

# Media /Advocacy

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## **Buddhists Shanghai**

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### 9. WORK WITH THE MEDIA

The monasteries will aim to attract attention from media in the wider society, so that the monastery's environmental protection actions can be gradually recognised and appreciated by the general public. This would attract more people to participate in the further development of ecological actions, and would expand the environmental team into the Buddhist community.

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1. **ADVOCACY:** Shanghai Buddhists took the lead in the advocacy campaign "Offering Incense in a Civilised Way". This involved recommending people to reduce their incense burning to just a few sticks, rather than the uncontrolled burning which has recently become a feature of visits to the temple. This has reduced pollution as well as reducing the dangers to the wooden structure of the monastery caused by so much burning.

## **Christian**

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### ***Australian Catholics***

#### Media and Advocacy

- Explore new media and its potential for informing and inspiring the Catholic community about a spiritual approach to Earth.
- Use Catholic media to its best advantage to inform and disseminate information about what is happening and how we can respond.
- Establish an environment section in communication departments to spread the good news about what is happening and best practice.

### ***Alexandria and All Africa***

- a) In the efforts of educating on ecological consciousness – with its correct meaning of coarse - the faithful themselves can contribute beyond the sermon and catechism or any other form of ecclesiastical word, and other practical measures. E.g. publications referring to the ecological problem and the Orthodox position and answer to this- supervised material that will be distributed everywhere ( schools, Sunday Schools, community gatherings, homes, etc.),

publishing relevant encyclicals from the Governing Church, organizing specific seminars and catechism meetings for the mentioned topic, the educating of the counterparts who will undertake the relative efforts, the use of the media for the projection of the position of the Church, etc.

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Publication, notification, and the encouragement of applying International declarations concerning the environment from Ecclesiastical organizations, such as the World Council of Churches, the Pan-African Council of Churches and the Council of European Churches. An example of this would be the Declaration of 1995 of the Academy of MUHLHEIM with the topic "The Protection and Respect for the Creation of God",

### ***Vineyard***

Second, it is a bottom up as well as a top down plan. American evangelicalism has always been a "revival movement" with a potent grassroots, bottom up psychology and sociology. At the same time it is powerfully influenced by the cross-institutional top-down dynamics of national voices, networks and media outlets. An effective strategy must take both realities into account and take wise advantage of the synergy between the two modes of spiritual and cultural transformation.

### ***Armenian***

The close cooperation was launched with Churches in Armenia and non-governmental organisations, as well as active members of society in the following main directions:

- Information and education
- Arrangement and participation in workshops and seminars, including those organised by WCC, CEC and ECEN
- Dialogue with representatives of civil society, developing agencies and NGOs
- Projects within communities
- Publication of articles and contacts with mass media in relation to church life

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### **Media and Advocacy**

The AAC runs "Shoghakat"- a TV Company which, among others programs, periodically transmits information on environmental projects implemented by the AAC and RTA.

## Next steps

TV Programme: A project called “Green Theology” will be launched in 2010 and is planned to broadcast thirty-minute programs twice a month. Each broadcast will address an actual environmental issue presented by specialist guests who will be invited to the TV studio. The program is supposed to be built on the positions of the specialist/consultant, representatives of the government and clergymen. At the beginning of the discussion a short topic will be presented, which will then be followed by the discussion itself.

Besides the discussions, short films ranging from 20 to 30 minutes in length will be shot, which will later be translated into several languages. The TV Company has already had some experience in making this kind of project. The programme is scheduled for inauguration at the beginning of 2010.

Eco-twinning: As the Armenian Church has only recently initiated ecology-oriented activities, there are no projects on eco-twinning just yet. However, there are a few possibilities to create links between theological centres in Eastern Europe with already established traditions on ecological trainings and start by organising summer camps and lectures, as well as exchanging students.

The Sevan Theological Seminary will be able to host such a conference and a summer camp, which can be devoted to the exchange of experiences on eco-management in church institutions, and how to build partnership with organisations concerned about civil society.

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As a part of its ethics the Church takes some measures to promote ecologically lean life. For instance, the church holidays and celebration of creation day can be opportunities for advocating the responsible community management of the surrounding nature – forests, meadows etc.

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Publications on Eco-Theology: A small publishing unit was established to publish booklets, information leaflets and papers on various topics related to eco-theology and to then distribute them among the population of the Sevan region during the students’ visits to parishes and schools.

In 2007 a book called “Nature Protection and Theology” was published. It consists of three parts: Ecology, Nature Protection and Christian Church on Relations of Man and Nature. One thousand copies were published and distributed to the libraries of theological seminaries, to the chairs of ecology in universities and to the clergy. It is the first Armenian publication ever related to the protection of nature from a theological

point of view, and furthermore is the first attempt of its kind from the orthodox world, as acknowledged and stated by many specialists.

The publication has aroused tremendous interest among specialists of ecology and nature-protection, clergy, NGOs and the general public. Moreover, TV companies that are broadcast all around Armenia grouped it among ‘important new publications’. The project manager Fr. Minas participated in a one-week long training course organised by the ART on strategic planning and applied his knowledge in drafting the strategy plan for further development of the “Green Theology” project.

### ***Presbyterian Church of Cameroon***

ACTIVITY	INSTITUTION/ACTORS	TIME FRAME	OBSERVATIONS
Sensitization and Awareness raising <ul style="list-style-type: none"> <li>• Climate change</li> <li>• Energy use</li> <li>• Waste and waste management</li> <li>• Water catchments protection</li> <li>• Agriculture/natural resource management</li> <li>• Land use management</li> <li>• Population planning</li> <li>• Wetlands / wildlife</li> </ul>	- All PCC Schools / Colleges - PCC Radio, magazines - All PCC Congregations through Pastors - PCC Movements for men, women and youths - Posters, leaflets banners - Message development - All PCC business units	2010 – 2017	Funding for the production of literature such as posters, leaflets, media coverage and extension activities will be necessary. PCC might not be able to support these in a larger context
Media and Advocacy	Communication Department Private / public media	2010 – 2017	These activities shall be carried out within the context of the PCC communication programme

Media and Advocacy	1.1 Organise information day for climate change campaigns yearly	1.1 Newspaper and other media reports on Information day	2011 – 2017	Communication department	
	1.2 Organise seminar for media practitioners on climate change: Issues and perspectives	1.2 At least 4 seminars organized for media practitioners	2012 – 2015	Communication department	
	1.3 Organise media conferences on environment and climate change	1.3 Number of media conference organised	2011-2011	Communication department	Synod Officers facilitate process
	1.4 Production of documentary on the impact of climate change	1.4 Documentary on climate change exist	2012 – 2012	Communication Department	EWG collaborates in production
	1.5 Development of a web link in the PCC website on climate change	1.5 Web link is established	2012	Communication department	EWG provides information
	1.6 Mobilise Faith based organizations and other Civil Society Organisations to dialogue with government on climate change actions	1.6 Meetings and communiqués by FBO and other CSO	2011 - 2017	Development Department	
	1.7 Moderator addresses Christians on dangers of Climate change in the regular Presbyterian Church day message yearly	1.7 Presbyterian Church day Messages	2010 – 2017	Synod Office	Findings of EWG shall facilitate memo
	1.8 Submit proposals for legislation to the National Assembly on measures to curb effects of climate change	1.8 Memo to the National Assembly	2013	PCC Synod	

Strategic Orientation	Activities	Indicators	Time Frame	PCC Institution Responsible	Assumption / Remarks	
Regeneration of Natural Resource Extraction	1.1	Advocate for the implementation of tree planting by logging companies	Number of Logging Companies planting trees	2010 – 2017	Synod	Synod Officers and Communication department shall facilitate process Partners interested are identified
	1.2	Identify and replenish fishes in lakes and rivers for communities	Number of lakes and rivers replenished	2012 – 2016	Development department	
	1.3	Advocate against indiscriminate fishing by multinational companies in the fishing sector	Government action against defaulters	2011 – 2017	Synod	
	1.4	Promote the growing of wood for fuel	Number of fuel plantation in communities	2010 - 2017	PRTC Fonta	

## ***CBCEW***

### 5. Media and Advocacy

#### New Media Publications

New media is now vital for communicating to large audiences. Podcasts, vodcasts, short videos for YouTube, audio programmes and social networking sites, wikis etc can all be used.

#### Catholic Publications

Catholic outreach through various media such as websites, newsletters, Catholic press, podcasts, books and pamphlets is wide ranging and effective. Environmental publications are already available (Pain the Church Green etc) However there is a need to expand the number and outreach and this is fundamental to this Plan. We would

encourage the Catholic press to support environmental initiatives and to publicise good practice and events. We encourage printing on sustainably sourced paper and ink.

### CAFOD

CAFOD is a Catholic Church's agency that reaches out to the poor and marginalised. The environmental crisis and climate change are already having a big impact on the lives of the poorest people. Recent work by CAFOD has firmly placed climate change as part of its outreach especially in seeking a post-Kyoto treaty through the United Nations Convention on Climate Change. CAFOD is concerned that poor countries will be left out of the new push for green growth and is working hard to ensure that such growth is balanced, regulated and benefits the environment and poor communities. CAFOD could be a powerful tool to spread environmental concern and CAFOD will continue to work with the Catholic Community in England and Wales on these issues by building on the groundwork of the Live Simply Programme. Discussions are now underway to help the Bishops' Conference, CAFOD and other Catholic networks and organisations to work together to create change throughout the world.

<http://www.cafod.org.uk/policy-campaigns/climate-kit>

<http://www.cafod.org.uk/take-action/climate/road-to-copenhagen>

### Communications Departments

Many dioceses have their own communication departments and these can be used to help spread good news and best practice on the environment.

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### Media and Advocacy

- Explore new media and its potential for informing and inspiring a spiritual approach to the earth.
- Encourage all diocesan and other institutions' communication departments to spread the good news about what is happening and best practice.

### ***Catholic Coalition on Climate Change***

- Scholars' Conferences: The Coalition will sponsor two high-level scholars conferences within the next seven years to highlight and expand the evolving theology of stewardship and care for creation. Every effort will be made to have media coverage of these events to ensure that key themes and ideas are shared more broadly within the larger Catholic community in the U.S. and abroad.

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1. Media and Advocacy: How effective are we at encouraging Catholics to advocate to their lawmakers about care for creation and the impacts of environmental degradation and climate change on low-income communities? Is the good news of our efforts getting to Catholic and secular media in ways that are positive and motivating for others?

- Regular Pitches: with all that is going on in the religious community, including the Catholic community, there is no end to stories and ideas for the press to cover. The Coalition will highlight such stories to the media each month and demonstrate the breadth and depth of Catholic engagement in environmental stewardship in the U.S.
- Communications Internships: The Coalition will work with Catholic colleges and universities to hire, on a regular basis, interns who will assist the Coalition in keeping our internet-based social networking efforts current and relevant. The intern will also assist in pitching stories to the media on a regular basis.
- Advocacy: The Coalition works very closely with the public policy offices of the U.S. Catholic bishops and other partners. The combined advocacy efforts of all of our partner organizations can reach deeply and broadly into the Catholic community generating thousands of communications to legislators at the local, state and national levels from ordinary Catholics (i.e., “grassroots”) and Catholic leaders including bishops, priests, heads of men and women religious communities, as well as Catholics who are leaders in business, labor, academia, and other organizations (i.e., “grasstops”).

The Coalition partners bring more than numbers of people to bear on our collective advocacy efforts. They also bring real-life experience—and in many cases they bring the people directly impacted by environmental degradation and climate change to press our case to legislators and other government officials. These moving stories and experiences help shape the Catholic approach to public policy and help persuade legislators to do the right thing.

The Coalition will work closely with Catholic conference staff at the state level to assist them in making the case for care of creation and the poor to state and local legislators. For example, the Catholic bishops of Texas recently asked the Coalition for advice and language for a public letter raising questions about the efficacy of building new coal-fired power plants.

Through weekly e-mail updates to the 3,000 plus Catholic leaders in our database and, at critical points in the legislative process, with phone calls to Catholic leaders in key states, the Coalition and its partners are in a prime position to deliver timely and clear communications to elected officials. Often, Coalition partners share similar electronic correspondence to their constituents

thus increasing our outreach exponentially.

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Use of Technology: The Coalition and its partners will commit to using internet-based tools (e.g., “webinars”) to educate Catholic leaders on efforts within our community that get to the core of Catholic teaching on the environment, offer real tools to assist them in sharing this teaching and to encourage bold action on environmental justice consistent with our teaching

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As an example, this past October, the Coalition and the Franciscan Action Network hosted a “webinar” on climate change, St. Francis and the spirituality of care of creation. Through our networks and with our advertising efforts, nearly 200 “sites” joined the video/audio conversation via the internet.

## ***Church of England***

Media and advocacy Done or commenced

- There has been considerable national and local advocacy from the Church, highlighting measures taken and the Christian basis for it, and urging radical action for climate change mitigation and justice to policymakers across sectors and worldwide.
- The Archbishops and a number of other bishops have made influential interventions, and at local level many diocesan staff and clergy have also been strong advocates and exemplars of change.
- There is a wealth of innovative and expert Christian networks for advocacy, campaigning and awareness- raising – see among the summary list of organisations and their websites in Appendix C.
- The National Church has set up a comprehensive website for Shrinking the Footprint, [www.shrinkingthefootprint.org](http://www.shrinkingthefootprint.org), and this is highly regarded by users.

New challenges

- StF will continue to testify to the need for change and to the work that church members at all levels are doing. It will continue to improve communications within and beyond the Church, via its partnerships and websites.
- StF will seek to reflect Anglican thinking in church publications and the Shrinking the

Footprint website, and to encourage study on „eco-theology“ at all levels of the Church. It will lobby for ambitious action on climate change and other ecological crises including by government, and for policies to protect the interests of poorest and most vulnerable people worldwide.

- Diocesan and local websites, like sites generally across the Web, vary in quality. Typically they may have added pages over the years with increasingly tenuous links to the front page, and therefore harder for users to find. Prominent coverage of StF and sustainability on all such websites is now a must. The StF campaign will offer support and guidance on how to achieve this at minimum cost but to a high standard of design and user-friendliness. This could be part of the Sustainable Procurement System (pp 33–34). In addition, to meet the growing demand from dioceses and DEOs for support and guidance on good practice and project development, new web pages will be developed on the StF site for such material, within which dioceses can also share their experiences with each other.
- The StF team will establish a regular Shrinking the Footprint conference, annually if feasible, building on the huge success of the „milestone“ event in 2009, to encourage sharing of insights, new ideas and experiences and development of programmes to shrink environmental footprints while strengthening justice and promoting sustainable patterns of living.
- The Church of England should improve training and awareness throughout the ranks of the clergy, pre- as well as post-ordination/in-service (already referred to). It is urged that by 2016 at the latest, all clergy training, ie pre-ordination training as well, should include Christian wisdom and guidance on environmental challenges along with general understanding of the scientific and public policy issues. To this end, contacts should be sought with the academic departments of all Anglican theological colleges.
- StF will continue to support and promote ecumenical and inter-faith dialogue for better mutual understanding and joint action on environmental sustainability in general and climate change in particular.

## ***Church of South India***

### 1. MEDIA AND ADVOCACY

Rev. Mosses Jayakumar requested the Church to encourage the local and national government to deliver policies that properly take the environment into account.

\* National Consultation: CSI is encouraging dialogue between Eco Church Groups and secular eco groups

\* International Ecological Conference: In 2008 the Madhya Kerala (Central Kerala) Diocese organized an International eco conference. This helped us to link up with International eco activities and organizations, and as a direct effect CSI is now working fully with the ARC-UNDP Seven Year Plan Programme, and has created this plan which will be launched internationally at Windsor in November 2009.

\* Increase government support for environmental protection and energy conservation programs: Churches are recommended to keep track of how your governmental leaders react or respond on environmental issues. Make your congregation aware of the statements and actions through a regular column in your church newsletter. Ask people to consider this information when voting.

\* Explore ways of getting media coverage for an issue that concerns you. Letters to the editor, paid advertisements, and public service announcements are avenues open to everyone. Public policy makers are far more likely to respond to an issue that has generated public concern.

\* Bring people together in an annual Eco-Stewardship conference with invited experts. Stagger the Eco-Stewardship conference about six months apart from the Environmental Festival.

\* Use your own media: Publicize what is happening on the environment in your regular church/School newsletter and bulletin; in a periodic "Eco-Times" church/School publication; in the local newspaper, radio, and television; and in your denominational news outlets. Make it a key element within your church's website. Talk it up in the community as a point of significant expression of faith.

\* Create a Diocesan Eco Calendar: All Diocesan eco committees are requested to publish an eco-calendar showing their activities, and get the approval of the Diocesan Bishop.

\* Eco-news Bulletin: CSI has decided to publish an eco-news bulletin every six months. Reports of all the activities in the dioceses will be published. It is the duty of the ecological committee member representing the dioceses to collect all the materials from the Dioceses and send it to the convener.

\* Books and CDs: the Synod Ecological Concerns Committee has recently published four books on this issue including Reconciling With Nature (in English, Telungue, Karnataka, Tamil and Malayalam), God is Green, Eco Vision and Mission (for Sunday School Students) and A Christian response to ecological crisis. It has also issued 1000 CDs containing ecological songs from Sunday School Children.

\* Manifestos: the CSI was a signatory to the Uppsala Interfaith Climate Manifesto 2008 of Faith traditions addressing Global Warming

\* Special Environmental issues in magazines. For example Thirusabai Malar Diocese declared the September 2008 issue of its monthly magazine Thirusabai Malar as an Environmental Special. Articles, short stories, and information on environmental issues were published

\* Advocate for clean air, both indoors and outdoors, and clean water: The principle that the “polluter pays” and that “one person cannot exploit or pollute another person’s source of living” must take account of who the polluter is. He or she is often the actual consumer on whose behalf the producer acts. Shaping technology so as to prevent pollution and or reduce it at source can often be much cheaper than cleaning it up later. The Bible insists that the environment be protected.

#### Diocesan Action on Advocacy and Media:

Trichy Tanjavore Diocese: Organises Youth Movement and Sunday School Eco awareness through Diocesan magazines, documentary films, Posters, street plays, as well as writing regularly on environmental issue in the Diocesan magazine.

Tirunelvely Diocese dedicates a page in the Diocesan magazine for environmental issues

Karimnagar Diocese runs fundraising and ecological orientation through Diocesan Magazine,

Medak Diocese supports government programmes and practices advocacy through charts, banners, slogans, street plays, etc.

Karnataka Northern Diocese has identified talented writers and encouraged them to write on environmental issues

### ***Jesuit***

#### Media and Advocacy

A new network for environmental advocacy is currently being set up at the Jesuit European Office (OCIPE) in Brussels which will link together existing Jesuit environmental initiatives. It will have a website<sup>22</sup> to both support and promote networking.

The Instituto Mayor Campesino in Colombia is an example of a Jesuit organisation that empowers farming communities and trains them in agriculture and trade. It also lobbies against transgenics, as does a Jesuit organisation in Mexico, Semillas de Vida<sup>23</sup>.

The Jesuit-run Munich School of Philosophy’s Institute for Social and Development Studies is coordinating a project called .“Climate Change and Justice: Climate policy as the basis for fair and sustainable globalisation.”<sup>24</sup> This also involves the Catholic overseas

aid agency in Germany, Misereor, and the Potsdam Institute for Climate Impact Research

(PIK). The aims of the project are: researching into the effects of climate change on the poor, networking, awareness raising and reporting.

The Jesuit Centre for Theological Reflection in Zambia lobbied the Zambian government which decided subsequently not to introduce Genetically Modified Organisms to feed its population. This set an example for other African governments to resist pressure from GMO-promoting multinationals.

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#### 5. Media and Advocacy

We will publicize and show our appreciation for what is being done by Jesuits, both in our immediate areas of influence and beyond. We shall start by making public part 1 of this document. We will monitor regularly what is being done in this area in our educational centres, our research institutions as well as in our pastoral and social works.

### ***New Psalmist Baptist Church***

#### 5. Media and Advocacy

New Psalmist Baptist Church has strong links with media and advocacy groups. It has also established strong ties to government and non government entities to enhance the ability of the church and its networks to be a voice and advocating on behalf of the interests of our obligations as good stewards of God's creation.

Goal: Continuous interaction with all forms of media outlets for advice, feedback, input and action beneficial to the environmental protection and conservation of natural resources.

Activities:

New Psalmist plays a pivotal role in contributing to the shaping of global environmental policy. It shares these policy issues within the New Psalmist family and its networks, as well as with local, state and national elected officials. The various means of media that exist at New Psalmist to educate persons on environment issues are:

- Quarterly Magazine – Empowering Disciples
- Empower Disciple 24-Hour Network and Live Internet Broadcast
- New Psalmist Website
- Church Bulletin
- Radio Broadcast

- Local and National Television broadcast

### ***Polish Orthodox***

. Media and advocacy:

1. Suprasl Academy and Oikonomos Foundation pledge to publish books and other publications on environmentally friendly paper only. All other Orthodox publishers/publishing departments will be encouraged to do the same.
2. Editions of Suprasl Academy paper publishing will be significantly smaller due to availability of digital versions of the printed material.
3. Special section on ecology, development and realization of our Seven Year Plan will be provided by:
  - Suprasl Academy website
  - OIKONOMOS Foundation website
  - FOY website

Similar material may be provided on other Orthodox websites – especially the most popular and the best known [www.cerkiew.pl](http://www.cerkiew.pl)

### ***Quakers***

Media and Advocacy

- ☒ The independent weekly Quaker magazine, The Friend, has appointed a dedicated environment editor to ensure appropriate and accurate coverage of sustainability issues.
- ☒ The British Quaker website has a dedicated area for environmental witness, resources, campaigns and project news - [www.quaker.org.uk/environment](http://www.quaker.org.uk/environment)
- ☒ Quakers are encouraged and supported with technical information in raising environmental concerns with their Members of Parliament/Members of European Parliament, particularly in the build up to Copenhagen and the UK general election in 2010.

### ***Lutheran Church of Tanzania***

Media and	1. There is a shortage of media outlets in the Region. Radio	1. Request media owners to accommodate programs on
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Advocacy	stations are few [about 3] while T.V stations and Newspapers do not exist.	environmental conservation. 2. Develop educational leaflets and booklets on environmental conservation. 3. The Diocesan department of communication and visual media to visit Districts and assemble pictures areas with conservation successes and failures.
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## Daoist

Fifth: Co-operating with environment-related departments to incorporate environment protection into our Daoist network

a. By asserting standards, rules and regulations of government, we hope to attract the attention of environmental departments of different levels of government.

b. By using the existing Daoist network, to increase media coverage of discussions of environment protection issues, such as the “spiritual Daoist temple”.

c. Enhancing the connections with international environment organisations. With the help and guidance of Government religious departments, we will continue good and effective co-operation with international environment organisations such the Alliance of Religions and Conservation (ARC), EMF and UNDP. We are hoping to expand this co-operation from 2010 onwards.

## Hindu

The Bhumi Project Page 6 Publicity and promotion

The largest Hindu temples in the UK are working together to develop and implement the Nine Year Plan. We will aim to replicate this model around the world and believe this will increase support and act as our greatest medium of publicity and promotion. When working with these temples we have, and will continue to ask young people to work with us. This has been a very successful strategy that brings enthusiasm and creativity to the project.



We will also approach high-profile individuals and celebrities to endorse the Plan. Coupled with this, web media, print materials and advertisements, and television commercials will be produced for the various parts of the Plan.

## Interfaith

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### *Operation Noah*

#### Media and Advocacy

Operation Noah benefits from the background and track record of two members of its staff in particular. Ann Pettifor, Operation Noah's Executive Director, is renowned for her expertise in advocacy and mobilisation having led the hugely successful Jubilee 2000 movement at the end of the 1990s. Meanwhile, Mark Dowd, Campaign Strategist, worked for many years on flagship BBC programmes including Panorama and Newsnight, before turning to independent documentary making.

Both Ann and Mark bring to Operation Noah not only expertise in media and advocacy but also an extensive network of contacts across Christian groups and leaders, other faith communities, print and broadcast media, and political leaders.

#### **Statement of ambition:**

In 7 years' time, Operation Noah's ambition is for our advocacy, along with that of partners, to have created a demonstrable movement for change among opinion-formers and decision-makers in Britain.

#### Work to date

With Church leaders: In its short two-years of campaigning, Operation Noah's networks have brought the campaign to the table with the offices of the Archbishop of Canterbury, and the Bishops of London, Liverpool and Birmingham. As a result, Operation Noah played a key role in organising the speakers for the Environmental Plenary of the Lambeth Conference of Bishops last summer.

In addition, Operation Noah has been asked to deliver keynote addresses, including at the United Reformed Church General Assembly, and the Diocese of Bradford Synod.

With government and MPs: Operation Noah, along with other NGOs, has been invited to participate in meetings at Downing Street with the Prime Minister and his adviser on climate change.

In the approach to the Copenhagen International climate change negotiations in December 2009, Operation Noah has sent briefing materials to all MPs researchers in the House of Commons, as well as to the offices of a number of the Lords. This was followed up by a briefing meeting in the House of Commons attended by 28 MPs' researchers. Attendees listened to a presentation about Operation Noah's 2009 ARK campaign in the run-up to Copenhagen, and watched a film of the ARK launch event in Cardiff in January 2009.

With the media: Articles by and interviews with Operation Noah staff have been published across church and mainstream print media, including regular pieces in The Church Times, Ekklesia and The Guardian, as well as on BBC radio and television channels, for example, Mark Dowd, Campaign Strategist, was interviewed in the first of a BBC1 series at Christmas 2008 entitled Christmas Voices.

### **Christmas Voices**

*Coming at the time of the credit crunch, the Reclaim Christmas theme caught the media imagination. BBCTV were planning a four part series, Christmas Voices, presented by opera singer Lesley Garrett, and instantly latched on to what was happening in Birmingham. They asked ON's Mark Dowd to present short film about the campaign which centred on a local Christian couple who had pledged this year to make hand-crafted jewellery with their two young children and also support local charity shops by looking for bargain gifts on their shelves. "It's not just a cost-cutting exercise because money is tighter this year," they said, "we find that we are doubling the number of people we are giving gifts to because we are keeping it simple." The film was shown on BBC1's 10am prime time morning religious affairs slot and Mark was asked to debate the merits of the campaign with BBC Radio 4 Moral Maze's Claire Fox. She tried to paint the initiative as mean and puritanical, but was countered by Operation Noah's good humour and the presence of ON's special Christmas gifts: hand-made, scented effervescent bath cubes!*

### **Plan for Development**

- Operation Noah will continue to build an effective case for rapidly de-carbonising the UK economy, marshalling arguments drawn from latest scientific evidence as well as work around the wellbeing gains of simpler living, and living in community with each other, with our faiths and with our environment. We believe that by truth-telling, grounded in strong evidence, together with 'low-carbon living' as an example to others, we will achieve a growing influence on leaders and individuals who are concerned about climate change and understand that a robust response is needed.

- Our advocacy work will continue through all our outreach activities to engage individuals as well as opinion-formers in the media and decision-makers in the church, local authorities and government.

### ***Interfaith Power and Light***

A3) Objective: Increase the capacity of existing IPLs to become self-sustaining, effective organizations

- ☑ Provide technical assistance for policy advocacy, media, fundraising, etc.
- ☑ Build and make available a toolbox of sample programs
- ☑ Develop a team of IPL mentors
- ☑ Assist states in increasing membership
- ☑ Provide referrals to increase the number of participating congregations
- ☑ Improve the online communication skills of our state IPL affiliates

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Objective: Educate congregants and the general public about global warming and how the religious community is getting involved

- ☑ Speak at conferences and national venues
- ☑ Maintain consistent message and language about the religious community's role in fighting global warming
- ☑ Conduct mainstream and religious media outreach
- ☑ Develop materials and programs that can be used by IPLs and their member congregations
- ☑ Provide training and support services

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B4) Objective: Continue to coordinate high profile, national educational campaigns such as Spotlight on Global Warming, the Cool Congregations program, an online carbon footprint contest, and a national blog

- ☑ Provide off-the-shelf programs for state IPLs
- ☑ Invite and facilitate affiliate participation in national campaigns
- ☑ Provide templates for states to use
- ☑ Provide materials on global warming and other publications (fact sheets, brochures)
- ☑ Offer training and technical assistance including circuit riding trainers to visit states
- ☑ Provide trainings and support services

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B5) Objective: Continue significant media exposure for the IPL campaign, and improve state IPLs' skills and capacity in media outreach

- ☐ Create and implement annual media strategy for the organization
- ☐ Identify media opportunities as part of campaign planning, and devote time and resources to maximize those opportunities
- ☐ Contract with professional media consultants; budget for this
- ☐ Provide media training at annual conferences
- ☐ Provide circuit-riding trainers to travel to key states
- ☐ Maintain up to date media lists for secular and religious media
- ☐ Cultivate and maintain good relationships with reporters

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Objective: Increase our effectiveness in policy advocacy

- ☐ Coordinate national campaigns committee to build consensus and buy in around key federal policy priorities while tapping state IPL leaders' expertise
- ☐ Conduct sophisticated policy advocacy campaigns, utilizing online software, sign-on letters, media outreach, and district meetings
- ☐ Provide federal policy updates to entire network
- ☐ Cultivate and maintain a Rapid Response Network – consisting of a self-selected subset of our email list that responds immediately to urgent requests for letters or phone calls to decision makers
- ☐ Build strategic alliances at the national level (with environmental, science, religious, and other groups)
- ☐ Work with national religious organizations to facilitate a consistent message from the faith community centered on shared values

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C2) Objective: Increase the capacity of state IPLs to engage in local, state, and/or policy initiatives (for example, renewable energy standards, green energy utility options)

- ☐ Provide advocacy and media training
- ☐ Provide leadership in developing and articulating policy positions
- ☐ Provide technical assistance, including media lists, media consultants, online advocacy software and training
- ☐ Raise and distribute policy-focused Rapid Response funding
- ☐ Provide additional staff resources in terms of supporting local campaign planning, template materials, etc.
- ☐ Facilitate cooperation between states on regional policy issues

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Objective: Increase opportunities for the IPL campaign to receive media attention

- ☐ Include media goals and objectives in annual workplans

- ☐ Involve media consultants in campaign planning and grant writing
- ☐ Continue to cultivate and train media spokespersons
- ☐ Promote successes and achievements to the media (secular and religious)
- ☐ Maintain good relationships with key members of the news media

## ***US GreenFaith***

Our Plan is divided into two basic timeframes – years 1-3 and years 4-7. The goals for the first three years are more specific, and more focused on specific programmatic accomplishments. The goals for years 4-7 are more focused on tasks related to publicity, networks, and coalition building, including the possibility of partnerships with organizations in other countries.

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Many US-based denominational bodies are facing significant cutbacks in budget and staffing, due to changes in the religious landscape. These cutbacks hinder denominations' ability to design or conduct programming on a substantial level in relation to specific issues such as the environment. At the same time, these denominations continue to administer and facilitate many of the most valuable communications networks in the US religious world, reaching thousands of congregations and their lay and ordained leaders through postal and electronic communication, and through hosting annual and regional gatherings.

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The goals described in this section focus primarily in three areas – publicity, networks, and coalition building, and include the possibility of our developing relationships with religious organizations in other countries.

## **Jewish**

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Energy conservation by definition requires public involvement. Relying on the old adage from the Mishna: “You don’t have to complete the task, but neither are you are free to avoid it” – educational programs and media campaigns should target all ages. Israel’s public has already shown that it is able and willing to answer the call to save scarce resources. A 2008 national advertising campaign to save water after four consecutive drought years led to marked reduction in household consumption. Israelis willingly

respond to urgent requests to donate blood, participate in bone marrow data bases and serve in a variety of security contexts. Yet, they have never been seriously asked to consider their behavior with regards to electricity consumption. Besides saving individual consumer's money, there is a compelling geopolitical context for energy conservation in Israel. A major national media campaign should appeal to Israelis' proven environmental commitment and economic prudence.

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In the US, Hazon has expanded its research and teaching on Judaism and the environment through the recent work of its rabbinical scholars, Rabbis Steve Greenberg and Yedidya Sinclair. Canfei Nesharim has produced a stream of high quality articles. JTS and COEJL held an academic seminar on Judaism and the environment in March 2009. Sviva Israel has published four important collections of articles on "Environment in Jewish Thought and Law." Significant books on the subject have been authored by Jeremy Benstein, Ellen Bernstein and Rabbi Arthur Waskow, among others. A book of academic essays appeared in the Harvard Divinity School series on World Religions and Ecology.

## **Muslim**

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### III. Develop and Enhance Communication, Outreach, and Partnerships

1. Develop the Content of our Message
2. Develop a website for the CC plan and use it for networking
3. Develop relationships with respectful global environmental groups, including Clinton Global Initiative and Prince's Rainforest Project and other relevant Organizations
4. Establish a network of Muslim Journalists interested in the area, encourage them to communicate with other Journalists
5. Deliver our message using TV Programs, Magazines, and other Media
6. Organize 2 conferences to advocate the CC Plan
7. Re-introduce Islamic rituals from an environmental perspective
8. Establish a special TV channel for Islam and the Environment to be broadcasted in different languages
9. Document and Publish success stories
10. Produce a Film about the future effects of CC on Islamic countries in 1 year

in cooperation with National Geographic Society and Discovery Channel

11. Prepare and Publish a guide for Media experts to show how they can deal with CC concepts in their jobs

12. Choose 10 cities in Muslim worlds to implement the plan

13. Organize International Mobile exhibition on Islam and Environment

14. Advocate environmental (Tax /Cess) to finance eco projects

15. Slow the growth rate of transportation emissions in the near future, to better understand the impacts of transportation programs and projects on overall emissions, and to seek ways to reduce these emissions.

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Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
<b>B</b>	Design prize awarding system	Design document	Actors in environmental conservation	MACCA and consultants	36 months	Consulting fees	Design documents
<b>B</b>	Announcing the prize	Advertising in media	Actors in environmental conservation	MACCA and consultants	42 months	UI	Media coverage
<b>B</b>	Regular annual process of prize awarding	Annual prize awarding	Actors in environmental conservation	MACCA	84 months	UI	Regularity of awards

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Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
<b>C</b>	Survey labelling systems and design an Islamic environmental labelling system (AITayeb model) considering strict authenticity standards	System design	Business community	MACCA, business community and consultants	36 months	Consulting fees	System design
<b>C</b>	Promote designed labels	Media campaigns	Media, business community, NGO's	MACCA, business community and consultants	60 months	\$500,000	Number of uptakes of labels
<b>C</b>	Monitor and evaluate the initiative	Regular reporting	Business community	MACCA, business community and consultants	84 months	\$60,000	Value of sales and change of behaviour and attitude

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Priority	Action	Product O/P	Target Group	Players	Time Frame	I/P	Indicators
M1	Establish a network of Muslim journalists interested in the area, encourage them to communicate with other journalists	1. Develop a list of Muslim journalists interested in the field 2. Attract young journalists to the topic 3. Organize regional seminars to educate journalists 4. Have journalists compete on one of the scholarships 5. Launch a network of Muslim journalists	Muslim journalists	MACCA	6 months	Material developed specifically for journalists (from H1)	The Network is up and running including a minimum of 25 journalists
M2	Deliver our message using TV/radio programs, magazines and other media	1. Identify TV/radio channels and magazines to target in cooperation with above journalists 2. Develop the message and intelligently prioritize it chronologically	Media professionals	MACCA	1 year	1. List of media outlets	1. 100 media outlets accept our message 2. Developed network 3. Consider the production of our own programs

## EcoSikh

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The story of Guru Nanak Dev Ji's encounter with Wali Qandhari at Hassan Abdal embodies the principles that may guide our media and advocacy work. As we seek to reach out to others and to form partnerships that will enable us to better our ecological practices we may occasionally be met by resistance, like that demonstrated by Wali Qandhari. However, if our work is true, humble, and in line with Sikh teachings, our message will prevail. Through persistence, patience and love, Guru Nanak was able to change the hearts of the incredulous. We must aspire to live up to this ethic with our outreach efforts.

The EcoSikh website serves as the hub of our media and advocacy efforts. Because our mission is to connect the work that is already being done; to facilitate the ways in which individuals and communities can adopt and customize their own EcoSikh Plan; and to inspire people and communities with ideas from participants around the world, the website will become a robust place for sharing and creativity.

Part of the official launch of the EcoSikh website will be an online contest to choose an EcoSikh logo for the website's masthead. The contest will invite Sikhs from around the world to create a logo and to describe it in 150 words or less. The logos and their descriptions will be posted on the website and users will be able to register on the site



and vote for their favorite. The winning logo will be adopted by the website and used as its official logo. The other logos can be posted with their respective community's customized ecoSikh plan.

In order to attract interest and keep people abreast of the developments of the EcoSikh initiative, the website will host profiles of model green gurdwaras and EcoSikh leaders, a master EcoSikh Grid, news stories, a forum for eco-theological reflection, an eco-twinning directory, Sikh-specific eco-tips, and postings of customized EcoSikh Plans.

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Profiles: – Model green gurdwaras -- We will begin by profiling two or three model green

gurdwaras. At least one of these will be in the Diaspora and at least one will be in South Asia. This will enable other gurdwaras to see a model that broadly relates to the ecological issues they may be facing.

- EcoSikh leaders – We will profile eco-leaders from Sikh communities around the world each month. This will enable leaders to be in touch with one another and to learn more about the developments in particular locations. We intend for each profiled leader to spend their honorary month participating in or creating an initiative to help build momentum and publicity for the EcoSikh

initiative. The leader from the previous month will nominate a leader for the following month • Master EcoSikh Grid:

- The EcoSikh Grid can be found at the end of this document. It is a 3x3 grid that provides concrete suggestions on how to best use assets, education, and celebration at three different levels: individual/family, Gurdwara/organization, and wider-community. A master grid is posted on the EcoSikh website. Participants from across the world can share their suggestions in an EcoSikh forum and these will subsequently be added into the Grid. Each suggestion will be hyperlinked to a page where the idea can be explained in full and instructions provided if required. The master grid will enable everyone to see and post new ideas for the assets, education, and celebration components of the plan

- News Stories – We will be posting news stories and press releases from participating

communities as they become available

- Forum for eco-theological reflection

We will be posting eco-theology reflections written by participants

- Eco-twinning Directory

The directory will provide listings of gurdwaras interested in finding an eco-twin

- Sikh specific eco-tips – We will post Sikh-specific eco-tips, which provide simple pointers for how we

can make a gurdwara greener, etc.

- Postings of customized EcoSikh Plans

As mentioned before, we hope that the ideas presented in the EcoSikh Seed Plan can inspire communities to adopt the Plan and customize it to meet the needs of their

community. We encourage every participating individual or community share their customized EcoSikh Plan on the EcoSikh website. Each of these customized plans represent a tree in the EcoSikh forest. By posting them side-by-side we enable the plans to support and inspire one another and to contribute in solidarity to the collective effort. Naturally, all of this requires a lot of work but by maintaining this infrastructure, we believe the plan will be able to succeed in its goal of attaining true communal ownership. A timeline should be set for the completion of each of the aspects of the website and determine how to secure the required support. We should also aim to have the entire website translated into Punjabi.