

External communication in the context of By2020WeRiseUp

This is a guide on external communication in the context of By2020WeRiseUp. It begins with an explanation of the By2020-framework for external communication. This explanation is followed by practical offerings which can be used and adapted by supporting groups.

Table of contents

By2020-Framework for external communication:

- [Who's communicating?](#)
- [Information Flow](#)
- [Communication Strategy](#)

Offerings for external communication:

- [Core Messaging](#)
- [Communication packages](#)
- [Narrative for the First Wave](#)
- [Guidelines](#)



By2020-Framework for external communication

Who's communicating?

First of all, it is important to state that By2020 is a platform and will therefore not communicate externally. Supporting groups may use the name, the logo, and all the offerings provided from By2020 however they see fit. **Groups themselves will have to communicate externally**, be it through social media, presswork, or otherwise.

By2020 will support groups in communicating to the public by trying to ensure the flow of information about actions all over Europe, by offering content, by offering communication packages throughout the first wave, and by offering guidelines for external communication.

Information Flow

Between September and October, actions will take place all over Europe. The actions which are framed as being a part of a European uprising and/or the coordination effort of By2020 will be collected on a **liveblog**.

It will be accessible through the website and the By2020 twitter account. Supporting groups can use all or some of the collected actions (e.g. based on geographical proximity or distance, similarity or difference of action forms, etc.) to demonstrate that they're a part of people and groups rising up across countries and movements all over Europe.

For the liveblog to work, groups will have to document actions and feed their documentation back to the By2020-platform! This can be done either by ideally sending a description of the action (date, place, short description, picture, and a link) to **2020-actions@riseup.net** or by using the **hashtags #By2020WeRiseUp or for short #By2020**.

The By2020-twitter-account will have a similar and complementary function to the liveblog. Action(s) all over Europe will be retweeted, if you'd like that to happen, you can either send a message to or tweet at **@By2020WeRiseUp**.

Communication Strategy

Before communicating with the public it is useful to think strategically about it. What is the aim of our communication? What do we want to achieve with it? Whom are we trying to reach? A very broad guideline may be to engage our base while persuading the middle – but the more concrete, the more specific this is thought about the better. Where and how can you reach your audience and why do you want to communicate what to them? The following is a short list of general aims of external communication in the context of By2020, we can only urge you to think more specifically about communication strategy in your contexts.

What are aims of our external communication?

- Explaining the wave, making it wave visible (during the wave)
 - Target audience: general public, climate action groups, other movements
- Mobilisation and gaining support (before, after the wave)
 - Target audience: climate action groups, other movements, supporters in general public
- Explain why we are doing this and give our actions legitimacy (before, during the wave)

- Target audience: neutral part of general public
- Making our demands heard (before, during, after the wave)
 - Target audience: politicians, power holders, neutral part of general public
- Seem powerful to make alliances easier (during, after the wave)
 - Target audience: non-climate activist groups, other movements

Offerings for external communication

Core Messaging

We are rising up across countries and movements all over Europe.

This is a time of all of our struggles coming together, across countries, across movements. Not only climate justice groups are rising up, and it is happening everywhere. This is not taking place by chance, we are coordinating our actions. We are standing in solidarity with each other, we are in this fight together.

[It is important to communicate this aspect. It is our unique selling point in dealing with the public and/or media. This message is at the core of framing our actions as being a part of something much bigger. While using this messages, you can point to actions by/in other groups/ countries.]

The climate crisis has already begun and it's going to get worse if we don't act now.

The climate crisis and other crises are already a horrible reality and we all need to take action ourselves. It is already affecting people in Europe and even more in other countries, especially in the Global South. We may choose to take different kinds of action; but we all need to take act and step up now. To limit global warming to 1.5°C we cannot afford to wait and lose just one more year. We are rising up right now.

[The above is as true for other crises than it is for the climate crisis. You can use this message to address other crises just as well.]

Nobody is coming to save us, we all need to rise up.

We're not helplessly watching how politics and businesses are destroying our future. While power holders have failed us, we need to realise that it is each and everyone's responsibility to take action. At this point it is abundantly clear that the current power holders will not take the necessary steps. Business as usual means inaction, which will lead to horrific consequences. We're not waiting any longer. We're taking the future into our own hands.

We are rising up against a deadly and exploitative system where profits are worth more than life.

The climate crisis is the shrill alarm bell that makes clear that infinite growth and exploitation are rapidly destroying our future. We know that, while the climate crisis might be the most direct threat to life on earth, all dysfunctional aspects of this system have to be addressed. Otherwise exploitative, destructive and unsustainable structures would only become stronger.

[This message would present a possibility name responsables, if you so choose.]

We are rising up for life and justice.

We stand with people of all genders, descents, languages, physical abilities, sexual orientations, experiences, ages and faiths. We stand in solidarity with every living being. We're fighting for a better, more just future for everyone and a good life for all.

[Justice can and should be specified, be it climate justice, ending the patriarchy, or tackling systemic social injustice. If you're willing to point to other struggles that you'd like to support and give visibility, this message can be used.]

We are fighting for a future that leaves no one behind.

Change should not be paid for by people who are already struggling to care for themselves and each other, and it should not be based on exploitation of people and resources in the Global South or anywhere else. We cannot leave anyone behind, we need to resolve the climate crisis in a way that improves peoples lives. This can be a turning point towards a better world.

[A socially just transition has been an unanimous agreement within By2020. This message can also again be used to point to other struggles.]

Communication packages

As an offering to groups, By2020 will provide three communication packages during the first wave. They will provide framing, phrasing and wording to enable groups to communicate being part of a European wide coordination effort if they so choose to. The communication packages will also include the information about live-blog, hashtags and inform about noticeable upcoming actions. We're very sorry to inform you that By2020 does not have the capacities to translate the communication packages quickly enough so that they'll be shared in English only. These communication packages will be [uploaded on the website](#) and also sent out over the info-list of By2020 (if you wish to be signed up, drop us a line: 2020we@riseup.net) approximately one week before we estimate them being useful.

- The first communication package will be shared at the 15th of September and will announce the start of the wave. Time will be up and groups across Europe will rise up.
- The second communication package will be shared at the 30th of September and will communicate the ongoing wave. Focus will be on the European scale and everyone having to take action themselves.
- The third communication package will be shared at the 10th of October and will enable groups to announce the end of the wave by stating that we will come back and that people should join us.

Narrative for the First Wave

During the second European strategy meeting in Vienna there was broad agreement on a narrative for the first wave which can be used for inspiration or a source material for communicating the first wave. [You can access it here.](#)

Guidelines

As many groups have asked for guidelines on how to do external communication, By2020 is trying to collect and share such guidelines and manuals. If you're part of a group with experience in external communication and have such guidelines or can create them, please do share them with us. If you're part of a group in need of guidelines and manuals, don't hesitate to get in touch with us under 2020we@riseup.net to let us know.

As of now, we can provide you with two offerings: A guideline on how to create a [social media campaign strategy](#) and an exemplary [agreement on solidarity press work between groups with different action forms](#).