

# CLIMATE MOBILIZATION 2030 TOOLKIT

An organizer's guide to local Climate Emergency action

*Illustrated by Nina Yagual*

## INTRODUCTION

This is a toolkit for activists who are ready to build grassroots power to win transformative climate policies and help build a Climate Emergency Movement capable of saving our world--and changing it for the better. The toolkit provides policy and organizing guides for groups who are ready to push their local governments toward an emergency-speed and socially-just climate response.

This is an updated version of our last toolkit. The changes include:

- Policy tools for what comes after a Climate Emergency Declaration
- Updated organizing toolkit resources
- An updated roadmap for building a powerful campaign beyond passing a Climate Emergency Declaration

This guide is available free of charge. If you're able, please consider supporting our work and the development of Climate Emergency organizing tools by donating [here](#).



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## WHY CLIMATE MOBILIZATION? WHY NOW?

In the last few years, a spark has been lit. People have taken the streets to demand accountability from our elected officials. Students have walked out of classrooms and gone on strike to demand a safe climate. Indigenous organizers have taught us that victory is possible and that pipelines have no place on this, or any land. More united than ever, people have reclaimed the streets and proclaimed the importance of racial justice. Movements are thriving and winning.

But even as movements continue to advance toward victory, the fight is far from over. Being in the middle of a worsening climate emergency and the COVID-19 pandemic has taught us that those in power will choose the economy over people's lives. They have prioritized the system over the well being of workers, young people, our elders, and those most vulnerable. The horrors of 2020 felt like a sneak peek of what is to come in the future if we do not make free health care a priority and enact a climate mobilization.

Climate Mobilization 2030 is about winning the people and the planet's demands. It is about stopping the destruction of the living world and embracing sustainable life. We will create green jobs, put first peoples first, create systems for clean energy, clean water, and land restoration.

Pushing through this hard moment will bring us closer to the world that we want to be a part of -- a world where democracy is reinvigorated, and the economy is regenerative. We can collectively choose the well-being of the planet, frontline communities and all people. And we can choose to hold corrupt politicians and oil executives accountable. **We look forward to working with you to build this future.**



## UNDERSTANDING OUR WORK

[Climate Mobilization Project](#) (and our sister organization, [The Climate Mobilization](#)) was founded with the mission of ushering in a government-led response that matches the scale, speed, and scope of the climate and ecological emergencies we face. Our work is grounded in our [organizational principles](#) and vision of a more just and democratic society that results from this whole-of-society ‘Climate Mobilization.’

We recognize that the many planetary emergencies we face are the consequence of political and economic systems that concentrate power and wealth in the hands of the profit-driven few--at the expense of the many. To overcome this--and to tackle the Climate Emergency--we have to build bottom-up, people-driven power that allows millions to act collectively on behalf of a shared vision of a better world. That work starts in our communities, by organizing with our friends, families, coworkers, and fellow community members to win transformative local policies that serve as proof of what is possible.

When we build relationships in our communities and organize--and sometimes even win--we tip the scales of power toward The People. The more powerful we become, the more we are able to win. Multiply that across communities throughout the country (and even the world), and you’ve got the foundation of a powerful movement capable of winning--and democratically sustaining--and ecologically and socially just world.

There are no shortcuts to building power, and we can’t win without it. Meanwhile, the world is already [dangerously hot](#) and we’re [running out of time](#) to save life on Earth. While the clock ticks, people are struggling with the immediate realities of austerity, racialized violence, pollution, democratic crises, stagnant wages, and so much more. That’s why we push for local policies that forefront scientifically-driven climate action that simultaneously expands the scope of local democracy while materially improving people’s lives. In short, we fight for local governments to prioritize the public and planetary good while diverting resources from the harmful and socially unjust.

These are the types of policies we advocate for:

- **Commit to reach zero emissions by 2030**
- **Deepen democracy and justice through democratic planning**
- **Create, Invest, Divest**
- **100% renewable, democratic energy**
- **Phase out fossil fuels**
- **Draw down carbon from the atmosphere**

Learn more [here](#).

## MINI CAMPAIGN ROADMAP

### 1) Figure out your local goals

The overarching goal is to build a powerful local movement capable of pushing your municipal government into emergency-speed climate action. The first step toward that is getting the local government to pass a Climate Emergency Declaration (use the Declaration template [here](#)).

The next phase of your campaign is to hold your local officials accountable to the commitments they made in the Climate Emergency Declaration (ex. Reaching zero emissions by 2030 and creating a Climate Mobilization Action Plan) while pushing them enact a full Climate Emergency response. The latter includes driving them to adopt this [Climate Emergency policy paradigm](#) (see the full guide [here](#)) and meet the requirements on the local government [Climate Emergency Mode Checklist](#).

Work with your campaign [Steering Committee](#) to do research on what your community has and has not achieved so far to inform the most effective ways you can intervene. Additionally, consider working with [partner organizations](#) to identify shared goals you all want to prioritize.

### 2) Get ready

Victory depends on building enough power that can be leveraged to make the target give into your demands. Our power comes from organized people, so developing an effective [Steering Committee and campaign group structure](#) is an important initial step in this process.

We need *lots* of people in order to win the changes our world desperately needs, so start recruiting a core base of campaign organizers through [one-on-one organizing conversations](#) early on. It's also important to prioritize [outreach to potential partner organizations](#). Strong relationships with other community organizations who are also committed to building people-driven power for transformative change can be one of the strongest assets your campaign has.

Gather the core campaign organizers and partner organizations to come up with a campaign strategy. For each policy you want to pass, figure out who has the power to enact it (ex. City council, the mayor, a public utility's Board of Directors). Use this information on target decision-makers to [create a power map and develop a strategy](#) for getting the decision-maker(s) to give you your policy demands.

Note: We strongly recommend using the [Midwest Academy's Strategy Chart](#) to inform the initial planning of your campaign.

### 3) Act, recruit, train, escalate, repeat--- win!

Once you have a campaign strategy alongside a core group of organizers and partners, start planning a kickoff event to announce your campaign and drum up

further support (Idea: [Host a local town hall](#)). Sometime early on in the campaign you'll also want to [meet with the elected officials](#) (or other key decision-makers) to determine whether they will support your policy demand or whether you need to escalate pressure until they do.

Campaigns are essentially a series of actions that your campaign group and supporters do to put escalating pressure on a target decision-maker until they give into your demand. Each time your group does an action, you should [recruit](#) more people and develop your campaign group's organizing skills so that the next action you take can be bigger and more powerful. Through the cycle of [taking action](#); [recruiting and base-building](#); and developing your new members leadership skills, your campaign will steadily build the power it needs to win--and keep winning transformative change. Learn more about Choosing Effective Campaign Actions [here](#) and plan each of your actions using the template [here](#).

## CLIMATE MOBILIZATION 2030 CAMPAIGN TOOLS

### Nuts and Bolts

- [Campaign Roles and Group Structure](#)
- [Recruitment and Base-building](#)
- [One-on-One Organizing Conversations](#)
- [Outreach to Partner Organizations](#)
- [Strategy + Power-Mapping](#)




### Taking Action

- [Putting on a Town Hall](#)
- [Meeting with Elected Officials](#)
- [Choosing Effective Campaign Actions](#)
- [Action Planning Template](#)

### Policy & Educational Resources

- [Climate Emergency Declaration Template](#)
- [Pushing for a Climate Emergency Program: A Policy Guide for Local Organizers](#)
- [2-page Policy Guide Overview](#)
- [Is your Government in Climate Emergency Mode? A Checklist](#)
- [Climate Emergency + Social Justice: A reading list](#)

### Getting Involved with Us

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