Get Serious About CO₂ next steps:
Your essential guide to Creative Campaign Ideas

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All the Get Serious About CO₂ Campaign materials mentioned in this guide and many more are available on our Community website at: www.foe.co.uk/community/getserious

If you have any questions about the campaign please contact Glyn Thomas at glyn.thomas@foe.co.uk or on 020 7566 1672.
Creative campaign ideas

Some ideas you can use in your campaigning

We’ve pulled together a list of ideas to help make your Get Serious About CO₂ campaigning more engaging and exciting. Most if not all of these ideas should work for you, whichever area of the campaign you’re working on. They will just need tailoring slightly to the relevant audience. Some of these are tried and tested and some are not. Feel free to use these as a springboard to come up with your own ideas – and let us know if they work!

The first two ideas listed below are ones that we (and the local group members we asked) think would work best for most groups. But that’s not to say that one of the other ideas we’ve pulled together won’t be the one that inspires and motivates your group. Talk to your Network Developer if you’d like more guidance or help.

Idea One: Map

- **What’s the idea?** Have a large map of your group’s area on your stall, and ask members of the public to put a flag or a sticker on the map to show their support for the campaign.

- **What you’ll need:**
  - large laminated map (around A3 or A2 in size)
  - a Styrofoam base or even the interior of the picture frame props from 2009 (if you kept it!).
  - plain stickers
  - cocktail sticks
  - a drawing pin or two
  - something to weigh down your map
  - your Get Serious public campaigning materials
  - pens

- **How can I use this in my campaigning?** When people approach your stall, ask them to sign the letter, petition or postcard (depending on whether you’re targeting your council or your MP).

Above: A map with different ward boundaries marked in pen for a group working on a local campaign.  
Right: A map of an MP’s Westminster constituency.
Then ask them to write their name and postcode on a sticker, along with either a
description or a picture of something they’d like to see positive happen in their local
area (it could be a wind turbine, some solar panels, better public transport or a hydro-
electric scheme on a local river), and attach it to a cocktail stick and push the flag into
the map where they live. Alternatively, people could fill in a sticker representing
where they live, and add another one describing the solution they’d like to see and
stick this one in the map at the location where they’d like to see it. It’s up to you how
you make use of the map.

Above: A map with some flags stuck into it
Right: A close-up of one of the stickers – you
could choose to print some images on the
stickers, or just ask people to draw whatever
they like on them.

➢ Where can I get a map? Your local council may be able to provide you with a map of
the local council area. Try contacting their information section via the main
switchboard or the local library may have maps available.

You can also print maps free of charge from the Ordnance Survey website:
http://www.ordnancesurvey.co.uk/oswebsite/opendata/viewer/

Type the name of your town or area in the search box at the top right and it will
display a map of your town. Then click “boundary layers” and if you want to print a
map of your MP’s constituency click “Westminster Constituency.” The map will then
automatically show the relevant Westminster constituency or constituencies in
different shades.

If you want to print out different council wards, click “boundary layers” and scroll
down the list for other options and select the one you’re looking for. For example,
under “England” you will find: District, District Ward, Metropolitan District Ward,
County Electoral Division, Unitary Authority Electoral Division and Unitary Authority
Ward. Obviously not all of these are relevant to every area, so you will need to pick
the one that you need for your area.

You may need to print a few different maps and stick them together in order to have
the level of detail you require, it all depends on the size of the area you’re covering.

N.B. Printing directly from the webpage prints the whole page, including the
text at the bottom of the page. Make sure the whole of the area you want to
print is visible on the screen, and use “Print Screen” to paste your map into a
Word Document before printing.
- **Alternatively, we can send you a laminated map of your area.** Please email glyn.thomas@foe.co.uk or phone 020 7566 1672 and we will print it and post it to you. You will need to tell us precisely which area (i.e. the precise district, ward or constituency) you would like the map to show.

- It’s probably best to laminate the map so that it’s waterproof, although you don’t have to if you feel the weather is likely to be ok. If you do decide to get it laminated, somewhere like Prontaprint can do it for you quite cheaply. Then stick the map on to a surface such as a Styrofoam base or even the interior of the picture frame props from 2009 (if you kept it!). If your map is laminated, before sticking the cocktail stick in the map, first make a hole with a small drawing pin or needle, as we found that cocktail sticks were not sharp enough to make a neat hole in a laminated map.

Tip: You can take the map with you when you meet your local MP or councillor.

Tip: The map will work for your campaign whether you’re working on the local campaign with your local council or targeting your MP. You can find a template press release to use for this in appendix x.

Tip: You could also use the map for a photo call with your MP or a councillor if you’ve got an impressive-looking map with lots of stickers or flags. We’ve also produced a placard in the shape of a speech bubble you could get your MP to hold for your photograph. You can download this here: [http://www.foe.co.uk/resource/action_guides/speech_bubble.rtf](http://www.foe.co.uk/resource/action_guides/speech_bubble.rtf) or an A3 version here: [http://www.foe.co.uk/resource/action_guides/speech_bubble_a3.rtf](http://www.foe.co.uk/resource/action_guides/speech_bubble_a3.rtf)

It’s saved as a Real Text Format file so you should be able to view and edit it on a PC or MAC using any word processing software.

Insert the name of your town or area where it has “[insert text]” in the bubble and either print at A3 size ideally, or print at A4 and enlarge to A3 using a photocopier, for example at your local library. Then cut out the speech bubble and stick it onto a piece of card.

**Alternatively, we can send you an A3 copy of the speech bubble if you prefer.** Let Glyn know the name of the town, village or area you would like to be printed on the placard and we will print and post it to you.

Tip: If your MP or council leader is photographed with the pledge, it’s really important that you get them to agree to a strong quote to go in the press release. The quote needs to include local carbon budgets and that the MP is supporting them or will vote for them.
Idea Two: Serious-off

- **What's the idea?** Hold a “serious-off” (a staring contest where participants try to make their opponent laugh). You could create a media opportunity by challenging your MP or council leader to participate (do you know any local comedians who could help out?). Alternatively you could use this idea as a crowd-puller on a stall, offering basic prizes and of course making sure all the participants sign a postcard or letter.

- **How can I use this in my campaigning?** Last year, Leeds Friends of the Earth used this idea really successfully on their stall. They challenged passers-by to a “serious-off”, a staring contest where two participants try to make each other laugh. This proved to be a really good way of attracting people to your stall, and everyone who stops to look or take part can then be asked to sign a letter, petition or postcard.

- We think this could also really work well as an event to which you could invite your MP or Council Leader, depending on which aspect of the campaign your group is working on. You could then send a press release to your local media (see appendix x for a template) and invite the local press to take a photograph.

- The underlying message of the stunt is that the group is challenging the MP to take tackling climate change seriously and taking action locally is crucial, and local carbon budgets are a way to make that happen.

- If your MP or Council Leader does agree to come along, we have also produced a placard that can be used. Your group could be photographed with the MP holding the placard sign saying he or she “is Serious about cutting CO₂.” You can download the placard here: [http://www.foe.co.uk/resource/action_guides/speech_bubble.rtf](http://www.foe.co.uk/resource/action_guides/speech_bubble.rtf)

  Instructions for using it are on page 3 of this guide.

- If your MP or council leader is photographed with the pledge, it’s really important that you get them to agree to a strong quote to go in the press release. The quote needs to include local carbon budgets and that the MP is supporting them or will vote for them.

- **What will I need?**
  - Silly costumes – think funny hats, fake facial hair, specs (but not sunglasses – that's cheating!), wigs...
Get Serious About CO₂: Creative Campaign Ideas, Autumn 2010

- Basic prizes (if you're doing this on a stall) – fair-trade chocolates, Friends of the Earth pens, badges, etc.
- Chalk to mark out the competition area on the ground and the distance the participants must stand from each other – this is a Serious contest, after all.
- Campaign materials.
- The pledge placard for your MP or council leader.

- **What if my MP won’t get involved?** If your MP or council leader doesn’t want to come along or take part, this can still work really well to attract people to your stall. If they’re supportive of the campaign when you lobby them, you can then take the photo with the MP, hopefully holding the placard.

Tip: You could wear silly costumes and invite members of the public to do the same.

Tip: If you know of one or can find one, you could also invite a local comedian along.

Tip: You could even have someone doing a commentary of the serious-off, in a similar vein to the sketches on the TV show Big Train:
http://www.youtube.com/results?search_query=big+train+staring+contest&aq=0

Other ideas that might work for your group

**Petition**

- **What’s the idea?** Get lots of signatures on a petition calling on your MP to support local carbon budgets.

- **How can I use this in my campaigning?** You can use this on your stall and ask people to sign the petition calling on your MP to give their backing to local carbon budgets.

- **How many people are needed?** One.

- **How much preparation time is needed?** Five minutes.

- What can FOE provide? A template for the petition is available here:
http://www.foe.co.uk/resource/action_guides/lcb_petition.rtf
Tip: Remember to fill in the name of your group and the name of the MP you’re targeting on the first page of the petition, as indicated on the petition template.

Tip: If your group covers more than one MP, print off different copies of the petition for people to sign depending on which constituency they live in.

Tip: You could also print off some campaign info/link to the website for people who don’t live in the constituency or constituencies.

Tip: If your group covers multiple MPs, have a map on your stall showing the different constituencies so that people can identify who their MP is.

Tip: Make your petition more locally relevant by including some key elements of your local community in the petition, e.g. theme the petition materials by including images of a key local landmark, or a positive local environmental solution.

Tip: Try putting petitions in local shops or give copies to supportive organisations to pass round in their meetings.

Tip: Try making an enormous petition and sticking it on card to make it more fun to fill in. Or you could have a large, impressive looking book that you could use for people to write their names in. This could help make your petition look a little more exciting and imaginative.

Quiz or survey

- What’s the idea? Have a quiz or survey on your stall as a way of engaging the public about the campaign.

- How can I use this in my campaigning? To help attract members of the public to your stall, you could ask people to take part in a quiz or survey. Write a quiz question (eg. What percentage of UK emissions are a direct result of local activity: 18%, 48% or 80%?) and ask people to give an answer. Alternatively, you could produce a short survey with a few questions (eg. What do you think would most improve the local environment? How do you think public transport in your town could be improved?) Once they’ve answered the questions, you can then ask them to sign the petition or a letter to your MP.

- How many people are needed? Two or three.

- How much preparation time is needed? An hour.

Tip: Offer a small prize, and do a prize draw of all entries to the survey to pick the winner, or all those who got the quiz question correct.

Making lobbying your MP a memorable visit

- What’s the idea? Aside from doing a serious-off with your MP, taking some food relevant to the campaign along when you visit them has been known to make an impression!
How can I use this in my campaigning? To ensure your MP remembers your visit when you lobby him or her about local carbon budgets, take along some chocolate solar panels (e.g. after dinner mints wrapped up in a box labelled as “chocolate solar panels” or something along those lines. Or take along some cookies that you’ve baked in the shape of wind turbines or similar.

How many people are needed? Between one and four people when you’re lobbying your MP, and at least one person who can either bake some cookies or create a box or packaging for the mints or chocolates.

Dress up as clowns

What’s the idea? Provide a contrast with the “Get Serious” message by dressing up as clowns on your stall.

How can I use this in my campaigning? When you’re holding a campaign stall, consider dressing up in clown costumes. You can ask your MP/council to “Stop Clowning Around” when it comes to climate change and take the environment seriously.

How many people are needed? One or two people could dress up as clowns.

Tip: You could even put a twist to this by having clowns with sad faces, and saying something like: “Make our clowns happy by Getting Serious About CO₂!”

Flash mob

What’s the idea? Get lots of people together on public transport with placards reading “I’m serious about cutting CO₂.”

How can I use this in my campaigning? This could work especially well in an urban area. Make sure you have someone from the group taking photos and you can then send them into the local media. You could also do this stunt elsewhere, for example on the steps of the Council House or Town Hall.

How many people are needed? You probably need at least four people for this to look effective.

Tip: This is another stunt for which you could use the placard: http://www.foe.co.uk/resource/action_guides/speech_bubble.rtf

As before, instructions are on page 3.

Massive 40% sign

What’s the idea? Some groups have already used these as part of the media coverage for their local campaigns. Talk to your Network Developer to find out if there’s one available near you, or for instructions on how to go about making one!
Create a banner with your allies

- **What’s the idea?** Create a massive banner supporting the campaign with your allies from other local community groups.

- **How can I use this in my campaigning?** The banner could read something along the lines of “We’re all serious about cutting CO₂ in ...”. You could include the logos of all the different groups you’ve got backing the campaign, and it could even be a patchwork banner if you’ve got time. Once the banner is finished, it would work for a photo call with members of your group together with people from the other community groups you’ve been working with. It could also work as a visual tool you can add to as you build local alliances. Keep your eyes open for some more information about alliance building in the next month – we’ll be letting you know when this is live through your regular campaign updates.

Teaser cards

- **What’s the idea?** Have some small cards of pieces of paper reading “I’m Serious About CO₂ – are you?” that you can hand out to passers-by on your stall or leave in local coffee shops, at your local market, or on public transport. You can back this up with the campaigning work you’re doing on your stalls and in your media work. Put a web link on the teaser – either to www.getseriousaboutco2.com or to your local group’s campaign webpages.

Photo petition

- **What’s the idea?** Create a photo petition.

- **How can I use this in my campaigning?** If you’ve been taking photos of people on your stalls, using the photos frames and/or speech bubbles, you could combine them all together into a photo collage of supportive people to present to your council leader or MP. The software you need to use is Picasa, the photo organising software that Google made, which you can find here: http://picasaweb.google.co.uk
List of praise/shame

- What’s the idea? Have a list of the councils that have signed up to strong and ambitious emissions targets on your stall with a big heading over it or next to it that says something along the lines of: “Is your council on this list? If not, why not?”

NB: This won’t work in all areas. This will only work in areas where you’ve already got a good number of councils nearby who have signed up to a target of at least 40%, for example in Yorkshire.

You can find a list of councils with strong and ambitious emissions reduction targets of at least 40% by 2020 here: http://www.foe.co.uk/resource/briefings/council_co2_targets.pdf

If you have any questions about whether or not it would be sensible to use this, please discuss with your Network Developer or Local and Regional Campaigner.

Campaign messages

Here are the key campaign messages to use when talking about the campaign:

http://www.foe.co.uk/resource/action_guides/talking_public_lcb.pdf
Template Press Releases

Please find below some template press releases to use to get local media interested in your event. Make sure you tailor these so they reflect what’s going on in your area and what your council or MP has already done. Ask your Network Developer for more advice if not sure.

Serious-off template – for Council

Friends of the Earth TV/PHOTO OPPORTUNITY [INSERT DATE]

Contact: [YOUR NAME], [YOUR AREA] Friends of the Earth – [YOUR TELEPHONE NUMBER, INCLUDING A MOBILE IF YOU HAVE ONE]

[YOUR AREA] COUNCILLOR GETS SERIOUS ABOUT CLIMATE CHANGE

Green activists will challenge [NAME] Councillor to a ‘serious-off’ to see who can keep a straight face the longest on [insert day and date] as part of a campaign calling for [AREA] Council to do its bit to tackle climate change.

WHAT: [YOUR AREA] Friends of the Earth activists dressed as [COSTUME] challenge [NAME] Councillor to keep a straight face in a ‘serious-off’, with placard

WHERE: [INSERT EXACT LOCATION]
WHEN: [INSERT EXACT TIME, DAY AND DATE].

The stunt is part of Friends of the Earth’s Get Serious About CO₂ campaign for a new local approach to reducing climate-changing carbon emissions and creating clean, green communities.

Friends of the Earth is calling for a nationwide system of local carbon budgets, setting a fair cap on CO₂ in each area, to help councils work with residents, businesses, and institutions like schools and hospitals to cut carbon emissions.

This would encourage councils like [AREA] to get behind green measures such as home insulation and better public transport, which would tackle fuel poverty, create jobs and improve people’s quality of life.

([YOUR AREA] Friends of the Earth Campaigner [YOUR NAME] said:

“We need to cut carbon emissions locally to meet our national targets in the Climate Change Act and help prevent dangerous climate change that would alter our way of life forever – [YOUR AREA] Council has an important part to play.

"With budget cuts looming, the Council should look at cost-effective green measures with long-term benefits for all the community – schemes like making homes energy efficient will create jobs and mean it's cheaper and easier for people to stay warm and healthy.

“And supporting clean energy schemes is a win-win – lower fuel bills and an opportunity for the Council to sell green electricity back to the National Grid, and spend the cash on improvements for everyone in [AREA] such as better public transport.”

Nationwide, thousands of people have already signed up to Friends of the Earth’s Get Serious About CO₂ campaign.
Notes to Editors

1. Friends of the Earth’s campaign – Get Serious About CO₂ - is calling on councils to commit to cutting carbon dioxide in the local area by at least 40 per cent by 2020 - and produce an action plan setting out how it’s going to happen.

2. The campaign is also calling for a nationwide system of fair local carbon budgets for all councils, ambitious enough to help meet our obligations under the Climate Change Act, and for more money and less hassle so councils can get on with local action to cut CO₂. www.getseriousaboutco2.com

3. Friends of the Earth believes the environment is for everyone. We want a healthy planet and a good quality of life for all those who live on it. We inspire people to act together for a thriving environment. For further information visit www.foe.co.uk.

Serious-off template – for MP

Friends of the Earth TV/PHOTO OPPORTUNITY [INSERT DATE]

Contact:  [YOUR NAME], [YOUR AREA] Friends of the Earth – [YOUR TELEPHONE NUMBER, INCLUDING A MOBILE IF YOU HAVE ONE]

[YOUR AREA] MP GETS SERIOUS ABOUT CLIMATE CHANGE

Green activists will challenge [NAME] MP to a ‘serious-off’ to see who can keep a straight face the longest on [insert day and date] as part of a campaign calling for [AREA] to do its bit to tackle climate change.

WHAT: [YOUR AREA] Friends of the Earth activists dressed as [COSTUME], with placards, challenge [NAME] MP to keep a straight face in a ‘serious-off’
WHERE: [INSERT EXACT LOCATION]
WHEN: [INSERT EXACT TIME, DAY AND DATE].

The stunt is part of Friends of the Earth’s Get Serious About CO₂ campaign for a new local approach to reducing climate-changing carbon emissions and creating clean, green communities.

Friends of the Earth is calling for a nationwide system of local carbon budgets, setting a fair cap on CO₂ in each area, to help councils work with residents, businesses, and institutions like schools and hospitals to cut carbon emissions.

This would encourage councils like [AREA] to get behind green measures such as home insulation and better public transport, which would tackle fuel poverty, create jobs and improve people’s quality of life.

[YOUR AREA] Friends of the Earth Campaigner [YOUR NAME] said:

“We need to cut carbon emissions locally to meet our national targets in the Climate Change Act and help prevent dangerous climate change that would alter our way of life forever – [YOUR AREA] has an important part to play.
“With budget cuts looming, the Council should look at cost-effective green measures with long-term benefits for all the community – schemes like making homes energy efficient will create jobs and mean it’s cheaper and easier for people to stay warm and healthy.

“And supporting clean energy schemes is a win-win – lower fuel bills and an opportunity for the Council to sell green electricity back to the National Grid, and spend the cash on improvements for everyone in the area such as better public transport.”

“It’s great that [MP NAME] is backing local carbon budgets – it shows he/she is getting serious about making sure [AREA] does its bit to tackle climate change.”

Nationwide, thousands of people have signed up to Friends of the Earth’s Get Serious About CO₂ campaign.

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Handing over map template – for Council

Friends of the Earth TV/PHOTO OPPORTUNITY [INSERT DATE]

Contact:  [YOUR NAME], [YOUR AREA] Friends of the Earth – [YOUR TELEPHONE NUMBER, INCLUDING A MOBILE IF YOU HAVE ONE]

[YOUR AREA] MAPS OUT FEELINGS ON FIGHTING CLIMATE CHANGE

Green activists will hand over a map of [AREA] - with flags marking the addresses of concerned residents who want [AREA] Council to do its bit to tackle climate change – to [AREA] Council/Councillor [NAME] on [insert day and date].

WHAT: [YOUR AREA] Friends of the Earth activists hand over a giant map of [AREA] with flags marking names and addresses of concerned residents to [AREA] Council/Councillor [NAME]
WHERE: [INSERT EXACT LOCATION]
WHEN: [INSERT EXACT TIME, DAY AND DATE].
The stunt is part of Friends of the Earth’s Get Serious About CO₂ campaign for a new local approach to reducing climate-changing carbon emissions and creating clean, green communities.

Friends of the Earth is calling for a nationwide system of local carbon budgets, setting a fair cap on CO₂ in each area, to help councils work with residents, businesses, and institutions like schools and hospitals to cut carbon emissions.

This would encourage councils like [AREA] to get behind green measures such as home insulation and better public transport, which would tackle fuel poverty, create jobs and improve people’s quality of life.

([YOUR AREA] Friends of the Earth Campaigner [YOUR NAME] said:

“We need to cut carbon emissions locally to meet our national targets in the Climate Change Act and help prevent dangerous climate change that would alter our way of life forever – [YOUR AREA] Council has an important part to play.

“With budget cuts looming, the Council should look at cost-effective green measures with long-term benefits for all the community – schemes like making homes energy efficient will create jobs and mean it’s cheaper and easier for people to stay warm and healthy.

“And supporting clean energy schemes is a win-win – lower fuel bills and an opportunity for the Council to sell green electricity back to the National Grid, and spend the cash on improvements for everyone in [AREA] such as better public transport.”

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Handing over map template – for MP

Friends of the Earth TV/PHOTO OPPORTUNITY [INSERT DATE]

Contact: [YOUR NAME], [YOUR AREA] Friends of the Earth – [YOUR TELEPHONE NUMBER, INCLUDING A MOBILE IF YOU HAVE ONE]

[YOUR AREA] MAPS OUT FEELINGS ON FIGHTING CLIMATE CHANGE

Green activists will hand over a map of [AREA] - with flags marking the addresses of concerned residents who want [AREA] Council to do its bit to tackle climate change – to [NAME] MP on [insert day and date].

WHAT: [YOUR AREA] Friends of the Earth activists hand over a giant map of [AREA] with flags marking names and addresses of concerned residents to [NAME] MP
WHERE: [INSERT EXACT LOCATION]
WHEN: [INSERT EXACT TIME, DAY AND DATE].

The stunt is part of Friends of the Earth’s Get Serious About CO₂ campaign for a new local approach to reducing climate-changing carbon emissions and creating clean, green communities.

Friends of the Earth is calling for a nationwide system of local carbon budgets, setting a fair cap on CO₂ in each area, to help councils work with residents, businesses, and institutions like schools and hospitals to cut carbon emissions.

This would encourage councils like [AREA] to get behind green measures such as home insulation and better public transport, which would tackle fuel poverty, create jobs and improve people’s quality of life.

[ [YOUR AREA] Friends of the Earth Campaigner [YOUR NAME] said:]

“We need to cut carbon emissions locally to meet our national targets in the Climate Change Act and help prevent dangerous climate change that would alter our way of life forever – [YOUR AREA] Council has an important part to play.

"With budget cuts looming, the Council should look at cost-effective green measures with long-term benefits for all the community – schemes like making homes energy efficient will create jobs and mean it’s cheaper and easier for people to stay warm and healthy.

"And supporting clean energy schemes is a win-win – lower fuel bills and an opportunity for the Council to sell green electricity back to the National Grid, and spend the cash on improvements for everyone in [AREA] such as better public transport.”

"It’s great that [MP NAME] is backing local carbon budgets – it shows he/she is getting serious about making sure [AREA] does its bit to tackle climate change.”

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