



THE BIG ASK

Day of Action

Saturday 5 April 2008

ACTION GUIDE



Thank you for signing up to take part in the
Big Ask Day of Action on
Saturday 5 April 2008

The Day of Action has two key aims

- 1 We need to highlight the need for ALL emissions to be included in the Climate Change Bill and show how Gordon Brown and his government are wilfully ignoring the impact of international aviation emissions.
- 2 We need to generate as much local media coverage as possible. MPs carefully monitor the local press and coverage and it really does influence the decisions they make. With an impending vote on the Climate Change Bill this coverage could make all the difference.

The action pack

So, with both these things in mind, we are asking you to stage a **photo stunt** for your local media. With this action pack you'll have received some great props to create a media-friendly picture depicting Gordon Brown ignoring the aeroplanes flying around him.

This pack should contain all the information you need to carry out your action. However, if you would like to talk through any particular issues, especially around the media work, we've set up a telephone helpline to provide you with expert advice. Details are on the next page.

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- Section 1** **Background information on the campaign:** how we got this far, what we still need to achieve and how this action will help.
- Section 2** **The action plan:** precise details of what we're asking you to do including an easy timeline so you can plan your action in advance as a group. Guidance on how to construct some of your props and get the most out of the day. What you need to do to follow up the media work and evaluate your action as a group.
- Section 3** **How to work with the media:** full guidance on how your local media works, how to contact them and get them interested in your story, how to set up the photo stunt so that it works for them and you, where to go for top tips on interviews and some frequently asked questions to help you to respond to journalists.
- Section 4** **Draft press release:** for you to adapt to your own circumstances.
- Section 5** **Working with other community groups:** ideas on how you can contact and team up with others in your area.

Day of Action helpline 020 7566 1677

Monday 25 February 6 - 7.30pm
Monday 3 March 6 - 7.30pm
Monday 10 March 6 - 7.30pm
Monday 17 March 6 - 7.30pm
Tuesday 25 March (N.B.: day before is Easter Monday) 6 - 7.30pm
Monday 31 March 6 - 7.30pm
Thursday 3 April 6 - 7.30pm

For more basic queries, don't forget you can also contact your friendly Campaign Assistants:

Tom Wright (Climate) 020 7566 1673 or tom.wright@foe.co.uk
Julian Kirby (Parliamentary) 020 7566 1724 or julian.kirby@foe.co.uk

Your Day of Action resources

With this pack you should also have received:

- Gordon Brown mask with elastic fitting
- 3 x cardboard aeroplanes, in flat pack
- 2 x A2 placards
- 200 aviation leaflets
- 100 plane shaped postcards for Gordon Brown

Please contact Julian Kirby if anything is missing.

1

Background information

Progress

Since the launch of the Big Ask campaign in June 2005 we've made amazing progress towards securing binding climate change legislation in Britain. Local groups have played a critical role in everything that has been achieved. The Government has introduced a Climate Change Bill which will become law in 2008. However the Bill they propose is not strong enough to realise the carbon dioxide emission cuts that are needed to ensure global emissions are kept below dangerous levels. For this reason we are now campaigning to see 3 key amendments in the Bill:

- An increase in the overall target for 2050 from 60 per cent reductions in carbon dioxide to 80 per cent reductions;
- The inclusion of the UK's share of international aviation and shipping emissions;
- The adoption of annual targets rather than the 5 year budgets currently suggested.

We've already made progress on these asks – in Autumn 2007 Gordon Brown stated he was prepared to re-examine the 60 per cent target, and in January this year the United Nations Development Programme highlighted the need for an 80 per cent target and the inclusion of international aviation and shipping in UK legislation. An Early Day Motion (EDM 736) has been tabled highlighting the UNDP report and need for amendments to the Climate Change Bill. Within three weeks of its launch it had been signed by 172 MPs, including 117 from the Labour back benches. You can see the most up to date list of signatures here:

<http://edmi.parliament.uk/EDMi/EDMDetails.aspx?EDMID=34898&SESSION=891>

The Day of Action

This Day of Action will be one part of our ongoing actions and lobbying to ensure that these encouraging noises are turned into concrete action when the Commons votes on the Bill. We want to eliminate the risk of MPs sitting on the fence by focussing clearly on one ask at a time with each action – in this case international aviation.

We've designed this Day of Action with a local media focus for two reasons. The first and most important is that it's a great way to really get the attention of your local MP. We've talked about the importance of local media work throughout the campaign, but we really can't emphasise enough how vital it is. Secondly, we wanted to give you a change. We've been asking you to lobby MPs in so many ways over the past 3 years, and every time you've pulled out the stops and delivered way beyond anything we could have hoped for. This action is a chance for your group to diversify, maybe learn new skills and explore a new way to raise your own local profile, as well as helping to ensure the success of The Big Ask.

The stunt might seem light-hearted, and the idea of getting dressed up in public might not immediately appeal to everyone, but to get coverage we need to give the local media something creative, new and interesting. However that doesn't detract from the importance of the action or the seriousness of the message we're sending. Hopefully there's something for everyone in the group to do and the emphasis should firmly remain on getting a great story into your local media. If your group is new to media work or you'd just like some extra tips to help you make it a success, please call us on the Day of Action helpline.

To keep the pressure on in other areas, at the beginning of February we asked all of our *Earthmatters* readers to send a Valentines card to their MP asking them to 'love 80 per cent' in the Bill. We've also been working in partnership with Christian Aid and the World Development Movement at a national level to put pressure on some final recalcitrant MPs. In addition, Stop Climate Chaos is organising a Week of Action, of which this Day of Action forms a part. They'll be encouraging their member organisations to take action from 31 March - 5 April. There's more on how to link with other groups later in this pack.

2

The action plan

To hold a media photo stunt on Saturday 5 April for your local media, to generate as much coverage as possible in papers, radio or even TV. The purpose is to highlight the need to include ALL emissions in the Climate Change Bill, and use the media to put pressure on local MPs and Gordon Brown.

What is the stunt?

One group member, dressed as Gordon Brown in a suit, tie and mask, playing with the aeroplane prop in one hand while covering his eyes with the other. This illustrates how even though he is fully aware, he is not including international aviation emissions. In the background, two other group members can be playing with the other plane props or holding a placard which says 'Don't ignore aviation' (see pix on p4).

We are also including some leaflets and postcards – this is information for other members of your group to hand out during the stunt. We strongly suggest that you don't use these as a part of a stall – the action on the day should be the stunt, not a stall!

Suggested roles for group members

There are several ways group members could get involved to split the tasks:

In advance

1. An overall day of action coordinator
2. Media contact person
3. Making contact with other groups
4. Location research
5. Prop coordination
6. Liaising with MP(s)

On the day

- 1 **Gordon Brown.** It would be fantastic for this person to get into character a little – please wear a dark suit/ shoes and a red tie. Check out his mannerisms by watching some news footage of him!
- 2 **Plane/placard holder.** Two to three more group members holding the other two planes or the placard. To make the stunt look coordinated it would be great for these people to wear similar black clothes. Maybe even black and white FOE logo t-shirts if you have them.
- 3 **Group photographer.** This needs to be someone not actually taking part in the stunt, responsible for taking great photos to send to media who can't come.
- 4 **Media contact person.** Has spare copies of the press releases and is the contact the local media have been dealing with and expect to meet. This person or the group photographer could direct the people in the stunt as someone not taking part will have a better view of it.
- 5 **Others.** It's really important the stunt and media coverage take priority. However other group members can hand out the leaflets and ask people to sign the postcard to Gordon Brown.

What should it look like?



What's right with these pictures?

- 1 The subject fills the frame
- 2 The message is clear
- 3 The pose is dramatic
- 4 Last (but not least) Friends of the Earth is clearly badged.

What shouldn't it look like?



What's wrong with these pictures?

- 1 The framing is unbalanced
- 2 The message is unclear and confusing – especially where Gordon Brown is wearing a Friends of the Earth t-shirt! The aeroplanes are not very visible.
- 3 The pose is messy and lacks dynamism and interest.
- 4 Faces are hidden or looking in the wrong direction.

- 1 The framing is too wide - there is no focus for the picture.
- 2 The message is lost – the planes are not really visible and although Gordon Brown is wearing a suit he is not doing anything!
- 3 The pose is passive and uninteresting,

What to do when

Four weeks to go...

- Discuss the Day of Action with your group: check you have everything you need, think about the different roles group members could take, think about where you might do the stunt.
- Start researching your local media contacts: these could be your daily or weekly papers/free-sheets/radio stations/ TV and community websites. It may also be worth finding out about community magazines and church or group newsletters. The more you can make contact with the better! If you need a starting point contact either Julian Kirby on 0207 566 1724 or julian.kirby@foe.co.uk or the Day of Action helpline on 020 7566 1677 for a list of some local and regional media contacts in your area.

2 weeks to go...

Localise the draft press release. Email it to your media contacts and follow it up soon after with a phone call to check they received it, enthuse them about coming along and gauge their reactions. Make sure you include a mobile phone number on which you can be reached on the day. **Top tip:** send your press release in the body of a personalised email (not as attachment) to each contact separately. Sending in the morning is best as many journalists will be up against deadlines in the afternoon. The more news desks and contacts you send it to, the more chance there is of it being read and noticed!

1 week to go...

Chase up any media contacts you haven't heard from. Prepare for any interviews by thinking through what details you want to get across and having some practice goes. If you know you have interviews lined up on that day, see if you can find a friend who can record them for you. Put your props together and check you have a digital camera to use. Might be a good idea to do a practice run too.

Saturday 5 April Day of Action!!!

On the day it's a good idea to get there well in advance so you can set yourselves up and be ready in case any media turn up early. We would strongly advise NOT having a stall for once as this will detract attention from the photo stunt.

It is useful for the group's media person to take along the contact details of any media you are expecting to come along and a mobile phone. If anyone doesn't turn up, give them a quick friendly call to check if they have any problems or are on their way. That way you know how long to stay there for! Some photographers just get told to turn up and may not have been given the press release or know what it is all about. Take spare press releases along and talk to them a little about why you are there and what you're doing as it will help them get a better photo and avoid any confusion. It might be useful to give them a copy of the leaflet and postcard too. Don't forget to take your own photographs.

Once you've finished the stunt, before you go off to celebrate, choose the best few photos and email them with a copy of the press release and your contact details to all your media contacts the same day. It's good to do this straight away rather than the next day as then it's more relevant and won't get 'lost' on the Sunday. If you're super keen you can always follow it up with a phone call on Monday morning to 'check they got them ok' (really that's just a cheeky way to prompt them to cover it though!).

It's not over yet... the few days after

Once your action's complete and you've all headed off to celebrate, it's easy to forget the all important follow up work. For this action in particular, because it's so focussed on getting local media coverage, it's really important that you tell us how it all went.

Please send us copies of your local media coverage, by email or post.

You'll find an evaluation form in this pack – please complete it, attach copies of your media coverage, and send it back to us so we can get an idea of the impact the action may have, and how you found it so we can improve our support for you next time. You could even fill in your form in the pub – it'll be a good way to 'debrief' as a group and find out how everyone thought it went. You can also email copies of coverage to julian.kirby@foe.co.uk. Please send any signed postcards back to us at the address on the card, so we can get them to Gordon Brown as quickly as possible.

Follow up your action

In order to maximise the value of the action for your group and the campaign, you might also want to consider the following tips:

- If your MP got involved in any way, write and thank them.
- If you worked with another group, why not make sure you plan your next joint action or social, so you can work together in the future. You could exchange newsletters or visit each others' meeting s.
- You may also want to collect up any copies of your coverage and send it to your MP with a friendly note to check they've seen how interested their constituents are in the issue!
- Check out how to celebrate your success at http://community.foe.co.uk/resource/how_tos/index.html

Prop construction guide

Placards

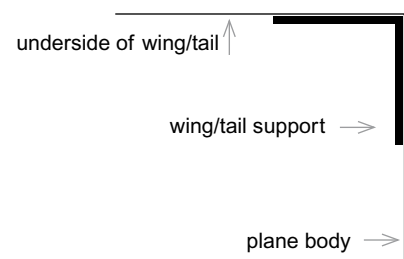
This one is easy. We've sent you two just in case, but really you only need one. First find a piece of cardboard (or polyboard) – A2 sized (420mm x 594mm). Then glue the poster to the board. If you want, you can also attach a piece of light weight wood to the back using masking tape so you can hold it more easily. Done!

Plane

- The kit:**
- Plane body
 - Plane wings
 - Plane tail wings
 - 2 x large self adhesive wing supports
 - 2 x small self adhesive tail supports

The aeronautical engineering (how to build it):

- 1 Take the body of the plane and push the large set of wings through the slot closest to the front until it is halfway through.
- 2 Take one of the large wing supports (the rectangles of card that have a crease in the middle) and fold along the crease. Repeat with the other wing support.
- 3 Peel the brown paper from each wing support and press the support under the wing where it intersects the body of the plane. Make sure the wing is straight (it should be at a 90 degree angle to the plane body). Repeat for the other wing. You should now have a well supported set of plane wings.
- 4 Take the small tail wings and push them through the slot in the tail of the plane's body.
- 5 Take the two smaller tail wing supports and fold them down the middle along the crease.
- 6 Then, as with the large wings peel of the brown paper and stick the supports on each side under the tail wings. You should now have a well supported set of tail wings that sit at 90 degrees to the plane body.



That's it... Have fun!

3

How to work with the media

Media coverage is hugely influential for MPs who use it to closely follow the concerns of constituents. For those unused to doing media work, the good news is that it isn't rocket science. You need to be proactive, and it does take a bit of organisation and determination to succeed but is well worth the effort.

How your local media works

Your local papers, radio and TV stations reach thousands of homes. Even the most ardent street campaigner cannot talk to so many people in so short a time. While journalists can sometimes seem imposing they are just ordinary hard working people. The main part of their daily lives is pressure – pressure from editors and producers to find good stories, and pressure to produce them by strict deadlines. Ultimately it's likely that you know more about the issues about than them! With this Day of Action, if you contact them in advance, meet their deadlines and provide them with this fun but meaningful photo opportunity you could get some exciting results.

How does my local media work?

Local media: Small towns, city districts and rural areas will generally have at least one 'paid for' weekly local paper, and possibly free news-sheets delivered directly to the door. Interestingly, local media tends to be read, watched or listened to with more attention than national media.

Regional media: There is a broad regional network of TV news centres with their own nightly programmes, and a large number of local radio stations (from discussion-heavy BBC regional radio outlets to music-dominated commercial stations). Every city and large town has at least one daily paper and often a morning and evening edition or separate publication.

Online: Most regional media outlets now have websites including some that cover just a small local area. Using them can provide good opportunities for coverage. Even if your story doesn't make it onto the radio or into the hard copy of a paper, it may go up on their website so it's worth looking into.

Your local media contacts (newspapers/radio/TV)

To get details of the local and regional media that covers your area, contact Julian Kirby on 0207 566 1724/julian.kirby@foe.co.uk or the Day of Action helpline.

What are the key things we want to tell the media with this Day of Action?

The suggested press release in Section 4 of this pack will show the key things we are aiming to get across through our media coverage around this photo stunt. In case it's helpful, here is an outline of the three most important points:

- 1 The Climate Change Law is ground-breaking but it needs strengthening.**
It will become the first Climate Change Law in the world to set legally binding government targets for carbon emissions.
- 2 The Government should stop ignoring emissions from international aviation and shipping**
It's ludicrous to pretend these emissions don't exist – ALL emissions need to be counted in the bill from the start. It's unfair to treat international aviation and shipping differently to other sectors in the economy.
- 3 Most MPs have backed The Big Ask, Friends of the Earth's campaign for a strong Climate Change law. Now they must deliver.**
MPs must vote for a strong Climate Change Law that:
 - Includes the UK's share of emissions from international aviation and shipping.
 - Commits the UK to cutting its emissions by 80 per cent by 2050.
 - Ensures steady progress – cutting emissions by at least 3 per cent a year.

Friends of the Earth has led the campaign for a strong Climate Change law

Friends of the Earth launched the campaign for a strong Climate Change law in May 2005 and over 100,000 people have helped us achieve it. Now a whole range of organisations have backed the campaign. Everyone can still do their bit to help get a strong climate change law by taking action at www.thebigask.com

Send an email or a video message to your MP and ask him to vote for a strong law.

Note: No matter how interesting a story is, people will only remember the briefest bit of what you say. But impressions can last so it's important to keep repeating your main points whether in conversations with journalists, press releases or interviews. It's good to keep to these points as much as possible.

Local media LOVE to hear about how things affect people. Personal opinions and feelings of local people are always popular so whatever you can do to relate the Day of Action to your local setting will help, whether through involving local MPs, quoting group members and local residents or providing local examples.

How to get your local media interested

Location, location, location

You don't have to hold this at an airport. Your local high street or park could work as well. When planning where you will do your stunt, it's worth thinking through the following: do you have any iconic local landmarks? How accessible is the place for you and the media? Doing it outside your MP's office may seem like a good idea but will there be enough pavement room to do it safely? What will be in the background of the photo?

How to involve your MP

Your MP doesn't necessarily have to be there on the day for media shoot to work. The key thing is to use the press release to focus on them – we've included some suggested wording for supportive and non-supportive MPs. If you do want to involve your MP in the photo you could give them one of the spare planes or the placard to hold. Try to avoid any 'line ups' of lots of people with the MP as it doesn't make a good photo. You can always tell your MP about the action in advance and agree a quote from them – again a suggested one is in the draft press release. They may try to personalise it but make sure they're not just making a generic bland statement about climate change! If you need help or advice with this please call the Day of Action helpline.

How to involve radio and TV

According to the media agency MarketTiers, people listen to radio for longer than they watch TV. The number of people listening to speech radio in particular is rising. Even though this is a photo stunt you may be amazed to hear it can still work for radio and TV! Local radio stations may be interested in sending someone down to record an interview at the stunt and have a description of what you're doing and why, so be sure to contact them. Similarly for TV – the stunt isn't just a static photo – 'Gordon Brown' can be actively playing with the plane and others can get involved with the spare planes. In either case it's definitely worth giving them a call in advance to get them interested. Radio and TV need a bit more notice than newspapers so don't leave it until the last minute. Again if you need support please call the Day of Action helpline.

Friends of the Earth TV footage

If you do get interest from your local TV station, the Friends of the Earth media team has a range of Big Ask film footage we can make available – contact the Day of Action helpline on 020 7566 1677 or the media team on 0207 566 1649 for further details.

Top tips on giving interviews

To help you prepare for chatting to journalists and interviews we've put together the enclosed 'How to... give a great media interview' guide. This and other resources are available on the Community website

Linking local aviation issues to the Day of Action

Linking the Day of Action photo stunt to a local airport expansion campaign could bring mixed results. While it would seem an obvious step initially, in fact the details of what each campaign is asking for could be very different and cause confusion and errors in reporting. We would recommend that this Day of Action focuses on the need for all emissions, including international aviation, to be counted in the Climate Change Bill. If you want to mention your own local airport expansion campaign, it is probably advisable to include the details as an information point at the end of the press release. If you have ideas you'd like to talk through however, do call the Day of Action helpline.

Taking your own: practical photography tips

Whether or not a news photographer turns up to take photos at your stunt, do make sure you take your own pictures too. This way, you can resend the press release and the images to all your local papers straight after the stunt. Some papers may not have had a photographer available so will be glad of the pictures. You can also use them in the future to promote your group or on your group internet site if you have one. For tips on how the photograph should look, see Section 2 p4.

You don't have to be professional to get a good photo for the media. The key things are:

- **Designated photographer.** Have a dedicated photographer on the day. It will be hard to get a good picture if the photographer is taking part in the action or organising it.
- **Plan ahead.** Make sure you know what's happening in advance – what's the location, how many people are in the stunt, what props are you using? What will the photo look like?
- **What's in the background?** Check no one has a lamp post coming out the top of their head and there's not a large sign in the background that distracts attention from your stunt.
- **Portrait or landscape?** Both please! If you can provide both landscape and portrait versions of the stunt to the papers you make it easier for them to fill whatever space they have on the page.
- **Date.** If using a digital camera it's really important you don't have the date and time setting switched on or your images will have this on them. This will be VERY unpopular with the papers!
- **Captions.** Save your photos with (short!) captions in the filename (eg foe-bigask.jpg).
- **Sending pictures to the media.** Email up to three of the best images in JPEG format (never in a word document or in the body of the email) including the press release and contact information.
- **Sending pictures to Friends of the Earth.** We would love to receive copies of your photos. Let us know who took the picture, who is in the image, where it was taken and when.
Please email julian.kirby@foe.co.uk.

The camera

For those using a digital camera, consider your camera settings. These can help enormously in getting a good picture. The settings below should be found in "menu/ camera settings" on your camera.

- **Accessing your camera settings.** Ensure you are in camera mode (little camera symbol, often in green) or fully automatic (P). Press "menu" and you should be able to find the following:
- **Film speed (ASA or ISO).** Ironically, digital cameras have a setting for film speed! As a general rule use the following speeds:
100-200asa: sunny bright weather
400: if it is slightly cloudy/ grey
800 or more: if your camera has this, use it if you are getting dark or shaky images
- **File size/ quality.** Photos taken on the highest (largest) file size possible they will be good enough quality to print in newspapers. If you use a low file size setting, they won't be. Go to 'quality' and set the highest type/ size/ quality possible (this is often listed as 'fine'), or select the largest megapixel size.
- **Flash.** If it is a dark day it is worth using flash. Even if the thing you're photographing is too far away to be affected, having it on helps the camera to focus and set the exposure. Set the flash on Auto. NB: flash is often not in camera settings but is a separate button with a little flash sign.
- **Zoom.** Using a zoom lens/ setting will require more light, so if you are struggling with brightness try zooming out and just getting closer to your subject.
- **Colour or black & white?** Always take colour photos for the media. Newspapers will make their own changes. Colour images can be changed to B&W afterwards, but not vice versa.

Frequently Asked Questions: Media

What's the best way of approaching our local media?

Pick up the phone! Get in touch to introduce yourself, find out the names of key journalists and check you've got the right contact details (telephone/fax numbers/email addresses etc) and information on when their deadlines are. If the journalist has the time, it would also be worth explaining a little about your group, what you do and why (be prepared for the fact they may be busy or distracted but don't take it personally).

Most local media – except the big regional press – won't have journalists dedicated to environment or a specific issue (although some journalists have strong personal interests). Local free sheets or radio stations may have just one or two people delivering the whole paper or programme. It is usually best to get a general news desk email and phone number as well as specific contacts. All news organisations have a news desk or equivalent – this is the central processing point for incoming news, including press releases.

Is there a particular time of day to contact them?

Every media organisation works to deadlines and it's useful to know what they are. Is your local newspaper produced weekly or daily? When do they want news stories submitted by? When are they really busy? (i.e.: when's not a good time to call!). It's usually good to give daily papers and radio programmes a couple of days notice of a story – and around a week for weekly papers.

As rough guide, the best time to contact a daily paper is in the morning or early afternoon – journalists will be busy writing up stories in the late afternoon. For weekly papers that go out on a Friday it's best to call early in the week – by Thursday they will have all the copy written. You can be much more flexible about contacting radio as they tend to have a rolling news agenda but avoid ringing when the programme is on air.

Does the photo stunt HAVE to happen on the Saturday?

Many weekly paper deadlines will be on a Wednesday or Thursday if they come out on the Friday. This isn't a problem as it just means that you will get coverage in the next week's paper. The Day of Action will be happening around the country on Saturday 5 April but as the purpose is to get as much media coverage as possible if you need to change arrangements to suit your local media then that's not a problem.

Saturdays can be busy days for newspapers and their photographers because in some towns it will also be when the larger sports events are on. The best way of getting round this is to prepare in advance – make sure you've called your local media at the points suggested in the timeline (Section 2 p5) and checked their availability. If they say they can't make it then ask if a different time would suit them better – it may be that you can find a different mutually convenient time.

What if no photographers turn up on the day?

Despite all best efforts, with any photo stunt there is always a risk that the media who have said they are coming along may have to change their plans at the last moment due to resources or a breaking story. Don't despair though – it won't all be for nothing. **Make sure you take your own photos and send them to all your newspaper contacts along with the press release and your group's media contact details.** This is good to do for any papers that don't come along anyway in case the photographs increase their interest!

Frequently Asked Questions: Aviation

Are you telling people it's wrong to fly or take holidays?

Our campaign is not about stopping people from flying. Friends of the Earth's vision of the future has a choice of cleaner, greener, fast and affordable methods of travel. We don't have all the answers but we do know the Government has to take action.

Friends of the Earth's The Big Ask campaign is asking for international aviation and shipping emissions to be included within the Climate Change Bill currently being debated in Parliament. Aviation alone is a fast growing source of carbon emissions and if they continue to grow rapidly they could become our biggest source of carbon dioxide pollution within 30 years. There is a solution to this. The framework of the Bill commits the Government to making overall emission reductions. Where those emissions reductions are made – in aviation, shipping, the surface transport sector, industry or housing – will be a decision for the Government of the day. But it is vital that ALL emissions are counted from the start.

Aren't you picking on aviation?

No, we want the Climate Change Bill to be fair. At the moment the Bill means that industry, homes, businesses, trains, cars, etc will all need to reduce emissions. International aviation and shipping has been left out. That's not fair.

What about people with relatives based far away?

It's true there are not many feasible alternatives to flying when travelling long distances. With this campaign we're not saying you can never fly. The reality is that long haul flights only make up the minority of UK flights. Friends of the Earth is calling for the Government to include the UK's share of international aviation emissions in the proposed Climate Change Bill so the impacts can be measured.

If ticket prices increase, only wealthy people will be able to fly...

Including international aviation in the Climate Change Bill doesn't necessarily mean ticket prices will increase. However, the reality is that the vast majority of frequent flyers don't come from low-income households. In 2006 the average household annual income of leisure passengers using Stansted airport was £47,000 (Civil Aviation Authority Passenger Survey).

Is there an alternative to flying?

Most flights between the UK and Europe are short-haul flights of less than 1,000 kilometres. (European Federation of Transport and Environment, 1999). High speed rail travel (such as the recently launched London-Paris Eurostar link) offers one real, credible and much greener alternative. Video conferencing provides a cheap and green alternative to flying across the world for meetings. There may be other options too. All of us deserve time off but realistically there are limits. Rail and road sectors are going to be held to account for their carbon emissions under the new Law and this is already leading to exciting innovation and technological developments. Quite frankly, it would be unfair to leave aviation emissions out. Our campaign is asking for the UK's share of international aviation emissions to be included in the new law to provide incentives to make the changes we need. This could include encouraging the industry to build more efficient aeroplanes.

But aviation emissions are included in the Bill already aren't they?

Currently only domestic flights are included in the proposed Climate Change Bill. These make up a mere 6 per cent of UK aviation emissions, the rest comes from the UK share of international flights (January 2006, DEFRA). The Government already has measures for reporting these emissions so they could be included right now.

The Government is saying it will include aviation emissions in the EU Emissions Trading Scheme (ETS). Why isn't that good enough?

The ETS will help to reduce growth in aviation emissions but the need to control total emissions in the UK remains. If cuts resulting from the ETS are smaller than required, bigger cuts will be needed in other areas; we can only do this balancing act if all emissions are counted. Power stations are in the ETS and will be included in the Bill, so why should the international aviation industry be treated differently?

What about emissions from international shipping?

The same argument applies to international shipping emissions, also absent from the Climate Change Bill. True, there is less accurate data on shipping emissions than with aviation, but an internationally agreed way of measuring the emissions does exist for both sectors. Friends of the Earth believe Ministers must include both sectors from the start – even if measuring methods are improved over time.

Why are you opposed to airport expansion?

The Government is currently planning to make much needed reductions in carbon dioxide emissions to tackle climate change. Aviation is a fast growing source of carbon emissions. There is no place within these plans for the massive growth in aviation the Government is projecting. Friends of the Earth think expanding airports now would be a huge waste of money and resources.

Some ministers argue that if we make deep enough cuts in emissions in other areas (i.e. from our cars, heating our homes and from industry) then we can still fly more. In theory this could be true. But in order to ensure a level playing field, all sectors need to be included in the Bill. International aviation and shipping emissions are excluded.

Airport expansion has other impacts including air pollution, increasing noise levels, more road traffic, unnecessary and costly road building, a tax burden (all taxpayers effectively subsidise the aviation industry), and destruction of valuable countryside and wildlife havens.

Doesn't aviation create economic growth and employment?

The economic and employment benefits of the aviation industry are often overstated. Aviation contributes less than 1.1 per cent of the UK's GDP and employs less than 0.7 per cent of the working population (Oxford Economic Forecasting/Office National Statistics 2004) making aviation no more economically important than the sewage industry. Yet in the UK alone, the aviation industry receives tax breaks and concessions of at least £9.2 billion per year.

Aren't airports good for local/regional economies?

There is no evidence to show any link between the development of aviation and the performance of the economy. In fact, there is increasing evidence that air travel 'exports' income from the UK economy. There is a growing 'tourism deficit' of about £18 billion a year – the difference between money taken out of the UK and that brought into the UK by overseas visitors (Oxford Economic Forecasting 2006).

Realistically, tourism income can only make a small impact regionally as visitors spend most of their time and money in the 'honey pots' of London, Oxford, Cambridge, York, Bath, Stratford upon Avon and Edinburgh. Day trips bypass most areas of economic need and there is little trickle down effect. In August 2005, Friends of the Earth published a regional breakdown of the tourism deficit which showed that, of the UK Government regions, only London felt significant benefit from tourism.

Why can't I just offset my carbon emissions from flying?

Friends of the Earth does not recommend carbon offsetting. It is often promoted as a relatively pain-free way of tackling climate change but actually is more of a smoke-screen to ward off legislation and delay the urgent action needed to cut emissions and develop alternative low-carbon solutions. Offsetting infers a way to carry on with the polluting activity because you can buy your way out of the problem. Ultimately there is no solution to climate change other than to emit less pollution.

For more information go to <http://www.foe.co.uk/campaigns/transport/issues/aviation/>

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Draft press release

The press release over the page has been written so it is suitable for groups who's MP has yet to commit to supporting the inclusion of the UK's share of international aviation and shipping emissions but can easily be amended if they are supportive.

Electronic copies can be downloaded from http://community.foe.co.uk/events/big_ask_doa/

Press Release

For: 5th April 2008

Local Group urges Gordon Brown and XnameX MP to stop ignoring aviation



**Friends of
the Earth**

PHOTO OPPORTUNITY

A larger than life Gordon Brown covers his eyes while playing with an aeroplane – hoping aviation emissions will just go away.

When: Time and date

Venue: Place

Contact: Name, local group, telephone number *[make sure it's a number you will be available on – a mobile is usually best]*

Xgroup nameX Friends of the Earth has urged Prime Minister Gordon Brown and local MP XnameX to stop ignoring aviation today (Saturday 5 April). The group wants the Government's new Climate Change Law to cover all sources of carbon dioxide emissions, including the UK's share of emissions from international aviation and shipping. XnameX MP for XplaceX will have the opportunity to vote on the law when it is debated in Parliament later this month.

XplaceX Friends of the Earth is taking action as part of a national day of action in support of The Big Ask, Friends of the Earth's campaign for a strong Climate Change law. The group is *[if groups are doing anything else on the day include it here]*.

Friends of the Earth has led the campaign for a strong Climate Change law through The Big Ask. The law, which is set to be introduced this summer, is groundbreaking but needs strengthening if the UK is to play its part in tackling climate change.

The Government's proposed law does not count the UK's share of emissions from international aviation and shipping. Friends of the Earth believes it's ludicrous to pretend these emissions don't exist, and unfair to treat aviation and shipping any differently to other sectors of the economy. The Government already publishes figures on aviation emissions and there is no practical reason why they can not be included from the outset. A way of including shipping emissions should worked out as a matter of urgency.

Aviation is a fast growing source of carbon dioxide emissions. Government figures published in January 2008 showed aviation accounts for 6.4 per cent of UK carbon emissions [1]. The impact of aviation emissions is double that of carbon dioxide alone because of other gases that planes pump out at altitude [2]

The Big Ask, Friends of the Earth climate campaign is calling on XMPX to vote for a strong climate change law that:

- Includes the UK's share of emissions from international shipping and aviation.
- Commits the UK to cutting its emissions by 80 per cent.
- Ensures steady progress by cutting emissions by at least 3 per cent a year.

XnameX Friends of the Earth *Xlocal group nameX* supporter and local resident said:

“It’s crazy for Gordon Brown to leave out climate changing emissions from planes and ships from the new Climate Change Law but that’s what he is doing. Why should our local industry and businesses be held to account for their carbon emissions but not the aviation industry? We hope our MP, *XnameX*, will use *his / her* vote to call for a strong Climate Change law that covers all emissions.”

IF POSSIBLE INCLUDE A QUOTE FROM YOUR MP – SUGGESTED QUOTE BELOW BUT YOU WILL NEED TO GET THIS AGREED WITH YOUR MP:

MP for *XconstituencyX*, *XMP nameX* said:

“My constituents tell me they are worried about climate change and want to see the government take action. That is why I will be voting for a strong Climate Change Law which commits the UK to cutting its emissions by at least three percent annually and which covers all emissions – including the UK’s share of emissions from international aviation and shipping.”

Friends of the Earth’s Day of Action on Saturday 5 April will be one of many inspiring events taking place during the Climate Change Bill Week of Action coordinated by Stop Climate Chaos/Count from 30 March to 5 April demanding a tough Climate Change law.

END

NOTES TO EDITOR

For more information about the photo opportunity and to arrange interviews contact: *XName, local group, telephone numberX*

[1] Government figures published in January 2008 showed aviation accounts for 6.4 per cent of UK carbon emissions. www.defra.gov.uk/environment/statistics

[2] Royal Commission on Environmental Pollution (2002). The Environmental Effects of Civil Aircraft in Flight (see www.rcep.org.uk/aviation.html).

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Working with other community groups

In addition to Friends of the Earth England, Wales and Northern Ireland local groups, we're being joined in taking action by Friends of the Earth Scotland (for the first time on a Day of Action), the World Development Movement, members of Stop Climate Chaos and (hopefully), some of the community groups you've been signing up to the campaign over the past year. There's more information below on how you can work with our different partner groups, but first of all here's a few tips on how you might go about setting up your cross-organisational Day of Action:

- Discuss with the other group(s) how they want to be involved, or how they want to work together. You could go to one of their meetings, invite them to yours, or make arrangements over the phone or email. You should try and meet before the action if you can though, so you're clear on what's planned.
- Make sure any media work you plan is done jointly – ensure every organisation is mentioned in the press release and you all have a chance to look at it before it's sent.
- Bear in mind that, with the exception of the World Development Movement, as a Friends of the Earth local group you are probably far more experienced in taking action in this way than the group(s) you are working with. You might need to explain things and/or take a lead in planning what you'll do.

World Development Movement (WDM)

The World Development Movement is running a great climate change campaign and has worked with us closely, supporting our calls on The Big Ask. They have strong network of 65 groups across the UK and will be joining in on the Day of Action. That means we'll be able to cover even more areas which is great news.

In some places WDM and Friends of the Earth groups may cover the same place. Where this is the case, we're asking you to join forces and run the Day of Action together. Copied below is a table showing where WDM and Friends of the Earth groups coincide. If you have WDM group near you, please contact them to see if you can work together on the Day of Action. Of course, your local WDM group might already have been in touch with you, which is great.

For contact details of your nearest WDM group, either check their website <http://www.wdm.org.uk/> groups or if you don't have web access, give Julian Kirby a ring on 0207 566 1724 and he can look it up for you.

WDM Area	WDM Group name	Friends of the Earth groups covering the same area	Other Friends of the Earth groups nearby
Chiltern & East Anglia	Cambridge	Cambridge	
	Chiltern		Wycombe, Hemel Hempstead, Watford, Slough, Hillingdon
	Huntingdon		Cambridge, Peterborough, Bedford, Stamford, Northampton
	Ipswich	Ipswich	Mid Suffolk, Stour & Orwell Estuary, Colchester & North East, Bury St Edmunds
	Slough	Slough	Maidenhead, Hillingdon, Staines & Ashford, Bracknell & District
	Oxford	Oxford	Wheatley, Bicester, Chinnor & Thame, Aylesbury Vale
	Watford	Watford	Harrow, Hillingdon
	Welwyn & Hatfield		Hemel Hempstead
	St Albans	St Albans	
East Midlands	Derby	Derby	
	Leicester	Leicester	Loughborough
	Nottingham	Nottingham	West Notts
	Northants		Stamford & District, Northampton, Rutland, Peterborough
North East	E Cleveland		Middlesborough, Hartlepool & North Tees, South Tees, Darlington, Durham
	Leeds	Leeds	Wakefield, Bradford, Huddersfield, Harrogate
	Sheffield	Sheffield	Rotherham, Chesterfield & North Derbyshire, Barnsley, Penistone
	York	York & Ryedale	
	Bradford	Bradford	Wharfedale, Calderdale, Huddersfield
	Hull	Hull	Beverley, Driffield, Scunthorpe, Lindsey
	Rotherham		Sheffield, Doncaster & District, Barnsley, Chesterfield & North Derbyshire
North West	Blackpool		
	Bolton	Bolton	Bury, Manchester, Hynburn & Ribble Valley, Oldham
	Macclesfield		Cheadle & Cheadle Hulme, Stockport, High Peak, Manchester, North Staffordshire
	Manchester	Manchester	Oldham, Stockport, Cheadle & Cheadle, Hulme, Bury
	South Lakeland	South Lakeland Lakeland, Pendle	North Lakeland, Eden, West Cumbria & North
	North Cumbria		West Cumbria & North Lakes, Carlisle, Eden, South Lakeland, North Lancashire
	Liverpool Central	Liverpool	Wirral, Knowsley, Ormskirk & District, Southport
	North Lancashire	North Lancs	Central Lancashire, Pendle, South Lakeland, Hynburn & Ribble Valley
	Rochdale		Bury, Oldham, Calderdale, Manchester, Burnley & District
	South Lakeland	South Lakeland	North Lakeland, Eden, West Cumbria & North Lakeland, Pendle
	West Lancashire	Central Lancs	Hynburn & Ribble Valley, Southport, Pendle, Ormskirk & District WDM Area WDM Group name

WDM Area	WDM Group name	Friends of the Earth groups covering the same area	Other Friends of the Earth groups nearby
South East	Bexhill & Hastings	Hastings	Eastbourne, Lewes, Tunbridge Wells, Ashdown
	Brighton & Hove	Brighton & Hove	Lewes, Mid Sussex, Ashdown, Eastbourne
	Horsham		Crawley, Ashdown, Mid Sussex, Epsom & District, Croydon
	Portsmouth	Portsmouth	Havant, Gosport & Fareham, Manhood Peninsula, Southampton & Eastleigh
	Worthing		Brighton & Hove, Lewes, Mid Sussex, Ashdown, Eastbourne
	Canterbury	Canterbury	Shepway, Thanet, East Kent, Swale
	Lingfield & Dormansland Maidstone		Canterbury, Shepway, Thanet, East Kent, Swale Ashdown, Crawley, Sevenoaks, Tunbridge Wells, Croydon
	Medway	Medway	Gravesham, Maidstone, Swale, Basildon & Thurrock
	Winchester	Winchester	Southampton, Test Valley, Alton, Basingstoke
	Woking		Wokingham, Bracknell & District, Reading, Blackwater Valley, Maidenhead & District
South West & West	Bristol	Bristol	South Gloucestershire, Bath, North Somerset, Chepstow
	East Devon		Exeter, Teignbridge, Torbay & South Devon, Taunton, South Hams
	East Dorset	East Dorset	New Forest, South Dorset, Test Valley, Salisbury
	Swansea	Swansea	Neath Port, Carmarthen, Merthyr Tydfil, Pembrokeshire
	Cardiff	Cardiff	Caerphilly, Pontypridd & District, Cross Key & Dist, Barry
	Coventry	Coventry	Leamington & Warwick, Nuneaton & Dist, Rugby, Birmingham
	Shropshire	Shrewsbury, Telford, Oswestry & District Bishops Castle, Wrexham	
London	East London		Hackney & Tower Hamlets, Southwark, Islington, Lambeth, Greenwich & Lewisham
	South East London		As above
	South West London		As above
	Richmond & Kingston		As above
	North London		As above

Stop Climate Chaos

Friends of the Earth's Day of Action on Saturday 5 April will be one of many inspiring events taking place during a Week of Action coordinated by Stop Climate Chaos/I Count from 30 March to 5 April. To find out which other groups are taking action in your area, go to the ICount homepage and click on the Week of Action link: www.icount.org.uk

Community groups

In February we sent a newsletter to all the community groups we have on our database (who have signed a Big Ask pledge card and agreed to be contacted again) inviting them to take part in the Day of Action and to contact their nearest local group to find out more. So you might receive a call or email from some other local organisations wishing to join in. Alternatively, you could get in touch with any contacts you have and invite them to join you. They don't necessarily have to turn up on the day – they could simply add their name to your press release to give it extra weight with your MP and local media. You could also ask them to sign some of the postcards included in this pack. If you would like to contact pledged community groups in your area but don't have their contact details, please call the Day of Action helpline.

No web access? Contact Julian Kirby: 0207 566 1724 or the Day of Action helpline 020 7566 1677

The Big Ask Day of Action

Saturday 5 April 2008



FEEDBACK FORM

1. Local Group Name

2. Which MP(s) did you target on the Day of Action?

3. Did you contact your MP(s) directly? What response did you get?

4. Did your group work with any other groups on the Day of Action? WDM or community groups, for example? Which one(s)?

7. Could you briefly describe how you carried out the action on the day?

6. Please tell us about the coverage your action received:

Printed media

Who did you contact?

What coverage did you get? (Please mention if your coverage included a photograph and attach copies of any newspaper coverage you received)

Radio

Who did you contact?

What coverage did you get?

Television

Who did you contact?

What coverage did you get?

Online

Who did you contact?

What coverage did you get? Did It include a photo? (Please includes links to your coverage if possible).

Please circle numbers where relevant

5 = Excellent

4 = very good

3 = good 2 = fair

1= poor

7. What did your group think about the visual materials and aim of the action?

Please circle 5 4 3 2 1

Comments:

8. How useful did your group find the postcard and leaflet resources for the action?

Please circle 5 4 3 2 1 didn't use

Comments:

9. What did your group think of the action pack (including draft press release and frequently asked questions)?

Please circle 5 4 3 2 1 didn't use

Comments:

10. What did your group think of the telephone helpline?

Please circle 5 4 3 2 1 didn't use

Comments:

11. What was the public's general reaction to your action?

Please circle 5 4 3 2 1

Comments:

12 Were you asked any questions which you could not answer/ were not covered in the materials?

13. With hindsight, considering all aspects of the Day of Action (materials, style, your activities, Underwood Street's involvement, messages.....etc) what would you improve or change?

14. Did your group come up with any good ideas (for the action, materials, way of organising your group, media work....etc) that other groups may find useful?

Thank you for taking the time to fill this in. It will help us to evaluate this action to learn for future actions.

Please return this form to **Julian Kirby, Friends of the Earth, 26 -28 Underwood St, London, N1 7JQ** or fax it to him on **020 7490 0881**. You can also email general feedback to julian.kirby@foe.co.uk

