



**DAY OF ACTION:  
WINNING  
CLIMATE JUSTICE  
ON THE  
#LABOURDOORSTEP**



# WINNING CLIMATE JUSTICE ON THE #LABOURDOORSTEP

Only Labour can deliver a transformative, socialist Green New Deal to tackle climate breakdown, and by working with your local CLP to organise a canvassing session (“door-knocking”) to communicate this message in your local area, you can help to build support for the party in the General Election. It’s also a great opportunity to build support for candidates who have backed Labour for a Green New Deal and encourage voter turnout.

Whether you’re part of a Labour for a Green New Deal group (big or small), or new to the campaign, canvassing is a great way to get involved. You don’t need to be a policy expert, or a seasoned campaigner – we’ve produced a [handy script](#) and the guidance below to get you started.

To check if there’s a Labour for a Green New Deal group near you, check the [map here](#). For more information on setting up a Labour for a Green New Deal group in your area, check out our guide and look out for campaign onboarding calls.

*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.*

# PLANNING YOUR CANVASSING SESSION

1. Meet with your local CLP Campaigns Officer or Chair to discuss organising a Day of Action: a mobilisation of local Labour members and supporters to go door-knocking explicitly focussing on the climate crisis.
2. Identify a realistic area of your community to cover during the day (be optimistic – if the canvassing session is well promoted, more people than expected may turn out and you'll be able to cover more ground). Your CLP Campaigns Officer should have maps of the local area that may be useful, or together you can identify key target communities to engage.
3. Choose a date and time for your canvassing session and identify an accessible public meeting point. Evenings and weekends are best. Share the details through your social media channels and let us know at [lgndlocalgroups@gmail.com](mailto:lgndlocalgroups@gmail.com) so we can boost your posts
4. Produce some guidance that identifies a realistic number of households for each volunteer to visit. For example, if volunteers spend 3–5 minutes on each doorstep, they could cover around 15 households in an hour. If you have time, you could identify these on a map.
5. Share the canvassing script with volunteers before the session if possible so they can familiarise themselves with the content. If you have time, try to tailor it to the area your canvassing. Easily accessible maps of [flooding forecasts](#) and [air pollution data](#) for local areas can really drive home how climate breakdown will affect voter's day-to-day lives and spur action. Also just look out for local environmental issues made worse by the Tories.) <https://www.beforetheflood.com/explore/the-crisis/sea-level-rise/> <https://www.theguardian.com/environment/2015/jul/24/the-9-green-policies-killed-off-by-tory-government>
6. Identify someone who can help brief volunteers before the canvassing session – you can find an example brief below. This is someone who feels confident helping people know what the key arguments are, and if there are any particular things to be aware of in the area

7. Choose somewhere to debrief after the canvassing session (sat down with refreshments usually most popular!) so you can meet other canvassers, and share your experiences of how the day went!

## ON THE DAY

1. Make sure you advise people to wrap up warm, wear comfy shoes and maybe something waterproof!
2. Meet at the advertised location – try and have key organisers arrive a little early
3. Brief volunteers before you go door-knocking, and hand out copies of canvassing scripts if you wish
4. If possible, share the field organisers' phone number in case volunteers have any issues or concerns during the session
5. Start canvassing!

## VOLUNTEER BRIEFING

- All conversations should be held on the doorstep and canvassers should not enter any properties
- Start conversations by introducing yourself – your name – and why you're knocking on the voter's door (you do not have to start with "I'm XXXX from the local Labour Party" – you could start by saying "I'm XXXX, and I wondered if you had heard about X local issue" or "are you concerned about the climate crisis?"
- Canvassing is about holding a conversation, so be sure to listen to voters and their concerns. You are not expected to be able to solve any of their problems, or provide immediate solutions! A lot of what you will be doing is sign posting to websites and other materials.
- Make sure you hand out or post flyers for the Labour Party

- Not every door will open and not everyone who does answer their door will want to talk – don't let this put you off. You can still offer them a flyer!
- You won't have every answer – if somebody asks a question you don't know the answer to, you can direct them to the Labour for a Green New Deal website for further information

## MATERIALS NEEDED

- Enough boards prepared – speak to your CLP Campaigns Officer about this!
  - Be ambitious with the area you can cover!
- Umbrellas!
- Snacks and refreshments
- Flip chart paper and pens
- Biro pens and pencils
- Printed out copies of the script

## DAY OF ACTION: SUGGESTED GUIDELINES

Time	Activity	Materials
5 mins (5 mins)	Introduction	Flip chart and flip chart pens
10 mins (15 mins)	<p><b>Speech from Guest Speaker</b></p> <p>Preferably from the Local Labour for a Green New Deal group, or from a bigger group in your region. It's great if the local candidate, and maybe some local Councillors, can come too!</p> <p>Speaking on: Why we must put forward climate as a key issue on the door</p>	

	<p>You can make space for questions, but how much time is up to you. As this is a practical day, it is advised you give more time to the role-playing activity.</p>	
<p>30 mins</p> <p>(45 mins)</p>	<p><b>Practice talking about Climate on the Door</b></p> <p>10 (mins) Role-play in front of the group:</p> <p>Start by asking the group if anyone would already be confident talking about Labour's Green New Deal to a climate-oriented voter</p> <ul style="list-style-type: none"> <li>• If you have someone, ask them to role-play it with a facilitator acting as a voter (be a tricky regularly-votes Green, though come around in the end)</li> <li>• If you don't, ask people why they don't: <ul style="list-style-type: none"> <li>o if reasons are worries about having in-depth policy knowledge of the Green New Deal, mention the <a href="#">GND Explained webpages</a></li> <li>o More important is to stress the importance of its principles (climate change is a class issue; economic, social and climate justice are indissoluble; we will decarbonise by 2030; workers &amp; 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</li> </ul> </li> </ul> <p>(15 mins) Practice in pairs/threes</p> <p>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</p> <ul style="list-style-type: none"> <li>• Remind them to follow less on policy pledges, and more on what climate justice would look like for that community</li> <li>• Give an example of how to make climate justice material (<i>potentially</i>: climate justice means we will</li> </ul>	

	<p>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> <p>(5 mins) Ask groups to feedback particularly great locally-themed response</p>	
<p>10 mins</p> <p>(50 mins)</p>	<p><b>Speech from Local MP/PPC</b></p>	
<p>10 mins</p> <p>(1 hour)</p>	<p><b>Group Photo and Divide Into Groups</b></p> <ul style="list-style-type: none"> <li>• Share the photo to your local CLP and Community Organiser, as well as to the Labour for a Green New Deal Facebook to be shared</li> <li>• Make sure you tag @UKLabour and @LabGND on Twitter!</li> </ul>	