

**RESOURCES FOR ORGANIZERS:** [Logistics and Safety Checklist](#) | [Art & Visuals Toolkit](#) | [Social Media & Content Creation Toolkit](#) | [Media Communications Toolkit](#) | [MC/Host Speaking Notes](#) | [MP Engagement Resource](#) | [Reimbursement Guide](#) | [Jemez Principles for Democratic Organizing](#)

[version française](#)

# MARCH 12 JUST TRANSITION DAY OF ACTION - ORGANIZER TOOLKIT

We are at a crossroads. 2021 was marked by extreme heat, fuelling one of the worst wildfire seasons on record. An atmospheric river caused deadly mudslides that destroyed hundreds of homes and took out entire highways. We've also had to navigate the escalating COVID 19 health crisis that's overwhelmed our hospitals and emergency services, and an economic crisis that's pushing more and more of our neighbours into precarity.

In 2022 there's no time to waste. For Canada to tackle the converging crises we face, we need a plan to phase out fossil fuels and a compelling justice-centered vision of the future. That requires a big, bold Just Transition that works for everyone. It's up to us to ensure our elected leaders deliver.

That's why we're taking action together on March 12th, to put our vision for a Just Transition on full display. From coast to coast, we will visit MP offices and use creative visuals, theatrics, and art to show them the kinds of programs we need to transition off fossil fuels. Our government doesn't have a clear vision for a Just Transition so we're bringing our vision to them



## ACTION BASICS

It's been nearly 3 years since Justin Trudeau promised the Just Transition Act and we haven't seen any serious progress. Meanwhile, our communities are experiencing extreme climate impacts, and a multi-year global pandemic and the economic crisis it's fuelled.

**That's why on March 12th, people across Canada are going to take action for a Just Transition Act that guarantees good jobs, puts people first and leaves no one behind.**

We'll demand that politicians across the political spectrum act with courage to deliver an urgent just transition plan that leaves no one behind and moves us past fossil fuels.

## WHAT WILL THE ACTIONS LOOK LIKE?

On March 12th, we'll take action to bring to life what a future "Ministry of Just Transition" could deliver in our communities. Of course, the Ministry of Just Transition doesn't actually exist (YET!). These actions will lift up the kind of bold government action that this moment demands and that our communities deserve. Imagine ribbon cutting ceremonies to mark the opening of a new Just Transition Ministry, a green jobs fair for workers seeking support to transition away from the fossil fuel industry, and press conferences announcing new affordable rapid transit systems.

With dozens of actions like these happening across the country, we'll mount pressure on our politicians to work towards the biggest and boldest Just Transition legislation possible.

For any other questions, email our host support team at [jta-doa@googlegroups.com](mailto:jta-doa@googlegroups.com).

## STEPS TO ORGANIZING YOUR ACTIONS

**Let's go.**

## 1. LAND YOUR ACTION DESIGN

□ **Decide what your action will look like.** The most straightforward way to participate is by hosting a “press conference” event outside of your local MP’s office unveiling it as the new Ministry of Just Transitions job center. Imagine a ribbon cutting ceremony unveiling a new local Just Transition center in your community and inviting attendees to apply for one of the thousands of new good, green, unionized jobs available under an ambitious just transition program by the Federal Government. Think street theatre with an inspiring, visionary message.

**We love what this action conveys, but we also encourage you to be creative!** Your action could resemble the action above, but instead be a press conference announcing: 1) a historic investment to energy efficiency for municipal buildings; 2) the construction of a massive low-carbon transit project. We want to ensure that we are setting the bar high for our political targets and our audience about what a Just Transition can be. So get creative and help tell the story of the people’s Just Transition!

In Orleans, organizers are doing a ribbon cutting ceremony to announce the grand opening of the government building that will be home to the Ministry of Just Transition. In Vancouver, their action will take place three years in the future, celebrating the historic achievements of the Ministry of Just Transition.

## 2. REGISTER YOUR ACTION

□ [Register your action here](#) to add it to our action map. Start with the basics - action name, date (March 12th), time and location - all of which you can edit later with your host tools on Action Kit as your plans solidify. We’ll then follow up and confirm your action before it’s publicly posted on the map.

## 3. RECRUIT YOUR CORE TEAM

- **Teamwork makes the dream work.** Reach out to 3-4 people who can help lay the groundwork for a successful action. Send this toolkit as well as the [Jemez Principles for Democratic Organizing](#) to get on the same page about the vision and culture your action is aiming to achieve, and schedule a team meeting to make a plan. **Given the rapid spread of the OMICRON variant, we recommend holding your meeting online using [Zoom](#) or a similar video meeting tool.**

**Accessible and quick communication will make planning easier,** and we recommend that folks take advantage of the ["350 Canada Organizing Network" Slack space](#). Getting your core team (and some other folks taking on the action organizing) onto Slack will make it easier to find suitable meeting times, and quickly communicate. You can also create a Facebook group, SMS messenger group (lots of people use Whatsapp), or an email chain. If you haven't used Slack before, [check out this quick tutorial about the platform](#).

## 4. CONFIRM YOUR PLAN

With your core team assembled, figure out in detail what your action will look and feel like and build out from there.

- **Choose what visuals do want based on your action design** and designate someone to collect the materials you'll need. Start by ordering your Ministry of Just Transition billboard [here](#) then go through the [Arts & Visuals Toolkit](#).
- [Use this Logistics and Safety Checklist to plan the mechanics of your action.](#) Work with your core team to write out a general overview and timeline of your plan and scenario.

## 5. DESIGNATE TEAM ROLES

Filling as many roles as possible will help your event run smoothly. People can fill multiple roles if needed but this may also be a time to recruit more people to your core team by reaching out to allied organizations in your community.

Some key roles you'll want to fill are:

### **Action Prep Roles**

Here's our [Arts & Visuals Toolkit](#) with instructions on how to create different visual elements of your action.

Cohesive action visuals are key to showing cross-country momentum, and highlighting regional climate impacts will help galvanize your community and pressure local politicians. A combo of the two is the sweet spot to developing a strong visual narrative.

Designate:

- **A Materials Lead** who makes sure that you make and bring all the necessary materials and then hands them out at the action.
- **An Outreach Lead** who works out the details of how you'll recruit people and promote your event, then ensures the outreach happens (emails, texting, phone banking, social media outreach, etc.).

### **Social Media & Content Creation Roles**

Be sure to check out the [Social Media & Content Creation Toolkit](#), which includes downloadable graphics, blank templates, and advice on both promoting your action and telling your story on the day.

In order to amplify your message beyond the people attending the event, it's important to take compelling photos and gather messages from a diverse range of voices to upload on social media.

Designate:

- **A Photographer** who will snap a range of shots and video content.
- **Social Media Lead(s)** who will be responsible for social media platforms. If you plan to post on multiple platforms (Twitter, Instagram, TikTok, Facebook, etc), it helps to have several people.

### **Media Roles**

Our [Media Communications Toolkit](#) with talking points and a template media advisory and press release.

This action will come on the heels of the latest IPCC assessment report, and in the lead up to the release of Federal Climate Plan and the latest Federal Budget, and just weeks before a global climate strike. For those

reasons, we can expect that our Day of Action will be very newsworthy.

Designate:

- **A Media Lead** who ensures a media advisory and press release are written and sent out to reporters.
- **Spokesperson / people** who will speak to the media during the action. Have your media spokesperson review the speaking points and practice being interviewed.

### **Day-of Logistics Roles**

- **An Action Host** who is prepared to speak to the crowd about the need for a Just Transition and why you're gathering. This could be a moment to share a story about a personal experience of climate impacts/events. The host also does [a land acknowledgement](#) at the beginning to acknowledge the Indigenous peoples on whose lands you are gathered.

[Be thoughtful about your land acknowledgment.](#) Reflect on your own power and privilege and relationship to settler colonialism. Consider not only the ways in which the crises we face disproportionality impact Indigenous peoples across these lands, but also the powerful ways that Indigenous Peoples are leading the fight for our planet and the climate.

- **COVID Safety Support:** We want to make sure action participants are safe. Designate somebody to ensure there are extra masks at the action, and that can ensure communications before and at the action communicate how participants are taking action in a way that is safe, and respects COVID protocols in your region.
- **Materials Lead:** Responsible for bringing art, props, and all other necessary materials for your action.
- **Police Liaison:** The police liaison acts as a "go between" the people participating in the action and the police to ensure clear communication of demands, expectations, needs, responses, etc. This person plays a critical role in minimizing reckless behavior on the part of the police and helping to de-escalate situations that are moving out of control. [Check out the Logistics and Safety Checklist](#) to learn more about this role.
- **Action Marshals:** Responsible for ensuring the safety of participants by maintaining the parameters of the action, sharing information between organizers and participants, and creating a line between police and

demonstrators. [Check out the Logistics and Safety Checklist](#) to learn more about this role.

## 6. SPREAD THE WORD

Once you've set a goal for how many people you'd like to have at your event, create a plan for reaching far more than that number. Be mindful about inviting a diverse mix of participants to your event so it's your audience truly represents your community.

Create a Facebook event including the ActionKit event link, invite all your friends and ask them to spread the message. Circulate the event on Twitter, Instagram and post in local groups on Facebook. Make direct asks by writing individual messages and making phone calls. Send out an invitation email to local community groups, trade unions, religious groups, etc.

You may want to create a tracking spreadsheet to keep track of the names, emails and phone numbers of people you've recruited to participate. So many people are feeling anxious about the climate crisis right now and looking for a way to take action.

[Check out the Social Media Toolkit](#) for pre-written posts, graphics and templates.

## 7. CREATE YOUR VISUALS

We want to make sure that our political targets, the media, and members of the public know exactly why we're taking action. We also want our actions to have common, bold and vibrant visuals that communicate the messages we want to convey, and show that our movement is connected and powerful. Here's our [Arts & Visuals Toolkit](#).

### Your main visuals will ideally look like:

- A large pre-designed placard with the Ministry of Just Transition design (order yours asap!)
- Signs and placards with our main messages.

### Main messages we want to communicate:

- Big and bold Just Transition now
- We demand transformative climate action
- No worker or community left behind
- Jobs, Justice, Climate

- A visual representation of the climate crisis. Here are some examples.
- Ribbons, large scissors, and other props that would be used at a press conference or announcement event.

**Colours:** The colour scheme for this action is **teal (#40D7D4)**, **white (#ffffff)** and **dark grey (#17292E)**

**Materials: a large Ministry of Just Transition placard (assembly will require a large sheet of foam board, a glue stick). You'll also want to have your ribbon cutting materials.** Depending on what you make, a few tools - paint brushes, pens and markers, exacto knives and cleaning supplies. You can find a full list of materials and tools in the [arts & visuals toolkit](#) and in the links below.

**Signs & Art Resources:** In our [Arts & Visuals Toolkit](#) you will find designs you can use, art-making how-to guides, group photo tips, songs and music tips, and more. Especially important is to complete the form for your Ministry of Just Transition sign that we'll be shipping to you.

There are a lot of ways to make both stencils and banners, [this video](#) is a handy, how-to-guide and overview of a few of our favourites.

## 8. CONTACT THE MEDIA

Media is an important tool to amplify our message. In the [Media Communications Toolkit](#) you have a sample media advisory, press release and tips on how to secure a media story covering your event.

## 9. INVITE YOUR LOCAL ELECTED REPRESENTATIVES

Part of winning a big and bold Just Transition plan is having our elected politicians of all stripes recognize our power, support our vision, and exercise their authority to make it happen. That's why we are encouraging you to invite MP's to your event and engage with them. Check out our [MP engagement resource](#) for tips and template emails.



# ACTION DAY!

## COVID-19 SAFETY PLAN

**It is imperative that our actions are masked and physically distanced.** Events must follow provincial health authority's COVID-19 restrictions, including the amount of people gathered outside, masks guidelines, etc. Please see the [Government of Canada's website](#) to see a full list of COVID-19 Provincial resources.

Note:

- Hosts should ensure that they have extra masks on-hand to distribute to participants.
- Being physically distanced will also make for a better, more impactful photo!

## BEFORE YOUR ACTION

### STEP 1: CREATE A DAY OF PLAN

There are always a lot of moving pieces on action day. To ensure you're on track and nothing gets forgotten, create and print off your timeline, roles, logistical needs and supply list so you have something to reference and nothing slips through the cracks.

Here's a sample timeline to work from:

Time	What's Happening?
12:00 pm the day before	<p>Send a press release to local media about your action</p> <p>Send any last minute reminders to the action takers, including where to meet and what to bring</p>
10:00 am	<p>Assemble with your core team</p> <ul style="list-style-type: none"> <li>● Bring your props, N95s, banners and placards.</li> </ul> <p>Re-send your press release</p>
10:20 am	Review the plan when all the other organizers have arrived
10:30 am	Attendees begin to arrive
10:45 am	Offer a grounding statement about climate impacts and the need for ambitious climate solutions and make a <a href="#">Land Acknowledgment</a> . Remind folks why we're mobilizing.
10:55 am	Get in formation, prepare your photographer and social media persons
11:00 am	<p>Begin your event</p> <p style="text-align: center;"><a href="#">Make sure you follow the Logistics and Safety Checklist in your action design.</a></p>
11:00 am - 11:30 am	Invite some speakers to share some words about the need for a big and bold Just Transition
11:30 am	<ul style="list-style-type: none"> <li>● This is a time to take a group photo and video /live stream content of action participants. See the <a href="#">Social Media &amp; Content Creation Guide</a> to get compelling content</li> </ul>
11:45 am- 12:00 pm	<p>Closing Remarks and Recruitment</p> <ul style="list-style-type: none"> <li>● What's happening next? How can people become more involved? Stay connected?</li> <li>● Remind people to share on social media <ul style="list-style-type: none"> <li>○ @350canada</li> <li>○ @CouncilofCanadians</li> </ul> </li> </ul>

	○ #JustTransition
12:15 pm	Wrap up and clean up after the action
12:30	Follow-up with any reporters, share images with 350 Canada and the Council of Canadians (jta-doa@googlegroups.com)

## STEP 2: PREPARE TO CAPTURE AND AMPLIFY CONTENT

**One of the most important things to do for your action is to prepare to tell your story. Before your action, you'll need to:**

- Choose your platform(s): Identify which social media platforms and accounts you want to use to share updates from your action.

**TIP:** Twitter and Instagram are great for sharing snapshots of your actions. Include the action hashtag #JustTransition and tag politicians so you can reach large audiences, and ensure politicians take notice. Use Facebook to go live since your video will live as a post on your page which can be reshared or viewed later.

**Assign Roles:** Designate someone to be responsible for taking photos, videos, and providing live updates on social media. Assign someone else to go live on Facebook. Please fill out this form (coming soon!) to let us know which social media accounts to amplify in this spreadsheet .

**TIP:** Use personal or organizational social media accounts that already have a good reach.

## STEP 3: CONFIRM WITH ATTENDEES THE ACTION IS HAPPENING

Confirm with your attendees that the action is happening either the evening before, or the morning of the event. Send a reminder email through ActionKit, post on the Facebook event page, and follow up through any other outreach methods you used. Remember to include key details like meeting location, time, what people should bring and

COVID-19 safety protocol - we recommend asking people to wear masks and remain physically distanced throughout the event.

## DURING YOUR ACTION

### STEP 1: POST ON SOCIAL MEDIA THAT YOUR EVENT IS HAPPENING

- Use #JustTransition and #JustTransitionAct to join the national conversation
- Tag @350Canada and @CanadiansOrg on Twitter or Instagram for a reshare
- Post quotes of comments people are making to keep a record
- Include photos and videos in your posts
- @ mention your local federal politicians and candidates on Twitter and Instagram so they take notice of the conversation

### STEP 2: POST PHOTOS AND VIDEO OF YOUR ACTION

#### Here's what you'll want to capture:

- Imagery of banners, placards, people wearing masks, and any other art or visual elements (and make sure banners and posters are held straight and not at an angle!)
- A diversity of frames -- take some wide shots of the whole group, some close-ups of individuals
- A diversity of voices and people in terms of race, gender, age group, etc.
- Take a few videos especially when people are walking together towards the action location, speaking, and chanting or another high energy moment.

### STEP 3: POST A FACEBOOK OR INSTAGRAM LIVE

Go live on Facebook or Instagram when people have gathered at the action location, are entering the MP's office or at another high energy moment. Make sure you introduce yourself at the beginning of your Facebook live, and let your audience know where you're live from (i.e. geographical location like a city, or Indigenous territories) and let them know what is happening at the moment. It's best for your livestream to last 10-20 minutes.

## AFTER YOUR ACTION

### STEP 1: DEBRIEF!

Reflection after taking action is an important step for growth as individual organizers and to build trust in teams. There's three steps we recommend you take in the debrief process:

#### **1. DEBRIEF RIGHT AWAY, WITH ACTION TAKERS.**

When the action is finished, ask people to gather around away from any media or bystanders. Thank people for participating. Then, ask people to share how it felt to take action together. Give a few minutes for people to share general reflections and emotions. Then, ask people to share, in a go around, one thing that worked really well, and one thing that could be improved for next time (have someone in your organizing team take brief notes). Once everyone has spoken, share any next steps, and thank people again for their time.

#### **2. DEBRIEF WITH YOUR CORE ACTION ORGANIZING TEAM.**

This will ideally be pre-scheduled for 48 hours after the action takes place, over Zoom, or in person outside. Plan for a 45 min - 1.5 hour debrief. You can follow this flow:

- Have one person recount what happened directly before, during, and after the action, as well as any key takeaways. Other members of the team can add in afterwards if anything is missed.

- Everyone share one thing that worked really well, and one thing that they think could be improved for next time. Encourage people to not repeat ideas that emerge.
- Everyone share one way they've grown as an organizer through the action.

Have one person share any next steps (like, the national debrief call information!) and sign off!

## **STEP 2: ARCHIVE YOUR ACTION**

- Send us 3-5 of your best photos and video clips to help us create a national gallery of multimedia from all the actions across the country.
- Consider writing a blog about your experience. If you're interested in writing a blog, e-mail us at [jta-doa@googlegroups.com](mailto:jta-doa@googlegroups.com)

## **SUMMARY OF RESOURCES**

- [Jemez Principles for Democratic Organizing](#)
- [Art & Visuals Toolkit](#)
- [Social Media & Content Creation Toolkit](#)
- [Logistics and Safety Checklist](#)
- [Media Communications Toolkit](#)
- [MC/Host Speaking Notes](#)

## **1:1 SUPPORT**

Book a 30 minute call with Katie, Robin or Dylan by emailing [jta-doa@googlegroups.com](mailto:jta-doa@googlegroups.com)