**Inspirational campaigns bank**

1. **School strikes for the climate**

The school strike for the climate, also known as Fridays for Future (FFF), Youth for Climate, Climate Strike or Youth Strike for Climate, is an international movement of school students who strike from class on Fridays to demand that political leaders and industry take action on the climate crisis. This movement was inspired by the Swedish student Greta Thunberg, who struck for several weeks outside the Swedish parliament. Since 2018, hundreds of local groups have formed and organised school strikes, some with tens of thousands of participants. Some strikes have been coordinated globally, and many organisations have acted in solidarity with the school strikers.

**Things to learn from this movement:**

* An international movement can grow from the grassroots.
* The power of a simple and consistent message and strategy.
* The attention drawn by actions with consequences for those in power (it is impossible for politicians, parents, teachers and other ‘grown ups’ to ignore the school strikes).
* Social media can be a very effective organising tool.
* A movement can maintain autonomy while forging alliances with people and organisations that can lend it resources and access to political platforms to speak on.
* The importance of building solidarity between intersecting movements.

1. **Lock the Gate**

The [Lock the Gate alliance](https://www.lockthegate.org.au/) is a movement that started in 2010, involving hundreds of local groups across Australia, campaigning against coal mining and gas fracking development. They have forged unlikely alliances, for example between farmers, environmental NGOs, tourism operators, indigenous peoples and local councils. They have mobilised people through lots of face-to-face contact, by organising local meetings and having conversations on the doorstep. The movement has empowered hundreds of communities to declare themselves coal and gasfield free and encouraged tens of thousands of people to switch-off from the three big power companies in Australia, and instead sign up to the renewable energy provider Powershop.

**Things to learn from this movement:**

* It is possible to form unlikely alliances when people have clear alignment on a specific issue.
* If you focus your campaign around a clear issue, you can use it as a vehicle to have broader conversations.
* Strong movements empower local groups (like your GND hub) to self-organise and campaign in their local contexts.
* The power of face-to-face conversations and door-to-door engagement to rally communities around a cause.
* Use strong stories to communicate your campaign online- Lock the Gate have created amazing [short videos and written stories](https://www.lockthegate.org.au/gaslands) to demonstrate what their campaign means on the ground.
* Rally people around clear and symbolic actions they can take to support your campaign, like switching their energy provider or signing a community declaration to be ‘gasfield free’.

1. **The Sunrise Movement**

The [Sunrise Movement](https://www.sunrisemovement.org/) is a youth-led movement in the USA, fighting for political action on climate change. The movement launched in 2017 and fought during the 2018 midterm elections to win house and senate seats for candidates who supported renewable energy. Since 2018, the group has focussed specifically on a Green New Deal. The movement’s strategy has been to focus on the US Democratic Party, championing candidates like Alexandria Ocasio-Cortez, who have signed pledges to push for a Green New Deal, while shaming those who have not. The Sunrise Movement has drawn attention to its political demands with bold direct action, such as occupying incoming Democratic House Speaker Nancy Pelosi’s office in November 2018. It has combined this with effective local organising, with hundreds of city-level hubs organising local actions to coincide nationally and door-knocking in support of endorsed political candidates. The movement has brought a Green New Deal into the political arena in the USA and pushed the Democratic Party towards a more radical position on the climate crisis.

**Things to learn from this movement:**

* Take time to learn about effective organising. The Sunrise Movement has grounded its work in social movement theory and provided training for its activists.
* Make specific and bold political demands of politicians. The Sunrise Movement has only endorsed those political candidates who have signed pledges making clear statements such as not accepting monetary contributions over $200 from oil, gas, and coal industry lobbyists.
* Use direct action to show politicians the power of your movement so that they cannot ignore the political demands you are making.
* A strong movement is built from the bottom up. The local hub structure of the Sunrise Movement is what we are aiming to emulate with Green New Deal UK.

1. **La Via Campesina**

[La Via Campesina](https://viacampesina.org/en/) is a grassroots movement uniting millions of peasants, small and medium size farmers, landless people, rural women and youth, indigenous people, migrants and agricultural workers from around the world. Built on a strong sense of solidarity between these groups, it defends peasant agriculture for food sovereignty, to promote social justice and dignity, and strongly opposes corporate driven agriculture that destroys social relations and the environment. The movement comprises 182 local and national organisations in 81 countries from Africa, Asia, Europe and the Americas (including the [Landworker’s Alliance](https://landworkersalliance.org.uk/) in the UK). It is an autonomous, pluralist and multicultural movement, political in its demand for social justice while being independent from any political party, economic or other type of affiliation. La Via Campesina is divided into seven geographical regions, which have regional assemblies. These choose delegates to meet every three to four years at an international conference to make strategic plans. From this conference a fourteen-member International Coordinating Commission is formed with two representatives from each region, at least one of which must be a woman. The Commission becomes the major decision-making body between conferences. In many countries La Via Campesina has created additional women’s organisations, to ensure spaces in which women can interact free of patriarchy.

**Things to learn from this movement:**

* Diverse people can be brought together through a shared struggle.
* A model of participatory democracy, like that of La Via Campesina, ensures that a movement is representative of its members.
* The strongest movements empower their members and create platforms for voices that are not normally heard in political spaces to be heard.
* The way a movement frames its demands is very important. La Via Campesina created the term ‘food sovereignty’, which specifies control by communities over the way their food is produced, traded and consumed, to replace ‘food security’, which does not distinguish where food comes from, or the conditions under which it is produced. This framing has significantly shifted the terms of the international debate.

1. **ACT-UP**

The [Aids Coalition to Unleash Power (ACT-UP)](https://actupny.com/) is a movement led by HIV/AIDS impacted people in the queer community to fight for medical research, treatment and a shift in legislation and public policy to improve the lives of people with AIDS. The movement started in the 1980s in New York and then spread elsewhere in the USA and to other countries. ACT-UP made bold, symbolic direct actions, such as blocking traffic with bodies, covering offices with fake blood and scattering the ashes of AIDS victims on the White House lawn. At the same, the movement provided clear, accurate information about the disease, and made precise demands of governments and the scientific community to change the way drugs are identified and tested. For example, ACT-UP asked that drug tests be conducted on larger samples of people over shorter periods, and that research be conducted into other infections that were killing AIDS patients while they waited for a cure. ACT-UP’s campaign changed public perceptions of the AIDS crisis and LGBTQ community at large, and ultimately forced fundamental changes in the way medical research is conducted, paving the way for the discovery of a treatment that is used by millions of AIDS sufferers today.

**Things to learn from this movement:**

* The power of bold, symbolic direct action to draw the attention of policy makers.
* Do your research. ACT-UP drove fundamental changes in public policy because their demands of policy makers were clear viable proposals based on research.

1. **The Glasgow Rent Strike**

The Glasgow Rent Strike took place in 1915, during the First World War. Thousands of people had moved to Glasgow to work in munitions factories, meaning that accommodation became increasingly scarce and rents rose due to landlords exploiting the situation. Many could not pay the increased rent—particularly pensioners and the wives and mothers of soldiers away at the front. In February 1915 landlords decided to raise all rents by 25%. Tenants organised and started withholding rent in September; by November 25,000 households were refusing to pay rent. Local groups of tenants coordinated resistance to bailiffs sent to evict non-payers, and picketed empty houses to prevent new tenants entering. When a number of rent strikers were taken to court, thousands marched in the streets, accompanied by industrial workers. The city dropped all charges against the strikers. The rent strikes forced the government to pass a Rent Restrictions Act, which limited rent increases.

**Things to learn from this movement:**

* The power of many people acting together can force those in power to act
* Housing is a central issue which can unite diverse groups

1. **Dakota Access Pipeline Protests (Standing Rock)**

This movement arose in response to the re-routing of the Dakota Access Pipeline, designed to move shale oil from North Dakota to refineries in Illinois, to cross the Missouri River near the Standing Rock Reservation, threatening the reservation’s drinking water, burial grounds and cultural sites. A diverse coalition mobilised in support of the Standing Rock Sioux Tribe. The movement was led by the Standing Rock tribe but comprised grassroots participation from members of other First Nations, Indigenous peoples from elsewhere in the Americas, civil rights groups, environmental groups, and other allies. People from Standing Rock established a water protectors’ camp and carried out direct action to stop the pipeline. They spread word about the campaign through social media, and solidarity actions were held across the country and internationally. Organisers worked with city governments to pass ordinances to support the Standing Rock tribe. The Obama administration subsequently denied permission for the pipeline and ordered the US army corps of engineers to consider an alternative route (although this decision was later reversed by Trump and the pipeline was built).

**Things to learn from this movement:**

* Centering the voices of those at the frontlines, and telling stories about justice, can win hearts and minds
* The power of direct action combined with legal, policy and other tactics, social media campaigns
* The importance of solidarity with frontline communities