



The world's biggest coordinated action against dirty energy, for clean community energy

MEDIA TOOLKIT

2017

Reaching out to the media is crucial for amplifying your message.

A few quick tips that you can remember when trying to develop your media strategy:

Find the hook - think about what is newsworthy about your action - what will attract the media to cover our action or event?

Contact the right reporters - the media get inundated with requests, so make sure to focus on those media desks or reporters with a particular link to your action.

Highlighting your personal / organizational connection to the cause will increase your chances of receiving media coverage.

Preparing 2-3 brief, concrete examples or facts/figures.

WE HAVE INCLUDED TWO CUSTOMISED MEDIA RESOURCES BELOW TO HELP YOU. MORE RESOURCES ON HOW TO WRITE PRESS RELEASES AND REACH OUT TO THE MEDIA CAN BE FOUND ON OUR WEBSITE WWW.RECLAIMPOWER.NET

Media Background Note



<This document is something you can distribute to media to provide context. It is a template which you can revise to highlight your own organization and local actions.>

INTRODUCTION

Reclaim Power is a convergence of worldwide efforts by social movements, international networks, non-governmental organizations and grassroots groups alike to not only fight against dirty and harmful energy but also to fight for the people's rights to energy, as well as public- and community-controlled renewable energy.

The movement has organized thousands of actions in over 60 countries over the last years. This year, even more groups are poised to join Reclaim Power and fight for climate justice.

At time of accelerating climate change, these groups are calling for:

- A ban on new dirty energy projects
- An end to government subsidies and public handouts to dirty energy
- Divestment from fossil fuel corporations
- Universal access to energy
- An end to excessive energy consumption by corporations and global elites
- A swift and just transition to public and community renewable energy systems and energy democracy

KEY POINTS

1. Dirty energy is harmful to both the people and planet

The energy sector is the largest, fastest-growing contributor to climate change. About 35% of all human greenhouse gas emissions come from burning fossil fuels -- such as coal, oil and gas -- for energy.

Climate change is harming our food systems, our access to water, our oceans and causing more frequent and stronger extreme weather events that destroy homes, livelihoods and communities. But even as global consumption of energy today is huge and rapidly rising, more than 1.3 billion people are without access to electricity, and many more have barely enough.

Dirty energy is also not only fossil fuel energy. It includes the aggressive production and promotion of large-scale agro-fuels at the expense of food and livelihoods, mega-dams and hydro projects that devastate ecosystems and communities, nuclear power, and toxic burning of waste and garbage for energy.

2. Momentum for clean, community energy continues to build

Despite the overwhelming indications of a planetary crisis soluble only through drastic emissions reductions, governments are continuing to prioritize the development of dirty energy. The World Bank for example has doubled its funding for fossil fuels over the last years.

In spite of this, people power continues to push for a rapid movement of money away from dirty energy sources. The global movement for fossil fuel divestment grew 50-fold in 2015, with the divestment pledges topping \$2.6 trillion. According to an Arabella Advisors report, the divestment pledges span 430 institutions and 2,040 individuals across 43 countries.

The installation of renewable energy is also increasing. In the United States, solar energy is the fastest-growing source of power. From Costa Rica to Uruguay to Bangladesh, many countries are already leading the way in forging a path towards 100% clean energy.

For more information on Reclaim Power, visit reclaimpower.net, follow [#ReclaimPower](https://twitter.com/ReclaimPower) on Twitter

Template Media Advisory



<You can send an advisory based on this template to journalists 1-2 days before your action.>

[Name of organization]

MEDIA ADVISORY

[Day] [Month] 2017

[Your City/Organisation] to join global #ReclaimPower actions through [your action]

WHAT: Describe your event in one sentence (photo opportunities or stunts, protests/marches/demonstrations, petitions, film screenings, discussions, etc.)

WHO: List partners and expected audience. Do identify important figures and give an estimated number of participants if possible.

WHEN: Be exact with start and end times if possible.

WHERE: List full address(es), and add maps or directions if necessary.

VISUALS: List photo and video opportunities available – describe your props.

CONTACT: *[Name, email address, phone]*

The activity is part of **#ReclaimPower**, a global mobilization of people fighting against fossil fuels and other forms of dirty energy, while also fighting for energy access and for renewable energy.

Reclaim Power is coordinated by a wide range of social movements, international networks, and grassroots groups, including <write 1-3 names of organizers>. For more information, visit www.reclaimpower.net.

Template Press Release



<You can send this to journalists during Reclaim Power right after your action, with attached photos or links to photos/videos or to the Reclaim Power site.>

[Name of organization]

PRESS RELEASE

[Your Day] **October 2016**

[Your City/Organisation] **calls to stop dirty energy, go for renewables**

Joins global #ReclaimPower actions

[YOUR CITY] – [Names or types of organizations] organized [describe actions; times, dates, locations; main messages].

The activity is part of the worldwide #ReclaimPower actions to oppose dirty energy and call for a just transition to renewable energy.

“XXXXX”, said [name of spokesperson], [position] of [name of organisation]. “XXXXX”.

<Add a few more details about the action you organised here.>

This is the fourth #ReclaimPower, a global call of social movements, international networks, NGOs and grassroots groups united across continents to: ban new dirty energy projects, end government subsidies and public handouts to dirty energy, divest from fossil fuel corporations, provide universal access to energy; end to excessive energy consumption by corporations and global elites, and make for a swift and just transition to public and community renewable energy systems.

The groups organized 580 actions in 60 countries throughout October 2013, and carried out 630 actions last year across one week of global actions last October 2014.

NOTES TO THE EDITOR:

High-resolution photos from today's action are attached. More photos of and other information on Reclaim Power actions worldwide can be found at www.reclaimpower.net.

Reclaim Power is coordinated by a wide range of grassroots networks and climate groups, including:

350.org | Action Aid International | CAN International | Corporate Accountability International | Earth in Brackets | Food and Water Watch | Friends of the Earth International | Greenpeace International | GAIA International | Global Campaign to Demand Climate Justice | Global Catholic Climate Movement | International Rivers | LDC Watch | NGO Forum on the ADB | Oil Change International | Third World Network | Women's Environment and Development Organization | Asia Pacific Forum on Women, Law and Development | Asian Peoples Movement on Debt and Development | Balkans Youth Climate Movement | CEE Bankwatch Network | Food and Water Europe | Friends of the Earth Europe | Meso American Campaign for Climate Justice | No REDD in Africa Network | Pan African Climate Justice Alliance | South Asian Alliance for Poverty Eradication | Transnational Institute | Young Friends of the Earth Europe | Market Forces, Australia | Ende Gelände Germany | Friends of the Earth England Wales and Northern Ireland | Biofuelwatch | UKYCC | Coal Action Network (UK) | SustainUS | Global Justice Now UK | This Changes Everything UK | Bolivian Platform on Climate Change | Red Nacional Ambient Juvenil, Ecuador | MOCICC Peru | Tierra Activa Peru | Health of Mother Earth Foundation (HOMEF) - Nigeria | Réseau sur le Changement Climatique, DR Congo | Freedom from Debt Coalition | Environics Trust India | Himalaya Niti Abhiyan India | Indian Social Action Forum | Mines Minerals and People India | National Hawkers Federation India | AKSI Indonesia | Greenpeace Indonesia | Jatam Indonesia | KRUHA Indonesia | WALHI Indonesia | Friends of the Earth Japan | Korea Federation for Environmental Movements | Campaign for Climate Justice Nepal | Digo Bikas Institute | All Nepal Women Association (ANWA) | Center for Socio-Economic Research and Development, Nepal | Civic Concern -Nepal | Jagaran Nepal | Women Welfare Society, Nepal | Youth Federation Nepal | BBC Beyond Beijing Committee Nepal | National Fiscal and Tax Justice Alliance Nepal | Pakistan Kissan Rabita Committee | Pakistan Fisherfolk Forum | Center for Energy Ecology and Development (CEED) Philippines | Greenpeace Philippines | Philippine Movement for Climate Justice | Sanlakas Philippines | Friends of the Earth Sri Lanka

[Your organization] is... <Describe your organization, what it does, in 1-2 sentences>.

CONTACT: [Name, email address, phone]



Worksheet to develop messages



A message with impact will tell people the problem, propose a solution and help them feel a part of the action that needs to take place. In other words, it transports them from where they are to where we need them to go.

The following worksheet should help communications and campaigns staff work out together what the overall **message statement** should be to create that transformative opportunity.

This overall message will be an enduring part of the campaign. It is not likely to change unless a major shift happens in the political or public response to an issue.

What is the **problem?**

Dirty Energy causes climate change / Lack of access to energy / energy poverty / energy monopoly / extraction causes social and environmental problems locally

What is the **solution?**

Clean, community energy / energy democracy / renewables / cooperatives

What is your **organization doing?**

Name your action / context of Reclaim Power 2016 / your specific projects

What is the **action that needs to happen?**

Energy transformation

How can a person **help?**

Join your action or organisation

Put it **all together**

45 seconds long when read out loud

Now, make sure that it is:

- Consistent with **organization** values, our community's expectations of us.
- Has visual, memorable elements and is delivered with energetic language.
- Can be supported by talking points that are derived from real people's stories, research or statistics.

Create a “top line” statement from the above message.

10 seconds maximum

What are the “talking points” that fit under the message statement?

This is where you can put in the statistics, etc.

| Talking point: | Reference for real story/research: |
|-----------------------|---|
| <hr/> | <hr/> |
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| <hr/> | <hr/> |



Draft Tweets:

SLOGANS

This month we **#ReclaimPower** to demand an end to dirty energy, and a just transition to clean community energy.

Dirty energy is the leading contributor to climate change. It's time to **#ReclaimPower**.

#ReclaimPower - the world's biggest international action for renewable energy. Get involved here: reclaimpower.net

Join the world's biggest mobilizations for renewable, community energy: **#ReclaimPower**

Investments are statements about the future. Don't bankroll catastrophe. **#ReclaimPower**

STATISTICS

The fossil fuel industry received \$5.3tn in subsidies last year; that's more than global health spending. **#ReclaimPower**

Every minute, around the world, the fossil fuel industry receives \$10m in public subsidies. **#ReclaimPower**

Between 2013 & 2015, the European Investment Bank's financing of fossil fuels increased by 25%. **#ReclaimPower**

The World Bank for example has doubled its funding for fossil fuels over the last years. **#ReclaimPower**

Between 2011 & 2015, the World Bank gave over \$1.7bn in investments for fossil fuel exploration. **#ReclaimPower**

Between 2013 & 2015, top banks financed \$42.39 billion for coal mining companies. **#ReclaimPower**

Between 2013 & 2015, Citigroup financed coal power operators with \$24.06bn. **#ReclaimPower**

MORE USEFUL STATISTICS ON DIRTY ENERGY FINANCING CAN BE FOUND IN ["SHORTING THE CLIMATE" REPORT.](#)



PARTNER AND PARTICIPATING ORGANISATIONS
AS OF SEPTEMBER 2017, MORE ARE JOINING EACH DAY

MEDIA TOOLKIT 2017

- 🔗 www.reclaimpower.net
- 🐦 [#ReclaimPower on Twitter](https://twitter.com/ReclaimPower)
- f facebook.com/reclaimpower
- ✉ demandclimatejustice@gmail.com

