

By2020WeRiseUp: Communication package #2

Partisan snippets (e.g. social media)

To quote Greta: "It's time to rebel". Join us and people all over Europe.

We're not done after the global climate strike. Our power holders are not taking necessary action so we're taking to the streets!

People are taking action and will continue to do so until we've stopped the climate crisis.

The climate crisis is getting worse and worse and still, companies are only interested in short-term profit and politicians are not acting. No one is coming to save us, we all need to take action.

People are taking to the streets again. This is the new normal, get used to it.

Our future is more important than your profits - climate action now!

Neutral information text (e.g. press release)

We highly recommend describing your own action and presenting your demands first! Then, if you want, add and adapt what you find helpful from the following, and leave the rest.

Possible addition to the title of your press release: Wave of (climate) actions all over Europe

Our action is part of an unprecedented amount of climate action all over Europe. On the 20th September alone, 4 million people gathered in over 5000 cities in over 150 countries. While this was certainly a new peak of climate action worldwide, it was neither the beginning nor the end of it. On the 15th of September, a thousand people blocked the International Motor Show Germany (IAA) to protest for sustainable transport systems. At the end of September, Free the Soil targeted the agricultural industry. For October, Extinction Rebellion, DeCOALonize Europe, and others have announced actions of civil disobedience.

As power holders/politicians/companies continue to take no or wholly insufficient action against the climate crisis, [your group's name] is taking action now. As [spokesperson XY] states: "While the climate crisis is getting worse and worse, our government/company XY are/is refusing to take sufficient measures. Nobody is coming to save us - we all need to rise up and do it now." While there is a scientific consensus that continued inaction will lead to a climate catastrophe, worldwide emissions are continuing to rise.

The climate crisis is the shrill alarm bell that makes clear that infinite growth and exploitation are rapidly destroying our future. Fundamental change is needed to address the global climate crisis. As [spokesperson XY] explains: "Our future is worth more than the profits of fossil fuel companies. We're no longer watching how our planet is destroyed for short-term profits. We're taking our future in our own hands."

By2020WeRiseUp is a rallying cry for groups and people to come together for transformative action in numbers never seen before in Europe. It makes people believe again in the possibility of radical change, and provides a facilitation platform and tools to connect political struggles related to climate justice, social justice, and other issues. By2020WeRiseUp is a coordination effort and does not itself organise actions, issue press releases, or speak in the name of participating initiatives.

Further information

For an overview of everything that's happening during the first wave, see our live-feed: <https://by2020weriseup.net/live-feed/>

If you want your actions to be given publicity and associated with By2020WeRiseUp, use the Hashtags: **#By2020WeRiseUp** or for short **#By2020**

Please share your (upcoming or completed) actions and hashtags with us under: 2020-actions@riseup.net

For further offerings and guidelines on external communication, including communication package #1, see: <https://by2020weriseup.net/how-to-external-communication/>

For the By2020WeRiseUp twitter account: <https://twitter.com/By2020WeRiseUp>

For the By2020WeRiseUp mastodon account: <https://todon.nl/@By2020WeRiseUp>

For announced actions in the context of By2020WeRiseUp: <https://by2020weriseup.net/actions/>

For a handbook about press work, we can recommend: <https://neweconomyorganisers.org/our-work/comms-hub/press-office-handbook/>