

Green Industrial Revolution

Toolkit

Questions: GIR@labour.org.uk Community: [@LabourByTheMany](https://twitter.com/LabourByTheMany)

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Why we must win

We face an economic and climate crisis. For decades the world's scientists have warned of the consequences of a runaway climate crisis on our food security, access to water and our way of life.

After 40 years of deindustrialisation and unmanaged globalisation we are left with a hollowed out economy, wage stagnation and deepening inequality.

For too long politicians and corporations have promoted the myth that the climate crisis is the fault of ordinary people and that to save the planet, it's ordinary people who have to make the biggest sacrifices. This is the same austerity logic that's crippled our economy; and it's wrong.

It's the 1%, the same multinational corporations and career politicians who caused the economic crash in 2008 that have wrecked the environment, using power and wealth to misrepresent and drown out warnings from the scientific community that have become increasingly stark.

But we can address all these crises with a Green Industrial Revolution to transform our economy and create prosperity for the many.

Labour has already made the UK the first country in the world to declare a climate emergency, but we won't stop there.

We must grasp this opportunity to transition to an economy which creates green unionised jobs and achieves social justice on issues like housing, regional and structural inequality, public transport and unemployment.

We've faced challenges before and we've won, but always, and only, when we come together. We can never win when we are divided.

We must collectively organise, both urgently and with a bold vision that matches the seriousness of the crisis we face.

[Read Labour's Declaration for a Green Industrial Revolution.](#)

How we'll win

There's no way we can win this fight without a movement. It's the only way people have ever changed the course of history. Our movement must be inclusive of everyone, particularly marginalised communities and those who currently depend on carbon intensive industry. A Green Industrial Revolution for the many, by the many.

That's why we've created a plan that will bring green unionised jobs, new green skills and education, solar panels on homes and cleaner communities for all . Through organising, building solidarity and working together we can tackle inequality and stagnant wages, fight pollution and build resilience in communities on the frontline.

In the terrible aftermath of the Second World War, we didn't build the NHS or the welfare state alone. It was built by the many, every community in solidarity, pulling in the same direction.

There is no time to lose - we only have 10 years to turn our economy around and avert climate catastrophe. With your help, we can build the radical leadership we need for a Green Industrial Revolution from the grassroots.

What you can do

In this section you can find tools, strategies and support to organise in your community to win a Green Industrial Revolution. From Gloucester to Glasgow we'll take this movement all the way to Westminster.

1. Be a revolutionary

From a declaration to a movement.

2. Make more revolutionaries

How to build power and leaders

3. Find local issues and win

How we can win significant change locally right now.

1. Be a revolutionary

We want everyone to sign this declaration. We can win by building consensus around the change we want to see.

- a. Before you do anything. [Sign the declaration yourself](#) and let us know that we can get in touch with you. We'll be able to connect you with other campaigners working in your area, provide access to training and support you as you organise locally.
- b. [Contact us to see](#) if your area has a "Green Industrial Revolutionaries" group already or start a new one.
- c. Get your whole community behind the declaration. You can [encourage people to sign online](#).

Here are some ideas of the sorts of people you can ask to sign, it could be individuals or leaders of institutions. Some will need more convincing than others, there are lots of ideas below on how you can begin to have those conversations.

1. Friends, colleagues & family
2. Politicians
 - a. Ask your CLP to endorse it

- b. Your local MP or Labour candidates
 - c. Local councilors or Labour candidates
3. Local institutions
- a. Business
 - b. Schools
 - c. Faith institutions
 - d. Campaigning groups
 - e. Trade unions

We have resources for institutions that sign up to the declaration, stickers, graphics and posters so they can show their support on social media, their websites and on their premises. [Find Green Industrial Revolution leaflets here.](#)

Establish an action group

If there's no Action Group in your area you can set one up. [Let us know that you want to get one going](#) and we'll hook you up with others in your area who feel the same way and give you all the resources you need to get started.

Run a Green Industrial Revolution watch party

Not everyone knows about the urgency of climate crisis, or the opportunities to transform our economy for the many by taking action.

Putting on a meeting on the Green Industrial Revolution can be a great first step in building your team and informing the wider community of these plans. You can do this in your home, at a local school or faith institution or even at a coffee shop.

These meetings can take up to 45 minutes. Our goal is to let people know about the climate and economic crisis our community faces, and explore the actions we can take to mobilize for a Green Industrial Revolution.

The best way to get people along is by phone, call, WhatsApp or text. You can also use email and social media to get the word out, and follow up with the people who you've invited. Here's some sample invitations you can use.

You can invite:

- Family & friends

- Colleagues
- Put on a special meeting for a local institution like a church or trade union brand

Your meeting checklist

❑ A meeting space

Could be at a community centre or cafe. Be flexible and make sure you pick a space where your attendees will feel comfortable.

❑ Sign-up

Get everyone to pledge to back the [Green Industrial Revolution using this link](#).

Meeting agenda

Intros (10 minutes)

You may have met before but it's good to make sure you start the meeting with introductions, make sure everyone feels heard and represented.

Introduce yourself, make sure you think about what you'll say in advance. Why did you decide to start organising around the Green Industrial Revolution? Why does this issue matter to you?

Ask others to do the same: What's your name, why did you come to the meeting?

Discussion (20 minutes)

What does a Green Industrial Revolution mean to your town?

Next steps (15 minutes)

Call to action:

1. Canvassing days
2. Phonebanking
3. Local campaign

3. Commit to Take Action locally

If we are going to win this fight. We need to take action now. We need to find the issues that people care about and build winnable campaigns. Through your campaigning you'll identify issues that matter to local people that you can act on. Whether it's air pollution, a factory threatened with closure that could benefit from investment in renewable technologies, a lack of bus services, a power plant spewing out toxic fumes, or an

ambitious renewables project that people want to build you can use them to build your local campaign.

[Read our Green Transformation Policy.](#)

Green Industrial Revolution Canvass Days

You can run canvass days focussed around the Green Industrial Revolution. This can help you turn out members who might not normally canvass with a cause that they feel passionately about. It can also change the conversation on the doorstep, opening up your community with a new way of talking about Labour's agenda for Government.

Preparation

Make sure you're ready, [download and print Green Industrial Revolution Canvas Flyers](#) to leave with residents.

When you do your data-selection, think about the sorts of voters you've selected. Who will be most excited about this message, who do you need to convince? Don't box people in though.

Barnstorm agenda

Barnstorms are large public meetings that are welcoming and participatory. They are opportunities to get 100's in a room to join the Green Industrial Revolution and a great way to find volunteers to do Green Industrial Revolution canvassing or phone banks, local winnable campaigns, or people to commit to putting on a watch parties so the movement can grow.

1. Get to know each other and get aligned on the goal
2. Share the strategy for your GIR action campaign
3. Explain the ask - what the big thing is that you need everyone to do?
4. Make the ask (dramatic moment!)
5. People create their events (or take the other big action)
6. Other people sign up for their event

Who are your local political leaders?

The first thing to do is to understand if your Local Council is supportive already. Is it a Labour council, are there Labour councilors who you might be able to work in partnership with?

Make a list of every councilor, starting with the Labour councilors find out which of them have signed the Green Industrial Revolution declaration and make contact. Who are or could be Green Industrial Revolutionaries?

Find where Labour has already selected candidates for the next local election and approach those in advance of the election. Can you make these pledges a key part of their election campaign? (See the next section for more on this!)

Campaigning with your Labour council

If you have a Labour council this should be easier and you can normally skip to model resolutions, support your councilors to prioritise and implement these changes, build the public support they need to put them into practice.

Building pressure on your Tory council

Where you have an opposition council you have a harder road ahead of you but it's not impossible. To achieve everything on the list you will need to turn your council Labour at upcoming elections, but you can win some concessions and start the process early, we haven't got a moment to waste.

Ask for a meeting

Once you've got a number of local institutions signed up, pull your campaign team together and write a letter to your local council.

Ask for a meeting with the Council Leader and the CEO to discuss the proposals and for a public commitment on each of the points.

The meeting

Do work in collaboration with local Labour representatives including Councilors and MPs to make this meeting as powerful as possible.

Go with a delegation of local people, representing institutions like business, trade unions and faith groups. Let your community know what you're going to do and ask them to message your Council Leader and CEO in advance on social media to express their support for your efforts.

You can livestream it with the permission of those present to add a feeling of public accountability. If you can't do this, post photos both before and after your meeting so the whole community knows what you're doing.

If they don't respond at first, keep trying

If council leaders don't respond to your first contact don't be disheartened. Here are a number of tactics you can use to build pressure for change.

1. Write an open letter in your local paper in collaboration with local leaders
2. Run a **Green Industrial Revolution canvass** - build your petition and let your community know what's at stake in your area.
3. Organise a rally outside of the town hall demanding action. If you can get more than 200 people to turnout it'll be a local story.

Resolutions

Some Labour councils have already taken the lead, here are some of the resolutions they've put together. You can encourage your council to do the same.

1. **Climate Emergency Declaration**
2. **Call on UK Government for support**
3. **Support local renewable energy projects**
4. **Commission community resilience and adaptation review**

If your Labour Council has taken the lead on one of these proposals [please get in touch](#), we'd love to share that work with others.

"If you knocked on a door in Salford, where I am from, although most people care about climate change it is not going to be top of their list of priorities. Most people just want to know how their life is going to be improved. Millions of people, whether in towns or cities, North or South, want well paid jobs they can be proud of. My Dad was a docker. Generations of people in my home Salford depended on manufacturing. But like in so much of the country, many of those jobs no longer exist.

Climate change affects us all regardless of wealth or power yet it will be the poorest and most vulnerable among our communities who feel the affects the most. Labour forced a climate emergency motion through parliament last month responding to the 1000's of school children striking around the country calling on global leaders to step up and answer

questions like how do we turn the climate emergency into an opportunity to solve social justice issues such as housing, public transport and employment? Which is why Labour is not stopping at the success of our climate emergency motion and launching our Green Industrial revolution tour around the country”

Rebecca Long-Bailey
MP for Salford and Eccles
Shadow Secretary of State for Business,
Energy and Industrial Strategy

Keeping in touch

Keep in touch with others all over the country working towards a Green Industrial Revolution.

1. [Follow Labour: By the Many on Twitter](#)
2. [If you have any questions feel free to email \[gir@labour.org.uk\]\(mailto:gir@labour.org.uk\)](#)