

# Climate Care Uprising

*The following proposal has been drafted by the working groups created at the July 4th Climate Lockdown Actions Conference. They cover the topics of overarching narrative, online presence, and announcement plans. The goal is to reach consensus on a skeleton structure so that working groups and local action groups can continue their plans for the uprising. Each section includes the suggested plan, plus a section detailing the consensus decisions that we need to reach during the actions conference.*

## Narrative Proposal

### NARRATIVE TEXT

Climate. Care. Uprising!

2020 has made everyone think about what is essential... how we need to care for people, for society and for the planet that sustains us. Crisis is all around us: health, the economy, colonialism, structural discriminations of all kinds, injustice and inequality, ecological collapse... And these crises are interconnected.

Our so-called political leaders and CEOs could be taking this moment to correct their dire wrongs, but they are failing miserably. Instead, they are neglecting basic human needs and rights, and are spending our money to feed the greed of corporate climate criminals who line their pockets through human exploitation and environmental extraction.

*[If you like, insert a specific example here - it can be EU and national and/or local one that is adapted to the country/region using the narrative]*

It's high time for a radical change. We are here to help make it reality.

We desperately need to heal ecologies, societies, bodies, public services and economies. To achieve that, we need to come together as a community and take direct action, based on local realities, to block politics and companies of mass destruction.

Economic, social and environmental/climate justice must rise on the agenda! We all must urgently take care of each other and our planet. It's essential work that cannot stay at home!

The crises we face can't be solved individually. We need to learn and listen actively. We need to take action collectively and carefully. The uprising begins XXX and continues on through XXX, as part of a wave of actions from By2020, XX, and XX.

Acting together is our strength. Join one of the grassroots groups all around Europe. Or start your own! Join the #ClimateCareUprising!

## CONSENSUS DECISION MAKING ON NARRATIVE PROPOSAL

1. Agree on a narrative text to allow other working groups to move ahead in that direction

## Announcement Proposal

### ANNOUNCEMENT PLAN

DRAFT: *Info for involving individuals and groups in announcing the Climate Care Uprising*

**Background:** The announcement group's suggestion is to have a two-stage announcement (to be discussed and potentially decided through consensus at the Strategy Conference 31/7-2/8).

**The first stage** will be through social media channels (and website + video?) through groups already connected to the Climate Care Uprising (beginning-mid August?).

**The second**, and bigger, announcement will take place just a few weeks before the Climate Care Uprising. Here, connected groups will again be asked to spread the word through their channels. We will also work with high profile individuals/groups as well as allied movements.

The Announcement Working Group is developing criteria on what type of high profile individuals / groups to invite to support the announcement. See the draft criteria here:

<https://docs.google.com/document/d/1S474fc6YzEEbKYSLqzGAHldp-k2ebb9E32K9ap6ITao/edit?usp=sharing>

### CONSENSUS DECISIONS ON ANNOUNCEMENT

1. Do we agree to the two step announcement
2. Timing for first step: Mid August to wait for website to be ready
3. Timing for second step: Early September, a few weeks before the moment starts
4. Give feedback to the announcement working group to develop the criteria for high profile individuals / groups to invite to share the announcement.

## Online Strategy Proposal

*This section covers the suggestions by the online strategy working group. It is to be taken as an idea that could be developed if people think the parts are good enough. At the end of the section is a list of decisions to be agreed upon, the rest is for context.*

## COALITION WEBSITE - CONTENT

**Options:** Is it a website hosted on a Greenpeace server (not branded by Greenpeace) or a web page hosted on By2020 website?

Are we going to create a new domain? Climatecareuprising.org.

- **Text:** Context + What's the #ClimateCareUprising [in accordance with the narrative]. Problem + Solution.
- The **video**.
- **Button to share the video** on Facebook, Twitter or Instagram + Suggested post e.g.: [I support the big moment, #ClimateCareUprising]. This should be an original post linking to a Youtube video. In the case of Twitter, can be a Twitter upload.
- **Map of actions across Europe.** Set up a Google Form about the information that would appear in the map. E.g: link to the group organising and how to join them.
  - Suggested questions:
    - Name of activity
    - Location
    - Date and Time
    - Link to find out more (FB event, website, etc)
- **Digital countdown** of the activities in September.
- **Interactive pin board** on which the member organizations can share their social media posts.
- **Button for people to sign up** for regular updates/newsletter. This will not be the main focus. We would want people to share the video and check the map without signing up. The sign up mechanism will be a **completely new infrastructure and will not sit in any existing organisation's database**. This is to make sure that the email updates go out at the right time and all signers get the same treatment. This will be **jointly managed by the coalition**. Do organisations want to use the data of the people after the moment? If yes, at the end of the #ClimateCareUprising, the coalition can send an email to everybody saying that if they want to keep up-to-date, here is the list with all the organisations involved (or links to join their email lists).

## VISUAL IDENTITY

Please see the following link for an overview of the suggested visual identity:

<https://docs.google.com/presentation/d/153RTBj3YFYKeVeCfa1HXQPJ9GNk9z5p8d0-plKZBtiE/edit?usp=sharing>

### **CONSENSUS DECISIONS TO BE MADE ON ONLINE STRATEGY:**

1. Should we task the online working group to create a visual identity?
2. If yes, feedback on what it should include
3. Should we task the online working group to come up with a logo?
4. If we create a logo, which organizations are willing to use the logo as a profile picture in their social media channels during the Climate Care Uprising?
5. Feedback on the video.
6. Where are we going to host the coalition website?
7. What content should the coalition website include?
8. Do organisations want to use the data of the people after the big moment?

### **Follow Up Conference**

The proposal is to have a check in after summer with all of the working groups for the climate care uprising to connect following the actions conference as a wider group. The broader email lists were asked to fill out [this poll](#)

### **CONSENSUS DECISIONS TO BE MADE ON FOLLOW UP CONFERENCE**

1. What date should we have a follow up conference
2. Who would like to be part of organising it?