

let's give the prime minister a proper

# CLIMATE WELCOME

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## The Basics

**Dates:** November 5-8th, 2015

**Location:** Ottawa, ON

**Website:** [www.climatewelcome.ca](http://www.climatewelcome.ca), French: [www.accueilclimat.ca](http://www.accueilclimat.ca)

**Hashtag:** #climatewelcome, French: #accueilclimat

**Action Design:** The goal of our action is to peacefully sit-in in front of 24 Sussex and deliver a series of welcome gifts over four days of escalating action.

**Our Demand:** Freeze tar sands expansion and rapidly, and justly, transition Canada to a clean energy economy.

### **The Political Moment/Theory of Change:**

The simple truth is that ninety-nine times out of one hundred, governments haven't pursued more progressive policies in office than they ran on during an election, unless they're forced to by people power. We already know where every political party with a chance of forming Canada's next government stands, and we know that it's not enough when it comes to the kind of decisive climate action we need.

Between the election and Paris is a key moment to change the conversation about climate in Canada and to move the window of what is politically possible on climate and tar sands. If we take bold action right after the election, we can show the moral, economic, scientific and Indigenous rights case for freezing tar sands expansion. We can lock-in short term victories (like the end of the Keystone XL and Northern Gateway pipelines, and the overhaul of an illegitimate NEB review), and we can own the narrative that climate action means freezing tar sands expansion ahead of the crucial Paris climate talks. By doing all this, we can set up a new dynamic that is beyond simply fighting pipelines and creates a critical pathway to stop tar sands expansion, stop all pipelines and begin to develop mechanisms for ensuring a justice-based transition away from fossil fuels in Canada.

**Daily Themes:** These daily themes will be the primary storytelling box for each day, but are not meant to limit who can participate each day, rather to create a powerful narrative and set clear daily goals for the organizing of the action.

1. November 5th - The case for freezing tar sands expansion is clear
    - Gifts: scientific reports, treaties and other evidence that the case is clear for a pathway to move beyond the tar sands
  2. November 6th - People Power
    - Gifts: the millions of messages from collected petitions to stop tar sands and pipelines of the past 10 years, with students and youth leading the day
  3. November 7th - Cross-Country and Growing Movement
    - Gifts: crowd-sourced water samples from bodies of water put at risk by pipelines coming from everywhere across the country, delivered by people coming from all regions
  4. November 8th - Solutions/The Way Forwards
    - Gifts: a set of solar panels for the Prime Minister to install on 24 Sussex
- Note: Each day we will also strive for the action to be led by Indigenous and frontline communities.

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## Sample Call to Action

*Here is a sample text to explain the action and call on people to participate!*

It's a pivotal moment on our planet — 2015 has been defined by the wildfires, floods and record breaking temperatures that made headlines across Canada and around the globe this summer.

And it's a pivotal moment in our country's history, with a chance to actually set a new and constructive course for the future.

So we need you to step up. To consider risking arrest in a gentle but serious series of actions designed to welcome the new Prime Minister, whoever he is, to 24 Sussex Dr by calling on him to change the direction that Canada has been headed.

As you know, Canada's been a global pariah on climate change issues for the last decade. Since this is the most important issue on the planet right now, that's a seriously bad position to be in. And we're in it for one big reason: the tar sands.

The time has come to stop pretending. If we're serious about global warming, the first thing we need to do is freeze the expansion of the tar sands. Climate scientists insist that if we have any hope of meeting global climate targets, 85% of that oil has to stay in the ground.

**When you find yourself in a hole, the first rule is: stop digging.** Which is literally what we need our new leader to commit to. Freeze tar sands expansion, no huge new mines on top of the ones that already scar the landscape and poison the environment and traditional territories of Indigenous peoples. In other words, it's big enough.

It's not a radical plan; indeed, given the science, what would be radical is to keep expanding. We need a calm, deliberate, and steady plan to wean Canada off volatile boom-and-bust oil revenues, and reorient our economy towards 21st—not 19th—century technology. And we need to stop the erosion of civil rights, human rights, and scientific principles that has accompanied all-out government support for tar sands expansion. **We need to bring Canada into the light and make it a place that helps solve the world's problems instead of making them much much worse.**

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## Social Media Guide

We'll be using the hashtag #climatewelcome for this action. We would really appreciate any social media support. We'll be tweeting about this action using the @350Canada twitter handle.

It would be great if you are able to amplify our promotional efforts on social media, You can access some [shareable graphics](#) here.

As well, here are some sample tweets:

- Whatever happens this election, we're planning to give the next Prime Minister a [#ClimateWelcome](#) this November <http://climatewelcome.ca/>
- None of the party leaders have a plan that's in line with climate science. Let's change that. <http://climatewelcome.ca/> [+graphic]
- We've rallied, we've marched, we've confronted politicians & still there's been no [#climate](#) action. Let's step it up. [+graphic]
- People power's stepping up because politicians won't. Join us for the [#ClimateWelcome](#) action <http://climatewelcome.ca/> [+graphic]

We'll be in touch with more details about how you can support us using your social media platforms. If you have any questions or comments about social media outreach, please contact [atiya@climatewelcome.ca](mailto:atiya@climatewelcome.ca).

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## Sample Recruitment Email

*This is a modified version of the blast we sent to launch this action. If you have any questions, please contact [atiya@climatewelcome.ca](mailto:atiya@climatewelcome.ca).*

Dear friends,

This is an invitation for you to step up. To consider risking arrest in a gentle but serious series of actions designed to welcome the next Prime Minister, whoever he is, by calling on him to change the direction that Canada has been headed.

You already know the facts. It's a pivotal moment on our planet — 2015 has been defined by the wildfires, floods and record breaking temperatures that made headlines across Canada and around the globe this summer.

It's also a pivotal moment in this country's history. **We're in the midst of an election where no political party with a chance of forming government has a plan to do what scientists say is necessary to meet global climate targets - keep at least 85% of tar sands oil in the ground.**

**In other words, we're in a hole -- and when you find yourself in a hole, the first rule is: stop digging.** Which is literally what we need our new leader to commit to: freeze tar sands expansion, and allow no huge new mines on top of the ones that already scar the landscape and poison the environment in violation of the collective rights of Canada's Indigenous peoples.

It's not a radical plan; indeed, given the science, what would be radical is to keep digging. We need a calm, deliberate, and steady plan to wean Canada off volatile boom-and-bust oil revenues, and reorient our economy towards 21st—not 19th—century technology. We need to stop the violation of Indigenous rights, erosion of democracy, and complete disregard of scientific principles that has accompanied all-out government support for tar sands expansion.

**We need to push Canada towards helping solve the world's problems instead of making them much, much worse.**

**So here's the plan.**

Two weeks after the election, and just a few weeks before the Paris climate talks kick off, we're going to show up at the Prime Minister's residence at 24 Sussex Drive in Ottawa to create a kind of "climate welcoming committee".

For four days, we'll march on the Prime Minister's residence, sit-in and deliver welcome gifts. The gifts will come from all across Canada and come in many forms, from reports detailing how Canada can get off of fossil fuels, to thousands of messages describing why a clean energy future is in all of our best interest.

We will do it in a dignified fashion, demonstrating that our demands are not radical, but rather that freezing tar sands expansion is the smartest first step to getting Canada back on track.

Here's what it could look like – Indigenous peoples, students, parents, teachers, climate scientists and people from all across Canada ready to greet the next prime minister right at his doorstep.

[I hope you'll think about joining in -- click here to sign up.](#)

Sincerely,

Your Name

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## Send Water Gifts

On the third day, we'll be highlighting the voices from across Canada who have been fighting to defend their communities and our climate from reckless pipeline expansion. As a part of this, we want to deliver gifts that represent what's at risk if these pipelines are built and so, people from all across Canada will be sending us water from the rivers, lakes and coastlines that pipelines would put at risk. We'll deliver these water samples on November 7th.

[Click here to see the full guidelines on how to prepare water gifts](#) and how to send them to Ottawa.

You can turn making the gift into an event to ask for funds, a way to build cohesion among people going to Ottawa, a photo-op for social media, or invite some journalist and host a press conference.

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## Transportation, Housing & Fundraising

Make sure to check out the [Logistics section](#) on the website.

**Organize a bus!** Want to participate in the action but don't live in Ottawa? Help get a large group from your region:

- Be a bus captain - *We encourage participants to organize buses of delegates from their region or community. See [this guide and toolkit](#) for tips.*

Other ways to get to Ottawa:

- Get on a bus - Browse or submit a request on our [transportation board](#) to find a bus
- Buy a ticket via public/private bus - book a ticket or group tickets via [Greyhound](#)
- Take the train - Book a ticket on [viarail.ca](#)
- Rideshare - Check Facebook groups, craigslist or services like AmigoExpress to find rides, or coordinate a ride with your friends and family

*Participants are advised in advance that the event organizers can not assume responsibility or maintain coverage for Rideshares. Ridesharing and Carpool transportation is at the sole risk of the participants, both drivers and passengers.*

### **Where to stay:**

- Billeting - Find a bed, couch or floor through our [housing board](#), or ask family, friends, or friends of friends that live in Ottawa for a place to stay!
- Hostel suggestions:
  - [Barefoot Hostel](#)
  - [Ottawa Backpackers Inn](#)
- Unionized hotel suggestions:
  - [Les Suites](#)
  - [Indigo Hotel Ottawa](#)
  - [Ottawa Marriott Residence Inn](#)
  - [Delta](#)
  - [Ottawa Marriott](#)
- Airbnb.com - You can potentially find good affordable housing for you and friends

*Participants are advised in advance that the event organizers can not assume responsibility or maintain coverage for housing. Accommodations are at the sole risk of the participants, both hosts and billetees.*

**Fundraising:** Want to come to but can't afford it? Here's some ideas and tips to help you get to Ottawa.

- Host a fundraiser - Such as a concert for climate, an awareness-raising event, a film screening, a speaker event or teach-in, etc.
- Ask other local organizations, churches, student groups to sponsor you or a regional delegation - See [this template letter of support](#) that you can adapt to ask for fundraising
- Launch a crowdfunder page - See easy platforms like [GoFundMe](#)
- See more at the bottom of the [How to Organize a Bus toolkit](#)

### **Some tips on fundraising:**

1. Define your goal. Take the time to figure out your needs + budget the costs. Are you fundraising to cover only your bus deposit? To be able to offer some reduced tickets?
2. Develop the language. Your pitch (via email or website or crowdfunder) should be compelling. Think big picture: the pitch isn't "getting people on your bus" but "help

support people from our community to take to the streets in Ottawa to demand the world we know is within our reach: a world with an economy that works for people and the planet.” You can take sample language and letter templates from the Supporter Toolkit.

3. Create a list a potential donors to contact via email or phone. Think of some FUNdraiser events you can host, and invite potential donors in your network.
  4. Have a system to collect your donations. You might be able to use your bus page.
  5. Thank and update people who donated!
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## Training

We will be providing training for all action participants from experienced trainers. The curriculum will include:

- An overview of the action and what to expect
- Legal briefing, knowing your rights and what to expect legally at and after the action
- Role plays and getting comfortable with taking action
- Race & Gender in Civil Disobedience and strategies for solidarity
- Action agreements
- FAQ's and answering any necessary questions

The training schedule will include trainings each night from November 4-7th and shorter briefing/trainings each morning 2 hours before the action deploys. Everyone who takes part in the action is requested to attend a training and required to attend an action briefing the morning of the action.

Trainings will also be where we collect information for legal support.

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## FAQ's

*Please check out the FAQ's section on the website: [climatewelcome.ca/faqs](https://climatewelcome.ca/faqs)*

*If you're organizing a bus and you have questions specific about that, [check out the FAQ's here](#).*

*If you can't find the answer to your question, you can write to [inquiries@climatewelcome.ca](mailto:inquiries@climatewelcome.ca)*