



Low Carbon Societies Network



Communication of Low-Carbon Scenarios and Strategies

by

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Low Carbon Societies Network Seminar

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<http://lowcarbon-societies.eu/index.php?id=42>

Report to Reality

- Talk talk talk talk talk talk talk talk talk talk talk talk talk talk talk talk Talk talk talk talk
- Very complicated subject
- How can we convert that into action

Report to Reality



Language



Flirting with disaster

World leaders are failing to tackle global climate change. This is a major threat to all of us – but particularly to millions of people living in poverty.

The situation is already critical. But disaster could be just around the corner – levels of carbon dioxide, methane and nitrous oxide in the atmosphere are higher now than at any time in the last 420,000 years.



plane stupid

bringing the aviation industry back down to earth!



- **Stop climate chaos, don't fly, don't drive, turn off, climate Apocalypse, climate disaster**

Positioning

Primary message:

- **zerocarbonbritain2030** is the first fully integrated **positive vision** for the future.
- It proposes a rapidly decarbonised UK that is aspirational, prosperous and possible.

Positioning

- Give shape to a renewable future
- Develop the synergies between sectors
- Plan for big infrastructural changes rather than incremental cuts

Audience

- **Policy makers:** Responding to Department for Energy and Climate Change (DECC) consultations.
- **Grassroots/small NGO's/ Civil Society** - provide the mobilisation and campaigns



Tactics

- CAT is **not** a campaigning organisation
- We can engage in **indirect campaigning** by supporting other organisations

Tactics

- **Inspire:** Grassroots campaigning organisations are joining the zero carbon in 2030 message
- **Inform:** By providing a solid research foundation
- **Enable:** Link campaigning organisations together through the report

Zero Carbon by 2030: Action for the Climate Emergency | Campaign against Climate Change

http://www.campaigncc.org/node/409

allstaff zcb coop gmaps rail gmail YouTube Wikipedia News (292) Popular

Events Zero Carbon by 2030: Action for t...

Campaign against Climate Change

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Main Campaigns

- Coal and oil
- Aviation
- Biofuels
- Green Jobs

Donate

To support our campaign, and increase its scope, we need money. Please donate

Trade Unions

Get your Union to support the Campaign. More info

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Zero Carbon by 2030: Action for the Climate Emergency

Start: 30 Oct 2010,
Where: Friends House, Euston, London



Saturday 30th October

Friends House, Euston Road, London

1.00 pm to 7.00 pm Climate Forum 7.00 pm to 9.00 pm Climate Concert

Zero Carbon by 2030. We need to reach this goal and we can reach this goal. But to get there we will need a radical programme of climate action for the UK – a positive vision with real solutions. Join us in challenging the new government to



Global Climate Campaign



Global Day of Action
4th December 2010

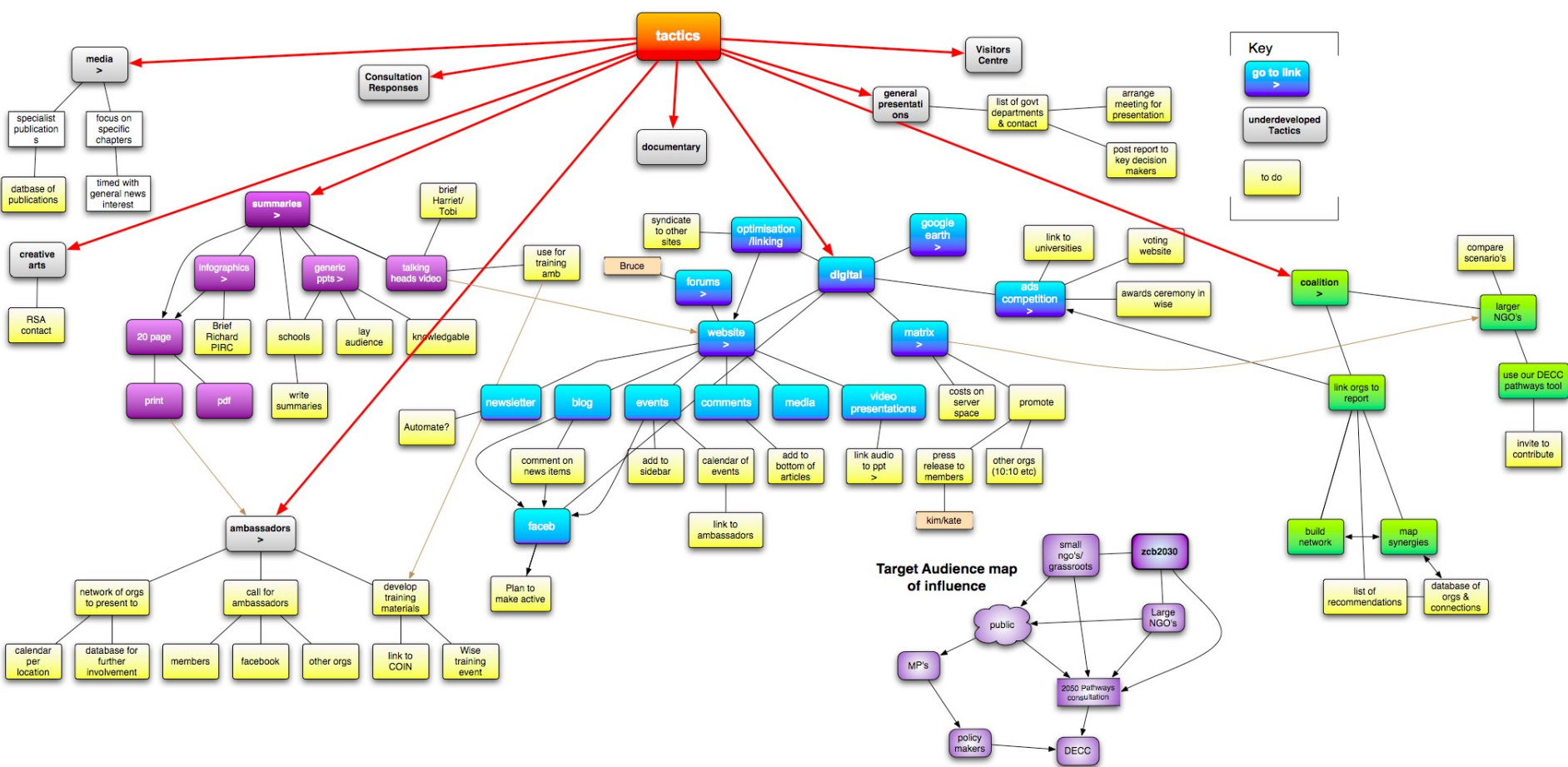
CLIMATE EMERGENCY CAMPAIGN

Sceptic disinformation

- A rising tide of climate denial
- Hall of shame
- Take action

Latest climate change news

- Yes, we broke the law as climate change activists. And this is why | Dan Glass
- Nine Plane Stupid activists fined for Aberdeen airport stunt
- Poorer nations hit with 'exorbitant' consultancy fees for carbon offset projects



Tactics

Reframing the debate

- Identify with value sets to bring about deep environmental change
- Encourage a move away from marketing model

Tactics

Movement building

- Alliance of sympathetic organisations
- Map connections between campaigns
- Change language and attitudes to mitigation