

ARCTIC RISING



**A DOWNLOADABLE
TOOLKIT**

To protect the Arctic we need to mobilise millions of people around the world. Together we need to create a global outcry that tells governments and corporations that this greed exploiting the Arctic has to stop, and we will stop it.

To succeed, we need you to do more.

That means using your ideas to engage and inspire those around you to join and unite in this movement.

You can do it – everyone has something to offer. There are thousands around the world who will do it with you. Below are some ideas to get you started.

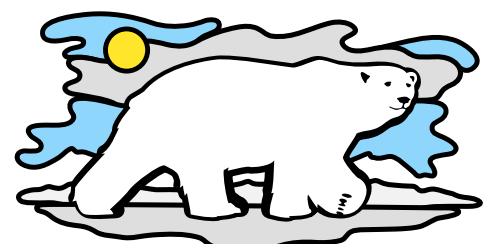
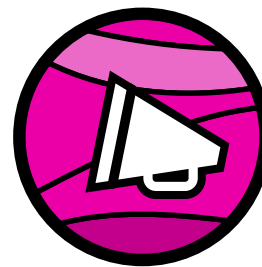
Recruiter / Communicator

Help build a movement of millions. The single most useful thing you can do is get everyone you know (and you don't know) to join the campaign to Save the Arctic.

- Use the *share* buttons on your Arctic Rising page to recruit your friends and family into the campaign
- Print off the last page of this package and use it to *sign up your friends*, people in your neighbourhood, office, university or school.
- Organise a local event to recruit people to the campaign (e.g. a stall at the local fete, a pub quiz, perhaps a film night). Deliver a presentation to your local hobby group, or a teach-in at your college and *ask everyone* to fill in your signup form.
- Go to <http://rising.savethearctic.org/recruit> upload the signups from your form and earn points for everyone who joins!

Contents

2. Recruiter / Communicator
3. Fundraiser
3. Designer / Maker
4. Artist / Musician
4. Protestor / Activist
5. Filmmaker / Photographer
5. Writer / Poet
6. Coder / Hacker
6. Organiser / Coordinator
7. Uploading your creation!
8. Signup your friends and family!

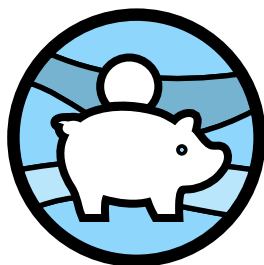


GREENPEACE

Fundraiser

Raise cash to counter the \$billions of the oil companies. Sell your unwanted clutter, organise an event (e.g. a film night, gig or quiz), charge for entry and donate the money to Save The Arctic. Take part in a sponsored event or organise one. Organise your own local Arctic fete or fair with friends, charge for stalls, entry and the bar. Here are some more ideas:

- *Happy feet:* run a marathon (or a half) dressed as your Arctic animal. We would love to see a pod of narwhals winning by a tusk! (In fact *hint* we might just pay to see it!)
- *Iceberg bake off:* bake iceberg shaped cakes and flog them to your neighbours in exchange for donations. This could work in your neighbourhood or as a neat little sideline at bigger fundraising events.
- *Feeling long in the tooth?* Prove you're never too old for double-entendres and hold a who's got the longest tusk fancy dress party. \$5 entry, proceeds to Greenpeace (thank you!) winner gets to lead the parade around your neighbourhood. It's a congo: do do dooo com'on and save the arctic... do do doo save the artic today... etc
- *Your idea!*

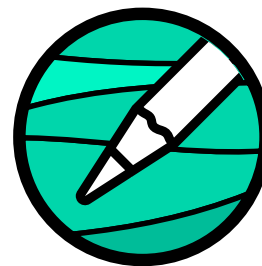


Designer / Maker

Use your creativity to inspire. Design pictures, stencils, infographics, costumes or banners. Create images that will spur us into action to stop the oil companies and governments looking to carve up the Arctic. You can design on your computer, with a pencil and paper away from the screen or get crafty with fabric. Just remember, the brush is mightier than the drill.

Upload a picture of your creation and earn points every time someone *likes* your work. Here are some ideas of things to create:

- Map out an infographic that visualises the way the Arctic enables the Planet to keep its cool – we expect you'll get *extra points for factoids* about Arctic foxes and other Arctic creatures.
- Design and *make an owl costume* and film a friend flapping casually past your local gas station.
- Plan a guerilla ad campaign, cheekily *subvert a big brand* and then photoshop your ad onto billboards and hoardings.
- *Your idea!*



Artist / Musician

Write something, play something, sing something – either on your own or in a group. Drown out the sound of drilling with your own music.

Record yourself (film it if you can) and upload it. Earn points every time someone *likes* your creation.

- *It's closer than you think:* imagine what the view from your window would look like if it was made entirely of ice. Paint us a picture of your world view.
- Think about *the noise that ice makes* as it melts. Translate those eerie pops and crackles into shapes for a sculpture, or perhaps a piece of performance art. We found this inspiring
- *Go with the floe:* sample something that sounds like this and drop it into a dubstep masterpiece (or whatever the cool kids are stepping to these days – you know who you are).
- *Your idea!*

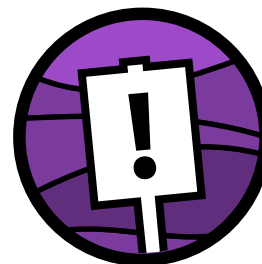


Protestor / Activist

Think about the threats facing the Arctic and turn your anger into nonviolent direct action. Think about your topline message. Think about who you want to say it to. Get some friends together and get creative about how you're going to deliver your message.

- Make some placards, maybe a banner, think up some chants and head down to your local garage to let everyone know – including passers by – we have to Save the Arctic, not destroy it. We find *it helps if someone dresses like a polar bear :)*
- Find out about talks and lectures being hosted, supported or featuring Shell or other big oil companies. Think up some clever questions about why they're drilling for oil in the Arctic and whether they care about the planet. *Dress like a delegate, get a seat and demand answers.* Or just start chanting 'save the arctic.' Make sure you take a friend to film it.
- Find out where your local big oil business operates from. Dress like you *mean business, head down and ask for a meeting!* Your agenda is: save the Arctic. Be sure to minute the meeting (a smartphone video will do it).
- *Your idea!*

Make sure you take pictures and upload them – the Rising will reward you with points.



Filmmaker / Photographer

The oil companies have £billions in their advertising budgets but we need your creativity to ensure our message is seen by millions. Create the next viral video about the Arctic – and the threats facing it – and you’ll be making a huge impact in the campaign. Film it on your phone, use your webcam, make an animation – the medium doesn’t matter – it’s your creativity that will make this a success.

Upload your film and we’ll share it with thousands – and the Rising will reward you with points.

- *Project voxpop*: “If you were an Arctic animal, which one would you be and why?”
- Find a video of a *well-known politician* in your country making a speech – dub over his words with what you think he ought to be saying. *Hint*: “Save the Arctic”.
- *Guess who*: take a portrait (it could be a self-portrait) of an Arctic defender with a cryptic item that represents their collective: eg, Here I am with a copy of the Beatles’ Magical Mystery Tour album, who am I? [ANSWER: I am the Walrus]
- *Your idea!*

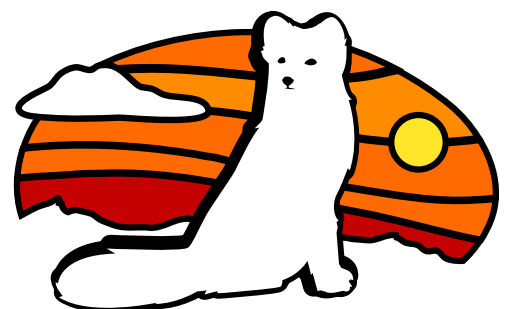


Writer / Poet

Unleash your inner Bard. The beauty of your words could make thousands sit up and take notice of what’s happening to the Arctic. So get thinking and pen some words to inspire millions.

Upload your poem or tell your story (or film yourself reading it) and we’ll share it far and wide – and the Rising will reward you with points. Here are some exercises to prompt your muse:

- *Deep*: how does it feel when you *look north* and know that your name is planted at the top of the world at the bottom of the ocean? I bet Hamlet would have something to say about it! Write a one-man play about your inner journey.
- Look at the clustering sad shapes of disappearing sea ice make a poem that captures this *bittersweet beauty*. Something rhythmic.
- Your challenge: you can’t say ‘white’ or ‘iridescent’ or ‘sparkle’ now pen a piece of *flash fiction* about a polar bear in the Arctic.
- *Your idea!*



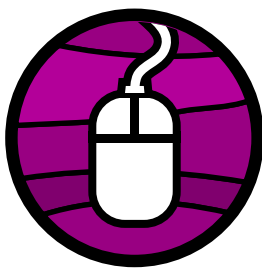
GREENPEACE

Coder / Hacker

Create the digital threads to our community and use your programming skills to undermine plans to carve up the Arctic.

- *Create an interactive visualisation* or infographic inspiring people to get involved.
- *Write a script for a Twitter bot* that gives live updates on the extent of the Arctic sea ice... in ice cubes.
- *Craft an online game* that everyone will want to play pitting the oil drillers against the Rising.
- *Create a hologram body-double* of oil company CEOs – this time with a conscience – so we can swap them in for the real thing (ok, this is getting a bit sci-fi).
- *Your idea!*

Upload screenshots - with links - to your creation and we'll share it with thousands. The Rising will reward you with points.



Organiser / Coordinator

You've done some of the above, but your skill is in finding and organising others.

- Organise an *event* where your friends can recruit others, or fundraise for the campaign.
- Facilitate a gathering of creative designers / makers, artists / musicians, filmmakers / photographers, writers / poets and help *showcase* their work.
- Setup and *coordinate* a local group of protestors / activists, network with others and help make larger events happen.
- Develop your own communication and organisation tools, setup email lists and *organise* local meetings, identify other organisers and build your own Arctic Defender – or Walrus network.



Uploading your creation!

Don't forget to share your activity with the Arctic rising. Here's how...

Uploading photos

1. Log in to the Arctic Rising here:
rising.savethearctic.org
2. Visit
<http://rising.savethearctic.org/upload>
3. Select the files of your photos
4. Hit submit!
5. In a few short moments your creation will be in the Rising and people will reward you with points!

Uploading video

1. Visit youtube.com and follow the instructions to upload your film to YouTube
2. Visit
<http://rising.savethearctic.org/upload>
3. Paste a link to your film
(e.g. <http://youtube.com/somefilm>)
4. Hit submit!
5. In a few short moments your creation will be in the Rising and people will reward you with points!

