

Together, we are _____

Unstoppable

_____ a global climate movement

OUTLINE

ANALYSIS

How do movements work?
What can we learn?

IDEAS

Some creative ideas as a
starting point.

NEXT STEPS

How do we make it work?
Organic and organized
opportunities.

THIS WE KNOW...



Our climate is changing



It is largely due to the combustion of fossil fuels



The fossil industry is opposed to phasing out fossil fuels



They are investing heavily in swaying public opinion



Climate policy won't happen without public support

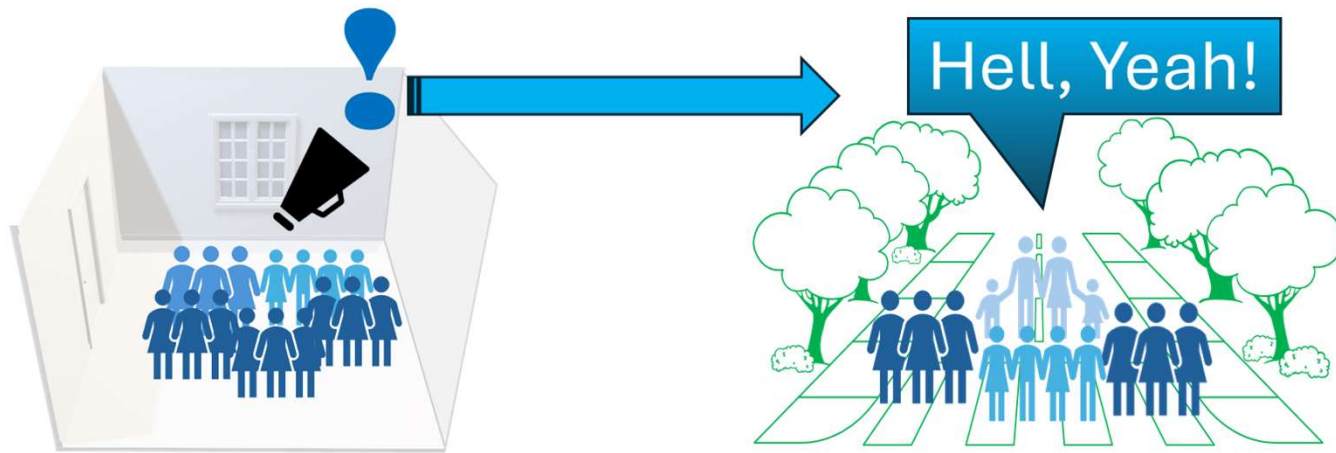


We are running out of time



We need to build an unstoppable climate movement. Now.

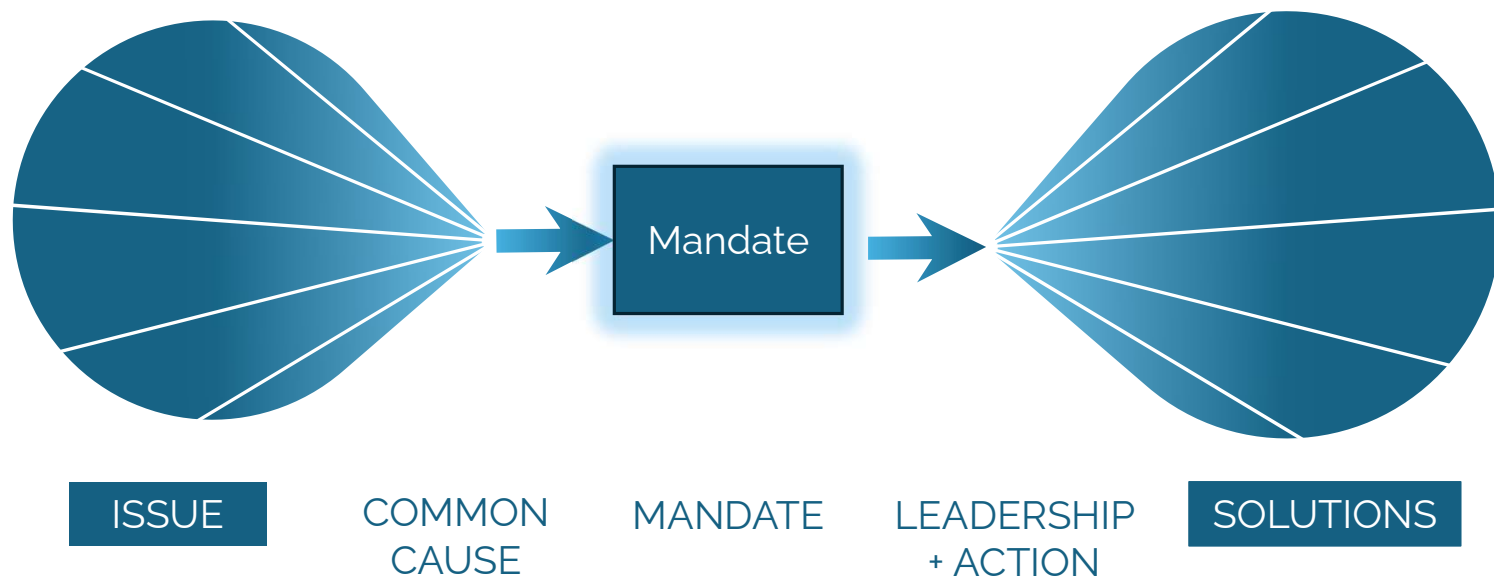
WHAT IS A MOVEMENT?



A movement is when everyone outside the room says, "Hell, Yeah!"

SOCIAL MANDATE

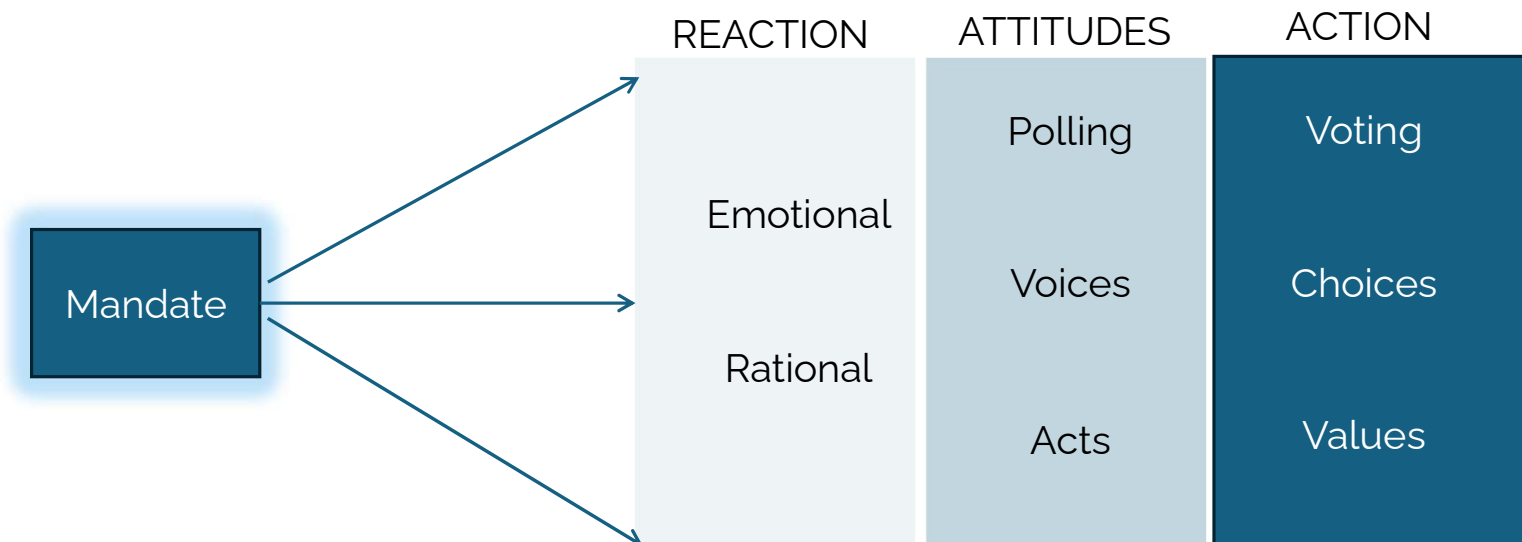
Social movements seek to influence public opinion and build a mandate for change



SOCIAL MANDATE

What does a mandate look like?

The deeper the commitment, the stronger the mandate.



CASE STUDIES

MOVEMENTS ARE COMPLEX.
LOOK FOR THE MOTIVE.

Good vs. Evil

People and planet Vs. personal power and profit

Moderate Vs. Extreme

Common ground Vs. divisive.

Ability to Empower Others

Help Vs. control

SOCIAL MOVEMENTS IN HISTORY



WOMEN'S RIGHTS



CIVIL RIGHTS



PEACE



GAY RIGHTS

CORE MESSAGES

EQUALITY

PEACE

LOVE

MOTIVE

COMPASSION

All we need is love

Create the emotional response to empower change

THE MAGA MOVEMENT



CORE MESSAGES

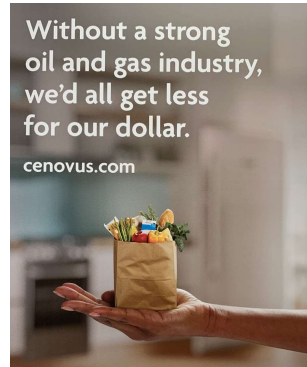
HATE DIVISION FREEDOM EXTREMISM STRENGTH

MOTIVE

ABSOLUTE CONTROL

Anger supports extremism
Chaos creates opportunity

THE ANTI-CLIMATE MOVEMENT



CORE MESSAGES

TRUST

DOUBT

ANGER

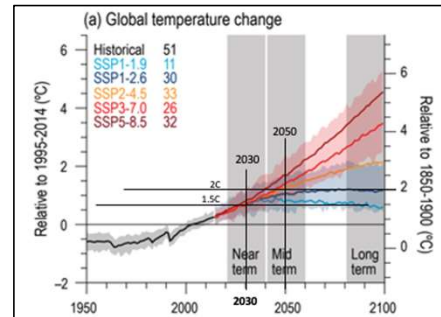
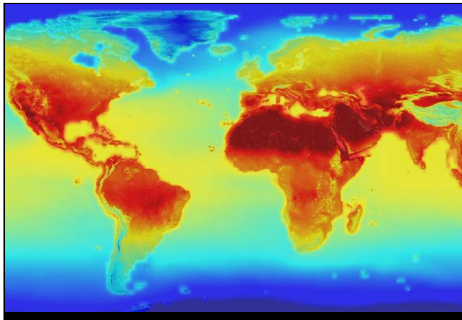
COST

MOTIVE

PROFIT

Doubt and anger undermine government climate leadership
Cost and affordability supports profit motive
(MAGA Lite)

OUR CLIMATE MOVEMENT (1)



CORE MESSAGES

WARMING

IMPACTS

SCIENCE

POLICY

MOTIVE

ACT NOW

Create public pressure for government leadership
Focus is on policy solutions

WHO HAS THE ADVANTAGE...

...AND WHERE WE CAN IMPROVE?

	ANTI-CLIMATE MOVEMENT	CLIMATE MOVEMENT	
✓	<ul style="list-style-type: none">HIDDEN MOTIVES	<ul style="list-style-type: none">OPEN MOTIVES	✓
✓	<ul style="list-style-type: none">THEY HAVE MOST OF THE MONEY	<ul style="list-style-type: none">WE HAVE MOST OF THE PEOPLE (<i>polling</i>)	✓
✓	<ul style="list-style-type: none">CONSISTENT MESSAGING ACROSS THE BOARD – THINK TANKS, COMPANIES, ACTIVISTS AND POLITICIANS	<ul style="list-style-type: none">INDIVIDUAL GROUPS DEVELOP CAMPAIGNS.WE HAVE THE CAPACITY TO DELIVER MOVEMENT-WIDE MESSAGING AND CAMPAIGNS.	✓
✓	<ul style="list-style-type: none">THEIR MESSAGES RESONATE WITH PEOPLE'S CONCERNS	<ul style="list-style-type: none">OUR MESSAGES OFTEN CONFLICT WITH PEOPLE'S DAILY CONCERNS (<i>they have to</i>).WE HAVE THE ABILITY TO DELIVER MESSAGES THAT CONNECT.	✓

INSIGHTS

Ours is a policy movement

We target governments, politicians and policies

Our public engagement encourages support for policy solutions

When it works, it is great

When it fails, we have no social mandate to ensure continued pressure for leadership

We also need to be a social movement.

INSIGHTS

**The anti-climate movement is a
manufactured social movement.**

Doubt and anger is effective at delaying action.

When people don't trust climate scientists or leaders, they win.

When we react to them, they win.

**The answer is to make them irrelevant
We build our movement around the future we all want.**

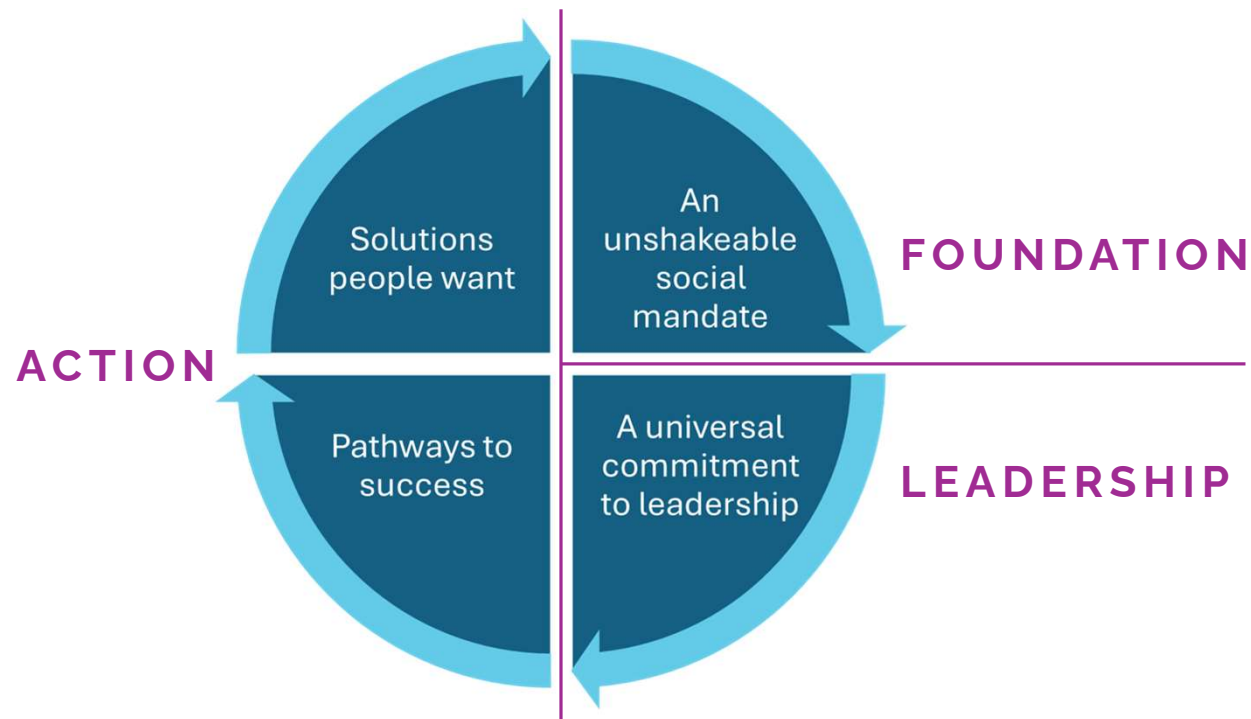
HOW CAN WE IMPROVE?

BECOME A SOCIAL MOVEMENT
ORGANIZE AROUND STRATEGIC GOALS



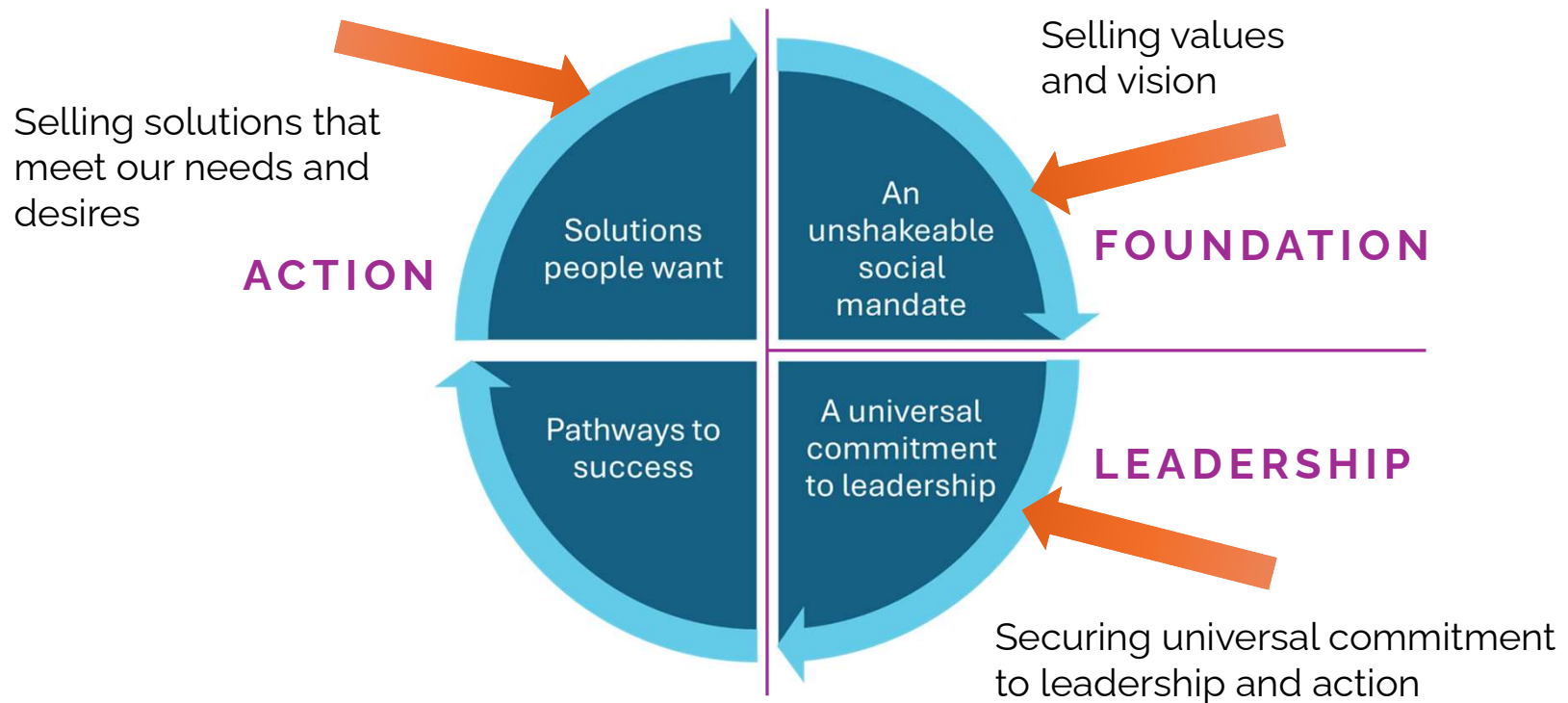
A THEORY OF CHANGE

Four strategic goals in a reinforcing cycle of transformative change



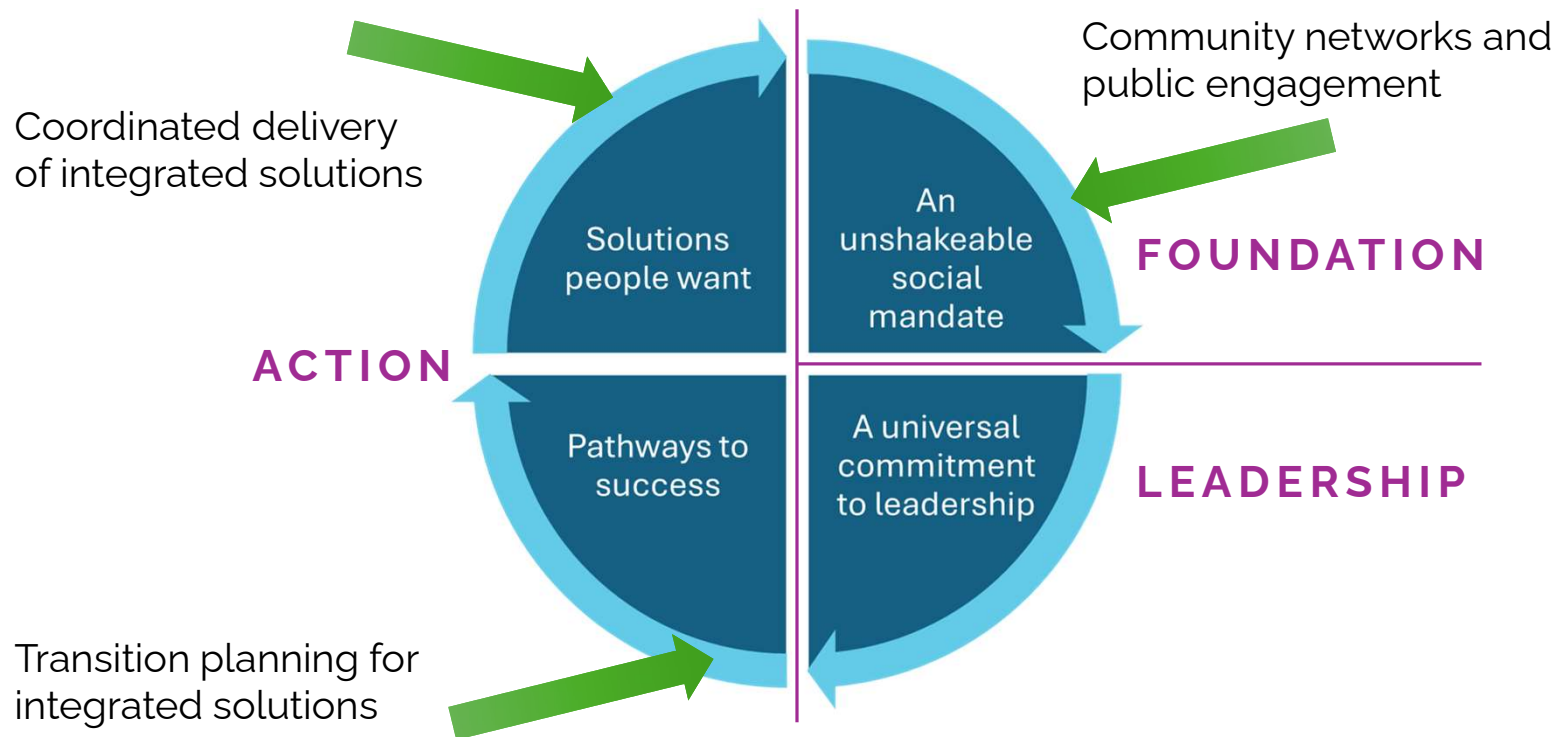
A THEORY OF CHANGE

Where marketing campaigns can help



A THEORY OF CHANGE

Where mobilizing can help



COMMON VALUES AND VISION

The foundation for our movement

EXAMPLES

OUR VALUES

Compassion: We care for each other and the planet.

Commitment: We act, each of us to the best of our abilities

Community: We help each other.

OUR VISION

A CLIMATE VISION

We see a future that is net-zero, resilient, and better.

A SOCIAL VISION

We seek a future that is healthy, resilient, and better.



SOLUTIONS PEOPLE WANT

FROM VALUES TO VALUE

A HEALTHY CLIMATE

Environment

Society

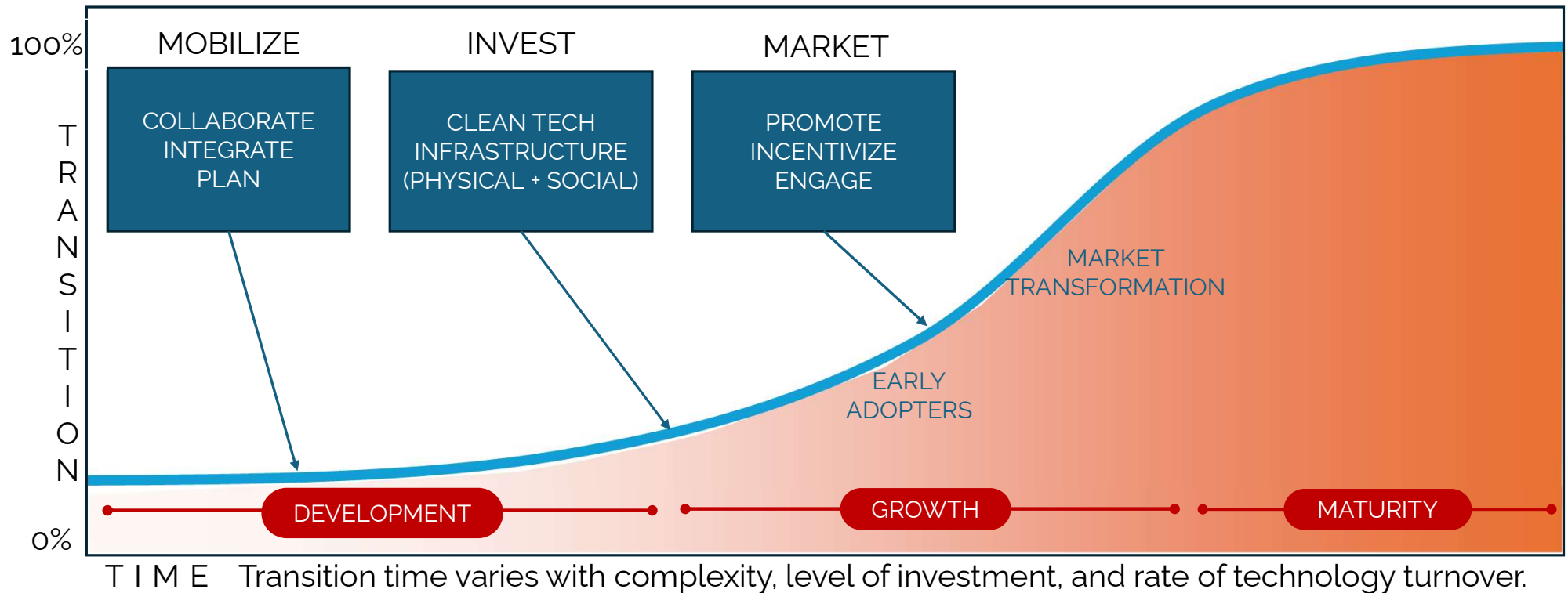
Economy



PERSONAL AND SOCIAL BENEFIT

SMOOTH TRANSITIONS

EMPOWER A VOLUNTARY TRANSITION
AIM FOR "EASY, AFFORDABLE, AND DESIRABLE"



OUR CLIMATE MOVEMENT (2)



CORE MESSAGES

LOVE

JOY

RESILIENCE

PROSPERITY

MOTIVE

CELEBRATE AND PROTECT LIFE

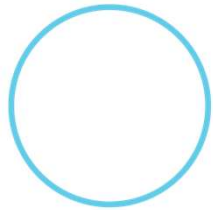
Sell our climate and sell our solutions

Build a foundation of caring – we protect what we love

Promote solutions with social benefit - solutions people want

LET'S PLAY...

THREE IDEAS



Our Blue Ring:
Our climate.
Our movement.

Movement marketing



If you're not in,
you're out.
It's that simple.

Commitment marketing



Community
organizing made
easy.

Mobilizing

Our Blue Ring



Our Blue Ring



Blissfully simple

Wickedly flexible

Backed up by a set of common values, principles, and goals to support a global climate movement.

USE IT EVERYWHERE



One Minute Briefs Challenge



We asked designers to use the blue ring in poster designs to symbolize how our climate protects nature and nurtures all that we care about.

These are some of the ideas they came up with.

SCOTTGUMMERSON



REGARDLESS WHETHER IT WAS
THE CHICKEN OR THE EGG,
**CLIMATE
CAME FIRST.**

solve
climate change

Climate protects nature and nurtures all that we care about.

CLEARCHANNEL



The only planet
where we have
backyard.



YOU ARE HERE

#OurBlueRing

**TOGETHER,
UNSTOPPABLE**
A global climate movement
www.climatemovement.net

@manofnewwords

Breathtaking.
Breathgiving.



#OurBlueRing 

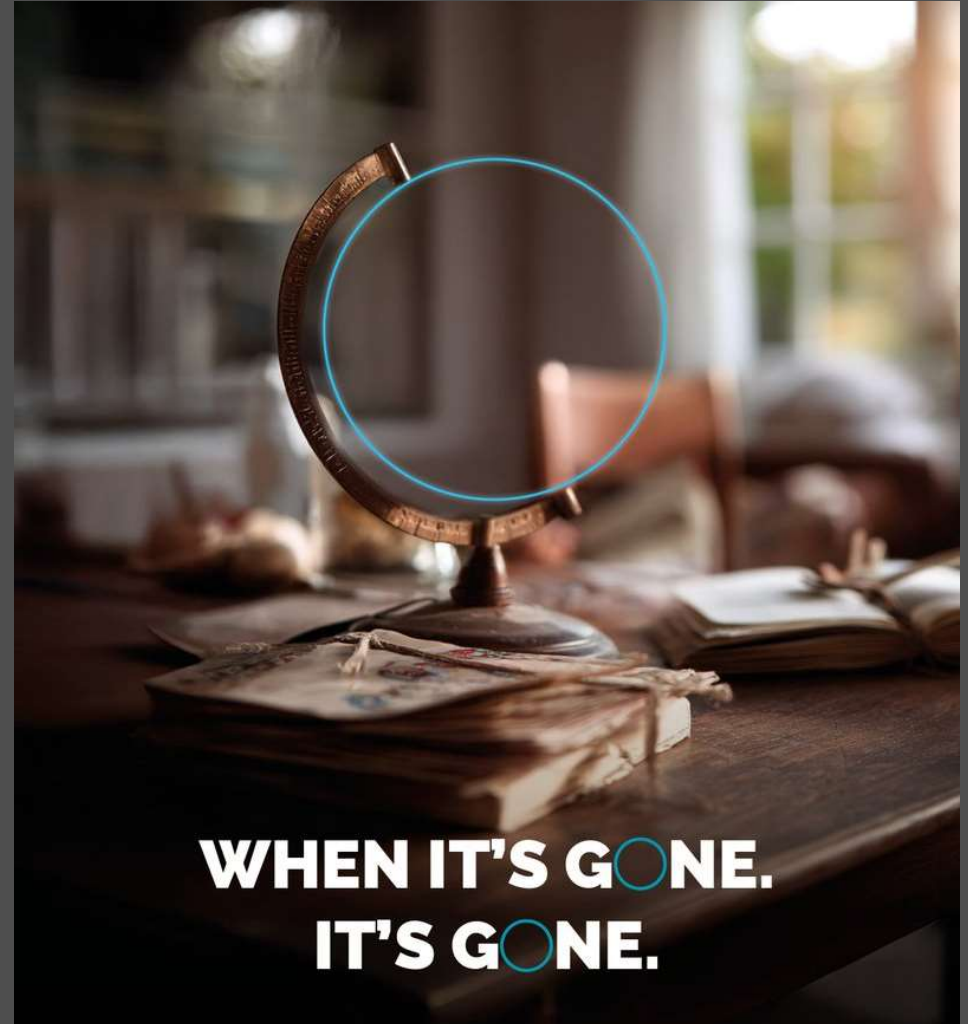
The world is watching



#AllIn4Climate

#OurBlueRing

YOU DON'T
KNOW
WHAT YOU
HAVE UNTIL
IT'S GONE





We're
All In
for our climate

I'm
All In
for our climate

We're
All In
for our climate

Toronto is
All In
for our climate

All In

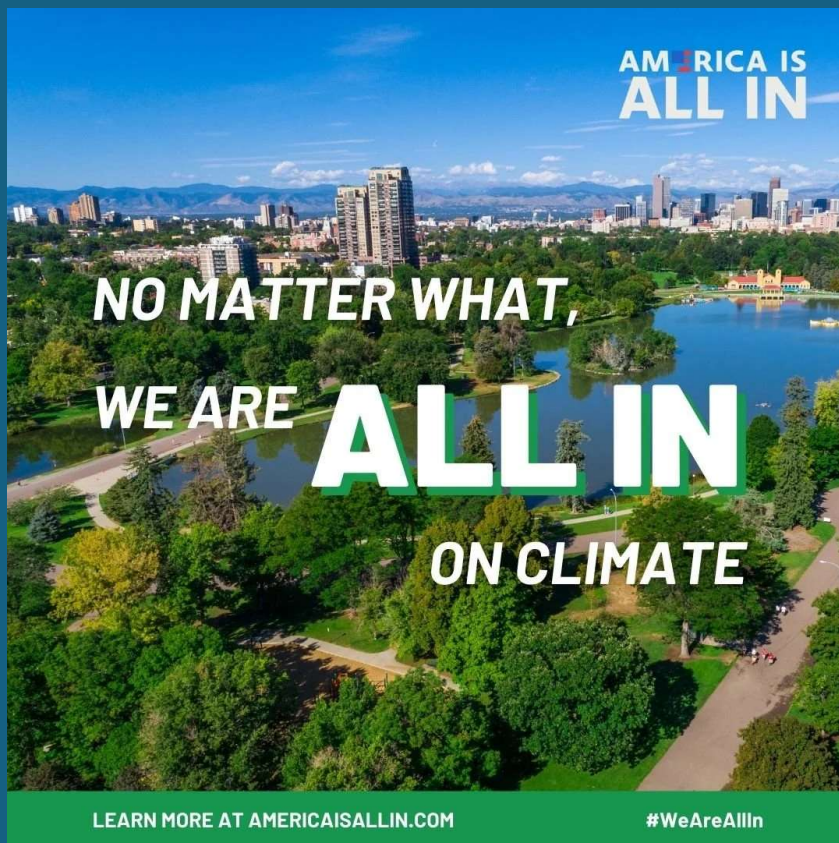
Turn a mandate into leadership

Local to global

Individual, community, organization,
company, or government

One question: Are you in, or out?

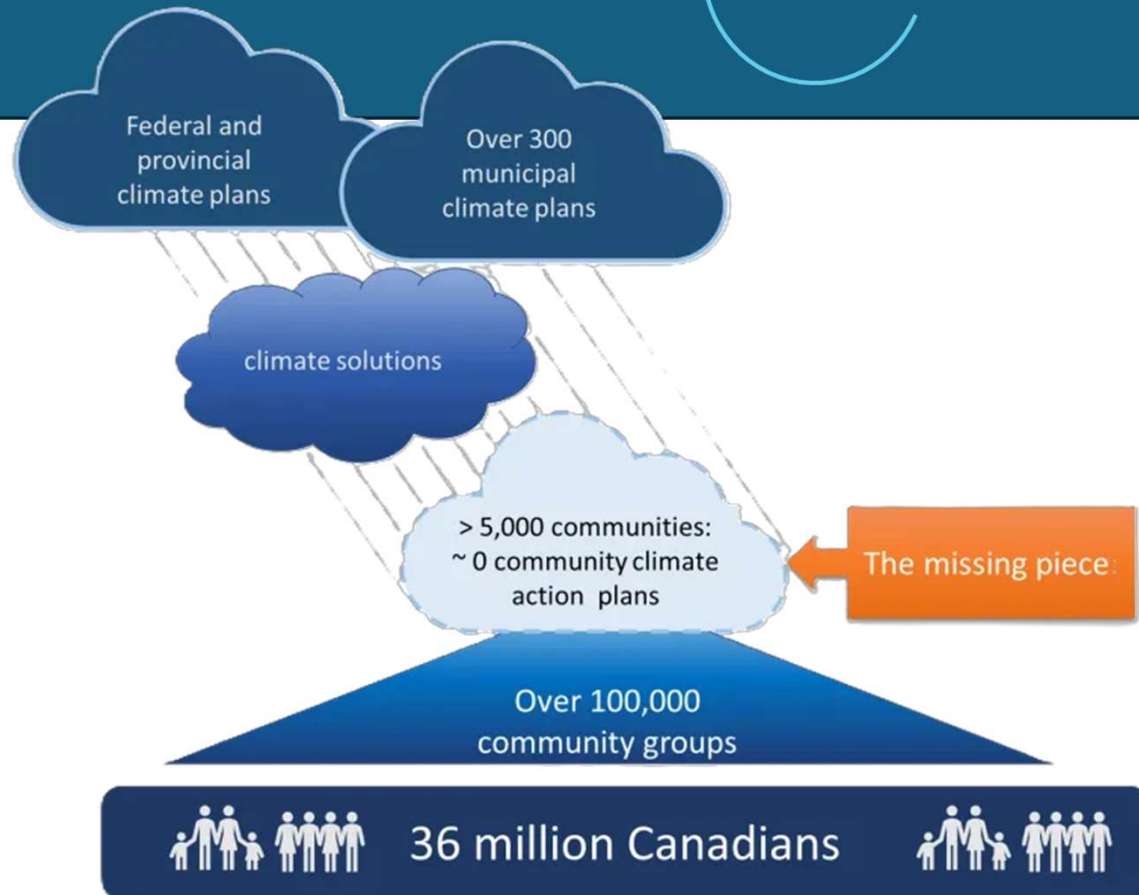
AMERICA IS ALL IN



Spurred by the Trump Administration's withdrawal from the Paris Climate Agreement in 2017

All Constituencies	
	368 Local Governments
	14 Tribal Nations
	3,032 Businesses
	56 Health Care Organizations
	851 Faith Groups
	162 Cultural Institutions
	10 States
	178 Investors
	431 Higher Education Institutions

Community Action



Mobilizing for action

Low cost

Adaptive

Integrated solutions that meet local priorities and needs

Community Action

1. SPARKS

2. SUPPORTERS

3. A COMMUNITY NETWORK

4. A COMMUNITY SCAN

5. AN ACTION PLAN

6. PROJECTS AND CAMPAIGNS

7. CELEBRATE AND REVIEW

Simple 7 step process

Low cost

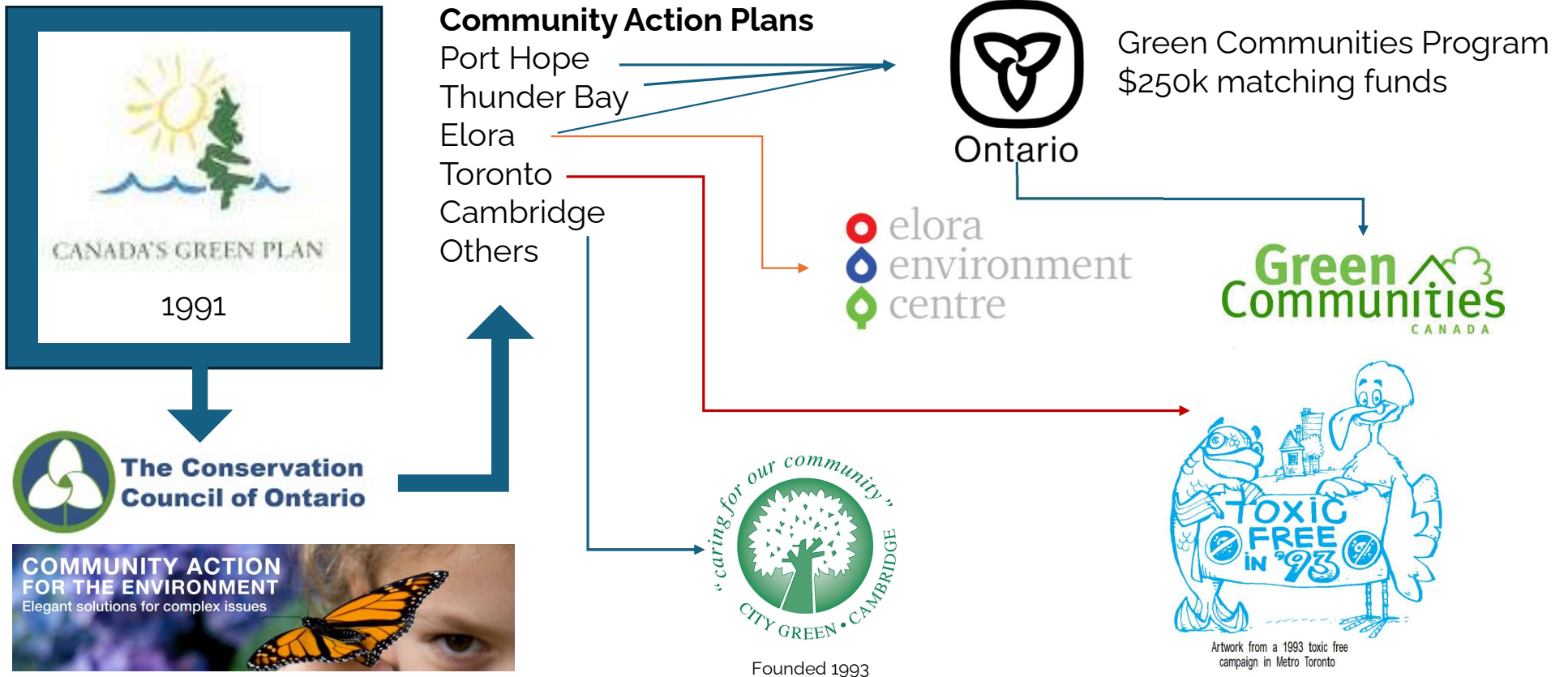
Standard deliverables

Local solutions

Connect to provincial and federal priorities and support

COMMUNITY ACTION WORKS!

THE ORIGINAL PROJECT - 1991



AJUINNATA

There is a word in Inuktitut: ajuinnata. "It signifies perseverance in the face of adversity. It means never give up." - Governor General Mary Simon.

<https://www.instagram.com/reels/DNlvAXuyK7Y/>



IMAGINE THE POTENTIAL

- 5,123 organized municipal communities.
- over 630 recognized First Nations communities and 53 Inuit communities

IMAGINE A NATIONAL FUND FOR RESILIENT COMMUNITY PLANING

- Seed funding for communities to develop:
 - A community network
 - A community action plan
 - Volunteer projects
 - Capacity to support local, provincial and national programs for resilient communities
- Enhanced capacity to access project funding programs in line with community priorities



This is what movements do

Dream big
Set goals
Build bridges
Get creative
Get to work
Achieve miracles

COOL IDEAS, BUT...

HOW CAN WE POSSIBLY DO THIS?

Embrace the complexity.

BASIC CONCEPTS

Be the solution we want to see

CREATIVITY

Dance on the way to doom

ORGANIZE

Become the movement we want

BASIC CONCEPTS (1)

Live by our values



Live lightly. Help each other. Enjoy life.

BASIC CONCEPTS (2)

Connect with each other

Do Good

Help people and planet

Be Passionate

Hate Hate. Love love.

Be Moderate

Seek common ground, collaborative and proactive solutions

Empower Others

Help others to be part of our movement

CREATIVITY

Dance on the way to doom

Creative Designs

Build on our ideas or create your own.

Find Dance Partners

Collaborate in marketing values and solutions

Empower Others

Help others to be part of our movement

ORGANIZE (1)

Become the movement we want

Build a network of networks

Organize ourselves for collaboration

Market our climate and our solutions

A myriad of movement-based campaigns

Empower Others

Share resources and help others to be part of our movement

ORGANIZE (2)

Stimulate movement building

Leadership

Find local, regional, national, and global sparks

Support

Provide funding and capacity building to support a climate movement

Grow

Start with pilot projects and campaigns. Evolve.

WE'VE DONE THIS BEFORE

Connect the pieces!

Single organization

Branded
Sponsored
Program delivery

Partnership

Co-branded
Sponsored
Program delivery

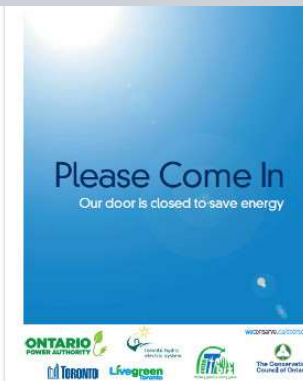
Collaboration

Co-branded
Co-sponsored
Integrated delivery

Movement

Shareware
Co-developed
Organic delivery

EX
AM
PL
ES



IS TORONTO READY?

A Toronto Community Climate Plan



PROJECTS + CAMPAIGNS

- Neighbourhoods
- Energy
- Food
- Economy
- Mobility
- Culture



We have the resources

We have the passion

We have the expertise

We can make a difference.

Where Next?

At a time when we don't have time, we need to take time to get it right.

Yeah, but...

**CRITIQUE
SUGGESTIONS**

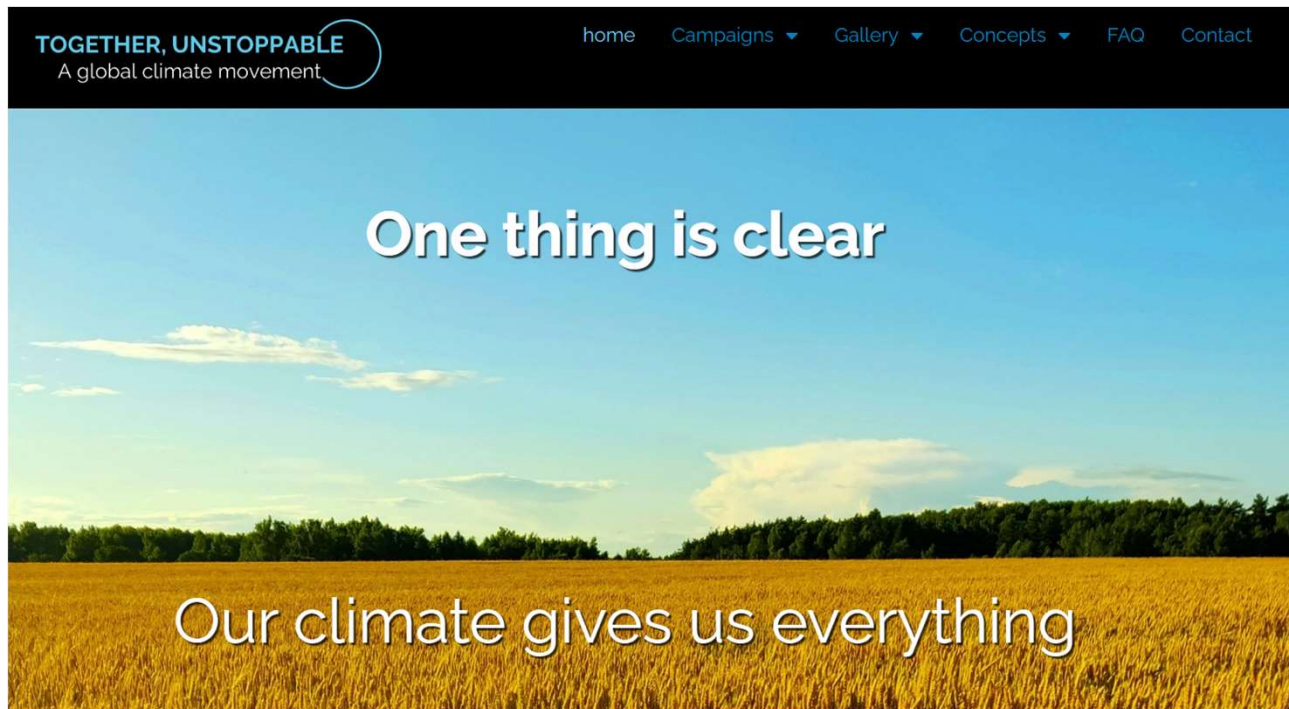
Yeah, and...

**CREATIVITY
IDEAS**

Hell, yeah ...

**LEADERSHIP
SUPPORT**

STAY IN TOUCH



www.climatemovement.net