scenarios and 'routes out' you might take - is there audience nearby (busy pedestrian street) that you can get your message across still? can you make a powerful photo-op for social media just in case? Can you bring some props yourself?

**ACTIONS  
AND  
ACTIVITIES  
FOR  
EVERYONE**

# GET THE MESSAGE ACROSS!

## 3 IDEAS OF MESSAGING EFFECTIVELY:

### BANNER HANG

is there a better way to tell off some dirty corporation than hanging a huge banner in front of its windows?

#### HOW?

- 1 Everyone is familiar with banner making contexts (See description);
- 2 Acquire your target and make a recce around for potential spaces to hang your banner. Depending on your climbing skills, this could be somewhere up high in the air, preferably in front of the windows, or lower in front of the entrance to the offices. This could be anything: crane, lamp posts, wall of the building in front, or secure it on the ground in front of the entrance.
- 3 Best times to do it: Very early morning, when there's not much public traffic.

### MAKING CREATIVE BANNERS

Banners are perhaps the most traditional form of protest art, but there is an art to it. Keep it simple but understandable and make it creative - you not only want to say your message by it, but reflect the feel of your message.

#### BANNER MAKING:

*Materials: Paint, Fabric (bedsheet, drop of cloth, canvas...), Brushes.*

- 1 **Sketch it out** - lay your fabric out on the floor or staple/tape it to a flat wall. Sketch it free hand or use a projection on top of it for nice desired fonts and images!
- 2 **Paint your Banner** - you can use tape to get very clean lines. Just put it along the edge and remove it after painting. OR cover letters/image with tape, and then paint the whole banner. Remove tape when banner has dried out.
- 3 Staple your banner on poles (bamboo sticks) so it's more noticeable - only applicable for protest/march banners.

### HUMAN BANNER

A human banner can be spur of the moment as you do not need to gather immense amount of materials before hand and all you need is just many people willing to participate. It's a powerful visionary tool, used quite widely during global days of action.

#### HOW?

- Prepare the image: Your image needs to communicate your message concisely - words and symbols are easy to lay out, however pictures are trickier.
- Use charcoal to draw it on the ground and guide people in that way. Make sure there is enough of space for everyone to fit in the image and account for extra space in between lines.
- Pick your background - better neutral (sand, grey square) - you don't want any details in your background, to make sure that your human banner stands out.
- Have a good photographer and have them as much high as you can! Or get a camera-balloon!
- Take the picture! The picture shown is from BUNDjugend at Klimacamp 2010



### LIGHT BRIGADE

is a tactic where activists hold illuminated messages consisting of large lighted letters in public spaces at night. It's effective tool to upgrade your protests and marches, as well as, to get great pictures for social media.

#### HOW?

#### MAKING LIGHT BOARDS:

You will need: Board material - sturdy material like wood panel or plastic panel, preferably single-coloured, battery powered led-lights (like Christmas lights), drill/nails and hammer or anything else to pinch out some holes.

- 1 Print out letter outlines (A3 or A2 sheets, depending on board sizes) and stick them to your boards or use a projector to transfer your message on boards (1 letter = 1 board).
- 2 Make the outline of holes by following lines of the letters and smoothly marking holes using a nail. Remember that the number of holes needs to represent the number of lights you have for 1 board.
- 3 Make holes bigger by using the drill.
- 4 Put in the lights and secure them with white tack or duct tape to the back of the board. Try to do it as close to the holes as possible, otherwise the lights might fall out.

- FIND YOUR TARGET.
- Think of a short and clear message you want to communicate. Think of it as a twitter message just drop-off hashtags and @'s.
- Prepare light boards (Description)
- Gather volunteers (a.k.a. Light Holders).
- Take them to the place, light it up and make sure to take good pictures. The picture above is the Zagreb Light Brigade and YFoEE Croatia



# SPREAD THE WORD!

Leafleting and organising public talks and movie screenings may seem like old-fashioned way of getting people engaged, but it still works! Here we provide ideas and examples on how to 'upgrade' your information sharing approaches.



## ADVANCED LEAFLETING

(adapted from Beautiful Trouble)

'How many times have you taken a leaflet just because you forgot to pull your hand back in time, only to throw it in the next available trash can?' - Beautiful Trouble provides a solution to this with some great examples of advanced leafleting.

- Put it in a fortune cookie;
- Use Theater and Costumes (more ideas below);
- Juggle, play music, dance...

## ORGANISE CREATIVE EVENTS BY USING PREFIGURATIVE INTERVENTION TACTICS

The tactic is used to create utopia and reveal what we are fighting for and show how the world could be. This requires a bit of creative thinking and deconstructing things in order to construct new ones.

One of most known examples of such tactics is Annual Park-ing Day, when many groups re-create feeling and structures of parks instead of parking spaces...



## TIP

Similar tactics can be used to showcase what's happening anywhere else in the world (local government conflicts with other countries, climate change affects in the Global South) and to put participants of the event or passers-by into a challenging position (which is needed sometimes!).

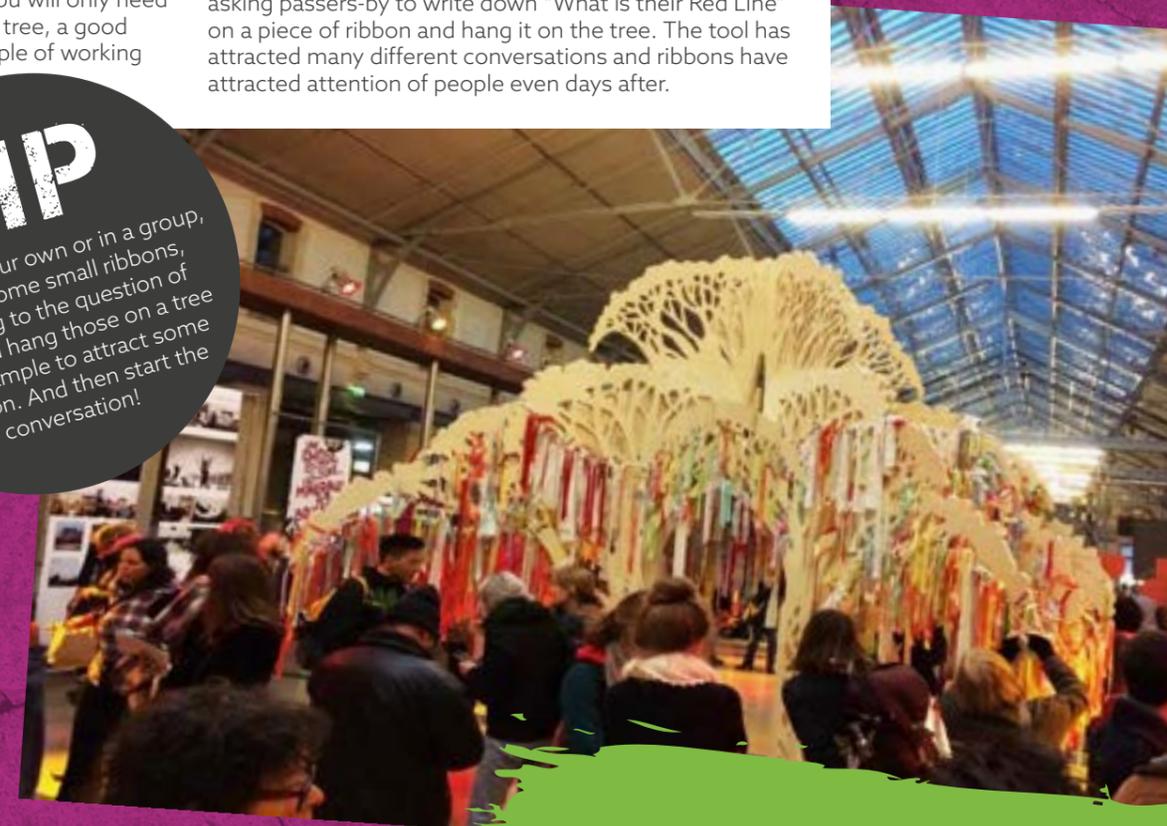
## RIBBON TREE

A very easy tool to start a serious conversation and engage with passers-by, and you will only need pieces of fabric, a tree, a good question and couple of working markers.

EXAMPLE: The tool has been started by the Climate Ribbon and adapted from series of 'red line actions' that took place during COP21 in Paris. Activist groups were asking passers-by to write down "What is their Red Line" on a piece of ribbon and hang it on the tree. The tool has attracted many different conversations and ribbons have attracted attention of people even days after.

## TIP

If you're on your own or in a group, premake some small ribbons, answering to the question of matter and hang those on a tree as an example to attract some attention. And then start the conversation!



## IS THERE ANYTHING YOU COULD RECREATE?

- Theater of the world without hunger?
- Image of community without fracking?
- A newspaper/website/release with only good news (such as the 'Yes Men')?

# MAKE SOME NOISE AND DISRUPTION

## FLASHMOB & CREATIVE DISRUPTION:

Flashmobs and creative disruptions are great ways to organise spontaneous mass street actions or small civil disobedience without much preparation and legal disruption. Its past goes back to 2003, when flashmobs were used as an easy form of art and expression.

Here are some great ideas for flashmobs or creative disruptions:

### SHOUTING FLASHMOB

After COP15, groups in Sweden came up with an idea of 'Climate Scream' which went viral across Europe. Yes, you're right, during certain time and in certain places people were just asked to shout as loud as they can (and of course film it)! What you need is to gather your volunteers in a certain place, during certain hour, using communications via twitter, facebook or text.

For more climate screams:  
[klimatskriket.wordpress.com](http://klimatskriket.wordpress.com)

### CREATIVE DISRUPTION IN A SUPERMARKET

To uncover the food lobby and unsustainable means of food production globally, in 2010 Young FoEE took it to one of the biggest supermarkets in Brussels - stickers, drums and speeches - you can find it all here...

[www.youtube.com/  
watch?v=F63S6A3ugbk](http://www.youtube.com/watch?v=F63S6A3ugbk)

### CREATIVELY SHAMING PEOPLE WE DON'T LIKE OR DISRUPTING CONFERENCES

During COP21 J.E.D.I for Climate and some members of YoungFoEE disrupted a greenwashing conference to shame Danone and Renault funding the negotiations. This was done by using positive tactics - fluting, singing and short speeches.



Even banging loads of pots and pans in a public area can be seen as creative disruption to attract some public attention. In 2012 in Quebec, everyday at 8pm people would meet in the streets with their pots and pans and disrupt traffic to protest against rising tuition fees.

# DO SOME ARTIVISM!

"ART IS NOT A MIRROR HELD UP TO REALITY, BUT A HAMMER WITH WHICH TO SHAPE IT."

Bertolt Brecht

Art can be a very powerful tool for activists. Unlike politics, which can sometimes be blunt and repetitive, art aims to raise awareness through emotion. Artivism can be defined as anything involving dance, song, theater plays, paint and so much more - so let your mind go wild when planning such an action. Asking yourself or your group a question: "What art could we use to effectively tell X message to Y audience to achieve Z result?", beforehand will help you figure out which form of art you're going to use for your action.

And if not, here are couple of examples and ideas of what you could do!

## MURALS OF RESISTANCE

The Mexican Mural Movement has brought new dimension to murals being used as social and political tool. Nowadays you can find murals with different political messages in almost every city in the world.

### HOW?

It's relatively easy! Once you have figured out what is your main message and your audience, ask yourself what are the main components that represent your message (tax cuts = scissors, people power = raised fist, dirty energy = fracking rig, etc.), which will be later included in the mural.

Now you only need a wall, walking pathway or any other surface (preferably next to your action target), crayons, paint (spray, tempera or usual), brushes and a little bit of talent! ;) No worries - we have already prepared some stencils for you - for an easy and fast mural.

### TIP

Murals/stencils can always be easily combined with other forms of actions.

## MAKING T-SHIRTS AND PATCHES

Use already premade stencils to upcycle your clothes! This is a great way to spread the message and have fun while getting your message out there.

### HOW?

You will need: stencil (those will be provided by YFoEE), fabric paint and something to apply paint with.

Make sure to fix the stencil to a piece of cloth and start painting!

### TIP

This is a great way to get people to come to your events (whether it's a talk or movie screening) - ask everyone to bring their old T-shirt and promise some cool designs.



# BE ACTIVE ON SOCIAL MEDIA!

Even if you don't have capacity to organise something bigger, there are ways for you to still be involved and support the cause! Please send us messages to express solidarity with affected communities across the world. Send us solidarity messages to show that you stand with people who:

- Lost their land due to land grabs;
- Lost their home due to dirty energy projects;
- Lost their profit from local sustainable fisheries and agriculture, which was overtaken by huge agribusinesses;
- Have been displaced from their home due to changing climate patterns;

## TAKING PICTURES WITH POSTERS OR CHALKBOARDS OR VIDEO MESSAGES

PDFs of posters and chalkboards are provided by YFoEE (on their way) - you only need to write your own message and take the picture! Or tell it with a video message - it only takes 2min! Share it with your friends and us - we will make sure to get it out there.

## WRITE AN OPINION PIECE TO YOUR LOCAL NEWSPAPER OR POST A BLOG

It's all about awareness raising, so if you feel inspired get in touch with your local newspaper. Furthermore, you can also write a blog and send it to us - we are ready to put it up on YFoEE website for you.

## GET IN TOUCH WITH YOUR LOCAL POLITICIAN

It's always good to keep them under pressure! E-mail your local councilor or national MEP explaining the problem and how their decisions can change many things. Again, think about your target and how governments and different legislations contribute to environmental injustices across the world

## STICK IT TO THEM!

We have made some lovely stickers - let people know what's happening and why we are taking action. Sticker your door, lamp-posts on the street, company buildings, etc...

## SHARE IT!

- Share our lovely infographics;
- Posters;
- Share your actions on an interactive map (on its way)
- Share the actions of other groups during these international days of action!

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**CONTACT**

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