

GREENPEACE
ग्रीनपीस

Solutions, ~~not~~ Air Pollution

Action Toolkit



Clean air is a prerequisite for healthy lives but the reality today is that air pollution has become a public health emergency.

The World Health Organization (WHO), a specialized agency of the United Nations that is concerned with international public health estimates that 9 out of 10 people are breathing toxic air and causing an estimated 7 million deaths every year worldwide.

Some of those most impacted by air pollution are children, pregnant mothers and the elderly. In many cities, it is impossible to exercise outdoors without inhaling a cocktail of toxic pollutants.

Behind the choking haze lies the fossil fuel industry - coal and car companies - which continue to profit from polluting our air, and heating our planet.

But people are standing up for clean air and demanding action against the fossil fuel industry.

The climate emergency is an air pollution emergency. By coming together we can win them both.

About the Action Toolkit

As a part of the global solidarity movement, the toolkit presents an opportunity and encourages you to take action.

In the toolkit you will find easy to implement yet powerful ideas to take collective action.

These levels are action at an individual level, action with your family and action at large group level.

Irrespective of any level each activity should follow the prescribed essentials in the toolkit.

You will also find common hashtags and some messages which can be used during an activity.

Finally, the toolkit provides some logistical tips on how to conduct these activities and point of contact for further clarification or support.

ESSENTIALS:

Each activity at any level should fulfil a maximum number of points mentioned below:

01



Non-violence and safety of participants are paramount to the activity.

02



The activity should demand action and solutions for clean air and a healthy future for all with your regional responsible authorities.

03



The tone of the activity should be urgent, hopeful and solution oriented.

04



The activity should produce reusable quality content in the form of photos, videos and stories.

05



Should keep placard with the message as key element in the activity.

06



Should use the hashtag #CleanAirNow and tag @Greenpeace (International) and @GreenpeaceIndia while posting the photos on social media sites.

THE DATES TO ORGANIZE THE ACTIVITIES ARE FROM:

27th January to 15th February 2020



Level 1

ACTION AS AN INDIVIDUAL

You can demand clean air and a healthy future for all.

Wear a mask (if available), holding a placard with the message of your own or choose from the suggested messages in the toolkit, and taking a photo in front of any prominent location in your region.

This prominent location can be a monument, statue, city centre or any government buildings etc.

To further make the photo appealing, you can wear your traditional dress or any interesting costume.

To amplify the message and to inspire others to join, you can share and circulate the photo on Twitter and tag @GreenpeaceIndia and the local authorities.



Level 2

ACTION WITH FAMILY/SMALL GROUP

You can share your sweet family photo, highlighting the concern that air pollution is affecting our children and everyone in our family. You can do this activity with your friends and colleagues as well.

Take a family photo or with a group of people with masks on (if available) and with a placard urging for action on air pollution.

You can write your message on the placard or choose from the suggested messages in the toolkit.

To make the picture appealing, families can take the photo with an interesting or relevant background, like a family outing, at the amusement park or even at home.

To amplify the message and to inspire others to join, you can share and circulate the photo on social media and tag @GreenpeaceIndia and the local authorities.



Level 3 ACTION IN LARGE GROUPS

History has proven that collective action and people power always wins

As per the local conditions and air pollution levels, you can organize a group activity.

It could be a walk, cycling, yoga, flash mob, street art, human art, human chain etc., with or without masks.

You can choose to carry one big banner for this activity or use multiple placards.

You can take a group photo in front of any regional prominent recognizable location.

The group can further add interesting elements like costumes or traditional dress etc.

To amplify the message, the group can share and circulate the photo on social media and tag @GreenpeaceIndia or even deliver it to the local authorities, e.g. politicians, mayors etc.





HASHTAGS & TAGGING



01

Mandatory to Include hashtag

#CleanAirNow

02



Mandatory to tag

@Greenpeace (International) and
@GreenpeaceIndia twitter accounts

03



Tag a decision-maker or influential
person whom you think can
contribute to change (optional)

NOTE:

It is important to use the
hashtag provided and tag
Greenpeace India so that we can
track the images shared





MESSAGES



Following are suggested messages which can be used in the activities.
However, one is free to use own and regional specific messages too.

Air Pollution is a Public Health Emergency. ACT NOW!

We want a Solution, Not Air Pollution

I (we) demand Clean Air and a Healthy Future for our Children

Right to Clean Air

Transition from Fossil Fuels to Renewable Energy

Beat Air Pollution

People before Profit, hold Polluters Accountable

The Climate Emergency is an Air Pollution Emergency

If you pollute AIR today it will pollute your LUNGS tomorrow

Air Pollution is not a Joke. Air Pollution will make you Choke

Give a Care – Clean up the Air

You are what you breathe

Don't let our Future go up in Smoke

Start a Revolution against Air Pollution

FEW TIPS

Tips for getting a great picture

- ▶ Use a camera of at least 12 megapixel resolution
- ▶ Choose an appropriate timing for the picture. Mornings work best. Keep an eye on the weather forecast!
- ▶ Take more than one photo (just in case your first wasn't the best) and send them all to your Activity Coordinator.
- ▶ Make sure the letters are clear and visible in the photo.
- ▶ Please make sure you have positive expressions of solidarity on your faces when you take the photo.
- ▶ Smiles are okay but not like you are enjoying a weekend at the beach.
- ▶ And no sunglasses and hats, please!

For any support contact us at:

Public Engagement Campaigner

abhishek.kumar.chanchal@greenpeace.org

ali.abbas@greenpeace.org

Permission & Consent Clause

Greenpeace International and Greenpeace India will collect the action pictures of the activity and intend to make a wrap-up video.

Greenpeace International and Greenpeace India will post and share your action pictures on diverse digital channels to spread the message, awareness and inspire others to take action.

By subscribing to the activity, you are permitting Greenpeace International and Greenpeace India to use your Level 1, Level 2 and Level 3 pictures.

It is required that you inform and seek consent from all the participants.

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A BIG THANK YOU FOR STANDING UP FOR CLEAN AIR & HEALTHY FUTURE FOR ALL