

350

Slideshow Guide

The first step to action is education.

While many people around the world know about climate change, or see their climate changing daily, many are unaware of the extent of the most recent science, and what citizens, communities, and governments are doing in response. This presentation is meant to be a tool for you, a local climate change organizer, to raise awareness about climate change in your community, and build momentum towards the 10/10/10 Global Work Party!

Let's get started!

This presentation is divided into three main parts: the science, what happened in 2009 with Copenhagen and the climate movement, and plans for action in 2010. We believe that, together, these three components will help to educate and empower people to take action in their community. However, do not feel that all of these slides must be used - customize and edit the presentation to suit your needs! Include recent news, facts that you think are important, and perhaps information that is relevant to your town, city, or region. Again, the main goal is to build momentum towards 10/10/10. And don't worry -- you don't need to be an expert on climate change to give this presentation. All it takes is a bit of research beforehand, and practicing the slideshow a couple of times. Before you know it, you will become an educator in your community!

Steps for educating your community about 350 and climate change.

1) Read through the slideshow, to the point that you feel comfortable with the material.

2) Research climate change issues that you do not understand, so that you will be able to talk about the science and politics of this issue with more ease. Some great resources are:

- * <http://www.unep.org/climatechange/>
- * <http://www.newscientist.com/topic/climate-change>
- * <http://www.realclimate.org>

3) Customize the presentation for how you see fit. If given in complete form, this presentation will take about 30-40 minutes, which can be good for a classroom, but way too long for other settings. Figure out how much time you have, and customize as needed. Add or delete slides, and include information that you think is relevant. Here's a quick list of things to customize, or ideas to research to make this presentation more relevant locally:

Include local climate impacts: do a bit of research on how climate change is impacting your country or region, and include important headlines, photos, graphs, quotes, or statistics that will help your audience understand how climate impacts your area.

Know your politics: Look up your country's position in the UNFCCC, or your national plan/policy on climate change

Look up local solutions: honor, and spread the word about the good work that others in your community or country are doing to address climate change



What you need for your presentation:

* **A projector - oftentimes a local school, university, organization, or library will have one you can borrow - ask around! If it's a small group, you could just use a computer and have everyone gather around.**

* **A space to present and an audience - perhaps the same group that lends you the projector might have some space to organize the presentation.**

* **Optional: printouts of the 350.org science, policy, and solutions factsheets, a sign-up sheet for new contacts, and the 10-step organizing plan. See www.350.org/action-resources for everything available at this moment!**



Tips for presenting

from ezinearticles.com

Try to move around during your presentation.

Use your body language. If you just stand still in one place, you will become invisible soon to you audience and their eyes and mind might start to wander around.

Use examples and stories to illustrate concepts. This can be your experience or something you read.

Make eye contact. If you're speaking to a small group (for example, 2-15 people), then try to accomplish eye contact with each person for a few seconds throughout your delivery. Look up from your materials, or notes, every 5-10 seconds.

Speak a little bit louder and a little bit slower than you normally would do with a friend. Vary the volume and rate of your speech. A monotone voice won't keep the attention of an audience.

Appear knowledgeable. A key PowerPoint presentation skill is rehearsal. You must be familiar with the material, its context and timing. Once you are familiar with your PowerPoint slides, you will appear more natural. Know the facts and figures that you quote and don't, whatever happens, be tempted to read from the slide screen. Not only do you turn your back on your audience, but you also appear less knowledgeable.

Take some questions. A well-built PowerPoint presentation should allow you to hold a slot for questions before you reach your conclusion. Use a blank slide while you hold your question and answer session. You can also refer to supplementary slides if you feel they add something to an answer. The rules for all question and answer sessions still apply, however: keep them short and concise and you will achieve more engagement.

Include other multimedia: show the 350 videos as part of the slideshow, photos of climate impacts from where you're from, etc. to make your slideshow more interesting. Visit www.350.org/multimedia

Include your action photo from 24 October: Get people excited about what is going on locally, by including photos from 350's Flickr site from your country! You can find 25,000 of them, from almost every country, at www.350.org/photos.

Cut it down! We purposefully included a lot of material so that local organizers can include what they find useful, and delete the rest.

4) Plan where you want to give the slideshow, and practice!

Here are some ideas for where you can give the presentation:

- High-schools, Universities, or Community Colleges
- Environmental studies department or institute
- Organizations that are dedicated to the environment - check out www.idealists.org or www.wiserearth.org for ideas and contact information.
- Major Worldwide Community Clubs - Rotary, Lyons, and Kiwanis clubs
- Local environmental, community, religious, social organizations
- Temples, churches, mosques, and other houses of worship

Also, here are some other organization that give similar presentations:

- **The Climate Project:** international non-profit founded by Al Gore with a mission to increase public awareness of the climate crisis at a grassroots level worldwide
- **Alliance for Climate Education:** performs interactive assembly presentations for high school students that explain global warming and its effect on our planet, while offering solutions to combat it
- **Earthwatch Institute:** Engages people worldwide in scientific field research and education to promote the understanding and action necessary for a sustainable environment.
- **Sierra Club/Sierra Student Coalition:** The oldest, largest, and most influential grassroots environmental organization in the United States. Sierra Student Coalition is a broad network of high school and college-aged youth from across the country working to protect the environment.
- **Cool the Earth:** ready-to-run program that educates K-8 students and their families about global warming and inspires them to take simple actions to reduce their carbon emissions
- **Climate Classroom** (part of National Wildlife Federation)

5) Give the presentation, and train others to do the same! Encourage discussion, and set aside some planning time for an event in your community for the 10/10/10 Global Work Party.

6) Take a photo! Take a photo with everyone present, and some representation of the number 350, and send it in to the 350 website! This will help connect your activity to the global movement, and build momentum for your local group.

7) Repeat these steps! Bring more people into the movement by continuing to educate more people in your community.



Please contact us to let us know how your presentations go!
organizers@350.org

350.org

350.org is an international grassroots campaign that aims to mobilize a global climate movement united by a common call to action. 350 parts per million (PPM) of CO₂ is the number that leading scientists say is the safe upper limit for carbon dioxide in our atmosphere. To get there, we need a different kind of PPM—a "people powered movement" that is made up of people like you in every corner of the planet.

Visit www.350.org or contact organizers@350.org to get involved.

OCTOBER

10