



Forest Justice
When they thrive, we all thrive.

Organizing Toolkit

Table of Contents

I. Why Forest Justice

- Introduction
- The Importance of Forests in Stopping Catastrophic Climate Change
- The Steps Ahead

II. Overview of Asks and Tactics

- Forest Justice: Internationally
- Forest Justice: In the US
- Forest Justice: On Your Campus

III. What does it look like to run a Forest Justice Campaign?

- Key Dates
- Week-by-Week Overview

IV. Toolbox

- Texting Makes Organizing Easier
- Tips on Event Planning
- Victories!
- Online Organizing Guide
- Class Raps

IV. About the Organizations Supporting Forest Justice

- NWF
- SustainUS
- 350.org

I. WHY FOREST JUSTICE?

It takes a forest to...

- Stop Global Climate Change
- Sustain Indigenous and Forest Peoples
- Protect our planet's biodiversity
- Fight Poverty
- Ensure access to clean water and healthy soil
- Sustain local economies and communities

Despite this common knowledge, forests are disappearing at a rate of 200km² each day and account for over 20% of all global warming emissions.

To curb global climate change, we must be diligent in protecting our global forests. Join Forest Justice and...

- Commit to use sustainable and just paper and wood products.
- Urge the US to act as a leader in stopping global climate change and ensuring the protection of our global forests.
- Advocate for a fair and equitable International Climate Agreement including policies that protect our forests and the rights of Indigenous and Forest Peoples.

What's Forest Justice?

2009 is shaping up to be a watershed year for climate legislation. This year we seriously tackle climate change. This must include securing and safeguarding our strongest asset - our world's forests. Without protecting our forests we cannot stop global warming.

A loud base of support and demonstrated local action can play a huge role in safeguarding the forests in a fair and just manner. Without our action, our world's forests will continue to disappear at an unsustainable rate of 200km² each day, and the livelihoods of millions of the world's most vulnerable people will hang in the balance. We, as young people, need to stand up for the forests and the people who depend on them.

Join Forest Justice and help spark the movement of young people who are ensuring fair and equitable forest protection in domestic and international climate policies.

Forest Justice will....

In our communities	In the US	Internationally
Urge our institutions and communities implement comprehensive paper, wood and food policies that are focused on conservation and sourcing from legal and sustainable sources	<p>Raise awareness amongst young people across the country on the critical importance of safeguarding forests and protecting the rights of indigenous people</p> <p>Pressure our elected officials to include reliable funding for tropical forest protection in domestic climate legislation</p>	<p>Build a base of support for the passage of a fair and just international climate treaty</p> <p>Advocate for a fair and equitable policies that respect Indigenous Peoples rights and safeguard the forests and the communities that depend on them.</p>

Why Youth?

Throughout history, youth have played a critical role in the formation of social movements. From the Civil Rights Movement, to the Woman's Suffrage Movement, to mobilizing to stop the Vietnam War, youth have been front and center in all of these movements. We are idealistic, bold and make a lot of noise! We've been organizing on our campuses and in our communities to stop climate change, and now we need to come together to stand up for a just and equitable international climate agreement.



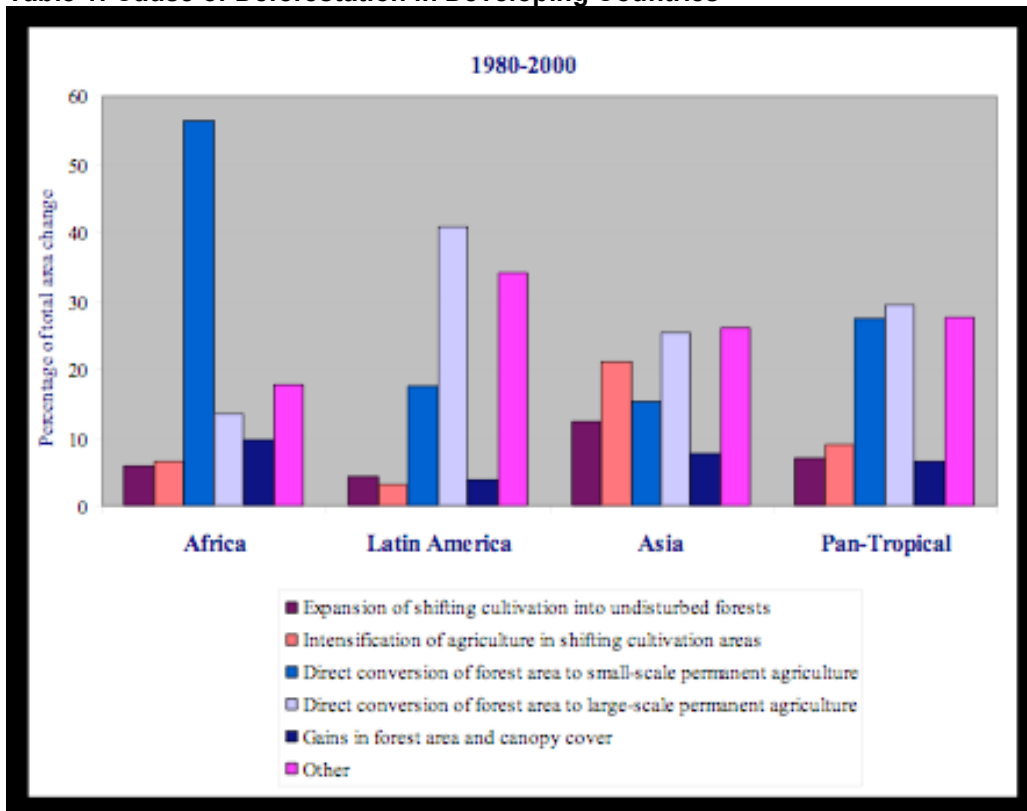
In the absence of strong national action on climate change, young people have been rising up and taking action in their own communities with surprising success. Over 600 college and university presidents have committed to climate neutrality in large part because of pressure they received from their students. At the national level, however, we have continued to see inaction and stalling on any real efforts to curb to climate crisis. With the election of a new president and congress, our political climate has shifted and we now have the opportunity for the US to be a strong leader in stopping climate change.

What’s the Big Deal with Deforestation?

The loss of forests globally contributes nearly one-quarter of all greenhouse gas emissions.

Deforestation is a major cause of global warming emissions. In fact, it produces more emissions than the entire global transportation sector. Further, deforestation destroys the local biodiversity of a region, reduces and degrades water supply and soil quality and destroys local communities - all major factors that create and perpetuate poverty. The rate that we are logging is at an unsustainable pace and only increasingly globally. **A quarter of the forest lost in the last 10,000 years has been destroyed in the last 30 years.i** As Table 1 illustrates, the causes of deforestation are complex and vary from country to country.

Table 1: Cause of Deforestation in Developing Countriesⁱⁱ



To effectively stabilize the climate and avoid catastrophic effects of climate change, scientists say we must reduce annual greenhouse gas emissions by a staggering 30 gigatons (Gt) by 2030. That’s about half of what’s expected to be emitted by 2030 if development and energy consumption continue apace.iii In order for us to effectively stabilize the climate, we must take a multi-sector approach. Protecting our world’s remaining forests is just as important as shifting to renewable energy and aggressively pursuing low-carbon fuels. Forests have the potential to contribute to nearly 15% of the



reductions necessary, but with nearly 50% of our remaining forests in Asia Pacific, Latin America and Africa, it will take an massive international effort to effectively slow deforestation.

Global Forest Protection: Seeded by a Grassroots, Indigenous Movement

Worldwide, over 60 million Indigenous People completely depend on forests and over 1.2 billion people have some dependence on forests for their livelihoods.

Global Awareness of the need to slow deforestation and institute strong and equitable forest regulations around the world has grown largely out of grassroots, indigenous movements. One key figure in this history is Chico Mendes. A rubber tapper, union leader, and environmentalist from the Brazilian Amazon, Chico understood the significance of a forests' economic viability and its direct correlation to forest survival and indigenous people's rights. For a decade, he led non-violent demonstrations against rancher's deforestation, which ultimately cost him his life. Fortunately, through his activism, Chico was able to influence global policy makers with his concept of "extractive reserve" - ecologically protected areas can and should be managed by the local community, who extract sustainable products without disrupting the integrity of the forests.

Many indigenous and forest communities have worked hard to fight against inequitable and harmful forest development in the Amazon region, Africa and Asia Pacific. From the work of Chico Mendes in the Amazon, to the Green Belt Movement led by Wangari Maathai in Kenya, to women like Vandana Shiva in India, grassroots movements have been working for decades to ensure the protection of the forests they depend on. Forest Justice is standing in solidarity with these movements and advocating for an international climate agreement protects both the forests and the people that depend on them.

The United Nations Climate Negotiation Process

Each year, the United Nations Framework Convention on Climate Change (UNFCCC) meets for high-level, international climate negotiations, known as the Conference of the Parties (COP). The Kyoto Protocol (KP) emerged as the first operational phase of the COP in 1998. In the KP, 183 countries have agreed to reduce emissions to 1990 levels or below during the first "commitment period" of 5 years. Delegations from each member country gather to debate and clarify the details and merits of this world-changing agreement. With the first commitment period of the KP expiring in 2012, country delegates are expected to adopt a new agreement at the next UNFCCC meeting (COP15) in December 2009 in Copenhagen. This agreement is particularly important since the US did not ratify the KP and China failed to take on reduction requirements. Without full engagement of the world's largest GHG emitter and the fastest growing economy, the treaty cannot be truly effective. There is growing hope that the US and China will support the new international agreement in Copenhagen, and as young people of this nation, we must vehemently encourage this crucial participation.

There has been a strong international youth delegation at these negotiations since the 2005 COP in Montreal. They have shaken up the system both within the talks and outside the gates bringing hope to the negotiations and reminding those inside of the need for agreements that not only cut carbon, but also seek justice and equity. In December 2008, more than 500 youth delegates from around the world attended COP14 in Poznan, Poland. In December 2009, we anticipate even more young people ready to represent the interests of future generations.

Moving Towards International Agreement on Forest Protection

In 2005 during the eleventh UNFCCC Conference of Parties (COP11) in Montreal. Papua New Guinea and Costa Rica were joined by 8 other countries and asked the UNFCCC to consider deforestation within developing nations and acknowledge the resulting carbon emissions. These countries requested the UNFCCC to develop scientific, technical, and policy responses to address emissions from tropical deforestation. After two years of negotiations, a strategy to slow deforestation (Reducing Emissions from Deforestation and Degradation) was adopted into the Bali Action Plan at COP13 as a vehicle to ensure a fair climate treaty and address social inequity in the global south. The Bali Action Plan charts the course for a new negotiating process to tackle climate change, and slowing deforestation is considered to be a critical component to this course.



If developed with careful consideration and the participation of all affected parties, international climate agreements have the potential to both protect the forests and preserve the culture and traditions of the Indigenous and Forest Peoples that depend on these lands. Since 2005, global leaders have been working to develop an international agreement to stop climate change, safeguard the world's forests and protect the people that depend on them.

The Steps Ahead

Reducing global deforestation is a central issue to a post-2012 Climate Treaty that the entire planet must rally around. It is in the best interests of all nations to fund forest protection, eliminate illegal logging, drastically reduce our consumption of harvested wood products, and guarantee the security of land and property rights of local and indigenous communities and peoples. It is up to US citizens to ensure that our country (as well as others in the developed world) is working to develop a new climate treaty that is bold, effective, and rooted in the principles of equity and justice. It is also imperative that the US takes a leading role in moving forward with a progressive and just approach to slowing global deforestation. The whole world will have its eyes on Copenhagen this year. Forest Justice aims to make sure that the issues of justice, biodiversity, and sustainability are front and center.



II. OVERVIEWS OF ASKS AND TACTICS

Forest Justice – Internationally

ASKS: What We Need the International Climate Treaty to Do!

We believe that the international climate treaty that comes out of Copenhagen this December can and must be fair, just, and equitable by:

- Providing predictable, stable, and new assistance to developing countries to avert damage from climate impacts, avoid deforestation, and provide access to clean energy. Countries and communities that are the poorest and that have done the least to contribute to global warming will be hit by first and the worst of its impacts. Providing help in addressing this problem is only fair and such help is a key element in achieving a consensus on a global treaty to reduce emissions.
- Reducing deforestation worldwide through the allocation of dedicated funding for technical assistance and capacity building for developing countries that are committed to reducing emissions by avoiding deforestation and the degradation of forests. Safeguarding these resources and critical ecosystems could support the livelihoods of more than 1 billion people who depend on forests.
- Promoting clean energy deployment and assisting developing countries to chart clean energy paths, confront energy poverty, and reduce emissions.
- Insure the rights of Indigenous Peoples and Forest Peoples in the international treaty.
- Forests are a critical part of the upcoming international treaty, but are also the most vulnerable to poor policy choices. Forest Justice is working to build a strong base of support for just forest policies.

TACTICS: What you can do to make this happen:

- Raise awareness on your campus about the importance of tropical forests in stopping global warming.
- Pass a Student Government Resolution on your campus that demonstrates your campus is standing in solidarity with youth around the world for a fair and just climate treaty.
- Participate as part of the SustainUS youth delegation to take part in the international process. Forest Justice will sponsor select student organizes to be part of the youth delegation to Copenhagen. Details coming soon.

Forest Justice – Nationally

ASKS: What We Need the US government to Do!

We believe that the US government can and should

- Lead a worldwide effort to provide predictable, stable, and new assistance to developing countries to avert damage from climate impacts, avoid deforestation, and provide access to clean energy.
- Pass climate legislation that provides dedication and reliable funding for us to do our fair share in solving global warming by meeting our international treaty obligations.

TACTICS: What you can do to make this happen:

Youth have the power to elect leaders in office. We are a huge and diverse voting bloc. When we speak, our politicians' will have to listen. We can speak with our elected officials about the importance of getting climate legislation which enables us to secure a fair international climate treaty.

We can help create a groundswell for fair international policies, starting with Forest Justice, by creating a face for fair climate policies.



Forest Justice – On Your Campus

Paper production is responsible for almost 20% of the world's total wood harvest. The United States is the largest consumer of paper, at approximately 90 million tons of paper per year. That averages about 700 pounds of paper per person.

Over the last few decades, universities have played a pivotal role in setting the precedent for sustainability efforts – from recycling programs and energy conservation, to efficiency retrofits and green building policies, to waste reduction and water use conservation, to renewable energy investments and the availability of local, organic foods in the dining halls – our academic institutions have served as incubators and testing grounds for demonstrating ways to have a lighter carbon footprint impact and, in many cases, save money as well.

According to State of the Campus Environment, an NWF report surveying 891 higher education institutions on environmental performance, 47% have set goals to improve purchasing environmentally sound goods. Environmentally conscious purchasing can result in less waste, energy conservation resulting in positive climate change, and an overall awareness on campus of the necessity to conserve and reduce. With the purchasing power of campuses being around \$317 billion a year, college and university campuses can help drive markets for more sustainable goods.

TACTICS: What you can do to on your campus

- Build a base of support on your campus for fair climate policies and forest justice.
- Move your campus to reduce its demand for products that exacerbate deforestation.
- Move your student body to join in solidarity with youth around the world to demand a fair climate treaty.

What's the 30-second clip on Forest Justice?

Looking to get other folks involved in the campaign? Here's some suggested language on how to pitch it quickly and reel them in.

Climate change is real and urgent. This is our year to seriously tackle climate change, and we need everyone and every country at the table this year.

Forests can either be our best weapon to fight global warming, or can be one of the leading causes of global warming. Right now, deforestation is responsible for 20% of our global warming pollution, that's more than every car, SUV and truck on the planet! We need to act quickly to protect our forests, and the people that depend on them.

90% of the world's most poor depend on forests for their livelihoods. Will you stand with me to stop global warming, protect the forests, and protect these communities?

If yes, ask them to "Text in FORESTS to 30644."

There are a ton more resources and tools for you to use in the Toolbox section of this toolkit starting on page 14.



III. What Does It Look Like to Run a Forest Justice Campaign?

You just got back to campus after Power Shift and are pumped to run your Forest Justice campaign! You know this is a critical year for climate legislation and securing a fair international treaty, and you know that safeguarding the forests is a critical piece of that. But what can you do on your campus? You're armed with all of the great skills you picked up from Power Shift, you've got contacts for all of the amazing Forest Justice organizers, and you have a slew of rockin' t-shirts and stickers. What's next?

Key Dates and Events for Your Campaign!

- Campus wide event in Late March.
- In-District lobby day visit during the week of April 12th.
- Focus the Nation, April 18th. Does your campus have an event set up? Check here: www.focusthenation.org and bring the Forest Justice campaign to your community forum.
- Letter to the Editor campaign for Earth Day on April 22nd.

Key Sections in the Organizing Overview

- **Get Organized:** These are tedious tasks, these are precious resources to running your campaign. Whether its financial support from a mini-grant, amazing organizing support from a seasoned staffer, or resources you have available on your campus: these are the tools in your box to run this campaign!
- **Connecting the Global to Local:** Over the past several years, youth have been leading the way to a clean energy future right on their campuses. We can step up again and lead the world to a fair climate future that protects our most vulnerable resources and communities. This section focuses on policy campaign you should run on your campus to show what leadership on international climate issues and forest justice looks like!
- **The Ground Game:** Just like we can't get a fair international treaty or a bold climate bill without the support of a broad base of people across this country, you can't make changes on your campuses without a critical base of supporters! But we all know these supporters don't just magically appear, we have to go out and find them!
- **Online Organizing:** Supporters exist on the internet too! You're running a pretty sweet and innovative campaign, lets throw some sassy online organizing skills in the mix!
- **Get Noticed:** Part of running a successful campaign is to raise public awareness. Getting on-campus and off-campus media is a big part of the campaign. Besides, you're doing some pretty awesome work, don't you want folks to read about it?



Week By Week Overview

March 2nd – 8th:

GET ORGANIZED:

Submit your application to be a stipended Forest Justice organizer. It's really quick and if you're lucky we'll support your efforts by giving you \$500 to run a rockin' campaign. Applications can be found here: <http://forestjustice.org/take-action/apply/>

Get in touch with your local Forest Justice organizer and run through your campaign plan with them and get your Forest Justice contacts from Power Shift. If you don't know who your local organizer is, you can find them on the website.

Email your professors to set up five minutes before your class to talk about the Forest Justice campaign. If you get this class rap in before your group meeting, recruit folks for the meeting. If after the meeting, recruit folks for your upcoming event.

GLOBAL TO LOCAL:

Look through the toolkit with your core group and pick out some policies you'd be interested in pursuing on your campus. Research what your campus has already done and find a policy that works for you. You can do anything from a sustainable paper and wood purchasing policy, to a recycling policy, or even a bold Student Government Resolution.

THE GROUND GAME:

Reach out to your closest friends and most active members of your student group. Get them excited about the campaign and pass out t-shirts the core members of your group. You've now just assembled your Forest Justice Team!

Get on the agenda for your next student group meeting and immediately propose planning your first event!

Brainstorm potential partners and reach out to the groups to collaborate on the campaign.

Start recruiting folks for your group meeting. Get some of your closest friends and your Forest Justice banner and head out to a dining hall for some preliminary tabling. This campaign is all new, so we have a lot of people we need to talk to!

ONLINE ORGANIZING:

Set up your blog account on forestjustice.org, make your campuses' Forest Justice facebook group, invite your friends to the Forest Justice facebook App, and send out emails announcing the campaign to your campus listservs.

March 9th – 15th

GET ORGANIZED:

Meet with your core Forest Justice team, assign every interested person a task for the following week, and plan for your presentation to the broader student group.

Have you checked in with your Forest Justice organizer staff? Maybe they could help you with your campaign plan, with your event, or hook you up with a list of



your new recruits! Maybe you could ask them to come to campus and help you get the word out about Forest Justice.

GLOBAL TO LOCAL: At your group meeting, build consensus for your policy campaign. Incorporate your local campaign into your “raps” for Forest Justice.

THE GROUND GAME: Brainstorm ideas for your Forest Justice event. Pick a date and confirm the location.

Have you invited your potential partner groups to the event? Have you asked them to co-sponsor the event?

Start getting the word out for your event and the Forest Justice campaign. Hit up some classes for class raps, do some tabling at the dining hall, pass out some stickers outside the library, do some fun street theater to raise visibility, start flyering on campus.

ONLINE ORGANIZING: Keep up with your online organizing. Have you invited your friends to forest justice group? Have you made a facebook event for your Forest Justice event? Why don't you let us know how it's going by blogging at forestjustice.org.

March 16th – 22nd:

GET ORGANIZED: Start building a group of people interested in joining you to advocate for international climate policy and forest justice with your elected official.

THE GROUND GAME: Keep up promoting your event for later this week. What does promoting look like? It looks like class raps, tabling, and flyering! You want a great turnout!

ONLINE ORGANIZING: How's your facebook group doing? Have you emailed your campus listserv to remind them about the event? What about your facebook event attendees?

Rock out your event. Don't forget to put them up on flickr and tag them forestjustice. Also, tell us about your event by putting up a blog post on the website. And, let your campus know. Send out an email about the success of the event and start promoting your local policy campaign.

GET NOTICED: Reach out to your school newspaper about the event and your campus policy initiative and send them a media advisory about your upcoming event.

March 23rd – 29th:

GET ORGANIZED: Start scheduling your visit with your elected official. Also, keep putting your group together and start arranging transportation to your elected official's office.

GLOBAL TO LOCAL: We can't get a fair treaty this December until we get a bold climate bill that includes dedicated funding for our treaty obligations. Meet with your core Forest Justice team and plan what you'll say to your elected official. Have you thought of a fun prop to use for your in district meeting? We'll send you more ideas as the time gets closer, but for now think about making a campus-wide banner, or



planting your elected official a tree.

THE GROUND GAME: Have you hit up a class rap lately, or done some tabling about the importance of stopping deforestation and build a base of support to pass policies on your campus to decrease your impacts on deforestation.

You're on a roll. What about some impromptu street theater with a call to text FORESTS in to 30644.

March 30th – April 5th:

GET ORGANIZED: Your Congress members are coming home, have you scheduled your visit with them yet? Do you have your transportation set up? Got your message down? Have you thought of a compelling leave behind item?

GLOBAL TO LOCAL: Start circulating a faculty sign on letter for your local policy initiative. This could be part of a very cool Earth Day article for the school and local newspaper.

THE GROUND GAME: Focus the Nation is coming up! Have you check to see if your campus has an event? See here: <http://www.focusthenation.org/>

Thank all of your partners and co-sponsors from last week's event. Time is ticking for the climate and the forests. We need as many people as possible.

Raise some awareness on campus by collecting all the waste paper in your computer labs for the week and building a paper sculpture with it.

ONLINE ORGANIZING: Have you checked out forestjustice.org lately? What about posting on the blog?

April 6th – April 12th:

GET ORGANIZED: Your Congress members are home! Have you gotten confirmation of your scheduled visit? Are you all set with transportation? Do you have your cameras ready to document this? Got your leave-behind item ready?

GLOBAL TO LOCAL: Focus the Nation is coming up. Bring the Forest Justice message to Focus the Nation. This is a great upcoming event for all of your outreach. It's time to hit the ground and the "interwebs" to start spreading the word to Focus the Nation on fair climate solutions!

GET NOTICED: Let your campus and community know you're going to visit your elected official, send in a press release to your local newspaper and your campus newspaper. Announcing your meeting and your exciting leave-behind item.

April 13th – April 19th:

GET ORGANIZED: This is a big week! You probably have a meeting with your elected official this week. Make sure all of your transportation is set up, your group is on board and



you have your leave behind item ready!

GLOBAL TO LOCAL: Earth Day is coming up. Have you thought of a fun event or activity for Earth Day? You can use the Focus the Nation town hall to announce the event.

How's your faculty sign on letter going for your local policy campaign?

THE GROUND GAME: Keep spreading the word about Forest Justice and the upcoming Focus the Nation town hall. Maybe its time to have another fun street theater skit to get people excited to safeguard our forests and mobilize for climate solutions. Don't forget to get them to text in, and we'll work with you to make sure they get reminders and updates.

It's Focus the Nation! This is a critical year to tackle climate change, and we want this event to be BIG. Also, this is a golden opportunity to give forests a voice in the broader climate movement. Get your core team and your recruits ready to hit the town hall decked out in Forest Justice t-shirts and armed with stickers. This town hall is a great place to get folks to text in FORESTS to 30644.

ONLINE ORGANIZING: Send us a quick blurb about all of your accomplishments this week! And upload some pictures! It takes five minutes, but instantly shares your work with others around the country!

GET NOTICED: Reach out to your school newspaper and let them know how the visit with your elected official went. Send them a picture from the meeting and viola! You're campus celebrities! But wait, you can send the same update to your local news papers too!

April 20st – April 26th:

GET ORGANIZED: Are you geared up for Earth Day? Earth Day is a great opportunity to get the word out about how we need to get a fair treaty this year to save our planet!

GLOBAL TO LOCAL: How's your local policy campaign going? Do you have support from the faculty and the administration? Are you ready with your article for the school and local newspaper?

THE GROUND GAME: Earth Day is an amazing day to hit up your classes, dining, halls, dorms, and campus center to get folks involved. Mobilize a team of organizers and hit the campus.

ONLINE ORGANIZING: Have you sent in some updates from your indistrict lobby visit and from Focus the Nation?

Let us all know what you're up to. Blog on Forest Justice and upload some pictures. Let's share all of the amazing work everyone has been doing!

Send out an Earth Day appeal to your campus listservs and get them involved with the Forest Justice campaign. Our work has just begun!



GET NOTICED:

Submit your Earth Day article about your local campus policy initiative and faculty sign on letter.

April 27th – May 3rd:

GET ORGANIZED:

It's been a great few weeks! With finals coming up, let's settle in for a bit and take it easy.

But don't get too cozy, because it's important to keep building a critical base. We'll most likely see some very significant action on climate legislation by Memorial Day and we have to be ready!

ONLINE ORGANIZING:

Let us know how Earth Day went!



IV. TOOLBOX

TOOL #1: Texting Makes Organizing Easier!

Imaging building a base on your campus without using all that paper, and without all of that data entry....

All of this is possible by using text messaging! Here are some advantages of using text messaging:

- Enables you to run a virtually paperless campaign. We are trying to safeguard the forests after all.
- Cell phones are the one piece of technology most people have on them at all times. People can join right there and then, with no pens needed!
- No data entry!
- You are instantly plugged into the national Forest Justice Campaign.
- You can get access to all of your supporters within 2 days.

How does it work?

- Instead of asking people to sign up or passing around pledge cards, you simply ask them to text in “FORESTS” or “FOREST” to 30644 and to follow the prompt message by replying with their email and CAMPUS zipcode.
- Once they text in with their email and zipcode, we can easily pull that data and send it back to you! This is yet another reason why it’s so critical to stay in touch with your local Forest Justice Organizer.
- And that’s not all. If Forest Justice really takes hold on your campus, we can send out text messages to all of your supporters to remind them about your upcoming events. We can also set up customizable keywords for your supporters to text in. For example, if you were a student at University of North Carolina, Chapel Hill we could set up a keyword that said “UNC” to 30644.
- And that’s not all. If Forest Justice really takes hold on your campus, we can send out text messages to all of your supporters to remind them about your upcoming events. We can also set up customizable keywords for your supporters to text in. For example, if you were a student at University of North Carolina, Chapel Hill we could set up a keyword that said “UNC” to 30644.

Frequently Asked Questions on Texting

- Q. What happens when someone texts “FORESTS” or “FOREST” to 30644.
- A. When someone texts in “FORESTS” or “FOREST” to 30644 they will get added to the Forest Justice mobile activist list. They will then receive a reply message that asks for their email address and zipcode so we can get them involved in the campaign and keep them updated. Their names will not be sold to any entity and will only be used by the National Wildlife Federation and Forest Justice partner organizations. Individuals will not get more than 3 – 4 text messages a month and can unsubscribe at any time.
- Q. Does it cost me anything to join this campaign by text message?
- A. No, it does not cost you anything to join this campaign by text message. Only your standard texting rates will apply.
- Q. Do campus organizers get access to students who text in to the Forest Justice campaign?
- A. YES! Texting can be an amazing way to build a base of support on campuses. If your supporters reply with their email addresses and campus zipcodes, we can quickly send you all of the supporters who have joined your cause on campus!



TOOL #2: Tips on Event Planning

1. Build a Coalition

The larger and broader the coalition sponsoring the event, the more attention and credibility it will receive, and the easier it will be to get a good turnout for the event. As much as possible, you want to involve other groups in organizing the events.

- Create a target list of coalition groups.
- Contact all targeted groups to ask them to sponsor. Sometimes, the leader can immediately commit their group to sponsor the event; other times, you need to attend a group meeting where the group will decide if they want to sponsor.
- Speak to as many groups as possible and sign them up for some level of involvement (endorsing the event, helping to publicize it, providing volunteers, etc.).

2. Plan Out the Logistics

It's important to nail the logistics of the event. Here are the steps:

- Start planning early.
- Set the date as early as possible.
- As soon as you have the date, set your location. Having a room or location in a central place is key.
- If necessary, line up food/supply donations.
- Reserve any necessary equipment (i.e., microphone and speakers.)
- Make all the necessary visuals.
- Confirm everything!

3. Getting Presenters/Speakers/MCs

Many types of events require you to get speakers, presenters, or other important people to be spokespeople. These include panel discussions, lectures, movie screenings, debates, etc. You might also want a good speaker who can kick off a service event or other activity. Here are the steps for finding presenters:

- Research and prepare a list of potential speakers (potential speakers include staff from coalition groups, Energy Action Coalition staff, faculty members, etc.).
- Call or visit potential speakers to invite them.
- Some speakers will ask you to send them a letter requesting their attendance. In that case, send them the letter, then call after one week to follow up.
- Make sure that all presenters are familiar well in advance with the topics, the format for the event, how much time they will have to speak, etc.

4. Publicity/Media/Online

Publicity will be critical to turning out people for your event. Start by choosing the message for your event – what will catch peoples' attention and make them want to attend? Once you have a message, design the materials that you'll need and create a Facebook Event. There are lots of types of visibility you can include in your plan:

- Get the media to cover your event - ask them to do an announcement before the event, then to come cover the event when it happens.
- Hang posters around campus.
- Chalk the campus sidewalks.
- Hand out flyers.
- Make announcements in classes related to the topic of the forum (even better if professors agree to give extra credit to students who attend).



5. Event Turnout

In addition to visibility, there are other more active tactics you should use to ensure turnout:

- Visit group meetings of the sponsoring groups to make sure they will attend.
- Ask them to publicize to all of their members.
- For service events, you can table to sign up volunteers for the event.
- The night before the event, phone-bank people who signed up for the event and who filled out pledge cards.
- Don't forget to focus on turnout from Facebook/online. See suggestions at <http://www.futuremajority.com/node/1566>

6. Volunteer Turnout

Many big events will require lots of volunteers. With a river cleanup or service event, volunteer turnout and event turnout are the same thing. With other events, like a faculty panel or an Earth Day celebration, you may need lots of volunteers to help with set-up, clean-up, working a table, etc.

- The project group planning the event should be committed to volunteering and running the event.
- They should also ask all of the outer members of the project group (the ones who only occasionally attend events or meetings) to volunteer as well.
- Every volunteer who has agreed to help should to get a reminder call the night before.

7. The Event Itself

- Get there well in advance to set up – arrange chairs, get sound equipment set up, hang banners or signs.
- Greet any presenters as they arrive.
- Have a volunteer assigned to assist each of them and keep them company.
- Keep the event running on time.
- Have a volunteer coordinator set up who can quickly plug volunteers into their roles as soon as they arrive.

8. After the Event

- Follow up with the media to confirm coverage.
- Send thank you letters to presenter(s).
- Debrief with leaders.

Event Ideas!

Below are a handful of examples of successful events that colleges have held to raise awareness about paper and wood consumption patterns. We hope that you find inspiration and a few good ideas that you can take and implement in your own school or community.

Paper Reduction Challenge, Portland Community College

The Paper Reduction Challenge is an interdepartmental competition to reduce paper consumption. Each participating department received a certain amount of points for completing tasks such as putting the printers on duplex, or having a second chance paper box. The paper reduction challenge was a fun way for everyone to participate and become educated on how to reduce paper use in office areas.

Recycled Book Sale, Bethal College

In 2004, Bethal College students innovated a revenue stream from books that facilities management collected through the schools recycling program. Through the sale of over 180 books, the student group raised nearly \$200, half of which was donated to the Tennessee Nature Conservancy.

Annual Trash Composition Study, Connecticut College

Since 1994, students have woken up early one cold, grey Sunday morning and piled up all of the campus'



trash onto the campus green in order to demonstrate and analyze how well the college is recycling. Between '94 and '05, the college averaged recycling about 31% of its waste. This spiked to 49% in 2005, however, when students began participating in the national 10-week-long Recyclemania competition.

In a similar effort in 2001, **Ashland University** students discovered that over 70% of their waste was recyclable after studying the 48 bags of trash that they had collected.

Environmentally Responsible Move-Out, Clemson University

In 2002, Clemson University "lightened it's load" by over 11,500 pounds through its environmentally responsible move-out program. Rather than dumping all unwanted furniture, clothing, and household goods into the landfill when everyone packs up for Summer Break, Clemson's Housing and Facilities Departments worked with students to find alternatives for usable items. The collected goods are donated to the Salvation Army to support those in need in their local community.

Other Event Ideas

- Create a Visual Display of Wasted Paper: Have you ever noticed stacks of unclaimed paper sitting next to the public printer in the computer labs. Work with library staff to collect all this unclaimed paper and create a visual display that demonstrates how much paper is wasted just from careless printing.
- Go Paperless with E-Petitions: Rather than printing out your interest cards or petitions, bring 15 along your laptop to your group's table and have folks sign-up directly on a computer. ForestJustice.org has resources to help you do this.
- National Recyclemania Competition: Is a campus-wide competition not driving interest and participation in your eco-competitions? Get your school involved in the national annual recycling competition: <http://www.recyclemania.org>
- Host a Panel with Students from Impacted Regions: Are any of the foreign exchange students at your school from countries or regions most at risk for deforestation (Asia Pacific, Amazon and Africa)? Organize a panel with these students to share their stories and bring awareness to campus about the communities they come from.



TOOL #3: Campus Policy Victories!

Events like Recyclmania and Trash Composition Studies are excellent ways to raise awareness and see short-term, tangible successes that build confidence amongst community that sustainability is possible. These efforts are also great ways to build support and engagement in larger campaigns aimed at addressing sustainability in a more systematic way and seeking institutional commitments to longer-term change.

National Wildlife Federation has compiled a Paper and Wood Purchasing Policy Guide that provides recommendations and detailed policy examples you can put to work on your campus. You can download it at: www.forestjustice.org/toolbox/ To inspire you, we've listed a variety of victories that have created long-term change at institutions across the US and Canada.

Saving Paper Saves Money - McGill University

McGill Printing Services has long printed course material on double-side paper; however, since adoption of the University paper use policy, all course material and exam booklets printed by Printing Services is printed on EcoLogo certified paper. EcoLogo paper is now used on all public photocopy machines, and McGill Copy Service is now using 80% post-consumer recycled paper for all its black and white prints and copies. They are also promoting double-side printing through an appropriate pricing structure.

Since the University began providing employees with the option of paperless pay stubs in October 2005, over 3000 employees voluntarily opted in. The active participation resulted in the school moving to electronic invoices entirely – this saves approximately 15,000 sheets of paper, and anticipated annual savings are \$65K-100K (including printing and mailing costs).

Leading the Way towards 100% Recycled Paper – Humboldt State University

In 2006, Humboldt State University converted its office paper to 100 percent post-consumer recycled paper. Making this victory even larger, HSU was able to extend the paper purchasing contract to the other 22 CSU campuses, making 100 percent recycled paper both an economically and environmentally responsible decision for CSU campuses.

Paper Use Reduction - University of British Columbia

UBC set a goal to reduce their paper use by 20% from 2000 levels. To reach this goal they have started the following initiatives:

- 30% Post-Consumer Recycled Content Paper campus-wide
- UBC's Waste Management Department runs a successful recycling program, saving more than 2.5 million pounds of paper and cardboard annually from an early death in landfill sites.
- The sustainability coordinators use paper reduction tools to promote the reduction of paper use.

Despite a 24% increase in students since our 1998-99 baseline, UBC has reduced its use of virgin white, recycled white, and recycled colored paper by 14%. On a per capita basis, we've reduced paper use by 31%. And in terms of our total paper expenditure, we've increased use of recycled paper by 21% since 1998-99.

Sustainable Wood Purchasing, Middlebury College

In the spring of 2002, Middlebury College committed to buying sustainably harvested certified wood from Vermont forests for the construction of its new buildings. Nearly 100% of the wood for Ross Commons came from Vermont, and 62% of this wood was harvested from Middlebury's own forestland. In the construction of the college's new 220,000 square foot science center, 70% of the of certified wood used in the architectural millwork came from woodlots within 33 miles. To make this possible, Middlebury worked in collaboration with local and regional architects, forest management organizations, and other institutions such as the University of Vermont.



Green Building - College of Charleston

Students in Alliance for Planet Earth, a College of Charleston student group, made a Green Building Policy their main goal of the semester. Having already achieved several major victories on campus, they worked with faculty and student senate committees to write a Green Building Policy requiring all new facilities to be LEED certified. They presented the bill, with faculty senate support, to both Faculty and Student Senates, and passed both with almost unanimous consent.

LEED Certified Recycling Facility - Michigan State University

In April of 2006, ECO presented MSU's recycling failings to the Board of Trustees; ECO found that MSU had the worst recycling policy out of all the big ten schools. ECO even caught on camera MSU's recycling trucks taking recycling goods to the landfill in Spring 2006. After 3 years of pressure from MSU ECO, a student organization on campus, the Michigan State University Board of Trustees approved a new \$13.3 million recycling facility on campus in January 2008.

Sustainability in Food Service at Washington University in St. Louis

The Committee on Environmental Quality at Wash U convinced the school catering service to switch from plastic to cardboard containers. As a result, the food service company has also begun to examine the entire carbon footprint of their food services, and have begun to reduce that footprint by buying more local foods and avoiding foods that must be shipped long distances.



TOOL #4: Online Organizing Guide

Online tools can greatly supplement your organizing and awareness-raising on your campus or in your community. We've put together some of the most basic tools to use in your efforts, and we are sure that once you start diving in, you'll have lots of other great ideas for your web strategy that we're excited to see. Before you get going, though, here are few tips to keep in mind in whatever tool or strategy you might employ:

“What Would I do? What Would Bobby-Sue do?”

No matter what you're doing online - be it creating a video, writing a blog post, putting up a Facebook update, uploading photos, etc – ask yourself, Would I want to look at/read this? Would this get me to take action? Would I forward this to a friend? If you respond in the negative or hesitate in your answer, odds are your friends and supporters wouldn't want to see it either. If you answer “yes” to your questions, then ask yourself whether what you're posting would be compelling to someone who has no connection to your work whatsoever and is probably completely uninterested. The proverbial Bobby-Sue. Not everything you put up needs to be incredible, but if your content works for both you and Bobby-Sue, it's probably really good!

“Listen. Listen. Talk. Listen.”

A classic mistake in online organizing or outreach is to think of web 2.0 tools as simply another means to broadcast a “1.0” message. That is to say, while “1.0” was all about telling as many people as you can about your message with no conversation or interaction (e.g. TV, radio, newspapers, magazines), “2.0” is about a conversation and 2-way participation (e.g. blogs, commenting on videos, wall posts, etc). Try to use these tools as much to engage your people by asking questions as often (or more often) as you make statements.

Cut Through the Clutter.

There are 75 million blogs out there on the web. There are almost 100 million Facebook users. 10 hours of video gets uploaded to YouTube every minute. In all this “stuff” it can sometimes be hard to “cut through the clutter.” When you're using these tools, focus on the things that make you, your campus, and Power Vote different. Again, you guys will have no trouble with this!

Follow Up and Participate.

Just as you would in person, be sure to recognize and thank people who participate in your online work – as well as participate in theirs. As my pappy always said, “If you want people to come to your party, you have to go to theirs.” When people see that you and your campaign are investing in their work and conversations, they're more likely to participate in yours!

Emails/Action Alerts

At the start of this campaign, you will collect hundreds of new names and emails. Just think about the amazing potential to communicate with so many of your peers! Whether you're connecting your leadership team or blasting hundreds of new supporters, a good email list is an essential tool for any successful grassroots organizer.

1) Setting up a list

There are many different online list-serve hosts out there. Google Groups, Yahoo Groups, and Riseup.net are among the most popular. Choose your favorite, or the one that best fits your needs and create a list. In the process, be sure to get your settings right. For instance, an announcement list should only allow admins to post messages, while a collaborative list should allow contributions from anyone. Ask yourself whether you want your discussion list public or private?

Blast it! - What makes a good mass email blast?

- Subject line – This is the most important part of a good blast. If you have a boring subject line then no one will



open it and your message is lost. Think of short, catchy or sexy phrases that will get people to open it.

- Steal it- Check out the other email lists you are one. Study them and see what makes them effective.
- “New media”- Make the emails flashy with pics, video, cool links, blog links, press hit links, and facebook event links.
- Format- Keep your blasts simple and easy to read at a glance. Avoid long wordy paragraphs. (i.e. For an event use an eye catching bold “What: When: Where.” format
- Action oriented- Make the content action oriented and exciting
- Your Email Signature- Another very simple, and often overlooked, way to spread information is to add links for any of your events, your Facebook groups, videos, or to Power Vote in your email signature. Every time you send an email to list-serves, groups, or even just your friends, it’s yet another simple way for many people to see what you care about, and to get more people involved!

Example:

Bobby-Sue Smith
Campus Organizer
University of Awesomeness
Sweetville, TN
Cell: (123) 456-7890
Twitter: BobbySue
Flickr: ForestJustice
www.forestjustice.org

2) Connect your email list members with all the other ways to stay engaged with the online campaign. You can send a welcome email with links to:

- More information on FJ campaign
- Background (even if it’s just a few links) on REDD, Deforestation
- Link to Facebook/Myspace groups
- Twitter name

Future emails: Let area students know about upcoming film screenings, conferences and more. As we close in on lobby day, email an ask to write a letter to the editor or another action alert. Feel free to add other relevant information to your email -- for example, each email can include a tip to reduce paper consumption or a new, helpful article on deforestation.

Facebook

Facebook and MySpace, love them or hate them, are great tools for connecting with people on your campus or in your community as the vast majority of youth in the United States are members of one or both of the networks:

- Create a "Forest Justice" Facebook group. Post links on page and send action alert messages to group members.
- Build relationships with affiliated organizations: Ask NWF and others to ask their Facebook members to join the FJ Facebook group.
- Every few days, post new topic on discussion board of Facebook page.
- Post promotional links. Include informational links (ex. Grist article on forests) every once in a while too.
- Start posting comments on other facebook groups, to draw users to your group

MySpace

Similar to facebook: Create an MySpace group. Friend relevant groups to collect as many members as possible. Post blog entries onto Myspace page, especially new photos and videos

Want to go further? Download this guide on how to use Facebook (that can also be applied to MySpace) for



activism: www.digiactive.org/wp-content/uploads/digiactive_facebook_activism.pdf

Get Creative: The power of Facebook and MySpace are the 'network effect', make your events and actions creative, locally relevant and lots of fun, then enlist all your supporters in helping you 'go viral'. (See event ideas section.)

Flickr

Flickr is a site for sharing photos. By using a common tag for photos on flickr we can all see photos of each other's local events and campaigns. Its an amazing way to see the size and diversity of our movement and get new people excited to become a part of it.

- Upload your best photos and tag them "ForestJustice".
- Post photos of campaign events, volunteers at work
- Any public domain photos of NWF's work in international forests? Could post those too.
- Include Flickr tag in email signatures, other content -- Make sure people know you have a Flickr site.

YouTube

YouTube is like Flickr except for video. Video is a powerful medium for documenting your efforts and a fun way to reach and educate people online. Upload your videos and tag them "ForestJustice". Watch them on the Forest Justice channel and microsite.

Get Creative: Making and editing video can take some time and skill, but a good video can take your campaign to the next level. Enlist your theatre friends and video majors to create a viral video for your campaign.

YouTube has some great tips for making good advocacy videos here: http://www.youtube.com/t/ngo_tips

Change.org

This social networking site is like Facebook for social change. Its members donate funds and take online actions through the site. It also features pages from advocacy groups like NWF and a group of blogs based on the various causes it works on, from homelessness to global warming.

Create a page on Change.org under "nonprofit." Each page comes with space to post actions and blog entries, so post such items on change.org after Facebook and Myspace.

Change.org can be a good place to identify active people, since it shows who's taken an action and how many fellow members they recruited to take an action. Monitor change.org if you're looking for volunteers. See if you can guest post on the main blog pages as well, to bring wider attention to your change.org page.

Twitter

Twitter allows you to update others in less than 140 characters (i.e. very short messages) with information. You can also of course ask questions. When used effectively, Twitter can be a great way to stay connected to other activists on your campus, share information (such as articles and ideas), and keep everyone up-to-date with what your local group is doing quickly and easily.

To Get Started

1) Create a Twitter account and search for friends to connect with on Twitter.

2) Sync your Twitter with your Facebook account using the Twitter Facebook app and/or the TwitterSync application. As an example of its usefulness, let's assume you have an event that you want people to attend (or a pledge to have them sign). By taking 10 seconds to type "Come to X tonight! Go here <insert link for Facebook event> to RSVP" you can not only get that information to show up in the Twitter feeds of everyone following you (let's say 100 people), but also in the Facebook updates of everyone you know (let's



say 500 people) – each of whom can similarly forward the information on quickly and easily. In ten seconds you've just shared information with 600 people, and if even a small number forward the information along, the result is exponential.

Get Creative: Twitter can help you connect with lots of people really fast via text messaging, IM and Facebook. Can you say Flash Mob? Put your Twitter handle in your email signature. Get connected then get creative, mobilize people for special events, protests or impromptu street theatre.

Which brings us to ...

Blogging

Keep your fellow students updated on the campaign by blogging on the Forest Justice site. Don't worry about writing long essays, but do try to make it local and action-oriented (see page 1).

What to blog about?

- Events -- before and after. Let readers know about a campus rally, conference, movie screening. Take photos and videos during, upload images/video and blog about it after.
- Keep students informed on forests and global warming: Use Google Reader for blog ideas on forests, deforestation REDD, paper use, and global warming. www.forests.org is another comprehensive news source.
- Be sure to include photos
- Invite readers to comment and contribute: questions of the day, etc.



Tool #5: Class Raps!

(Adapted from the Energy Action Coalition Power Vote toolkit)

SETTING UP CLASS RAPS

Start with your own classes. Approach your professors at the beginning or end of class and explain what you're working on with Forest Justice. Ask for a specific date and at least 5 minutes where you can talk about the campaign.

For everyone else...

Make a list of faculty to contact (check out the campus directory for contact info)

Contact faculty. Start by sending an e-mail (see below for sample) to every one on the list, introducing yourself and asking to do class announcements.

Follow up with a phone call. If that doesn't work, approach in person during office hours. For everyone who doesn't respond, find their office hours and approach them directly.

Create a master class rap sheet in Google docs (or other shared document) where everyone can put up all scheduled raps.

As you recruit new volunteers, plug them into open raps.

TIPS ON CALLING FACULTY

- 1) You can schedule about four raps in one hour of calling, so plan accordingly.
- 2) Get 90-100% of your raps scheduled the week before classes begin.
- 3) Keep very thorough records and notes
- 4) Making the faculty list will take time, so a common pitfall is not planning enough time to do this.
- 5) With some faculty, you will have to call many times to get them on the phone, so don't get discouraged just because they're hard to reach.
- 6) If you've had difficulty reaching faculty via phone and e-mail, find out what their office hours are and drop by their office to set up the class rap. Often you will find that several of your target faculty members have offices in the same building, so you can swing by and talk to all of them in one trip.
On some campuses, this is the easiest way to schedule raps.
- 7) If you have a class you really want to visit, but you've been unable to get the professor on the phone, try just dropping in on the class. Show up a few minutes before class starts and when the professor arrives, ask if you can make a quick announcement to the class. Frequently, the professor will say yes.

HOW TO DO A CLASS RAP

Preparing For the Rap

- 1) Memorize the rap if you can. Once you've memorized, then focus on style.

When You Arrive At the Class

- 1) Make sure you arrive five minutes before class begins.
- 2) Greet the professor, thank them, and ask if you can write contact info on the blackboard.
- 3) Write www.ForestJustice.org, "Text FORESTS to 30644", and your email and phone number on upper corner of the blackboard.

While Doing the Rap

- 1) The rap should be 3-5 minutes. Make it good! This is your new volunteers first impression of you.
- 2) Make 2-3 references to cell phones to get people texting.

Last Tips

- 1) It's OK to be nervous before doing a rap. Even famous people get nervous.
- 2) The best way to learn is by doing. It's okay to mess up!
- 3) Have realistic expectations. You're doing great if 15% of the class fills out and returns the card!



Sample Class Rap

Don't Forget - Write www.ForestJustice.org, "Text FORESTS to 30644", and your email and phone number on upper corner of the blackboard.

Introduction/about your group (30 seconds)

- Thank professor and introduce yourself
- Introduce your group – for example: "I'm with _____, and we're an environmental group on campus."
- "Get out your cell phone" (prepping them for texting)

What's Forest Justice (2-3 minutes)

Forests are disappearing at a rate of 200km² each day and account for over 20% of all global warming emissions.

Paper production is responsible for almost 20% of the world's total wood harvest and the United States is the largest consumer of paper.

It takes a forest to...

- Stop Global Climate Change
- Sustain Indigenous and Forest Peoples
- Protect our planet's biodiversity
- Fight Poverty
- Ensure access to clean water and healthy soil
- Sustain local economies and communities

Without protecting our forests we cannot stop global warming.

We must be diligent in protecting our global forests. Join the Forest Justice campaign and...

- Commit to use sustainable and just paper and wood products. (Or talk about your campus policy campaign here)
- Urge the US to act as a leader in stopping global climate change and ensuring the protection of our global forests. We're meeting with Rep. XXX on XX/XX/XXXX Join us!
- Advocate for a fair and equitable International Climate Agreement (Or mention the SGA resolution here.)

How to Get Involved (30 seconds)

Now really, get out your cell phone. Hold them in the air. All you have to do to learn more about the campaign is text FOREST to 30644 right now.

Personal Story (30 seconds)

I got involved because....

Wrap Up, Thank you and request the text one more time (30 seconds)



IV. Who We Are

National Wildlife Federation

National Wildlife Federation inspires Americans to protect wildlife for our children's future. NWF's Campus Ecology® program promotes climate leadership and sustainability among colleges and universities by providing resources and technical support, creating networking opportunities and organizing education events.

Maybe your campus is just learning about recycling. Or maybe your university is leading the way in green construction. Whatever your level, the Campus Ecology program has been helping individuals and campuses address sustainability and climate change since 1989. And our members have been making a difference. We have the stories to prove it.

SustainUS

Founded in 2001, SustainUS is a nonprofit, nonpartisan organization of young people ages 13-26 advancing sustainable development and youth empowerment in the United States. Through proactive education and advocacy at the policy-making and grassroots levels, SustainUS members are building a future in which all people recognize the inherent equality and interdependence of social, economic, and environmental sustainability. We strive to reflect our values through the diversity of members and projects, our ongoing commitment to educating ourselves and others, and the way we live our lives.

SustainUS' Agents of Change program sends delegations of U.S.-based youth to conferences and summits related to international policy, primarily at the United Nations. Our delegates work with government delegates, fellow civil society members, and other youth to promote youth-friendly and future-focused policies related to sustainable development and climate change. Currently we send delegations to the UN Framework Convention on Climate Change (UNFCCC), and the UN Commissions on Sustainable Development (CSD) and Social Development (CSocD). This year we are sending an exploratory delegation to the UN Commission on the Status of Women (CSW). Young people chosen for these delegations go through a competitive application process and are generally leaders on their campuses and in their communities.

350.org

350.org is a small team of youth from throughout the world who are working together to build a movement to stop global warming. We are spreading one simple message - we must reduce our emissions to 350 ppm in order to effectively avoid the catastrophic effects of global warming. We work with Bill McKibben, an author and environmentalist from the United States, who wrote one of the first books on global warming for the general public.

Bill and our U.S. team ran a campaign last year called Step It Up 2007 that organized over 2,000 rallies in all 50 states, which was an inspiration for 350.org. It's our hope that you'll take 350 and run with it, and us build a truly global movement to stop the climate crisis.

i Adapted from: McNeill, J.R. (2000). *Something new under the sun - An environmental history of the twentieth century world*. Norton, New York, USA, 421.

ii UN Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries (UN-REDD); FAO, UNDP, UNEP Framework Document; 20 June 2008.

iii "Design to Win: Philanthropy's Role in the fight to stop Global Warming," California Environmental Associates, August 2007.

