



WINNING CLIMATE JUSTICE ON THE #LABOURDOORSTEP TRAINING SESSION



OVERVIEW:

Labour for a Green New Deal puts class at the centre of our politics. Labour's Green New Deal acknowledges that the fight for climate justice is inextricably linked to the fight for social and economic justice.

Central to Labour's Green New Deal are organised working-class people. Trade unions are at the heart of decarbonising the UK's economy by 2030, and our movement will work with and within our trade unions to provide jobs guarantees across transition industries: street by street, plant by plant, job by job.

In order for that to happen, we need to elect a Labour government to enact a Green New Deal in the UK. With a General Election called for 12 December 2019, we need to help build a campaign that has climate justice at its heart, that can win the entire country round to our radical vision for a zero-carbon world.

In a recent poll, 54% of people said climate change would affect how they vote in a General Election, and 63% of people backed a Green New Deal – a large-scale, long-term investment in green infrastructure and jobs. Almost two thirds of people agreed that climate change is the greatest issue facing humankind. This is really important to remember when we go canvassing – talking to people about climate change and the policies that Labour has in place can help us win.

WE NEED TO MAKE THIS ELECTION A CLIMATE ELECTION, AND WIN CLIMATE JUSTICE ON THE DOORSTEP.

SESSION AIMS:

- Participants consider how the Green New Deal can strengthen whatever Manifesto is released, and how best to communicate it to voters
- Participants consider and collectively address criticisms of Labour's environmental credentials;
- Participants become more confident Green New Deal advocates, and can effectively channel knowledge of the manifesto into persuasive conversations with voters

ROOM SETUP:

Ideally set-up for the room is cabaret-style with participants sitting around a number of tables in groups. There is an open end, with the audience seated in an arc facing forwards, so no one has their back to anyone.

| Time | Activity | Materials |
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| 5 mins (5 mins) | <p>Introduction</p> <p>As facilitators, start by introducing yourselves to the participants, what you've been working on as [<i>your Local Group name</i>] Labour for a Green New Deal (if you are part of a local group!), and what your priorities are going ahead.</p> <p>Have participants introduce themselves, and what they're hoping to get out of the session</p> <ul style="list-style-type: none">• This is a helpful way to identify some questions that participants may need help addressing, and can be brought into some of the later activities.• It may also bring up local climate issues that could come up on the doorstep – note these down! | Flip chart and Flip chart pens |
| 10 mins (15 mins) | <p>Bringing participants up-to-speed about the GND</p> <p>Begin by explaining what the Green New Deal is – a</p> | More information about the Green New Deal can be |

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| | <p>helpful descriptor is “a state-led programme of investment and regulation for the decarbonisation and transformation of our economy that reduces inequality and pursues efforts to keep global average temperature rises below 1.5°C.”</p> <p>Tell them that the Labour for a Green New Deal calls for 9 concrete, radical changes to our current economic, social and political models – these are not the only demands by any means, but they are a central part of what we envisage the GND transformation to look like.</p> <ol style="list-style-type: none"> 1. A commitment to zero-carbon emissions by 2030 2. Rapidly phasing out all fossil fuels 3. Large-scale investment in renewables 4. A just transition to well-paid, unionised, green jobs 5. Expanding public, democratic ownership 6. Free or affordable Green public integrated transport 7. Supporting the countries’ worst affected by climate change in their transition 8. Assuring everyone’s basic rights through the provision of universal services 9. Welcoming climate refugees & preventing displacement <p>When listing these, speak to some of the reasons why each is necessary, and ground it in what that could mean for individuals/communities (i.e. rapidly tackling our carbon footprint requiring retrofitting and insulating housing to cut energy wastage – and fuel bills; green public transport meaning cheap and frequent buses on routes chosen by need, not the dictates of the market.)</p> <p>You don’t need to go through all of them – if there are particular areas that are relevant to the local area, you might want to spend more time addressing and discussing these.</p> <p>Mention that in the next part of the session, you will be exploring what some of these changes could concretely look like in your community.</p> | <p>found beforehand at: https://www.labourgnd.uk/gnd-explained</p> |
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| 15 mins | Find out the issues! | Pens and flip chart |
| (25 mins) | <p>Start by asking the group if anyone would already be confident talking about Labour's Green New Deal to a voter concerned about climate change.</p> <ul style="list-style-type: none"> • If someone says that they feel quite confident, ask them to role-play a conversation with you. You are the voter at home, and they are a canvasser. <p>In the scenario, try role-playing as different characters: someone who regularly-votes Green, wondering why they should vote Labour; or someone who is concerned more about the national debt and wants to tackle that and thinks Labour has been reckless with the economy; maybe someone who is concerned about Brexit.</p> <p>Ask participants what they thought went well in the role-play, and what didn't go so well.</p> <ul style="list-style-type: none"> • Then ask the group why they might not feel confident talking to a voter about a Green New Deal: <ul style="list-style-type: none"> o If they are worried about having in-depth policy knowledge of the Green New Deal, mention the GND Explained webpages - but also remember that on the doorstep, you don't need to have huge in depth knowledge! It's about broadly explaining ideas, providing people with the key arguments, and then sign-posting people to where they can find out more. o More important is to stress the importance of the Green New Deal principles (climate change is a class issue; economic, social and climate justice are inseparable; we will decarbonise by 2030; workers & trade unions are central to decarbonisation) as this, rather than in-depth policy discussions, is how we are going to bring people on-side and on-board <p>Ask the group to imagine that they are canvassing for Labour, specifically to speak to people about the Green New Deal. Ask the group to think of the most</p> | |

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| | <p>difficult questions that they could be asked by people on the doorstep. It's particularly helpful to ask the group what questions they could be asked, that they feel like they do not have the answer to.</p> <p>Write the questions on the flipchart paper. You can add some of prepared questions from the accompanying script found in your General Election pack.</p> <ul style="list-style-type: none"> e.g. Why should I vote Labour for climate justice, rather than the Greens? How can I trust Labour on the environment, when they support a new runway at Heathrow? Why should I care about climate change? etc. | |
| 30 mins (55 mins) | <p>Persuasive Conversations</p> <p>Break the groups into pairs or threes, and give each pair/trio a question to work through. Ask them to take it in turns to act out knocking on the other's door, before being hit with their question, and trying to persuasively respond. Allocate one person A</p> <ul style="list-style-type: none"> Remind them to follow less on policy pledges, and more on what climate justice would look like for that community Give an example of how to make climate justice material (<i>potentially</i>: climate justice means we will retrofit your house to cut your energy bills and cut down on fossil fuel usage; <i>or</i> climate justice means more frequent [and green] buses in your rural area, so people are less reliant on owning a private vehicle). <p>Give them c.5 minutes to work through each one, and get them to feed back to the wider group about what worked well, and what didn't. Repeat 3 or 4 times, depending on time available</p> <ul style="list-style-type: none"> Don't feel a need to rush through or cut off discussions, however, as people discussing and taking ownership of GND policies is what will really make this work and allow our members to be | |

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| | <p>convincing advocates on the doorstep (rather than rehearsing polished answers)</p> <ul style="list-style-type: none"> • While they are discussing, facilitators should go round to each group, listening out for particularly good discussions, and offering advice if necessary <p>If you have a large number of subgroups/questions to get through, maybe divide the room in two, giving half one question and half another (but still feeding back to the whole group)</p> | |
| <p>5 mins</p> <p>(1 hr)</p> | <p>Capturing Ideas</p> <p>If there are particularly good model answers, please firstly ensure these are fed back to the <i>Local Groups Support Team</i> (email lgndlocalgroups@gmail.com or tell your contact in your next check-in!) – but also these could make great local groups' social media content.</p> <p>If someone is willing to be filmed saying "I'm voting Labour because" followed by their answer, please do record this and post it on your group's social media, or send it to Labour for a Green New Deal's Facebook</p> | <p>Good phone camera</p> |

Follow this up by (a short break for teas/coffees/refreshments, then) getting participants to try it out in practice.

[Find example script in your resources pack!](#)

This resource has been built from the wonderful work done by the Sheffield Labour for a Green New Deal, Greater Manchester Labour for a Green New Deal and Norwich Labour for a Green New Deal groups.