



MOBILISING OUR COLLECTIVE POWER TOWARDS A ZERO CARBON FUTURE

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350 AOTEAROA

350 Aotearoa is the New Zealand arm of the international climate movement 350.org, which aims to unite the world around climate change solutions.

Our campaigns challenge the cultural acceptance of fossil fuels, and push Aotearoa and the rest of the world back on track to 350ppm.



350 AOTEAROA

350 Aotearoa is inspiring, training and mobilising people across New Zealand to bring power back to citizens and stand up to the fossil fuel industry that is causing the climate crisis. Together we can build a zero carbon future for all that is powered by 100% renewable energy.

Our method of creating change is through grassroots, collective action, rather than focusing on individual lifestyle and consumer changes.



WE ALL HAVE A PART TO PLAY IN STOPPING CLIMATE CHANGE

- We must accelerate Aotearoa's just transition to a zero-carbon society.
- It will take all of us, across all sectors of society.
- We need to be effective in how we call for change.



A TOOLKIT FOR EFFECTIVE CLIMATE ACTION

GOAL: The overarching vision or big picture change that winning your campaign will contribute to.

OBJECTIVES: The specific and strategic outcomes of your campaign efforts.





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KEY DECISION-MAKER: The person (or sometimes people) who can give you what you want.

THEORY OF CHANGE STATEMENT: If we do X then Y will happen because Z.



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VALUES-BASED MESSAGING: The top-line messages that support your campaign. These should be entrenched in intrinsic values.

Key Principles:

1. Lead with a vision
2. Be clear on who can make the change
3. Avoid negating or myth busting
4. Sell the cake, not the ingredients
5. Show people they are not alone

Source: The Workshop (2019) *How to Talk About Climate Change - A Short Guide.*



A TOOLKIT FOR EFFECTIVE CLIMATE ACTION

TACTICS: Social action activities that you use to achieve your goals and objectives.



Take a moment to identify one thing in your current workplace or community that you want to change to foster climate action.





Take a moment to share this with someone else around you. Identify as many of the campaign elements as you can.

SHARE YOUR IDEAS

What do you want to change?

What do you already know?

What do you need to research or take time to find out?



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THANK YOU!

Do you have any questions?

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