

Storm in a Teacup Toolkit

Presenting women's priorities for action
on climate change

Local action for global change



Women's
Environmental
Network

www.wen.org.uk

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**Women's
Environmental
Network**

Women's Environmental Network (WEN) is an innovative national charity that campaigns on issues linking women, health and the environment.

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Introduction

Storm in a Teacup is WEN's 2007 climate change campaign. WEN local groups will host delightfully subversive tea parties bringing together local leaders and organisations to learn about women's priorities on climate change.

Just as the Boston Tea Party was a protest at "taxation without representation", Storm in a Teacup protests the "frustration without representation" among women. As a recent WEN survey shows, women have the will to tackle climate change but not the way. Greater representation in environmental decision-making is the answer.

Storm in a Teacup will promote the Women's Manifesto on Climate Change. As a member of the Stop Climate Chaos coalition, WEN is campaigning to strengthen the Climate Change Bill. The tea parties will be held between September 2007 and March 2008, timed to add to the clamour for an effective, protective Bill.

Whipping up a Storm

Storm in a Teacup is different because it is fun, you do not have to be a climate expert, you get to call the powerful to task and you gain climate-saving knowledge as you go along. Climate change is an important, serious issue but it is helpful to address it in a creative, enjoyable way. Climate awareness needs to be part of everyone's life but not our whole existence!

WEN local groups will lead by inviting their local MPs, councillors, business leaders, other women's and environmental organisations, as well as the local media, to hear about women's priorities for action on climate change.

Anyone can host a tea party and they can be as diverse as you like. The key ingredients are the fun, the Manifesto and the questions. What is your MP doing to help the climate? Is it enough to keep us safe? What about the council or supermarkets? What are they all doing to ensure women are engaged and active? What can we all do, and what help do we need?

Parties will feature a large display of teabags to symbolise how lots of small contributions go to make a large impact - and how it is women who decide if these cause harm by going to landfill, or good by being composted.

This campaign will be launched at Climate Clinics at the three political party conferences this autumn, where WEN will host Storm in a Teacup events together with the Soil Association.

The Women's Manifesto on Climate Change

The Manifesto is a set of demands for the involvement of women in tackling climate change. Based on findings of a joint WEN/NFWI survey of women's attitudes, it highlights specific actions the government needs to take, both to deal with climate change, and to mobilise women as decision makers, consumers and educators. It was written jointly by Women's Environmental Network (WEN) and the National Federation of Women's Institutes (NFWI) in May 2007.

What does it say?

Key Messages

- Climate change is a women's issue. While in the UK women hold the power in domestic decision making, in the developing world women are facing the highest burden of climate change impacts.
- Women are a powerful resource to be mobilised as consumers and educators to take action against climate change.
- We are calling on the Government for leadership and action to enable women to make positive changes in their own lives and to influence others.
- The Government needs to involve women much more in decision-making within the climate change issue so that policies reflect women's ideas and priorities.

Priorities

Women want the government to take the lead, helping us to take practical actions:

- In our homes
- In our travel
- In the marketplace
- In our use of energy
- For us and our children
- For the future
- For developing countries

Stop Climate Chaos and the Climate Change Bill

As a member of the Stop Climate Chaos coalition, WEN supports demands on the government to:

- Negotiate internationally for global warming to peak at no more than 2°C above pre-industrial levels.

- Institute a Carbon Budget to reduce UK greenhouse gas emissions by an average of at least 3% p.a. This means strengthening the Climate Change Bill to increase the CO₂ reduction target of 60% by 2050 to 80% by 2050.
- Give all necessary support to developing countries to help them adapt to climate change.

Why is the Manifesto important?

Women have the will to tackle climate change but not the way. We want greater representation in environmental decision-making. Women have a unique role to play in tackling climate change. As consumers, we make most of the decisions which have a direct impact on carbon emissions. As educators, when we change our lifestyles, we're the ones who persuade our families and friends to follow suit.

The WEN/NFWI 2007 survey of women's attitudes found:

- Women make most household decisions in all areas identified including choosing the family car, choosing holidays and buying food, clothing and household goods.
- 80% of women are very concerned about climate change.
- 75% are apprehensive that changes will not be made soon enough.
- 94% of respondents have begun to make changes in their own lives.
- 98% recycle.
- 87% refuse plastic bags and excess packaging.
- 86% have improved their energy efficiency.

What women want

- Much more action in tackling climate change; 97% of women do not think Government and industry are doing enough.
- More help and guidance to reduce our impact on the environment; 85% want more green products or carbon labelling of goods, 85% want lower prices for environmentally friendly products, 82% want more government grants and incentives to reduce carbon emissions.
- More women's involvement in UK and international policy making to combat climate change; 86-87% believe women are under-represented.
- More women leaders in business and science; 78-79% call for greater representation.

Hosting a Storm in a Teacup event

Your WEN Storm in a Teacup event can be as small or large as you like, depending on your resources and local situation.

The Women's Manifesto can be used as a guide - see the seven demands starting on page five. If you wish, you can focus on one of them, and include the overall demand that the Climate Change Bill be made stronger. You may like to link up with another local group working on climate change and hold a joint event. For details of other groups and organisations, see: www.icount.org.uk.

Let your imagination run free. WEN Storm in a Teacup events are about inviting people into positive action and enjoyment. They might feature poetry, games, art, and/or music around the teacup theme. Brainstorm the possibilities in your own situation. You might have a practice Teacup event in someone's house with people acting the parts of people you might want to invite. If you need any further help, contact Kate Metcalf at WEN on 020 7481 9004 or localgroups@wen.org.uk.

Date

Fix a date to run an event between September 2007 and March 2008 and let WEN know. There is a form to send to WEN in the pack.

Venue

Find a venue: try local businesses and organisations, community centres, etc. You will have the best ideas for this. Bear in mind that places of worship can make members of other faiths reluctant to attend. Ensure that the venue is not cold, wastefully hot, noisy or inaccessible.

Catering

Arrange for adequate supplies of tea and cakes (and alternatives). Perhaps a local business will sponsor these? You can state on your invitations that your group does not endorse any particular product or service. You will want to make sure the whole event gives a good message. Draw up a checklist: aim for fair trade, organic and local products; avoid excess packaging and disposable things; use real cups, plates and cutlery, washable napkins and tablecloths; compost and recycle waste; and specify recycled and reused items as much as possible.

Insurance

WEN's insurance policy provides cover for WEN groups in named towns. Please check with the WEN office to see if you are covered. We are unable to extend cover to non-WEN member groups but you may be covered under the venue's insurance or may qualify for temporary cover under another local organisation's or the local authority's policy.

Programme

Decide what your event is going to consist of. Use the model programme on p11 as a starting point. Identify who is to chair, perform and speak; who will welcome people, record information/take notes, manage catering, deal with the media.

Invitations

Possible invitees:

- Your local MP; parliamentary candidates from other parties; MEP; Assembly Member etc.
- Local councillors and council leaders; specialist committees and officers.
- Leaders of local businesses: e.g. builders/developers; supermarkets.
- Local celebrities.
- Organisations: local environmental contacts, Women's Institutes and other women's groups, health, cultural groups, faith groups, school leaders, groups that are not yet concerned with climate change!
- Sponsors: anyone who has helped to fund, provide a venue or organise your WEN Teacup event.
- Role models: people you can find locally who are already doing inspiring things e.g. growing or supplying local food, transforming their house, running a walking bus, managing without a car etc.
- A performer, poet, musician or visual artist to make it fun, humorous and attractive.

MPs, MEPs and councillors can be identified and contacted via www.writetothem.com. When you invite MPs, you could ask if they have signed up to the Women's Manifesto and what they are doing to strengthen the Climate Change Bill. There is a list of Manifesto signatories on WEN's website. For more information on the bill, see www.icount.org.uk where there is a full set of materials to use.

Send out invitations at least two or three weeks before the date - adapt the Invitation Template. MPs and councillors may need even more notice.

Media

Send out a press release three weeks before - adapt the Press Release Template in this booklet. Send a reminder press release to all your local media one week ahead. Be prepared to ring up the local media to encourage them to send a reporter or photographer.

A good visual image displayed on the day or arranged for advance publicity of the event will encourage local TV and local press photography.

Some of the people you invite may be able to help publicise the event. Tell everyone you can think of and use word of mouth as well as media.

After the event, circulate photographs from the event to the media along with details of any pledges/commitments made by notable people/organisations.

Recording the event

- Designate someone to take notes and record commitments and pledges. You could use flip charts, or even something as simple as sticky notes. Make sure you note if anyone makes promises, for example to support the Manifesto, and let WEN know. Encourage MPs, organisations and individuals to sign up to support the Manifesto. It is best to sign people up at your tea party using the signatory sign-up form, alternatively ask people to email localgroups@wen.org.uk for a form to email back.
- Have a guest book at the event to record who attends and any comments they make.
- Appoint an official photographer who can concentrate on recording the event for you, the local press and WEN.

Display

- PowerPoint: If you are not using the PowerPoint presentation for your own talk you may like to use a laptop to display it in the background during the tea party.
- Teabags: Arrange a large display of teabags to symbolise how lots of small contributions go to make a large impact - and how it is women who decide if these cause harm by going to landfill, or good by being composted. If it's really impressive, the display of teabags should entice TV or local press photographic coverage.
- Local produce: display of local food if available.
- Good products: display of energy, waste, water saving products.
- Balloon: use the purple balloon enclosed to show how much CO₂ is emitted per minute by the average citizen of the UK.

On the day

Once you have made your preparations, relax, be flexible and enjoy the event.

Resources

- Model PowerPoint presentation to enable anyone to speak about climate change and the Manifesto. Contact WEN on localgroups@wen.org.uk or download from www.wen.org.uk/localgroups/resources.htm.
- List of speakers: Climate Speaker Network www.climate-speakers.org.uk.
- Sarah de Nordwall is a bard who seeks “to speak the truth without fear through poetry, music and song”. She also runs a Bard School to help people find their artistic voice and to bring it into the public realm. She is very sympathetic to gender and social justice issues. Contact her for rates of hire for lively performances and workshops to help with your campaign. sarah@bardschool.co.uk or 07849 641 899 www.bardschool.co.uk.
- Materials to download for the Climate Change Bill: www.icount.org.uk. For those without internet access call 020 7729 8732.
- Invitation template - included.
- Press release template - included.
- WEN leaflets -included.
- WEN affiliation forms - included.
- Purple balloon - included.

Ideal outcomes of your WEN Storm in a Teacup event

Each Storm in a Teacup will have different outcomes, but this is what to aim for:

- Call to account your MPs, other local politicians and local businesses for what they are doing to limit carbon emissions.
- Put women and WEN on the map locally and nationally.
- Show how crucial it is to involve women in political and practical action on climate change.
- Make new local contacts.
- Gain more climate change knowledge and event experience.
- Set an example of an enjoyable event that publicises climate change.

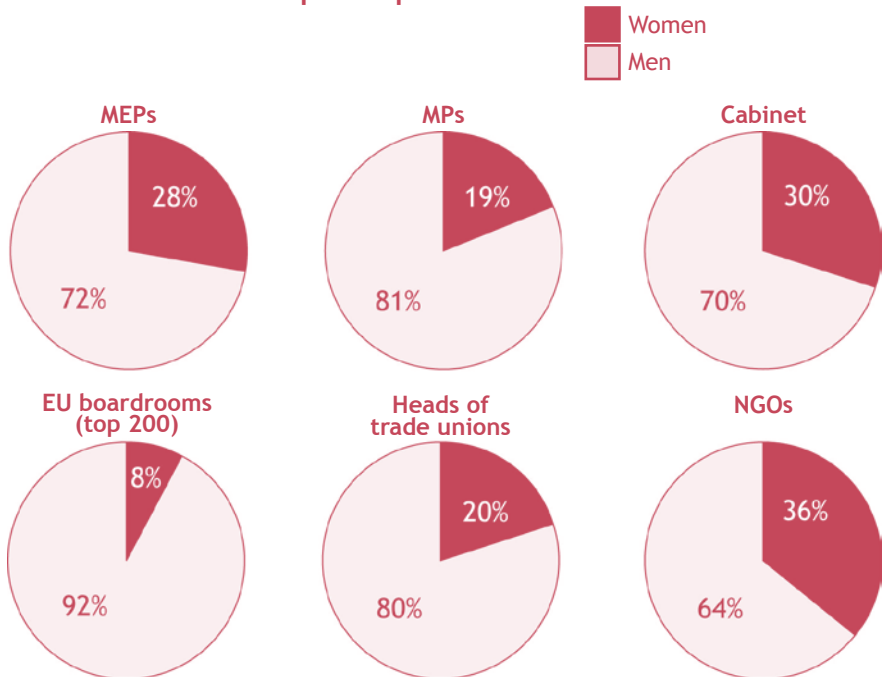
A gender perspective on climate change

Women's under-representation runs right through society. Women aren't the decision-makers when it comes to environmental decisions. And this really matters. When women are involved, the quality of decisions is different. The Welsh assembly is 50% women and its cabinet 44% - and it has statutorily committed to achieving sustainable development. Sweden, where women are more politically involved, is renowned for its sustainable approach.

It is often said that climate change will hit poorer countries first and hardest. But what's invariably NOT said is that the vast majority of the people who will suffer in those countries are women. 70% of the 1.3 billion people in the developing world already living below the threshold of poverty are women.

Women are responsible for 70-80% of household food production in sub-Saharan Africa, 65% in Asia and 45% in Latin America and the Caribbean. They will become increasingly vulnerable to climate change, which is predicted to reduce crop yields and therefore increase food insecurity.

Women's slice of the power pie



The diagram opposite shows how small women's slice of the power pie is. Only 28% of MEPs and 19% of UK MPs are women. A mere 8% of boardroom seats in Europe's top 200 companies are occupied by women and just 20% of Trades Unions are led by women. Men dominate energy, construction, transport and waste management industries - the very industries that contribute so much to climate change. This lack of representation affects not just the causes of climate change, but also the search for solutions. For example a 2006 WEN survey found 72% of women are against nuclear power, while investing in renewable energy was their top suggestion for tackling climate change.

Model programme

- 1 **Opening act.** Someone speaking with passion, poetry and/or humour to introduce your WEN Teacup event.
- 2 **Introduction to the Manifesto.** Invite people to sign up to support it as individuals and as organisations.
- 3 **Introduction to the Climate Change Bill.** Someone to speak briefly about the Bill and why it is needed. MPs could be asked what they are doing to strengthen the Bill.
- 4 **Open session.** Invite organisations to say what they are doing to make it easy (instead of difficult) for people to take action to help the climate by reducing carbon emissions. The results could be displayed on the walls.
- 5 **Break out session** in small groups in which people say what they are doing for the Manifesto, for the Bill and in their personal lives to keep the climate safe.
- 6 **Tea time.** Allow plenty of time for people to have tea and cakes and get to know each other.
- 7 **Thanks** to everyone for taking part and contributing so much. Explain how they can help even more by joining WEN and funding our climate change work. Be ready with WEN leaflets and affiliation forms for councils and other organisations.
- 8 **Closing poem, music, etc.**

Dear [insert invitee]

[Insert name of group] *and* [insert name of business/other organisation] *is/are delighted to invite you to join us for a Tea Party sponsored by/hosted by* [insert name of sponsor/host if applicable].

Storm in a Teacup

At [insert venue details]

[insert date]

[insert time]

This is an opportunity for you to find out about women's priorities for environmental action as expressed in the Women's Manifesto on Climate Change. The Manifesto was jointly launched by Women's Environmental Network and the National Federation of Women's Institutes in May 2007. We would also like to learn what you have been doing to keep the climate safe and invite you to sign up to the Women's Manifesto. A list of signatories is available on www.wen.org.uk.

Consumer activity is a major contributor to climate change and recent surveys show women still make most of the purchases that have a direct impact on climate change, including food, clothing and household goods. As household managers, they are also key to controlling the 30% of UK carbon emissions that are produced in the home.

Surveys have also shown that women have the will to tackle climate change. What we need now is the way - which is currently made difficult by government inaction. In particular, it is vital to strengthen the Climate Change Bill: in its present form for example it does not have binding annual targets. Without these, greenhouse gas emissions could continue to rise instead of falling.

Storm in a Teacup will be chaired by [insert name of Chair], from [insert name of organisation]. Speakers at the event include [insert names of other speakers]. There will be a performance by [insert name of performer] and lots of local food [insert details of local suppliers if possible], fair trade and organic drinks.

Please respond by [date] to secure your place to: [insert local contact details].

Yours sincerely,

[Insert name, position, organisation]

Use this template to create your own Storm in a Teacup invitation.

PRESS RELEASE

For immediate release [insert date]

STORM IN A TEACUP

[Insert name of celebrity/high profile guest] is joining [Insert group name] to whip up a storm at [insert venue] on [insert date and time] to highlight the central role of women in combating climate change.

Storm in a Teacup aims to raise awareness of the Women's Manifesto on Climate Change and to increase action in the local community. The Manifesto was jointly launched by Women's Environmental Network (WEN) and the National Federation of Women's Institutes (NFWI) in May 2007.

The event is kindly hosted by [Insert name of host] with sponsorship from [Insert name of sponsors].

Climate change is a women's issue. While in the UK women hold the power in domestic decision making, in the developing world women are facing the highest burden of climate change impacts. Women are a powerful resource to be mobilised as consumers and educators to take action against climate change.

The Manifesto calls on the Government for leadership and action to enable women to make positive changes in their own lives and to influence others. The Government and industry needs to involve women much more in UK and international decision-making within the climate change issue so that policies reflect women's ideas and priorities.

The Boston tea party was a protest at "taxation without representation". Storm in a Teacup expresses women's frustration without representation. Politicians and businesses will be asked what they can do to help women achieve their potential to influence policy and gain progress on climate change in our homes, communities and nationwide.

Use this template to create your own press release; keep it short and snappy and make sure it fits on one side of A4 paper. Editors notes can be printed on the back.

[Insert name of organisation representative] said “Women in particular are frustrated at the slow progress of action on climate change. We are creating an opportunity for anyone to show what is being done locally and beyond and to connect with support.” [Insert name of role models] will show how they have [Insert short details of action - eg reduced energy use in their business/ modified their house/lifestyle] to combat climate change.

This Storm in a Teacup is one of a series being held around the UK between September 2007 and March 2008 to add to the clamour calling for the strengthening of The Climate Change Bill with annual targets to ensure an 80% reduction in emissions by 2050.

ENDS

For more information contact [insert name and daytime contact phone number].

NOTES TO EDITORS

- 1 Women’s Environmental Network (WEN) is a national membership charity that campaigns on environment and health issues from a women’s perspective. Visit www.wen.org.uk for more information.
- 2 The Women’s Manifesto was launched jointly with the National Federation of Women’s Institutes in May 2007. More than 100 signatories have signed up so far including WWF-UK, Practical Action, Christian Aid, Tearfund, ActionAid, Green Alliance, Sustrans, Breast Cancer UK, National Alliance of Women’s Organisations, Women’s Resource Centre, Association of Women Solicitors and The Fawcett Society. Organisational signatories represent more than 300,000 individuals. [Will need updating please refer to the website].
- 3 [Insert group name] is a local group affiliated to WEN.

If you name anyone else in the release it is best to gain their approval of the release before distributing it. If you have no celebrity involvement the beginning should read [insert name of group] is whipping up a storm.

Individual action

Climate change is the single greatest environmental threat to life on earth. Here are some actions that you can take to make a difference:

- Join WEN to support our climate change campaign and sign the Women's Manifesto on Climate Change.
- Get a home energy check: www.est.org.uk/check.
- Measure your carbon footprint. The Defra calculator is a good start: <http://actonco2.direct.gov.uk>.
- Sign up to a green energy supplier. The following are all independent companies, good in their different ways.
Good Energy: www.good-energy.co.uk 0845 456 1640
Ecotricity: www.ecotricity.co.uk 0800 326 100
Green Energy: www.greenenergy.uk.com
- Make a flight pledge: www.flightpledge.org.uk and use www.seat61.com instead of flying.
- Get food from a food co-op, box scheme, farmers' market and grow more yourself if you can. See www.bigbarn.co.uk.
- Walk and cycle more and drive less.
- Sign up to I Count (Stop Climate Chaos): www.icount.org.uk.
- Tell us what you are doing! localgroups@wen.org.uk.



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