

GREENPEACE

Solutions, ~~not~~ Air Pollution

Action Toolkit



Breathing is the most basic human function to sustain life. And yet today, air pollution is a public health crisis, causing an estimated 7 million deaths worldwide, every year.

In many cities, it is impossible to exercise outdoors without inhaling a cocktail of toxic pollutants. In fact, everyday, the air that most of us breathe is increasing our risk of strokes, heart disease, lung cancer, and asthma.

Yet while we pay the price of air pollution with our health, behind the choking haze lies the fossil fuel industry - oil, coal and car companies - that continue to profit while polluting our air.

In addition to contributing to air pollution, the burning of fossil fuels is the leading cause of global climate change.

The good news is that, around the world, millions of people like you are standing up and demanding solutions. People are taking to the streets to call for **#CleanAirNow**.

About the Action Toolkit

As a part of the global solidarity movement, this toolkit equips you with ideas and inspiration to act against air pollution in your local area.

In the toolkit you will find powerful, easy to implement ideas outlining how to take collective action.

You can take action with your family, with a larger group or as an individual.

The action you take should align with the 'essentials' detailed 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 the activities and tells you who to contact for further clarification or support.

ESSENTIALS:

If you are taking part in an action you must employ the essential points 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 

Keep the placard with your message on central to the action.

06 

Use the campaign hashtag #CleanAirNow and tag @Greenpeace and your regional office when posting your photographs 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.

Standing in any prominent location in your region, take a photograph holding a placard declaring your impactful message. The message can be personal or taken from the suggested messages in the toolkit. Wear a mask if one is available.

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

To help the photograph stand out, wear your traditional dress or an interesting costume.

Circulate your image online to amplify your message and inspire others. Make sure to tag the Greenpeace office in your region and any local authorities.



Level 2

ACTION WITH FAMILY/SMALL GROUP

Share your air pollution-themed family photograph to highlight that air pollution is affecting our children and our families. You can do this activity with your friends and colleagues too.

Take a family or group photograph with everyone wearing a mask (if available) and holding 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.

Circulate your image online to amplify your message and inspire others. Make sure to tag the Greenpeace office in your region and any local authorities.



Level 3

ACTION IN LARGE GROUPS

History has proven that collective action and people power always wins

Dependant on 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 photograph in front of any regional 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 tagging Greenpeace regional office 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

03



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

NOTE:

When posting online, make sure to use the hashtag #CleanAirNow and tag your regional Greenpeace office so that your image can be found and shared.





MESSAGES



Below are some suggested messages for you to use as part of your action. Please feel free to use your own personal message or something that is regionally relevant.

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 the smoke

Start a revolution against air pollution

A FEW TIPS

Tips for getting a great photograph

- ▶ Use a camera with 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!

Permission & Consent Clause

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

Greenpeace International and Greenpeace regional office 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 regional office to use your Level 1, Level 2 and Level 3 pictures.

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

For support contact us at:
ali.abbas@greenpeace.org

GREENPEACE

Toolkit by Greenpeace International

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