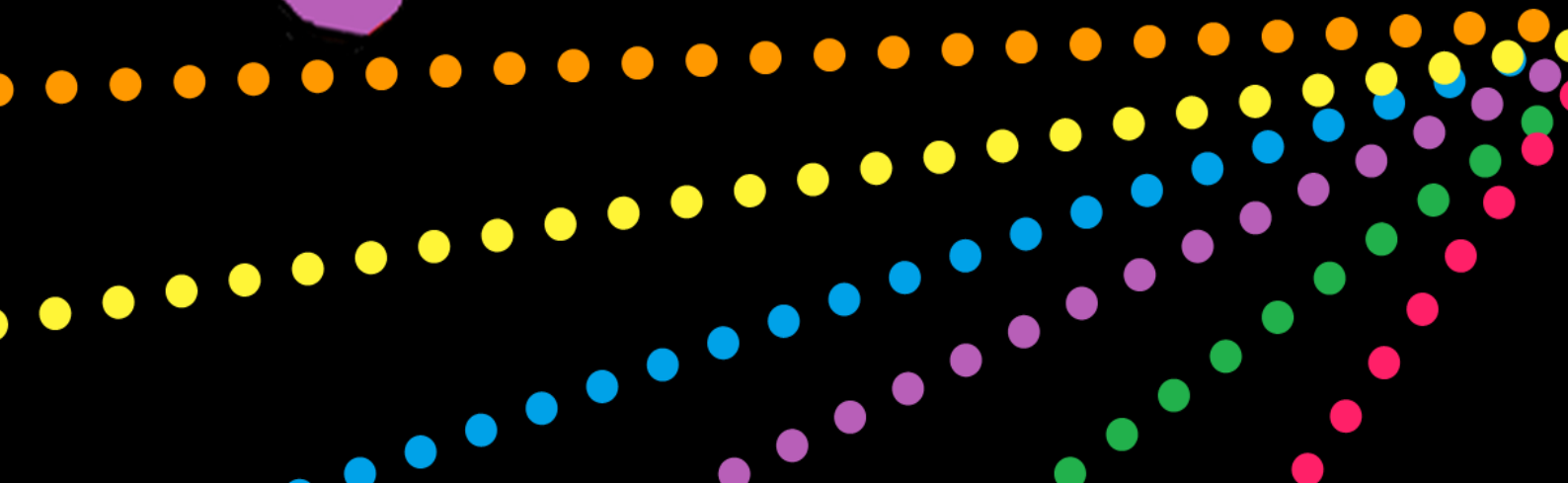




YOUTH MATTER

**YOUR GUIDE TO MAKING
ECOCIDE A CRIME**



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Authors

Louise Kulbicki and Jess Brightwell

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Please consider the environment before printing.



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Part 1

Introduction

Introduction

Today, we are facing some of the biggest challenges humanity has ever faced. We are standing at a cross roads. We can sit back, relax, and continue down the path of damage and destruction. Or, we can all face up to the challenge together and start co-creating the beautiful future we all want. If each of us recognise that we matter, we can make a difference. When we all start acting on this, together we can end this era of Ecocide. Together we can rewrite our future.

So....Congratulations on getting this far, you're obviously interested in environmental and social issues and are interested in making a difference. Maybe you've only just heard about Ecocide and want to learn more, or maybe you've been totally inspired by hearing Polly Higgins speak about Ecocide and want to do everything you can to help make it a crime. Either way, this guide is aimed at providing you with all the information and resources you need to understand more about the law of Ecocide, and empower you to effectively participate in bringing about one of the biggest changes in history – making Ecocide a crime.

This guide gives you lots of ideas as to how you can help spread the message of making Ecocide a crime. But be creative! One of our campaign principles is to be visionary, so any new exciting ways to raise awareness are welcome and please get in touch to let us know what you're doing and we'll post it on our supporters' page. The more support we have, the stronger the campaign!

Eradicating Ecocide's goal:

To end the era of ecocide by making Ecocide the 5th Crime Against Peace. This requires an amendment to the Rome Statute, the UN Statute that sets out the existing four Crimes Against Peace. There are 121 countries that are signatories to the Rome Statute (these are known as 'State Parties'). It only takes one State Party to call for an amendment to the Rome Statute and then an additional 80 State Parties to agree to make Ecocide an international crime.

Good luck!

L. Kulbicki Jess



Louise Kulbicki
Eradicating Ecocide's Legal
Co-ordinator



Jess Brightwell
Eradicating Ecocide's
Ethical Intern

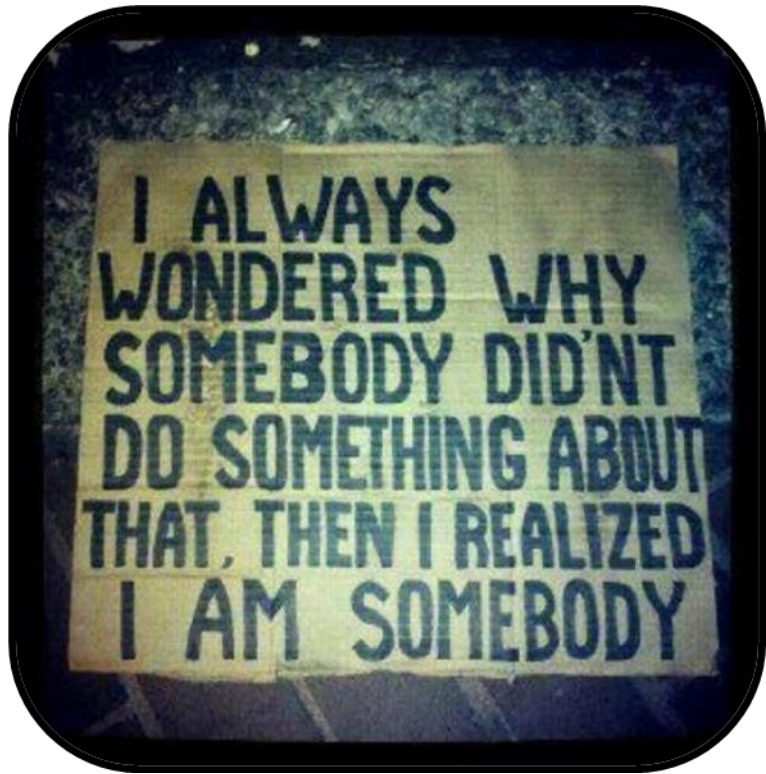
Why are youth important?



Nicolò Wojewoda is a global youth activist and movement entrepreneur. He was the Director of Road to Rio+20, and formerly worked for Peace Child International the Organising Partner for the Major Group Children and Youth for the Rio +20 Earth Summit

Nicolò says "Young people will live to see the consequences of today's decisions by those in positions of power and responsibility. As such, they're the group with the greatest interest in building a more sustainable future, and have a tremendous energy, vision, and talent to do so. Contributing to making ecocide a crime is a no-brainer – we don't need just quick fixes, we have to go for radical systemic change."

More about Nicolò at: <http://nicolowojewoda.com/>



Over 50% of the global population is under 30¹, and with the global population over 7 billion, you do the math - that's a lot of young people. Young people are incredibly important in bringing about change, they are generally less afraid to speak out about what they believe in than older people, and they are the ones who are going to be affected the most by the decisions made today. The decisions governments make today affect your future, you are the future generation. You have the most to lose and the most to gain, so start standing up for what you believe in and help create the future you want. If we effectively harness the leadership and potential of young people around the world then together we can make Ecocide a crime.

¹ US Census Bureau (2012) International Programs, International Data Base, <<http://www.census.gov/population/international/data/idb/region.php>>

All you need to know about Ecocide

All you need to know about Ecocide

Before you get involved and start pollinating the message of making Ecocide a crime you need to be clear on a few things. You might be thinking - What is Ecocide? Why is a law of Ecocide needed? I'm not a lawyer, how does the law of Ecocide work? This chapter is aimed at giving you a good understanding of the law of Ecocide so that you will feel confident taking action to make Ecocide a crime. And don't worry, you don't have to be a lawyer to understand or speak about the law of Ecocide, it is, as you will find out, very simple.

The problem: Ecocide

Each day 100 living species become extinct, 1,000 acres of peat bogs are excavated and 150,000 acres of tropical rainforest are destroyed. Each day, 2 million tons of toxic waste is dumped in to our rivers and seas, 22 million tons of oil are extracted and 100 million tons of greenhouse gases are released.

Today large scale habitat destruction, massive soil depletion, extensive deforestation, lead to worldwide disruption of natural cycles and the irreversibility of extinction. Today instances of mass extinction occur with greater frequency, greater rapidity and greater impact than at any other time. This is Ecocide. Ecocide is a crime against humanity, a crime against current and future generations and against all life on earth.

Measures so far aimed at halting this destruction have failed to change the trajectory of where we are headed because they fail to address one of the root causes of environmental problems.

At the moment, the number one law which governs our world is that corporations must maximise profit to shareholders, even if this means making profit out of extensive damage and destruction to people and planet. Now making profit is not a problem, but making profit out of extensive damage and destruction is a problem and has to stop.



The Athabasca tar sands, Canada

Case study: Examples of Ecocides

Cases of ecocide are happening all over the world. Below are just a few. You can write your own examples on the following page.

1. Alberta Tar Sands, Canada

This is one of the most destructive projects in the world. Tar sands oil deposits are located under vast tracts of boreal forest and musket peat bogs, rich in biodiversity and an important natural carbon sink. Millions of barrels of oil have been extracted producing 3-5 times more greenhouse gas emissions as conventional oil extraction. If this continues Scientist James Hansen has said this will be game over for climate change. This is also a cultural ecocide; the project is destroying indigenous people's lives. Their sacred land is being destroyed, their culture is being ripped apart and their waters and food poisoned.



2. Pacific Trash Vortex, Pacific Ocean

An island of garbage: A swirling island of 100m tonnes of plastic bits and bottle tops, spins clockwise from Hawaii to Japan. Also known as the Pacific trash vortex, it is estimated to be the size of Texas.

3. The Niger Delta, Nigeria

An area the size of Ireland is scarred by polluted rivers, air and land due to oil extraction. Nigeria is the world's sixth largest oil-producing nation, but with some of the worst records for ecosystem destruction and devastation. Between 1976 - 1998, over 2.5 million barrels of oil have been spilt into the Delta environment. Fifty years of oil extraction in the Niger delta has left its deep scars. Villagers struggle to live off land and water poisoned by years of oil spills, and crops fail under the acid rain caused by gas flares.



4. Bingham Canyon copper mine, Utah, USA

This mine has been in production since 1906, so far stretching over an area 1.2 km deep, 4 km wide, and covering 7.7 km².

5. Toxic dumping by Chevron Texaco, Ecuador

Thousands of residents near the company's former oil fields, alleges Texaco Chevron, dumped roughly 18.5 billion gallons of oil-laden water into unlined pits, estuaries and rivers during its operations in Ecuador's Oriente between 1971 and 1992. Now, with Ecuador's recent Bill of Nature's Right's which has changed the legal status of nature from being simply property to being a right-bearing entity, justice may just be seen to be done for people and planet.



[illegible]

The solution: Make Ecocide an international crime

What we need to do is introduce an international crime of Ecocide, which outlaws destructive business practices once and for all and opens the floodgates to green and clean business.

In April 2010 international barrister and award winning author, Polly Higgins submitted to the United Nations the proposal for Ecocide to be made the 5th Crime Against Peace. Currently there are 4 Crimes Against Peace which are set out in an international legal document called The Rome Statute. You have probably heard of these before; Genocide, War Crimes, Crimes Against Humanity and Crimes of Aggression. These are things which are considered so horrifying that they have been deemed international crimes.

What are Crimes Against Peace?

Four Crimes Against Peace are set out in an international legal document called The Rome Statute.

- 1) Genocide
 - 2) War Crimes
 - 3) Crimes Against Humanity
 - 4) Crimes of Aggression
- *** Ecocide

The legal definition of Ecocide proposed by Polly Higgins is

The **extensive damage to**, destruction of or loss of ecosystems of a given territory, whether by **human agency** or by **other causes**, to such an extent that **peaceful enjoyment** by the **inhabitants** of that territory has been severely diminished.

It might seem quite complicated, this is because each of word has been carefully chosen and is legally weighted. In reality, it is very simple, and essentially Ecocide means the extensive damage and destruction to ecosystems. Some of these terms will be explained further in the next section.

The full Ecocide Act and sentencing guidelines are available to download at <http://eradicatingecocide.com/get-involved/toolkit/>

Ecocide law explained

Extensive damage: It is already an international crime during war time to cause widespread, long lasting and severe damage to the natural environment. This helps us with the interpretation of what counts as extensive damage or destruction. The 1977 United Nations Convention on the Prohibition of Military or any other Hostile Use of Environmental Modification Techniques (ENMOD) explains what the terms "widespread", "long-lasting" and "severe" mean:

1. "widespread": encompassing an area on the scale of several hundred square kilometers;
2. "long-lasting": lasting for a period of months, or approximately a season;
3. "severe": involving serious or significant disruption or harm to human life, natural and economic resources or other assets.

Human agency: Ecocide caused by human agency essentially means we can identify who has caused the Ecocide.

Ecocide caused by human agency is often a result of corporate activity. This includes the Athabasca tar sands, the oil spills in the Niger Delta, the extensive logging of the Amazon. It is people who are the heads of these companies that make the decisions to do business in a way which causes this type of Ecocide.

The **extensive damage** to, destruction of or loss of ecosystems of a given territory, whether by **human agency** or by **other causes**, to such an extent that **peaceful enjoyment** by the **inhabitants** of that territory has been severely diminished.

Other Causes:

Ecocide as a result of other causes refers to Ecocide which has not been caused by humans, it is naturally occurring. Examples include flooding, rising sea levels and tsunamis. They are essentially acts of God.

Inhabitants:

Inhabitants refers to all beings, not just humans. Sometimes Ecocides occur without effecting humans, but have a huge impact on the ecosystem. This allows a case to be brought to court on behalf of other inhabitants when they are effected by Ecocide.

Peaceful enjoyment:

The term "peaceful enjoyment" is a well-used term in law. This term has its roots in the civil laws of nuisance. It applies to those who have rights over land or possessions. For example a corporation will have rights to use the land as it sees fit, within the law, even if this causes Ecocide and disturbs other inhabitants of the land. The law of Ecocide would impose the corresponding responsibility on a corporation to ensure that the inhabitants' right to peaceful enjoyment is not breached.



A message from Polly Higgins, proposer of Ecocide law

"Seven years ago, I was a barrister in court defending a client in a case which had gone on for years. At one point I looked out of the window and realised that if I was defending the Earth, as a lawyer I wouldn't have the tools of my trade to protect it.

The next thought I had just wouldn't go away, and this thought, in actual fact, changed my life. I thought; the Earth is need of a good lawyer.

Since then I have dedicated my life to one client; Earth. I am currently in the process of creating laws to protect it, including the law of Ecocide and Earth Rights.

Never has there been a more crucial time for us all to come together and take action. Where governments fail, we the people can stand strong and co-create the new beautiful new world we all want. Young people are key to making this happen."

Ecocide law explained further

1) Why should Ecocide be a Crime Against Peace?



As you can see in this diagram, Ecocide leads to resource depletion (as well as many other things). This in turn leads to conflict. This then leads to war. This leads to more damage and destruction. This is why Ecocide is a Crime Against Peace, because it leads to conflict and war. This cycle will continue until we put a stop to the Ecocide.

2) Why use *human agency* and *other causes*?

There are basically two types of Ecocide. *Human agency* and *other causes* refer to who or what has caused the Ecocide. Firstly, where Ecocide is caused by *human agency*, we can identify who has caused the Ecocide. For example the Ecocide due to the Athabasca tar sands is a result of a head of a corporation deciding to operate there. Secondly, where Ecocide is a result of *other causes*, we cannot identify a person who has caused the Ecocide, for example Ecocide caused by extensive flooding, is essentially an act of God.

3) So how does the law work for the first type of Ecocide, Ecocide caused by human agency?

The law of Ecocide will hold those people who are in a position of *superior responsibility* criminally liable if they commit Ecocide. It will be a crime of strict liability meaning that intent to commit the act need not be proved for a person to be charged with committing Ecocide. Most heads of corporations never intend to commit Ecocide, it is simply a consequence of their destructive business practices.

A law of Ecocide acts as a preventative think before you act mechanism to put a stop to business practices giving rise to Ecocide. Heads of corporations are unlikely to continue business which is giving rise to Ecocide if they could potentially be held personally liable for this, and face criminal prosecution. If Ecocide is illegal, shareholders won't invest in criminal activity, and banks also won't loan if they could face criminal prosecution for funding Ecocide. It will actually make business sense to invest in green business. Investment and subsidies will be redirected to cleaner energies and create green jobs. When we put a stop at source to ecocides such as the Athabasca tar sands oil extraction, the logging of the Amazon, projects which are destroying our carbon sinks and causing escalating green house gas emissions, this has a knock on effect and will help prevent runaway climate change.

If Ecocide continues then restorative justice will be used to ensure the damage to people's lives and the environment planet is truly addressed and restored as far as possible. Restorative justice and other sanctions will be explained later.

4) So how does the law work for the second type of Ecocide, Ecocide as a result of other causes?

A law of Ecocide imposes a duty on all states to provide assistance to those facing naturally occurring ecocides, or Ecocide as a result of other causes. It forces Governments to open a dialogue and talk about what how to assist those facing rising sea levels, and flooding.

The Charter of the United Nations is a very important document. The Sacred Trust of Civilization goes back in time in written texts to the 16th Century and is set out at Article 73 of the UN Charter.

The Sacred Trust of Civilization highlights that the number one responsibility for members of the UN is to ensure the well being of people and the planet.

Position of superior responsibility: these people are in charge. For example

- A head of a company who allows their business to commit Ecocide.
- A head of state who allows policy to prioritise business giving rise to Ecocide
- A head of a bank who allows investment to fund business giving rise to Ecocide.

Charter of the United Nations, Article 73

Members of the UN... recognise that the interests of the inhabitants are paramount, and accept as a sacred trust the obligation to promote to the utmost... the well-being of the inhabitants of these territories...

Charter of the United Nations, Article 75

The UN shall establish ...an international trusteeship system for the administration and supervision of trust territories.

One of the founding pillars of the UN is the International Trusteeship System, to help territories in need of assistance.

By making Ecocide a crime, territories that are at risk of naturally occurring ecocide, in other words, ecocide as a result of other causes, or have been damaged by ecocide, could apply to the Trusteeship Council for remedy. This would ensure that the Sacred Trust of Civilization was being taken seriously.

5) If someone is found guilty of Ecocide what will happen?

When somebody is found guilty of Ecocide, they may face traditional sanctions such as a prison sentence and fines. However, these alone are not always an effective way of restoring the harm caused and changing behavior. The sentencing guidelines for the crime of Ecocide are really aimed at transforming behavior and truly restoring the damage caused. Therefore restorative justice will also be offered alongside traditional sanctions. The full sentencing guidelines and Ecocide Act are available to download at: <http://eradicatingecocide.com/get-involved/toolkit/>

6) What is restorative justice?

Restorative justice is a visionary approach for healing harm. In a Council of Restorative Justice, the person who has committed Ecocide will engage in a dialogue with those who have been adversely affected by the Ecocide. This may be people, but also can include other beings such as birds or the ecosystem. In the case of non humans, experts such as an ornithologist or an ecologist will represent them. This is similar to how a guardian will represent a child or a mentally disabled person in court. A dialogue takes place, where participants explore their feelings in relation to what happened, and they may reach an agreement as to how to heal this harm. The agreement reached will be different for each case, and has endless possibilities. For example, the person who committed the Ecocide may agree to go on a course to learn about sustainable and ethical business, or to spend time with the local indigenous community to learn from their wisdom.

The judge will then hand down a sentence that requires the convicted person to take specific steps towards repairing the damaged ecosystem, and to re-direct the activities of his/her company toward non-harmful practices. Restorative Justice has been used widely in other types of crimes where individuals and communities have been harmed (eg, assault, vandalism, Truth and Reconciliation Commissions), and is used widely as violence prevention strategy. It has been shown to be far more effective at deterring crime, restoring the damage caused and rehabilitating offenders than more traditional sanctions such as prison or fines. For more information visit the UK Restorative Justice Council website. (<http://www.restorativejustice.org.uk/>)

6) Can this law really work?

We have demonstrated that a law of Ecocide can work. In 2011 a mock (fictional) trial was held in the Supreme Court of England and Wales, to test how the law would work. Read the case study on the mock trial to find out more.

Case study: The Ecocide Mock Trial

In 2011 a “Mock Trial” in other words a fictional court case, was held in the Supreme Court of England and Wales organised by Simon Hamilton, Co-Founder and Director, [The Hamilton Group](#). Two fictional Chief Executive Officers (CEOs), Mr Robin Bannerman of Global Petroleum Company and John Tench of Glamis Group, were put on trial for causing Ecocide due to their destructive practices in the Athabasca tar sands and found guilty. Although the CEOs were played by actors, everything else in the trial was real. Real barristers were involved; Chris Parker QC acted for the Defence, and leading human rights barrister Michael Mansfield QC acted for the Prosecution. There was a real judge, and an independent jury. The case was presented as a real case and was not scripted; it played out like a real court case. The trial was broadcast worldwide online by Sky News and demonstrated to the world that a law of Ecocide can work in practice.



Bannerman and Tench on trial



[Vandana Shiva](#) physicist and environmental activist says:

“The Ecocide trial is a very important step in waking us up to the violence which is the foundation of the current economy.

Interview with the organiser of Mock Trial



Interview with Simon Hamilton, Co-Founder and Director, [The Hamilton Group](#) and organiser of the UK Ecocide Mock Trial.

I first heard about the campaign to make Ecocide a Crime against Peace in 2009 but it wasn't until I met Polly Higgins in January 2011 that I began to understand the far-reaching implications of an Ecocide Act.

What followed was the mock trial in the Supreme Court of the UK on 30 September 2011 with two oil company CEOs being tried for ecocides as though the Ecocide Act was in place.

It has been my experience that if you are doing something that is right, all sorts of good things start to happen and good people turn up to support you. This happened in abundance during the planning and build-up to the Trial. It would never have been such a success without this support and encouragement of amazing people who freely gave their time and expertise. It took three months for the Supreme Court to agree to be the venue. Once that happened, we knew we had a major event. Getting the financial support and the sponsorship needed and the media to take an interest and to cover the event was the next biggest hurdle. But when Sky agreed to live-stream the proceedings and national newspapers in the UK and overseas responded to the press releases, we knew that the mock Trial would achieve its aim of raising awareness of the issues that an Ecocide Act would bring. Using Crowdfunder gave individuals the opportunity to provide support through donations of £10 upwards. Sponsorship came mainly from smaller businesses and organisations who were concerned about the environment.

The trial in the Supreme Court has inspired others to put on mock trials in many countries round the world. They all help to spread the word about ecocides and the potential legal response to environmental damage that an Ecocide Act would bring. My advice to anyone thinking about putting on a similar event is to think as big as you can and ask for help. You'll be amazed at what you can achieve.

Case study: The Ecocide Restorative Justice Sentencing



The Restorative Justice Circle

On Saturday 31st March 2012 the sentencing Bannerman and Tench took place in a world first event held at the University of Essex. Following representations by prosecuting barrister Michael Mansfield QC both offenders were offered the opportunity to enter into a restorative justice conference with the victims. Bannerman accepted whilst Tench declined.

The restorative justice conference took place in a private room facilitated by Lawrence Kershen, chair of the Restorative Justice Council, (<http://www.restorativejustice.org.uk/>) where Mr Bannerman was joined by Roger Cowe, representing GPC's Chief Sustainability Officer and Paddy Briggs, representing Chairman of GPC's pension fund. Bannerman came face to face with representatives of those who had been adversely affected by the tar sands Ecocide: Jess Philimore represented wider humanity, Carine Nadal represented the Earth, Philippa De Boissiere represented future generations, Peter Smith represented birds and Gerald Amos provided a voice for indigenous peoples.

When the court reconvened for the formal legal sentencing, the Judge deferred Bannerman's sentencing for six months allowing him time to make true his promises agreed to in the restorative justice conference which included setting up working groups to look into amongst other things, funding alternative energy sources.

Mr Tench, who refused to take part in the restorative justice process and showed no remorse for committing Ecocide, was sentenced to four years in jail in addition to receiving a formal Restoration Order. The Restoration Order requires Tench to undertake a number of measures including suspending operations in the tar sands until the area affected is restored to an acceptable level, meeting the financial costs of restoration and publicising his actions.

The process itself wasn't perfect, but it did demonstrate how restorative justice might work in practice for the corporate crime of Ecocide. It also demonstrated a massive feat, that it really is possible for guardians to speak on behalf of the non human world.

6) If this law can work how can it be implemented?

Ecocide is already an international crime during war time.

One of the war crimes under the Rome Statute Article 8.2.b (iv)

Intentionally launching an attack in the knowledge that such attack will cause incidental loss of life or injury to civilians or damage to civilian objects or **widespread, long-term and severe damage to the natural environment** which would be clearly excessive in relation to the concrete and direct overall military advantage anticipated;

Ecocide was also examined within the United Nations when the Rome Statute which sets out 4 core international crimes including genocide was being drafted. It was examined for decades and was going to be implemented as the fifth crime against peace but was dropped last minute in the 1990s. The report which explains the history of Ecocide within the UN is available to download at <http://www.sas.ac.uk/hrc/projects/ecocide-project>

There are also ten countries which already have made Ecocide a crime through national law. These countries are Viet Nam, Georgia, Armenia, Ukraine, Belarus, Kazakhstan, Kyrgyzstan, Tajikistan, Moldova and Russia. These laws are available to download at: <http://eradicatingecocide.com/get-involved/toolkit/>

We already have the Rome Statute which sets out the four core international crimes; Genocide, Crimes against humanity, war crimes and crimes of aggression. We already have legal definitions of what Ecocide is, the UN has done all the groundwork on this as well. We already have an international criminal court to enforce this.

To amend the Rome Statute it only actually takes one state party standing up and proposing an amendment for it to be reviewed. We then need an additional 80 state parties to agree on this, for it to be made an international crime. State parties are countries who have signed and ratified the Rome Statute, there are currently 121. State Parties are listed at: <http://www.icc-cpi.int/Menus/ASP/states+parties/>

7) Once implemented how long will it take for the law to come into force?

Once an amendment to the Rome Statute has been agreed upon to include Ecocide, there will be a period of transition of 5 years, when corporations will be given all the help they need to become the drivers for change and create the solutions for a green economy, and to help them thrive economically under the new legal and moral framework. This transition period will allow for subsidies to be redirected from dangerous industrial activity which is causing ecocide, to clean and green business. This will ensure the economy doesn't collapse and turns businesses which are currently the problem, into the solution and leaders for change.

What people are saying about Ecocide

Making Ecocide a crime has support from many different spheres of influence, Read on to find about more about what people say about Ecocide. For more on what people are saying visit: <http://eradicatingecocide.com/supporters/>



At the [Sixth World Youth Congress](#) held in Rio de Janeiro, Brazil June 2012, the youth adopted [20 solutions](#) to achieve a sustainable future and making Ecocide a crime was one of them.

[Nnimmo Bassey](#), chair of Friends of the Earth international and Executive Director of Environmental Rights Action: "This Ecocide law may be the only way to make

climate criminals rethink their crimes of commission and omission."



[Pablo Solón Romero](#), Bolivia's former chief climate change negotiator [said](#): "Think on the people not on business. You are responsible for what can be the biggest genocide and ecocide of the 21st Century."

[Francesca de Gasparis](#), Green Belt Movement: "Establishing Ecocide as a crime is an essential and timely step which will allow the international community to hold to account those who undertake the most environmentally-destructive acts."



[Maude Barlow](#), activist, author and former senior advisor on water to the UN General Assembly: "Unlimited growth assumes unlimited resources, and this is the genesis of Ecocide."



[Daryl Hannah](#), actress and activist: "Ecocide is a crime against ALL life! Big respect & love"



[Vijay Mehta](#), chair of Uniting for Peace: "The best way to overcome (degradation of the environment) is to adopt Polly Higgins proposed Law of Ecocide for the safety of future generations."



[Casper ter Kuile](#), FORMAT campaigner and co-founder of UKYCC: "When we start to understand that crimes against nature are

crimes against ourselves, then we will be able to achieve sustainability. I hope Ecocide will help us get there."



My notes on Ecocide

[illegible]

Part 3

Get Involved

Introduction

One of our campaign principles is that we are **collaborative**. The Eradicating Ecocide team is small, we can't do everything alone. Together we can do so much more. This is why the campaign to make Ecocide a crime can only happen with your help, you are our wider team. So whether you have two minutes to spare or you want to dedicate lots of time to a specific project for the campaign, there are plenty of ways for you to get involved.

We need you to be like bees, pollinating the idea of making Ecocide a crime far and wide. Studies suggest that there are on average less than four degrees of separation between any one Facebook user and another! Which essentially means "when considering another person in the world, a friend of your friend knows a friend of their friend."² It's a small world right? And you probably know people through one or two degrees of separation that can support our campaign. This section gives you lots of ideas as to how you can help.

Dos and Don'ts

DO use your skills and try to focus your efforts on the things you do best
DO get prepared - make sure you read this guide and know your stuff
DO reach out to friends for support and create a network
DO create friendships and be friendly
DO approach important people but at the right time
DO send letters but don't sign them off on behalf of the Eradicating Ecocide campaign; remember you are a volunteer and part of the wider team rather than a representative of the organisation.
DO be polite and remember that even people who oppose the law of Ecocide can be swayed with some persuasion
DO have fun - smile and be inspiring!
DO scare yourself – be bold, moral and courageous and stand up for what you believe in
DON'T be negative – try and focus on the solution and the beautiful new world you want to bring about
DON'T be put off by negative people and don't get angry! At first people might think this is a radical idea, but given time many of them will realise that a law of Ecocide is a great solution to many problems.
DON'T be put off by people who ask lots of questions – this shows interest and that they want to see whether this is a viable idea. And if you can't answer all the questions be honest and follow it up at a later date when you know.

² Four Degrees of Separation, Lars Backstrom, Paolo Boldi, Marco Rosa, Johan Ugander, Sebastiano Vigna (November 18, 2011) p. 12

Eradicating Ecocide Campaign Principles

When taking action please try to stay true to our campaign principles, this is what sets us apart. These principles are there to guide us in our actions, so that together, we can change the world!

Visionary

We seek to be visionary throughout the campaign, being creative, imaginative and innovative, showing that it is possible to do things a different way.

Inspiring

The aim of the campaign is serious, but the way we do it can also be fun! We focus on the inspiring and positive vision for change in the future rather than the negatives.

Unifying

We all share one Earth. This is a campaign for people everywhere around the world, women and men, adults and children, rich and poor, educated and uneducated, whatever your race, ethnicity, nation or colour of skin. We challenge those who are doing harm to the environment constructively, seeking dialogue rather than confrontation - everyone is capable of change.

Collaborative

The campaign to eradicate ecocide is not owned by the current central campaign team, it is a mission and a responsibility shared by anyone around the world. The campaign is open source: we ask to take action in whatever way you can and we ask you to be true to the principles set out here. We ask you to share what you are doing with us and others, so we can all spread good ideas to others and build action and momentum.

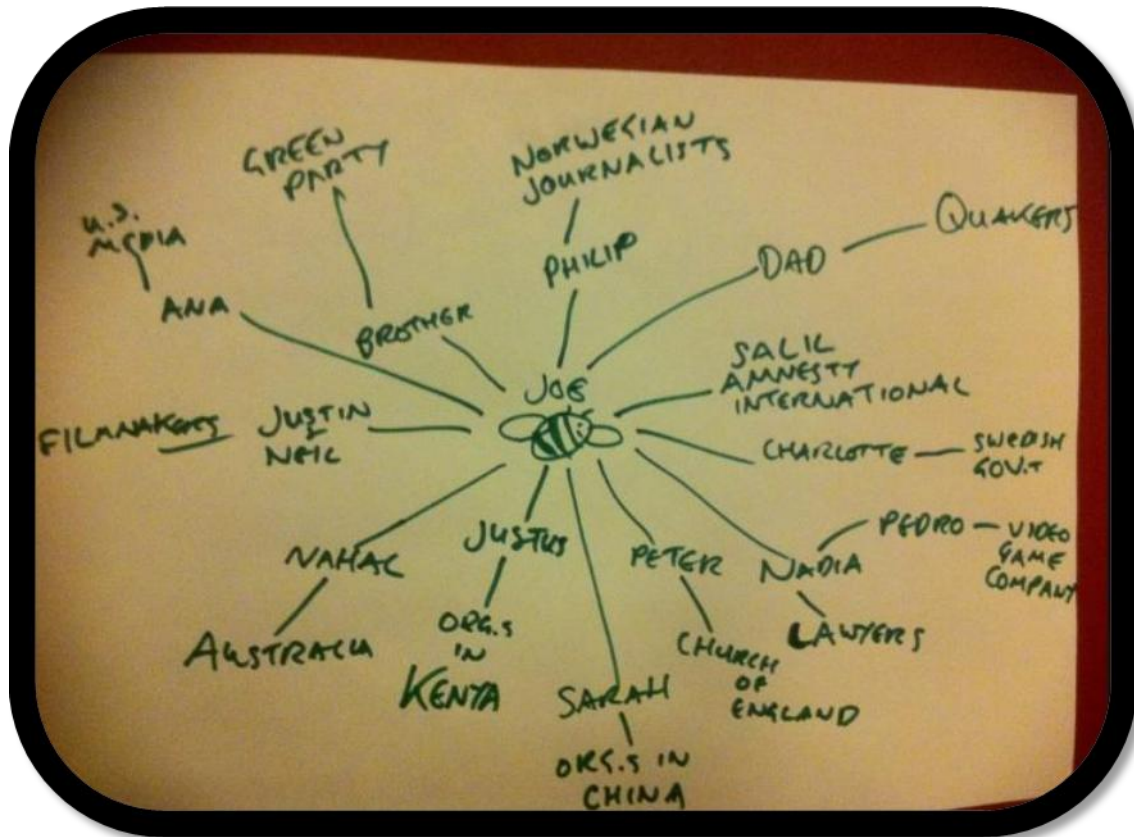
Determined

We shall move as fast as possible to make ecocide an international crime – it is an urgent priority for the world. We are also determined and will stay the course, no matter how long it takes. Throughout we will find ways to keep our vision, stay inspired and inspire others, unify people and collaborate with many – to achieve amazing things together.

Get started: Mind Mapping

First of all, you should create two mind maps. The first will map out your two – four degrees of separation and involves drawing a spider diagram to identify powerful people and influencers that you know from different walks of life. It is a really great way to think strategically about who you know that can help us make Ecocide law a reality.

An example of a power map



Create a Power Map

Step 1) Take a blank sheet of A4 paper and 3 coloured pens. Use the paper in landscape position, draw a bee in the centre of the page and write your name above it.

Step 2) Brainstorm people you know personally who are in a position of influence and write them down around the page, connecting them to the bee.

Step 3) Brainstorm who your friends and family know, write these down and note down the degree of separation between you and that person.

Studies suggest that there are on average less than four degrees of separation between any one Facebook user and another! Which essentially means “when considering another person in the world, a friend of your friend knows a friend of their friend.” (Four Degrees of Separation by L. Backstrom, P. Boldi, M. Rosa, J. Ugander, S. Vigna.)



Brian de Thorpe Millard

Brian de Thorpe Millard is the Executive Chairman and Managing Director of Global Precious Commodities PLC (<http://www.gpc-plc.com>), an investment company worth £3 billion which funds mining.

In June 2012 Brian responded to an advert for "The Biggest Job on Earth", part of our Charles Grant campaign (www.whoisCharlesGrant.com) which searches for business leaders who can be leaders and call for an international law of Ecocide.

Brian wants his company to pioneer new ways of mining that no longer cause mass butchery of the planet - not possible under the current legal framework. He recognises that a law of Ecocide is good for sustainable business; it would not just criminalise destructive industrial practise; it would also offer subsidies and incentives that would make it profitable to convert to more sustainable energy practices.

Brian is writing letters and requesting meetings with Heads of States to tell them about the law of Ecocide. He is also calling on other business leaders to join him in so that the business sector can lead – rather than oppose – making Ecocide a crime. Not something one usually expects from a Coal Baron!

Be creative and don't worry if you think you know someone in a powerful position who wouldn't support a law of Ecocide, still note them down.

Another of our key campaign principles is that we are **inclusive**. We don't rule out contacting people just because they are not "green", in fact we quite like reaching out to the "unlikely alliances". Read about Brian de Thorpe Millard and be inspired!

Create a Skills Map

The second map involves drawing a spider diagram to identify your skills so that you can work out how you can help pollinate the message in the most effective way. Follow the instructions above but this time map out your skills.

These two maps will be a really useful reference for you, stick them up on a wall where you can easily see them, or take a photo of them to keep on your phone or computer. You can now look at them and figure out what to do next. For example, if you know a famous celebrity and your skills are using social media, then it would make sense to use social media to reach out. But there are also lots of simple things you can do to help which don't require too much skill, and now that you've identified your network you can get phoning, emailing or writing to them, telling them about the law of Ecocide and asking them to speak out to the people they can reach. When enough of us speak out, our world leaders will have to act.

Level 1: The basics

Here are ten basic things you can do to help pollinate the message and make Ecocide a crime.

1

Keep up to date with opportunities and Eradicating Ecocide news:

- Join our mailing list at: <http://eradicatingecocide.com/>
- Like [Ecocide is a crime](#) on Facebook
- Follow [@thisiseccode](#) on Twitter
- Subscribe to our [eradicatingecodetv](#) youtube channel
- Come to one of our events:

www.eradicatingecocide.com/get-involved/events/

2

Let your friends and family know why you think making Ecocide a crime is important using social media

- Post a link to the [Eradicating Ecocide](#) website on facebook
- Use twitter to engage the world
- Forward our newsletter to your friends and family

3

Raise some funds for Eradicating Ecocide

- Donate to the campaign at:
<http://eradicatingecocide.com/get-involved/donate/>
- Put on a fundraising event or enter a challenge such as a marathon and pick us as your charity of choice. There are lots of ideas and tips on fundraising on the Just Giving website.

<http://www.justgiving.com/en/fundraising/fundraising-ideas>

4

Get a "Just one world" Tar Sands Ecocide T-shirt email just1world@gmail.com and wear it! Or create your own.

5

Help to get the word Ecocide recognised:

- Get the word on as many Wikipedia pages as you can
- Tag photos as Ecocide
- Comment using the term ecocide on blogs or news articles
- Use the word in everyday language
- Spread the word in a striking way by writing a moss graffiti message: <http://www.wikihow.com/Make-Moss-Graffiti>



Put on a film screening of one of our videos, it's a great way to show lots of people the cause without too much effort!

<http://www.youtube.com/user/eradicatingecocidetv>



There are many extracurricular school groups and university societies engaged in environmental issues, for example People & Planet, the debating society or Scout or Guide troops. Why not suggest Ecocide as a discussion topic or run a session to explain what Ecocide is. Better yet, if environmental issues are not something that is normally covered by your society, suggest it as a topic to increase awareness.

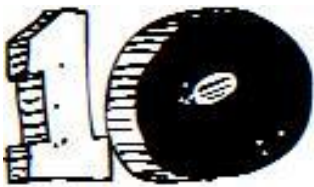


Come to an Eradicating Ecocide "Train the Trainers" session, to learn how you can be a leader and spread the message in the most effective way. Keep an eye on the website and the newsletter for the next one.



Print off our Eradicating Ecocide logo at or design your own and stick it in your hall's window or ask to display it at school.

<http://eradicatingecocide.com/eradicating-ecocide-graphics/>



Get involved in one of our campaigns.....

Get involved in one of our campaigns



Love Letter to the Earth

Love letter to the Earth was launched Valentine's Day 2012. People around the world have sent in beautiful letters, art and poems expressing their love for the Earth and their support for making Ecocide a crime. Hundreds of these letters were delivered to Ban Ki Moon at Rio +20 in June 2012. You too can write a love letter, a poem, or draw a picture and submit your entries at <http://www.lovelettertotheearth.com/>. It is a really fun project to do as a group, so why not get your friends together, or ask your art or literature teacher to run a love letter to the Earth project as part of your course.

Girl's - sign our open letter



Women throughout history have spoken out to achieve justice. Now we need you to be a voice for the Earth. Sign the letter at <http://tinyurl.com/d7zx84v> and share it with other women and girls you know or are inspired by.

Sign our Avaaz petition



Please [sign our Avaaz petition](http://tinyurl.com/cnudhpm) at <http://tinyurl.com/cnudhpm> to make a Ecocide an International Crime Against Peace, please share the petition with your friends and networks!

Find a business leader to take on the biggest job on Earth

THE BIGGEST JOB ON EARTH

VACANCY

Seeking a visionary business leader.

You are a globally significant figure, the Chief Executive of a Fortune Global 500 company, an investor in the Forbes Billionaire list, or similar. You don't simply want to run a business, you want to be recognised for changing the face of business.

Our business practices may not yet reflect it, but you understand that ecological devastation is the world's most pressing issue, that without ecology there will be no economy.

And you know the green business revolution is the world's biggest business opportunity.

Are you ready to lead it? Are you the pioneer who will be at the forefront of the opportunities that lie ahead?

Our CEO will meet premiers, leaders and presidents to take the assignment for a law of Ecocide. Why? Because Earth is our business and a global Green Economy is our vision.

Closing date: Rio+20 Earth Summit, June 2012.

www.whoischarlesgrant.com

We are on the lookout for visionary business leaders, a modern day Charles Grant, who can take on the biggest job on Earth and call for an international law of Ecocide.

Charles Grant was one of the most important businessmen in history. Why? As a visionary leader of a global business he decided not to accept profit at any cost and used his power and influence to help end the slave trade.

Today we need a Charles Grant for the modern world – nominate a business leader you want to stand up and call for an international law of Ecocide at www.whoischarlesgrant.com.

Level 2: Advanced

Here are ten more things you can do to help pollinate the message and make Ecocide a crime which require a bit more effort.

1

Use your mind map to reach out to people with power and influence and let them know about making Ecocide a crime. Download a template letter at <http://tinyurl.com/cac7nxh> personalise it and then post or email it. The more letters, the more likely they are to take notice! Why not start a letter writing group? If you want to write your own letter then follow our easy guide at the back of this guide.

- Write to your President/Prime Minister or MP <http://tinyurl.com/868dv>
- Contact your favourite celebrity <http://tinyurl.com/cr9g269>
- Write to your Minister of Youth www.un.org/youth

2

Write your Dissertation on Ecocide, or carry out some research on the topic. A number of students are already doing this. Check out what Anja has done.

3

If you study drama or are part of a theatre groups, not do a play about ecocide? Theatre is a fantastic memorable way to convey a message and it will be a really interesting, novel play to put together.

4

Be creative, use your skills - In English, Media, Film Studies you could do a video project on issues surrounding Ecocide. If music is your thing, write a song about Ecocide!

5

Organise a flash mob or a stunt to raise awareness, like dressing up as an endangered species to distribute leaflets. Everyone loves to be part of something quirky and different, so think of an unusual gimmick that will attract a lot of attention!



Anja Gauger, was the head researcher for the University of London's report into the UN history of the criminalisation of Ecocide. Available to download at: <http://tinyurl.com/cca66jq>

Anja is currently completing a Master's in Understanding and Securing Human Rights at the University of London. Anja's dissertation will cover the impact of extraction industries in Australia on its Indigenous population in regard to Ecocide.

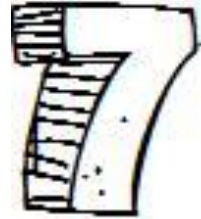


Write an assembly or give a talk on Ecocide. You could include a video of Polly speaking. Videos available at:

<http://www.youtube.com/user/eradicatingecocide>

Template speech and presentation is available at:

<http://eradicatingecocide.com/get-involved/toolkit/>



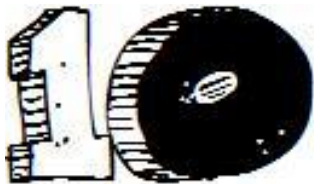
Make an [interactive map](#) for people around the world to map their Ecocides at: <http://tinyurl.com/btzs7y>



Volunteer with the team in London. We are actively seeking volunteers to help with research, writing, PR, outreach, events, fundraising and other special projects. Special opportunities will be announced on our website.



If you're a budding journalist write a story about Ecocide. You could write a short piece for your school or university newspaper or write a blog. If you are involved with university or local radio dedicate part of your show to a discussion on Ecocide.



Run an Ecocide Mock Trial, download all the resources you need at <http://eradicatingecocide.com/get-involved/toolkit/>

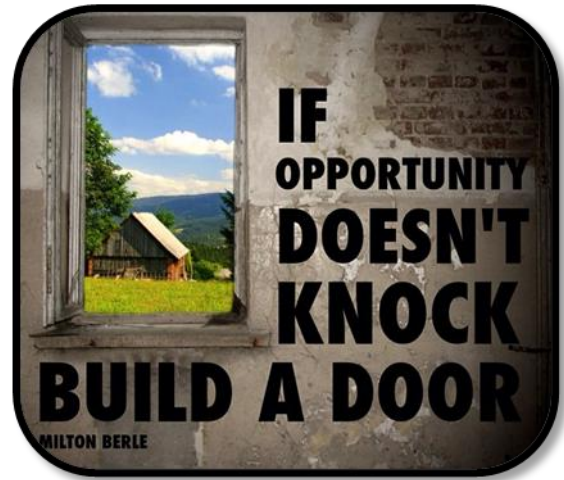


Rob Holtom worked as the campaigns director for Eradicating Ecocide in 2011. He will soon be starting an MSc in Nature, Society, and Environmental Policy at Linacre College, Oxford. Robert is a passionate advocate of Earth Law and says he is inspired by the campaign "because it addresses numerous global problems in a holistic manner." Robert especially enjoys inspiring people at speaking events and writing articles. To find out more about him visit www.robertgholtom.wordpress.com.

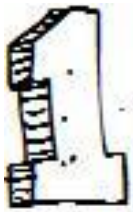
Level 3: Become a youth leader and a youth advocate

Big changes don't just happen. They require us to stand up, to be brave, bold, courageous and strong and to take actions to bring about those changes. Even if we don't think too much of ourselves, remember, we all have it within us to make change.

Here are ways you can become a youth leader and a youth advocate for Eradicating Ecocide and help spread the message of making Ecocide a crime in a big way.



Youth leader



Set up an Eradicating Ecocide branch of your existing club or starting your own campaigning group to mobilise other young people and communities.



Start your own campaign group using Google Groups www.groups.google.com to start an email list and email zoe@eradicatingecocide.com to let us know you've started. Download materials from our website at <http://tinyurl.com/bmfj9lg> and get everyone doing something together, just get started with one thing you can all do together and build from there. Or you could focus your

campaign around one of ours for example get everyone in your school/ on your university course to sign our petition or write a Love Letter to the Earth, or encourage everyone to send/sign a letter to the Prime Minister/President/Local Politician. This is a great addition to university applications or CVs. Potential Employers and university admissions regard the skills you will gain through campaigning highly: communication, leadership, organisation and creativity. If you regularly campaign or fundraise for Eradicating Ecocide, perhaps you could get it to count towards your Duke of Edinburgh Award, or your CAS hours. For more information on setting up a campaigning group see the document at the back of this guide.

An interview with Youth Leader: Karine Peloffy



Karine Peloffy, is an environmental lawyer from Quebec, who has been actively volunteering for the Ecocide campaign in London over the past year.

When did you first hear about the campaign?

I heard about it 3 times through environmental networks in London before I got in touch to help out. The first time I thought it was wishful thinking, the second, great but unrealistic, the third, I was hooked.

Why did you want to get involved?

It's a really long shot, but I feel it is one of the only solutions proposed that could have a widespread impact sufficient to avoid natural catastrophes and build a better world based on values and principles that are more likely to ensure human happiness and survival on this planet.

What have you been doing to help make Ecocide a crime?

I've been doing multiple online videos, translations of material to French, initiating contacts and generally talking about it to whoever will hear me out in all sorts of social settings. I now hope to spread the message to Quebec (Canada) and South Africa, where I am moving next.

What inspires you and keeps you motivated?

What keeps me motivated is that as "radical" as the idea can sound in our current paradigm, it is actually quite commonsensical; we cannot survive without a healthy planet and healthy ecosystems. It motivates me that more and more people get it and endorse the idea. I'm also fundamentally motivated from having known Polly Higgins, she is such a great human being, her very existence gives me hope and keeps me fueled up.

Any tips for others?

"It always seems impossible until it is done" (Nelson Mandela) The more people believe in it, the more it becomes possible...so believe, chat about it at the dinner table, at work, etc. It's only when our culture will see ecocide as a crime that governments will have the courage to make it so. Don't wait for someone to give you direction, this campaign is about creating a new and better world, take leadership and do what you think and feel is best.

Youth advocate

1

Get active in the UN process. Start attending international UN conferences and speaking out about making Ecocide a crime. A useful guide for getting involved in the UN process is available at <http://tinyurl.com/cobxogq>

The United Nations Environment Programme run a youth section of their organisation called TUNZA (<http://www.unep.org/tunza/>). By getting involved with TUNZA you can make a real impact, attending high profile events and lobbying governments.

2

Speak out about a law of Ecocide. Just by mentioning the word Ecocide at events can spread the message in a big way, people in the audience may not have heard of it before and may come up to you afterwards to ask more, or may go and look at the website when they get home. So even simply asking a question at an event can be helpful

Sample questions for events

What do you think/ how do you feel about a law of Ecocide?

Have you heard about the law of Ecocide and do you think it is a viable solution to environmental and social problems?

Many countries are facing the effects of climate change now. Do you think now is a good time to implement emergency measures such as a law of Ecocide?



Divine Nfiokam, Cameroon, is a youth advocate and Partnership Co-ordinator for the Youth Task Force at the [Earth Charter Initiative](#). Divine is messaging Ecocide out across many Youth Networks and establishing Country and Regional Focal Points who can speak out about Ecocide at International and National UN Events.

An interview with Youth Advocate: Sébastien Duyck



Sébastien Duyck is a youth organiser supporting youth advocacy in international environmental conferences. He is also a PhD student at the University of Lapland, Finland, writing his dissertation on the interface between human rights and climate change, and strongly believes that law can contribute to promoting sustainability.

Why do you think young people are important in bringing about change?

Young people are innovative and explorative per nature, and their lifestyles are not yet as framed by experience and habits than those of elder generations. For us, it is not about correcting someone's pathway, but rather to start straight towards the right direction.

When did you first hear about the campaign to make Ecocide a crime?

Since I studied international environmental law, I heard about it years ago. I heard much more about Ecocide as we discussed the role of international law and politics over the past years with the International Youth Climate Movement.

What do you want to do in the future to help the campaign?

I am hoping to keep a close eye on it and see how this project can fit into other campaigns I am engaged with relating to intergenerational justice, and share information related to it with other young people I am working with.

What inspires you and keeps you motivated?

Despite the apparent lack of progress of international politics, I can only be optimistic when I see the passion, creativity and energy that other young people put to bring out change and develop solutions in so many different ways that all contributes to bring us closer to sustainability and a world of peace.

Any tips for others?

Not to let oneself get demoralized by the status quo but to seek the ideas of those working to develop and promote the concepts that will form the basis of our future frameworks.

How to: Write a letter to your MP³

Before writing the letter

1. Identify your Local MP. See <http://www.writetothem.com/> to find out who represents you.
2. Find out the party's official stance on Ecocide and whether you're MP has spoken or written about it. This is useful as it allows you to tailor your letter to your MP's opinions. Look on the party website or read their manifesto to find this out. Background information- the bulk of the work into a letter will be the research.
3. Ensure you can back up your all facts and statistics with a credible source. Follow this link to the Eradicating Ecocide page for detailed information on the campaign: <http://eradicatingecocide.com/overview/what-is-ecocide/>.

Writing your letter

1. Your letter should be written and set out in a formal style. Follow this link <http://www.ssdd.bcu.ac.uk/learner/writingguides/1.06.htm> for tips on setting out formal letters.
2. In the first paragraph, introduce yourself as a constituent and briefly explain your involvement in the campaign, are you a volunteer or a concerned member of the public who thinks more should be done?
3. Summarise the Eradicating Ecocide campaign and explain the action you would like the MP to take. Be realistic in your aims, if you aim too high or too low you will be disappointed with the response. If relevant, discuss the party's stance on the issue and how your aims tie in nicely with this.
4. In the concluding paragraph thank your MP for his/her time in reading the letter. Provide your contact information; make sure it's an email address that you regularly check or a number that you are always/mostly available to answer.
5. Sometimes a hand written letter can stand out, it shows more effort and is personalised.
6. Make sure your letter is brief, to the point and covers the Eradicating Ecocide campaign only, a long winded letter with multiple issues in will just get discarded.
7. Always be polite and courteous, threatening language will not be met kindly.

Follow up after your letter

1. MPs receive hundreds of letters, so be patient in waiting for a response. If you do not receive any reply after a month or so, follow up with a secondary letter (be sure to reference the first) or a phone call.
2. If your MP takes action or publically speaks out about Eradicating Ecocide as a result of your letter, write to them again, thanking them for their involvement.

³ <http://www.youthactioncentre.ca/docs/letterwriting.pdf>,
http://www.apathyisboring.com/en/the_facts/articles/how_to_write_a_letter_to_your_mp

How to: Write articles or blogs effectively⁴

1. Your article must have focus, so find a specific area or angle of the Eradicating Ecocide campaign to centre on.
2. Research around your topic. Read all the recent articles and keep up to date with current events within the field. Follow this link to the Eradicating Ecocide website for up to date information and links to other articles: <http://eradicatingecocide.com/>
3. Your article should contain a headline, an introduction, two or three main points and a conclusion. It is not an essay, so don't try to cram all the information you know on Eradicating Ecocide in at once, stick to a few key aspects.
4. Think of a catchy title that will stimulate interest and capture attention.
5. Find your 'hook'. A hook is a fact or statistic that will ignite interest, whether it's a new figure or a different angle on a previously known one.
6. Ensure any facts that you use can be referenced with a credible source. Reference everything; do not attempt to pass off anyone else's work as your own, either consciously or subconsciously.
7. Your article must have something different about it, whether it be new key information or a different viewpoint, otherwise it will not be published.
8. Think about your audience and tailor it towards them. If you are writing a blog, less formal language is used. If you are writing for a local paper, try and make the article seem relevant to the local audience.
9. Try to write the shortest article possible. The more concise the information, the more impact it will have and the greater the chance that people will read it and take note of what you have said.
10. Make your article as easy to read as possible. Include subheadings, clear print and relatively simple language.
11. A striking picture or image is a great way to hook people into reading your article. Think about placement within the article too, where does it fit best with your message? Eradicating Ecocide already have a number of graphics available, but we welcome any new additions! See <http://eradicatingecocide.com/eradicating-ecocide-graphics/> for a selection to use.
12. Redraft and proofread. You should always go through and edit, even your final draft won't be perfect so get someone else to proofread your article, a fresh pair of eyes will see mistakes that you have missed.
13. Publicity is particularly relevant for blogs, if no one knows you've written it, they won't read it! Don't rely on people searching for it, publicise your page through social media and send it to as many people as possible.

⁴ <http://www.webdesignerdepot.com/2009/08/how-to-blog-effectively/>
<http://www.business2community.com/bloggging/how-to-blog-effectively-key-elements-you-need-to-know-0106217>

How to: Start a Campaign Group or Society

Starting a campaign can be done either through an existing group or starting afresh with your own campaign group. There are lots of environmental groups who would be very interested in getting involved with the Eradicating Ecocide Campaign. If you are at University, your student union will provide lots of help with starting up a society; you normally need a minimum of 3 people to start one. If you aren't at university, simply send a message around friends or like minded people explaining that you wish to start a campaign group and arrange an initial meeting for anyone who's interested to come along to see how they can get involved. Once your society or group is set up, follow these hints and tips to run a successful campaign.

1. Before you start check at www.eradicatingecocide.com to find out what's already being done for the campaign at a local, national and international level. At a local level, there may be groups or people that you could collaborate with, like a local Friends of the Earth group. At a wider level there may be groups who could provide you with resources or advice. See list of international youth organisations at the back of this guide.
2. Although you are campaigning for Eradicating Ecocide, it is very important to properly identify your own specific aims of your particular campaign. Narrow down your aims to a focused objective so it is clear to yourself and others what you are trying to achieve. Are you simply raising awareness, trying to get a certain number of people to sign a petition, trying to get your MP to take action or something completely different? Make sure that your goals are clear and achievable. Aim high, but not out of reach. Tips on petitioning at: <http://www.change.org/guides>
3. Develop a strategy. Make a plan for the next month/6 months/year for your goals and aims so that day by day you are clear what needs doing. Schedule everything in, from writing to MPs, designing a website, feeding your message out via social networking to contacting other groups. Regular meetings with your volunteers are a good idea to make sure that everything is running smoothly.
4. The key to a successful campaign is publicity. Make use of all forms of media, newspapers, television, radio, social networking, blogging etc. Spreading your message through regular Twitter and Facebook updates is a simple yet effective way of getting your campaign heard. When contacting more traditional forms of media, ensure you have a 'hook', a key fact or statistic that will hook journalists and readers in. If your campaign is locally based, be sure to contact student or local papers, they are more likely to print a story about you and it will be more relevant to the readers.
5. Events are a great way of getting other people involved, whether you are fundraising or just raising awareness. A film screening, a race night, a talk or sponsored walk are all good ways of making your campaign known. Putting on a well planned, well executed event can do wonders for your campaign. A launch night is a good way to attract initial attention, just make sure it is well publicised and planned well.
6. See our How to write to your MP guide on how to write an effective letter explaining your campaign and how politicians can help. Put on your own talk. You can download a presentation and template speech at <http://eradicatingecocide.com/get-involved/toolkit/>

How to: Host a talk

1. Hosting a talk is a great way to increase awareness of the campaign. People will not get involved with the campaign if they do not understand what it is about. The aims of the Eradicating Ecocide campaign are fairly complicated not immediately obvious and so need explaining well. A talk allows people to come along and learn about the campaign in a more anonymous way, they do not have to embarrass themselves by not knowing something.
2. Who are you going to get to speak at the event? If you are going to carry out the talk yourself, make sure you are well read on Ecocide or come along to one of our Train the Trainer's events and let the Eradicating Ecocide team teach you all you need to know about the campaign. If you are asking someone else to speak, make sure your invitation is well written, with time, date, venue and audience made clear. If you are able to, try to cover transport costs where you can. Always be polite and courteous.
3. The venue is very important. How many people do you expect to come to the talk? You must consider a venue appropriate for your audience size, if your audience is likely to be small; having a huge room will drown them and make the talk look poorly attended. However, an overcrowded room will irritate your audience and you will be less likely to secure any new volunteers!
4. Make sure your venue has the proper facilities. Do you need a computer, a projector or a microphone?
5. Liaise with a couple of confirmed audience members (friends) before and prime them with a couple of questions to ask. People are reluctant to ask questions at first, but once a couple of people have then others will follow suit. This avoids the awkward situation when no one puts their hand up!
6. One of the most important things about hosting a talk is the publicity. No one will come if they don't know about it! Put up plenty of interesting and enticing posters, post on Facebook and Twitter and send out emails. Be sure to remind people when the talk is, but be wary of sending out too many reminders, you don't want to pester anyone!
7. During even the most stimulating of talks it is easy to switch off if the speaker goes on for too long. Try to make sure your talk is no longer than an hour, 45 minutes is ideal. Make sure you have allotted around half an hour for questions.

Youth organisations

Here is a list of Youth organisations which already exist. You might want to run an Ecocide campaign within one of these organisations, or contact them for help and tips on campaigning.

Local

Scouts and Girl Guides are active in their local environments. Find and contact your local group through <http://scout.org/> or <http://www.wagggsworld.org/en/home>.

Bangladesh

Bangladesh Youth Environment Initiative: engages young people in Bangladesh to address environmental issues locally and nationally. See <http://byei.org/> for more details.

Norway

Natur og Ungdom: 80 local groups across the country running local campaign and partaking in national movements, so plenty to get involved with. See <http://nu.no/> for details.

Seychelles

Environmental Youth Forum: A recently formed forum for the youth, their first chance to engage in the issues and initiate action and projects in their area. Aims to give the youth more power in decision making. Email vanessa_roseline@hotmail.com for more details.

UK

UK Youth Climate Coalition: engages the youth to get involved in stimulating change in halting dangerous climate change. See <http://ukycc.org/about/intro> for details.

British Youth Council: aims to empower young people to have more of a say in issues that concern them. See <http://www.byc.org.uk/> for details

International

Caribbean Youth Environment Network: Supports and provides for youths to set up or volunteer with local or national campaigns within the Caribbean. See <http://www.cyen.org/> for details.

South Asia Youth Environment Network: working on a mobile resource bus to travel around the area, encouraging schools and colleges to be green. See <http://www.sayen.org/> for details.

Peace child International: Aims to allow the youth to initiate global change in the issues that concern them the most. In particular, they run the World Youth Congress that aims to stamp out poverty and develop a pathway to a more sustainable future. See <http://www.peacechild.org/default.aspx?Group=home&Page=home> for details.

Oxfam International Youth Partnership: A branch of Oxfam that concentrates on supporting young people in instigating social change in their local communities. See <http://oiyp.oxfam.org.au/> for more details.

International Youth and Student Movement: Works on behalf of the UN working with young people on the aims of the UN including peace, justice and human rights. See <http://www.ismun.net/> for details.

TckTckTck: A campaign run by the Global Campaign for Climate Action which aims to increase public support for making tomorrow's climate safer. Follow this link for national opportunities to get involved <http://tcktcktck.org/climate-impacts>.

Adopt a Negotiator: A campaign that tasks volunteers with following negotiators and leaders at major events and conferences and translating their meetings into everyday language that is easy to understand so that people can follow what changes to policy are occurring. Contact info: website: <http://adoptanegotiator.org/>, use the contact box on the website.

People and Planet: A university student led group campaigning against poverty and environmental degradation. See <http://peopleandplanet.org/> for details.

Power Shift: A group that encourage youth activism in climate change issues by providing support, advice and resources and runs multiple campaigns to get involved with. Contact info: website- <http://www.wearepowershift.org>





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