

*1 Cent to Push Europe*  
*to more ambitious climate targets*



A guide to your own  
National 1 Cent campaign

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The Push Europe campaign is organized by:



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## 1. WHAT IS PUSH EUROPE?

### Who?

- Push Europe is initiated by the UK Youth Climate Coalition (UKYCC), Young Friends of the Earth Europe (YFoEE) and BUNDjugend (yfoe Germany)
- The campaign should bring together youth organizations from all over Europe to actively take part and form a young European climate movement
- The campaign is financially supported by the European Climate Foundation.

### What?

- The overarching aim of Push Europe is to push the EU to raise its ambition in tackling climate change by strengthening its carbon emission reduction target to at least 30% by 2020 unconditionally and domestically (No offsets). This 30%-target is a stepping stone to the target of at least 40% we need until 2020 to do our share to keep global warming below 2°.
- We are calling for more opportunities and jobs for young people, a transition to clean energy and an increased emissions target for 2020.
- The focus is on the European Union to take leadership on climate change and increase their emission targets ahead of COP17 in Durban and to mobilize young people across Europe to facilitate a stronger European youth climate movement.

### How?

- CV Campaign - Asking young people to create an online CV profile to the Push Europe website and put political pressure on the EU Environment Council meeting to reopen discussions on the emission reduction target.
- 1 Cent – Young people will be asked to place a 1 cent down-payment to their national treasuries asking their governments to invest in our future. Young people are ready to take action and be part of a new, innovative economy but Governments need to support that will through right policy and investment decisions and actions.
- Power Shift Europe - Is a continent wide project that aims to build and strengthen the European youth climate movement so that it has the energy, tools and strategy to stand united as one European voice.

### Why?

- 2011 is one year before the second commitment period of the Kyoto Protocol, and in the absence of a second phase agreement and a long term global deal on climate change we have no way of avoiding a huge rise in global temperatures as emissions soar.
- A report for the German government stated that if the EU adopted a stronger emission reduction target, economic growth would increase and there would be the potential for 6 million new jobs to be created throughout Europe.
- The Europe Union negotiates as a bloc at the UN Framework Convention on Climate Change (UNFCCC) of 27 developed countries and has the potential to politically encourage other countries to move their position towards a long term global deal on climate change.
- An unconditional and domestic EU-target of at least 30% would rebuild trust in the negotiations and open the way to the needed 40%-target



## 2. THE 1 CENT CAMPAIGN

A lot has been done to bring movement to the climate negotiations. Talks, demonstrations, mass e-mail-actions - we want to try something new. We want to combine the idea of civil disobedience, mass e-mailing and buying votes. The campaign will unfold an online and offline based movement where thousands of Europeans transfer one Cent to their government to show that they are ready to invest into a greener future and that they want their government to do the same. One Cent invested today is far more effective than in 30 years when we have to spend it for adaptation measures against climate change.

We are in the beginning of the campaign and we need national partners, because we want to start the campaign in at least ten European countries. You can be part and shape the campaign with us. To make it as impressive as possible we want to reach out beyond our normal activists groups. We also want youth trade unions, faith groups, student unions and other youth organizations to take part.

So talk to your organization and decide if you officially want to be part of the 1 Cent campaign and lead in your country. You can combine it with your normal actions, get into contact with politicians and motivate new activists for your group. This handbook will help you organizing a national campaign and the coordination team will also be there to support you.

### Tips for the national 1 Cent campaigns /// step by step

The national 1 Cent campaign should become your campaign. You can plan it however you think is best in your country. There are some key elements to link them and get a good outreach on the EU level. So here we want to give you some suggestions of what you should think of when planning your campaign.

Always remember to make your goals in a campaign SMART (specific, measurable, achievable, realistic + timely).

#### **Step 1: Who is your target person?**

It is quite important to clarify in the beginning of your campaign who could be your target person or ministry. Who is an important decision maker in your country when it comes to climate? Does your head of state have a clear and positive position or do you need him/her to take a stand? Do you have a minister who blocks more ambitious targets?

Gather some information on your national situation. Ask other organizations (e.g. Friends of the Earth Europe) what they think is needed to shift your national politics and also keep in mind, that media attention is needed to influence politics. In most countries the head of state is probably the best person to target because they have the most influence on the national decision making process. In the end the EU will decide on their targets for the UN climate negotiations at the head of states meeting in October.



## **Step 2: Research on bank accounts**

The central idea is that young people give one symbolic Cent to their governments as a down-payment for investments. So you have to figure out how the people can transfer money to their government.

The easiest way is online banking because the people can instantly participate and transfer 1 Cent when they get the message on Facebook, Twitter or via newsletter. But online banking is not common all around Europe so you might have to use alternatives like classical bank transfers and hand out transfer forms on the street (like flyers) the people can just fill out and give to their bank.

It's not that easy to find out bank details of your government. So start your investigation on the very beginning and see if you find relevant information. Usually there is one general bank account for the state and the money is administered collectively by the ministry of finance. But try to find more specific bank account details to maximize the impact. If you manage to get details for the bank account of one specific ministry the "way" from administrative personal to the minister is much shorter and with less participants you can gain a bigger impact.

If you don't get the states bank account details another possibility is to create your own bank account where the people transfer the money to. In the end you can hand over the 1 Cent coins collectively together with a print out (like a petition list). A big advantage of this method is that you know the total number of participants (which you don't get if the money goes to the national treasury directly). But it is more likely that the people participate if they transfer the money to the national treasury and have the feeling that they cause a lot of effort to administer their money. As we will see later this is going to be one of the points to mobilize people.

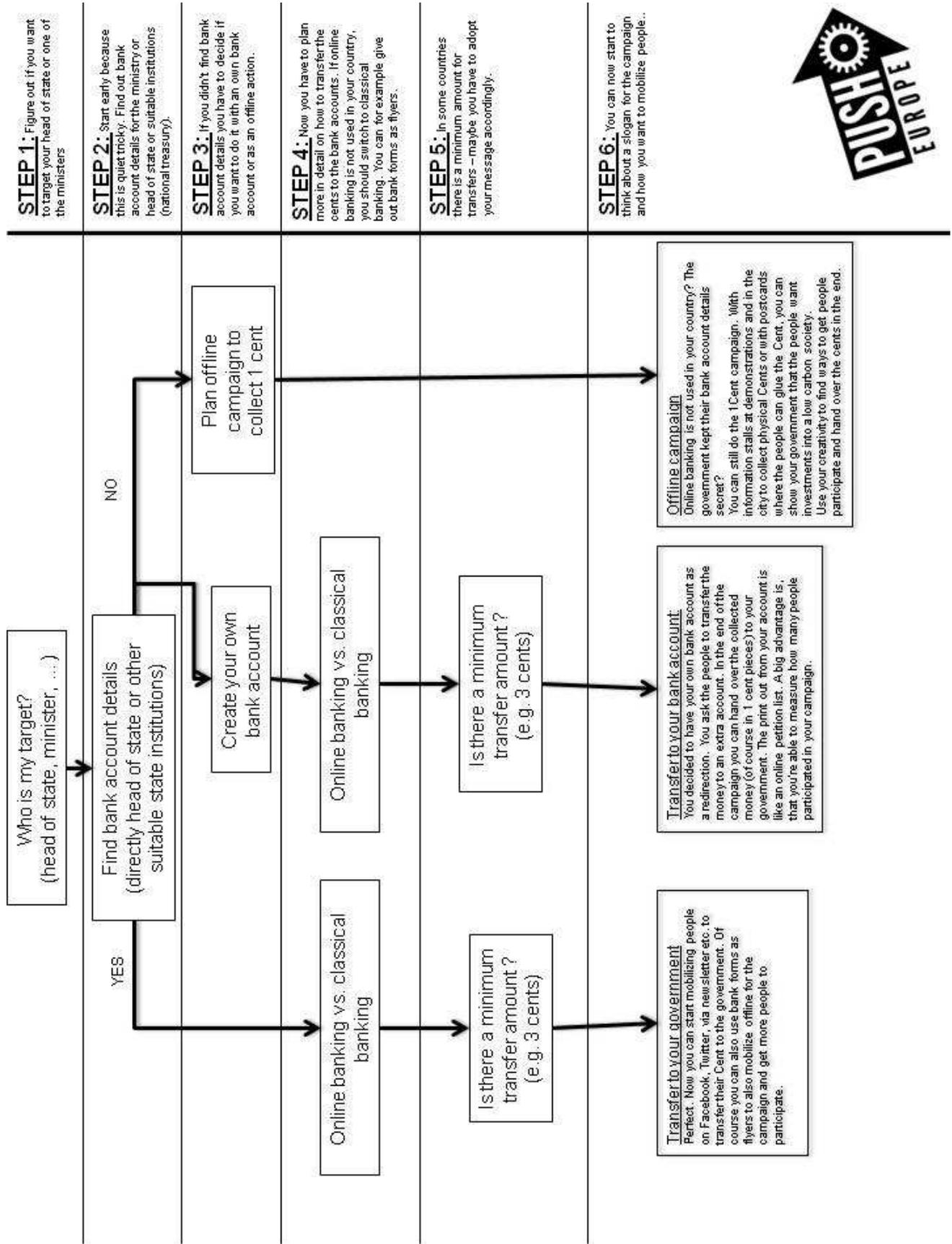
If you think, that (online) banking is too complicated in your country and the people wouldn't do it, then you should think of an offline action. Go to the streets - at demonstrations, festivals etc - and collect 1 Cents from the people and let them sign a petitions list. Or you ask the people to glue 1 Cent to a postcard or put it into an envelope and send it to the minister/head of state. With this kind of action you can get the politicians attention very fast but probably less people will participate (because a postcard is more expensive than a bank transfer). If you decide to do the campaign "offline" then you should also think about information stalls in the city and printing some material (e.g. the postcards).

Of course you can also do these actions as a support for your transfer campaign.

### ***A SMART goal could be:***

*We will have the bank account detail of the prime minister by the end of July.*





**STEP 1:** Figure out if you want to target your head of state or one of the ministers

**STEP 2:** Start early because this is quiet tricky. Find out bank account details for the ministry or head of state or suitable institutions (national treasury).

**STEP 3:** If you didn't find bank account details you have to decide if you want to do it with an own bank account or as an offline action.

**STEP 4:** Now you have to plan more in detail on how to transfer the cents to the bank accounts. If online banking is not used in your country, you should switch to classical banking. You can for example give out bank forms as flyers.

**STEP 5:** In some countries there is a minimum amount for transfers – maybe you have to adopt your message accordingly.

**STEP 6:** You can now start to think about a slogan for the campaign and how you want to mobilize people..



Searching bank account matrix



### **Step 3: Your national strategy**

After you decided on the cornerstones of your campaign it's time to figure out your national strategy. How do you reach the people and get them to transfer the money? What actions do you want to organize to mobilize people and produce a picture for the media? Can you get a meeting with the minister to present your demands?

#### **Find your partners**

The first thing you need to do is to identify potential partners in your country. This could be another NGO you are already working with, or other interesting NGO's which have the capacity to support your 1 Cent campaign logistically (e.g. organizing information stalls, doing actions).

By that you increase your capacity and get more people actively involved in the planning process.

The second step is to widen your focus and therefore hopefully the number of participants of your campaign. You have to spread the word. A central tool for that is to mobilize on Facebook and other social media. Other organizations can be approached to mobilize their people and spread the campaign over their newsletter etc. Since we are lobbying for more ambitious EU targets and a transition to a low carbon society (which also benefits the economical growth and the job situation) a lot of different potential organizations can be interested in the campaign such as: youth trade unions, student groups, religious/faith groups. Although the 1 cent campaign is a youth campaign, you should also get in contact with adult organizations to support the mobilization.

In a lot of countries there are organizations specialized in online mobilization (like Avaaz, Campact or 350.org). We will try to convince them to support the campaigns internationally but ask the national organizations for their support as well.

#### **A SMART goal could be:**

*I have two organizations willing to actively get involved in the campaign before the public start on August 10th*

*or*

*At least 5 organizations agreed to advertise the campaign via their newsletter with at least 10.000 people receiving the information by mid of August.*

#### **Mobilization**

Some tools to mobilize the people were already mentioned. Nowadays it is easy to reach a lot of people over the internet. We have the "Push Europe" page on Facebook where we will post information so the people should like us there.

We will create a Facebook event for every country where you can communicate in your national language, post all the needed information (e.g. bank account details) and invite the people to join and add their friends.

It is important that you get as many personal friends (yours and those from your organization) to join the group at the beginning so you already have a critical mass when you go public (otherwise it looks boring for potentially interested people). The teaser texts on this event page should be interesting so everyone invites his/her friends to join. After that you can go public and post the message in different groups, pages and do the mass mobilization. Like other organizations and post on their walls.

#### **A SMART goal could be:**

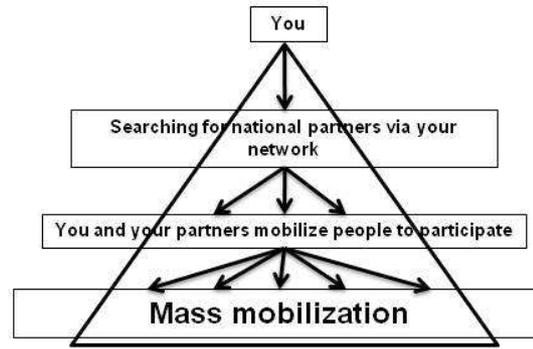
*By the end of August 10.000 people will have been invited to the French Facebook event and 1.000 who said they will participate.*

*or*

*1 week after the internal kick-off of the Facebook event, 150 friends joined and invited at least 500 more to join.*

**One key aspect, which is different from most other campaigns, is that a lot of 1 Cent transfers produce a lot of work to administer the money. So you should make this aspect clear in your communication. ;-)**





*Outreach-scheme*

### Timeline

It is crucial to design a timeline in the beginning of your planning. Are there Parliament meetings, government decisions or big actions which are already planned? By knowing this you can time your own actions so they have the biggest impact. To have an influence on the political decision your actions needs to be done before the actual date. So if you want to reach a lot of people it is a good idea to do an action on the day of the vote in the Parliament because media will probably use the action to report about the decision.

Your campaign can be divided into phases with increasing pressure from phase to phase. Every phase ends with a milestone (you reach one or more of your SMART goals) so you can evaluate your campaign success and if you're in time with your planning. It gives you the possibility to distribute the following work amongst your partners (if needed) and of course celebrate what you already achieved.

### General Timeline

To frame all national campaigns we have a general timeline with a couple of important political dates and other action.

We will go public with the 1 Cent campaigns on the **15<sup>th</sup> of August**. A small action where we want to take pictures at the Parliaments will be used to mobilize people on Facebook etc. In the following months we will have an ongoing mobilization and ongoing transferring action with one or two peaks, to gain more media attention.

The first peak that could take place in all participating countries is the **24<sup>th</sup> of September**, the Moving Planet Day of 350.org. There you are called to organize an action around the 1 Cent idea.

The second peak will be a week before the **Head of States meeting (17-18 October)**. You hand over the results of your national campaign to your government. During the head of states meeting in Brussels the final action will take place, where we will collectively hand over the cents to the EU commission.

If the EU is not deciding on the 30% target at the Head of States meeting we think about prolong the campaign until the COP 17 conference in Durban which is taking place from the **28.11-9.12.2011**. The new target for the transfers would then be the European Commission – so we join our forces on one target.

It is needed that we work together on the EU wide days of action and coordinate them beforehand. But of course you can plan your own national timeline and actions.



## Measurement

To see if the 1 Cent campaign is successful we need to figure out how many people participated (alongside other criteria). If you are collecting the Cents in reality or you create your own bank account, it is easy to count the number of participants. You can print out your bank account incomes or ask the people to sign a list that they gave a Cent. You can then publicly handover the Cents and the list to the politician in the end of the campaign.

If the Cents are directly transferred to the state treasury the measurement of participation is much harder. You can guess from the "likes" on Facebook (although not all participants join you on Facebook if you e.g. mobilized over newsletter as well). You can (and should) ask the participants to tell everyone (and you) that they transferred a Cent. We will try to provide an easy way to do that (e.g. with a little picture for your Facebook profile picture or an automatic script which posts on Facebook and Twitter).

Since it is hard to tell if the administration will tell your head of state/minister about the action it is either way important to let them know that 1 Cent was transferred. So everyone should additionally send an email to the target person, telling him/her about our demands. A copy of this email should go to you to know who participated (so you can write everyone in the end thanking them and letting them know what else your organization is planning and that you want their support)

## Step 4: Plan your national and local actions

To mobilize people and get media coverage it is recommendable to plan national and local action days. With one or two actions you can raise the awareness of the campaign and also integrate local groups to organize something for this campaign as well. An action doesn't necessarily has to be done on the street - a mass mailing or calling action to your politicians can also have great results. Perfect opportunities for these action days are important governmental decisions or discussions

In the following you will find basic information how to create your own action ideas.

### Concrete action planning

#### 1. **WHY** are you planning this action?

What is your aim? What are you trying to achieve? How does this action fit into your 1 cent campaign?

#### 2. **WHAT** is the message of the action?

Keep it simple, clear and relevant to your target.

#### 3. **WHO** are you aiming with the action?

Who do you want to hear your message? Who is your target? Some actions might be aimed at the staff of the environment ministry or minister others to your head of state. Other might be aimed directly at the public to increase your number of participants which are transferring one Cent. Still others might be aimed at the media.

The way you phrase and communicate your message will vary depending on your chosen target (e.g. it is a big difference if you want to reach conservative or progressive politicians).

#### 4. **WHERE** will the action happen?

Is there a venue that will maximize its impact? This might be somewhere symbolic, or somewhere where your action will get the most attention because media/people/politicians are already there.



### 5. WHEN will your message be heard the loudest?

Is there a time that maximizes the impact of your action? Do you want your action to coincide with a meeting or conference or with the visit of a politician? Therefore it is important to work on your timeline beforehand and figure out about key political dates in your country.

### 6. HOW will you get the message out?

What form will the action take? What tactic(s) will you use? Do you want to do a press stunt, or take direct action? Maybe you just want to raise awareness amongst the public and can use a street stall or leafleting to achieve that.

### Action ideas

For every action it is a good idea to think of a picture how you want to transport your action to the media. For a media stunt you should "be in control" of the pictures you want to offer (and how you stage them). In the end the journalist will take the pictures and decide but you can influence it by offering something. Media loves masks of politicians, painted faces, young people, action - but it has to be captured in ONE picture (a long satirical play is sometimes hard to explain in one picture).

No matter what kind of action you do - have some thought beforehand about permissions or possible legal problems, what kind of logistics you need (material, loudspeakers, ...) !!!Plan in advance!!!

More information on concrete action planning and a very helpful template for your actions, you can find in the "Act Now" handbook from Young Friends of the Earth:  
[http://www.foeeurope.org/youngfoee/handbook\\_actnow\\_final.pdf](http://www.foeeurope.org/youngfoee/handbook_actnow_final.pdf)

- Information stalls

Maybe the most common way to inform people about your campaign and your goals is an information table in the city or at demonstrations. It is important to have some kind of eye-catcher to attract people to your stall.

Make sure that you have some information material with you, to pass something on to the people on the street (e.g. a flyer which looks like a bank transfer form (or even a real form with the data already printed on it). You can also combine the stall with a little action to attract people (e.g. Sticking Cents)

- Sticking Cents

The idea is to glue 1 Cent coins around your target ministry, Parliament house or elsewhere to get attention for your campaign. Politicians or people which are walking by could "stumble" over the glued cent or try to pick them up. This could get the peoples attention in the city and you can follow up on that with flyer about the 1 Cent campaign. Also politicians should know of the campaign before they see the cents or get information on that day (e.g. by e-mailing them or flyer in their office).

- "Airmail delivery" of 1 Cents

To visualize the campaign for the media we brainstormed the idea to throw Cent coins over the fence of the Bundeskanzleramt (the residence of the German chancellor Angela Merkel). If 100 young people do this together it would produce a strong picture which symbolizes the mass bank transfers. For an action like this you should keep in mind that it is probably illegal and the state could fine you (at least for the costs to clean it up).

An alternative could be a wishing well you put up in front of the ministry where the people throw the Cents in. Or you pile it up, or the people glue it on postcards with their idea for a green investment and throw it collectively into the postbox or.....just let your ideas fly.



- Mass march or bicycle ride

Another way to gain media attention and mass mobilize your participants is to plan a march or a bicycle ride in your capital. Keep in mind that this type of action will take a lot of time to organize and you need a lot of people to take part. You will have to deal with a lot of logistics and mobilization work, which consumes a lot of time.

- Get in touch

Another important action is a meeting of young people with your minister or head of state. If the campaign is working you might be lucky and get an appointment. Collect arguments and questions beforehand why Europe needs a 40% reduction target for 2020 and that a domestic and unconditional 30%-target could be a first important step towards this goal. Don't forget to make a picture at such meetings and inform the media.

If you can't organize a personal meeting with your politician you can still write e-mails or call his/her office (or ask your supporters to do so collectively). Especially before important decisions in the Parliament this could have a real influence on the outcome and you can communicate your campaign message.

Ideas how to formulate such a letter to your target person, you can find on our website:

<http://www.pusheurope.eu> or in the Act Now" handbook from Young Friends of the Earth Europe

[http://www.foeeurope.org/youngfoee/handbook\\_actnow\\_final.pdf](http://www.foeeurope.org/youngfoee/handbook_actnow_final.pdf)

- Sand clock - Cent clock

To stress the point that we are running out of time if we don't act now and connect the 1 Cent message to the needed decisions, we considered the idea of a sand clock where cents are running through. This could be an excellent action to create good pictures for the media. We are planning to have a big sand clock at the final action in Brussels.

- Whishing well

With a wishing well you can connect individual messages with the symbol of 1 Cent. Prepare some kind of bucket or well, where people can throw their Cents in. Every person who is throwing a cent into the well can formulate their individual wish, how the 1 Cent payment should be invested in terms of the European climate targets. The wishing well could be another strong picture for the media.

- YOUR ideas

These are just some ideas from a short brainstorming. You will probably have other ideas how to promote the campaign. If you are into art you could plan some kind of theatre with masks of your politicians (which usually gets a lot of media attention) or paint a big chalk-painting on the street. Just keep in mind that the message of your action relates to the 1 Cent campaign and the action should have a clear goal: mobilizing people to the campaign, lobbying politicians or produce something newsworthy for the media.

***Make sure to share your ideas with the other national focal points and the coordination team so we can benefit from our creativity.***



### Ongoing steps: media work

An essential point of every campaign is the media work. While you can reach 500 people with an information stall in the city you can reach 100.000 people if you make it into a newspaper or even television. Politicians also rather react to your campaign if you have good coverage in the media than the fact that 2.000 people signed a petition or transferred a Cent.

So always think about how you can get your message into the news. Some ideas you already saw in the chapter on actions. So write press releases before you do an action and invite journalists. You should send the press invitation 3 or 4 days before your event by e-mail and one or two days before the event give a call to the most important newspapers, TV stations etc. (most important doesn't mean biggest but rather the ones which will most likely be open to your message/action - this can be national news but also regional)

In the press release you should point out what the press is going to get (a good picture, interview opportunity, a celebrity, ...)

Additionally you can cover your actions with pictures and videos to share afterwards in a press release (to those who couldn't send a journalist) and of course share it on the homepage, Facebook etc. Let the world know what you are doing.

## 3. COMMUNICATION GUIDELINES & WORDING

You plan your own national campaign. You might want to adopt the message to your national needs and maybe there is a better slogan in your national language. So you decide on the concrete message. But since we want to maximize our impact it is crucial to have a common understanding and some key messages we want to get over.

### **General message**

Young people across Europe are concerned about the impacts that man-made climate change will have within their lifetime, and are taking action to urge the EU to follow a path to a sustainable, low carbon, society.

Delaying the decision to cut the EU's domestic greenhouse gas emissions by at least 30% by 2020 creates an uncertain world for today's children and young people, as well as for future generations. We are making a symbolic payment of 1 Cent to our governments, to demand that money is spent NOW on ambitious CO2 reductions - which can boost our standard of living and job prospects - rather than having to spend more in the future on adapting to climate catastrophes in the future.

A good introduction and tips to write a press release you can find in the "ACT now" handbook.

On Twitter you (and the participants) could post messages like:  
*Transferred #1Cent today to XY (e.g. Angela Merkel) to #PushEurope to ambitious climate targets. Do the same and flood her bank account.*

or

*#1Cent coins lying around everywhere at the Parliament to #PushEurope to better climate targets. Some politicians tried to pick them up but they seem to be glued to the ground.*

The main points in more detail:

- Young people across Europe are concerned about the impacts that man-made climate change will have within their lifetime. The failure of the current generation of politicians and



decision makers to take action now creates an uncertain world for today's children and young people- as well as future generations.

- Young people urge the EU to follow a path to a sustainable, low carbon, society - instead of delaying the decision to reduce greenhouse gas emissions. Making the immediate and unconditional decision to increase the EU's greenhouse gas emission targets for 2020 to 30% domestic cuts (instead of the current 20% cuts which include a large amount of international offsetting) would be a vital first step to the cuts of at least 40% that science and justice tells us are necessary.
- Instead of spending money on fighting the floods and droughts caused by climate change in 30 years time, we want to see our money invested today in energy efficiency and renewable energy - measures which will contribute to halting the climate crisis and also guarantee us a higher standard of living and decent green jobs.
- Young people are taking action by making a symbolic payment of 1 cent to their national governments to call for investments in ambitious CO2 reductions which will benefit their economy and employment situation.

The PushEurope logo:



#### Message to use on bank transfer form

To make the impact at the government as big as possible you should find a line which fits into the bank transfer forms to sum it up. All people are asked to use this line for their transfers. To maximize the impact you should think about a catchy slogan in your national language.

For the international slogan we are still looking for your ideas as well

Some ideas so far:

"1 Cent more - 40 per Cent less"

"Your vote, your decision – my future. 30 per cent NOW"

"1 cent today makes a difference tomorrow"

"30% less CO2 NOW - a sustainable investment for our future"

"Invest into the climate – invest into your future"

"Invest into ambitious climate targets – invest into my future"



#### Pictures, CI to use

It is quite important to use the same logo/picture all over Europe to create a unified movement which is working with the same Corporate Identity (CI). The people should recognize the PushEurope in all the national campaigns. We will provide you with the needed pictures etc.



## **4. GROUP COMMUNICATION**

Communication is vital for this campaign - within your group, with other national groups and with the office in Berlin.

### **Communication in your group and with your participants**

A very important aspect is your internal communication in your group and with your partners. Therefore it is useful to create a national mailing list with everyone who wants to help or launch a Facebook-site. Try to get different organizations involved in the campaign to have a broad angle and reach a lot of people.

The use of Facebook for your campaign is possibly the strongest tool to connect and interact with your participants. By creating an own Facebook-site for your national campaign you have the chance to communicate in your language with your participants. Another good way to gain attention on Facebook is to create own events or post comments, links or videos to other sites, which are related to climate policy.

But of course in some countries Facebook is maybe not that common, or you have better and stronger communication channels such as a mailing list or other social networks.

That means that you should decide upon your channel, based on your national and local knowledge.

It is crucial to inform your participants and the media about the steps you have taken and which will be taken in the future. So keep in contact with your people.

Every country should have a lead person who feels responsible to feed back to the other national groups and have an overview of the national project and the people participating in the organizational stuff.

### **Communication with the coordination team and other countries**

Only this way we can quickly react on problems and check if any group has a solution to this or if we have to find a new solution together. Furthermore it is important the coordination team knows how your campaign is proceeding and how they can support your efforts.

By setting your SMART goals you can easily check if you meet your goals and your campaign is proceeding. If not, you have a good tool to identify your problems and discuss it with the coordination team.

To communicate with the coordination team you have various options. Furthermore we will have a mailing group for these lead persons where we share our ideas, successes and problems.

Additionally we offer a fixed time slot on Skype every week, where you can bring up your questions and needs. Of course you can contact the coordination team any time via mail, Skype or telephone as well.

**Every Wednesday  
between 8.00 and 9.00  
pm CET you will find us  
on Skype.**



## 5. KEY POLITICAL DATES AND ACTION DAYS

In the next months there will be some key moments we can use to spread the word on the campaign and take an influence on political decisions. You should also check for national dates which can be relevant to link to your campaign (e.g. governmental meetings, big demonstrations, national action days).

### **Action days**

#### 15. August: Start with a bang

You should start your national campaign with an event or an action, to promote the launch of your 1 Cent campaign. This could be a simple information stall or another action to gain attention by the public. It would be best to have some kind of big bang at the beginning. It doesn't have to be the 15<sup>th</sup> of August exactly, but it would be good to start your campaign around this date.

#### 24. September: Moving Planet Day

On the September 24<sup>th</sup> is the Global Day of Action - Moving Planet (<http://www.moving-planet.org/>) by the 350.org network. On that day in the whole world actions related to climate change will take place. This would be a perfect chance for you to participate and gain additional media attention.

#### 3.-10. October: The final push

In the week before the Head of States and the Environmental Council meeting we should stress massively once again our message within our campaign. This can be done by calling your participants to transfer once again 1 Cent to your target person. Additionally it would be great to do an action in your countries and try to handover your Cents or the list of the participants to your target person.

### **Key political days**

10. October: Environmental Council meeting (Luxembourg)

10.-11. October: Ministerial Conference on Energy Policy (Krakow)

17.-18. October: Heads of State meeting (Brussels)

28.11.-9.December: COP 17 UNFCCC meeting (Durban)

## 6. FINAL ACTION

In the end of the campaign we will hand over the results. On October 10<sup>th</sup> the environmental ministers will meet in Luxembourg to talk about the strategy for Durban. On the 17<sup>th</sup> and 18<sup>th</sup> the head of states meet in Brussels. We will use one of these opportunities to meet with politicians and hand over the results of our European campaign.

Therefore we will invite representatives of all participating countries to come together to show the diversity and success of the campaign. Collectively we will plan some more visuals for an action (e.g. piling up Cents, a huge Cent in the background or a concert with coins which are thrown into a bowl). That gives the European media an event to cover our campaign with an EU wide focus. And we will have the chance to talk about further plans and strengthen the European Youth Climate Movement.

