

ICAN CAMPAIGN KIT



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HOW WE GONNA DO THIS

THE PROBLEM

Stop for a moment and think about this:

80 per cent of the world's population and 146 of the world's governments would like to ban nuclear weapons. Yet there are 20 000 nuclear bombs in the world, and nuclear disarmament has come to a complete halt.

In a nutshell: Despite massive public support and the fact that governments have clear international treaty obligations to disarm, negotiations for a ban on nuclear weapons have not yet started.

And why do some people think that they need nuclear weapons anyway?

More and more military and political leaders, in nuclear and non-nuclear states alike, are realising that nuclear weapons are useless as a means of warfare and cannot provide security. Even Henry Kissinger has finally got it right: the Cold War is over, and nuclear weapons make us less, not more, secure.

As we can see from the volatile situation in the Middle East, which can blow up at any second, in today's world nuclear weapons fuel conflicts rather than preventing them.

So nuclear weapons do not make us safer, but create instead security loopholes. They are not able to scare off terror attacks, and they do not lower the nuclear ambitions of other states. Quite the contrary, the fact that some states claim the right to possess these weapons, makes them even more desirable in the eyes of non-nuclear countries.

They're also terribly costly, and divert resources not only from other more legitimate and effective military means but also from goods and services, which would benefit everyone, such as healthcare, education and green energy.



I AM TIRED OF WAITING FOR OTHERS TO MAKE A MOVE. THIS ISSUE AFFECTS ME PERSONALLY.

Magnus, campaigner

There is a high chance that terrorist groups might get hold of the material to build a nuclear weapon. Making one is straightforward and, make no mistake, it is not possible to fight terrorists with nuclear weapons because you cannot know who and where to strike. The only way to be sure terrorists will not attain a nuclear weapon is by eliminating them permanently and securing all materials that are essential for making a bomb.

But let's pretend for a moment that we could. Imagine the fallout of someone ever using a nuclear bomb. There would be no way to distinguish between reasonable military targets, on the one hand, and inexcusable targets, like children, on the other. It could easily lead to a nuclear war, and let's be honest, we don't even want to think about the result of such a scenario.

Let's leave that to Hollywood and start to think about ways to solve this problem.

THE SOLUTION

There are many bad, and one really good solution to this problem.

And the good one is you.

Yes, it is people like you that can make the world turn in the right direction. And of all the problems you'll face in your life, believe it or not, the nuclear problem is among the less complicated to solve.

Let's start with a simple fact: 172 states do not have nuclear weapons. That is 91 per cent of all the states in the world. So there is a good chance that you are living in one of these countries, and we don't think you miss being "protected" by nuclear weapons. Do you feel more insecure? Do you have an inferiority complex? Do you go out for dinner and sleep well at night?

We doubt it.

146 governments support the idea of a ban on nuclear weapons. So we've got a good starting point. But what we need to do is to make these governments live up to their words and support immediate negotiations for a ban on nuclear weapons.

We demand action, not just wishy-washy statements of good intent.

This has been done before. In 2006 people all around the world demanded that their governments negotiate a universal ban on cluster bombs. Two years later, a treaty to ban these weapons was signed in Dublin.

In the same manner, we have banned other useless and unacceptable means of warfare, such as bacteriological and chemical weapons.

It is only logical that we now deal with the most useless and unacceptable weapons of them all.

With your help, we will make it happen.

The time has come. Let's ban nuclear weapons.

THE ROAD MAP

So, what's next?

A ban on nuclear weapons is possible when non-nuclear armed states decide to start a process that will lead to a treaty to ban nuclear weapons. To achieve the goal of a ban on nuclear weapons, we need to get your government to say "We are ready to start negotiations on a treaty to ban nuclear weapons".

When enough governments say the same thing, the process will inevitably have to start.

The purpose of this Campaign Kit is to suggest a road map and break down the steps that you need to take in order to make your government decide to act.

Here are three key campaign methods you can use to pressure your government to support a ban:

1. THE MEDIA: As government leaders are usually sensitive to what is being written in traditional and social media channels, we have sketched out five different ways to put pressure on policy makers through the media.

2. LOBBYING: As government leaders in most countries have to respond to the will of the voters and their representatives in national parliaments, we have outlined five different ways to persuade politicians.

3. THE STREET: Last but not least, we offer you some fun ideas on what actions you can organize to reach out to the general public.

These actions are just examples of what's possible and we encourage you to use your creativity and imagination to develop your own actions.

**WE CAN
DEFINITELY
DO IT!**

Saima, campaigner





HOW TO TALK ABOUT ICAN

Nuclear weapons is not a new issue but it is only recently that the focus was put on the non nuclear weapons states clear responsibility to start a treaty banning process. The status quo of nuclear 'haves' and 'have-nots' cannot continue, and there is growing recognition that nuclear weapons need to be banned, not just managed.

The world cannot wait any longer for the nuclear-armed States to comply with their obligations at their convenience: like addicts they have to be helped by caring and determined friends.

Below a list of key talking points that you can use to speak with campaign partners, activists, decision-makers and the media about your ICAN campaign:

THE INTERNATIONAL CAMPAIGN TO ABOLISH NUCLEAR WEAPONS (ICAN) aims to inspire public and government support for multilateral negotiations on a comprehensive ban treaty.

ICAN was launched in a dozen countries in 2007, including at a meeting of parties to the nuclear Non-Proliferation Treaty (NPT) in Vienna, Austria. Since its inception, ICAN has developed and coordinated strategies to put the objective of nuclear abolition into the public and political mainstream.

Building on the unprecedented level of support for a comprehensive nuclear ban treaty that ICAN helped to generate at the 2010 NPT review conference, we are now working to mobilise civil society and strengthen pressure on elected representatives and governments to prioritize a total ban of nuclear weapons as the next big negotiating objective of the international community.

We do our best to strengthen networking between national and international campaigners and build understanding of why a comprehensive ban on nuclear weapons is the most realistic approach for getting rid of nuclear weapons.

As part of our strategy we are broadening nuclear disarmament campaigning by building links with other major international and national humanitarian, human rights, anti-war, environmental and disarmament organizations, showing how nuclear threats, proliferation and our goal of abolition are connected with their issues on a planet-wide security canvas.



HOW TO SPREAD THE WORD

1 LEARN THE BASICS

BE CREATIVE: The more imaginative and original you are the more people will pay attention.

BE RESPONSIVE: Research and build your action around a key event to surf the wave of public interest.

SEEK KNOWLEDGE: Understanding your target audience is key to effective communication.

GET CONNECTED: Involve your networks of friends and co-workers and link up with other groups working on similar issues to share ideas and information.

BE CLEAR: Defining a clear message is important, keep it simple and immediate. It will pay off.

2 USE SOCIAL MEDIA

Social media helps you create conversations across long distances, fast and with almost no cost. First of all you should join our Facebook (www.facebook.com/icanw.org) and Twitter (www.twitter.com/ICANinACTION) pages and ask your friends to do the same. You can also decide to create a local ICAN page in your language. Facebook and Twitter are great tools when you want, for example, to spread the news about an event, or they can be used to organize an action (see MEDIA ACTION 1 Peppertweet). Social media have its own style and tone that you should follow: try not to be too technical or tedious. Also, remember social media is all about developing an engaging dialogue with your contacts, so you cannot be online just now and then. A productive dialogue requires consistency. If you want to learn more go to: <http://mashable.com/guidebook/>

3 ENGAGE TRADITIONAL MEDIA

Although social media is the most immediate and fast way to reach out to diverse audiences across the world, using traditional media is vital if you want to shape a public debate.

In order to develop a good media strategy you need to make some research first. Investigate and create a list of media contacts who normally cover security and international politics. It is mainly through the personal calls, you can establish relationships with journalists who are interested in your subject area.



WE MANAGED TO MAKE OUR PM SAY: LET'S DO IT! Anne Marte, campaigner

Feel free to call a journalist and suggest that you meet - the media give prominence to those "players" who are good at presenting themselves. Also, journalists are grateful if they get help to present a complex issue into a comprehensible message. This makes you a key actor.

4 BLOG IT

If traditional media is key to influence a vast array of audiences, you should not underestimate the power of blogs. Bloggers all around the world, define what is worth following or investigating. Looking back at the Arab spring, bloggers and tweeters positioned themselves as strong voices against the regimes and influenced international politics. Use your blog to frame the nuclear issue differently and interest your blog followers with a new and captivating perspective. You can also use this frame to ask uncomfortable questions to your government leaders encouraging your followers to comment and give their opinion. Finally, you can open your blog to guest contributions to promote alternative viewpoints and ideas.



ACTION 1 : PEPPERTWEET

Aim: to encourage a foreign policy decision maker to tweet his/her view on a ban on nuclear weapons

- 1 TARGET:** Identify the twitter account of a leading foreign policy decision maker in your country, such as the Foreign Minister, Prime Minister, President or the leader of the Parliament's Foreign Affair Committee.
- 2 CONNECT:** Contact at least five of your friends and colleagues on Skype. Encourage them by saying that they're about to influence the foreign policy of their government!
- 3 FRAME:** Encourage them by saying that they're about to influence the foreign policy of their government! The question should relate to ICAN's demand for a ban on nuclear weapons.
- 4 PUSH:** Circulate the tweet out to your contacts, journalists, bloggers, celebrities, and twitter talking heads. Inform them about the action and ask for help.
- 5 CALL:** As the twitter feed of the foreign policy maker is peppered with people asking him/her your question, call a journalist and inform him/her about the action.
- 6 BE STUBBORN:** Keep on pushing until the foreign policy maker responds to your question.



ACTION 2 : CALL A JOURNALIST

Aim: to make a journalist cover ICAN's political demand of a ban on nuclear weapons

- 1 INVESTIGATE:** To make a journalist write a story about ICAN and the idea of a ban on nuclear weapons it is usually a good idea to highlight existing news stories on the subject. To find news articles about nuclear weapons, the website news.google.com is a good place to start. Type the word for nuclear weapons in your language in the search field and start investigating. Most public libraries also have either electronic or ordinary subscriptions to local, national and international newspapers. Spend a couple of hours reading, focus on new information about nuclear weapons, and try to think about how this information can be made relevant locally or nationally.
- 2 TARGET:** Each year journalists make thousands of news stories about nuclear weapons. When trying to make journalists include the idea of a ban on nuclear weapons in their stories, it is usually a good idea to target a journalist who have already written about the issue. Compile a list of all the journalists that have written news stories about nuclear weapons in your country and research their contact details.
- 3 PITCH:** Before you get in touch with a journalist it is a good idea to prepare what to say. Based on your investigation and what you know about the journalist you've picked, write up a series of key messages which you can 'pitch'. When writing a pitch, consider why it is important that this particular journalist writes about ICAN and the idea of a nuclear ban, and what makes what you have to say newsworthy. Be brief and accurate. No journalist has time to sift through a wordy and poorly composed pitch to try to find that nugget of expertise or the unique perspective that you might be able to offer.
- 4 CALL:** Call the journalist, and have no fear. Keep in mind that phone calls like the one you are about to make is a journalist's most important source of information. But remember to be honest and to the point. The journalist will quickly lose interest if she or he suspects that what you say is not accurate or if she or he doesn't understand immediately what makes this story newsworthy. If the journalist is interested, she or he will probably ask you to send him an e-mail.
- 5 BE STUBBORN:** If the journalist tells you that he or she is not interested, ask if it would be alright for him or her if you try and sell the story to another journalist. If the journalist agrees, which is likely, go to the next journalist on your list. By doing this, you are building a relationship of trust with the journalist that will be helpful in the future.



ACTION 3 : GET PUBLISHED

Aim: to make an editor think that your op-ed is worth publishing

- 1 INVESTIGATE:** Get an overview of what is already being written about nuclear weapons in your country. To find news articles about nuclear weapons, the website news.google.com is a good place to start. Type the word for nuclear weapons in your language in the search field and start investigating. Most public libraries also have either electronic or ordinary subscriptions of local, national and international newspapers. Spend a couple of hours reading, focus on new information about nuclear weapons, and try to think about how this information can be made relevant locally or nationally.
- 2 TARGET:** For some strange reason, the editors of opinion pages love conflicts. So to increase the likelihood of an editor publishing your opinion piece, identify a person or an institution to criticize. For your purposes, the most obvious target will probably be your own government, or individual ministers in your government, such as your Foreign, Defence or Prime Minister. Other potential targets is leaders of companies investing in nuclear weapons, political parties and individual parliamentarians as well as other civil society actors.
- 3 FRAME THE ISSUE:** This is the most important, and also the most challenging task. First, make the opinion piece newsworthy by linking your argument to a recent or on-going event, such as an international meeting, a nuclear near-accident, a new policy programme, a recently published study etc. Second, based on your investigation, try and present one problem relating to the existence of nuclear weapons. Then present the idea of a global ban on nuclear weapons as a solution to this particular problem.
- 4 CALL:** Before you do any proper writing, identify the phone number of the editor of the opinion pages in the newspaper you would like make publish your opinion piece. Call the editor during office hours, present your framing, and ask him or her whether this is something he or she could be interested in. If the editor is positive to your idea, proceed to step 5. If the editor tells you he or she is not interested, call another newspaper and try again. If you are turned down in more than three times, there is probably something wrong with your target or your framing. Go back to step 2 and try again.
- 5 WRITE:** As soon as you've got a "go" from the editor, start writing immediately, and send the piece to him or her before he or she gets a chance to forget about your phone call. Remember that 80 per cent of the readers will only read the title and the introduction of your opinion piece, so put the most important things you would like to say first. The title should be short and arouse curiosity, while the introduction should summarise your main point. When writing about nuclear weapons, it is easy to become trapped in an overly technical language. So when you write, assume that the one you're writing for doesn't know anything about the issue.
- 6 SEND:** As soon as your opinion piece is published, post a link to it on Facebook and Twitter, and wait for your target to respond. If you get an answer, there's a good chance you'll be given a chance to respond.



ACTION 4: NUCLEAR BAN BLOG STAR

Aim: to become a nuclear ban blog star

- 1 GET STARTED:** Blogging is a fun way to voice opinions about nuclear weapons. If you already have a blog, dedicate one day to nuclear weapons issues. If you don't have a blog, it just takes five minutes to set up one. Go to blogspot.com, wordpress.com or tumblr.com, click "sign up" and follow the instructions.
- 2 PRODUCE CONTENT:** The success of your blogging can be measured by the number of people reading your posts, which again is dependent on the post quality. To find things to write about, use news.google.com to find out what other news channels and bloggers are writing about nuclear weapons, and use youtube.com to find cool videos about nuclear issues. Don't be afraid to be both personal and satirical. The blog is your place, and you should feel free to write in a relaxed and homelike manner. To make people follow your blog, it is better to write relatively short posts frequently, than writing lengthy posts once a week.
- 3 SPREAD:** When you have posted a blogpost, use social media channels to lead people to your blog. Repackage your blog post into shorter bites, and share your headlines, quotes or key insights in channels like Twitter, Facebook, Google+ and LinkedIn. A good way to create some buzz around your blog is to invite different "guest bloggers" to produce content to your blog once a month. Get in touch with a politician, a journalist, a foreign policy expert, a celebrity, or a opinion maker, and ask him or her to write a short post about his or her view of a ban on nuclear weapons. Another way to get the same effect is to conduct blogger interviews with the same group of people.
- 4 DISCUSS:** Encourage discussion on your blog and try to give a reply to all the comments that people post. Don't be afraid of negative comments. Critical and negative comments is a good way of generating conversation and attracting attention to your blog. And don't let yourself feel intimidated. It does not matter if you are experienced or not. Just jump in and get started.



ACTION 5: TWITTER HORSEFLY

Aim: To start a twitter dialogue on nukes on Twitter

- 1** **GET STARTED:** If you do not have a Twitter account, go to www.twitter.com, open an account and log in. If you do have a Twitter account, just sign in.
- 2** **ENTER:** Go to www.search.twitter.com.
- 3** **SEARCH:** In the search field, type the word for ["nuclear weapons"] in your language. You can also experiment with your search words such as ["nuclear programme"], ["atomic weapons"] or ["atomic bomb"].
- 4** **TWEET:** You will now see a list of all the twitter messages mentioning nuclear weapons in your language. Try and respond to all of these tweets, mentioning the idea of a ban on nuclear weapons. Use the hashtag #ICAN if you want to show the rest of the ICAN network what you are doing.
- 5** **BE PATIENT:** Try to make this into a routine, searching for nuclear weapons twitter messages at least once a day.



LET'S GET POLITICAL

1 INVESTIGATE AND GET INFORMED

When lobbying politicians it is essential to have some knowledge about the issue you would like to address. To get yourself informed about different aspects of nuclear weapons, search on www.google.com, read newspapers, visit the library, ask academics, researchers or other ICAN campaigners. As soon as you feel that you have an overview of the issue, try and find out what the political parties in your countries have said about the idea of a ban on nuclear weapons. This will usually be fairly easy, as political parties in most non-nuclear states rarely have strong and well-developed nuclear policies. Still, go to your parliament's website, check out the political manifestos of the political parties represented in parliament, and keep an eye open for any mentioning of nuclear weapons.

2 PICK YOUR TARGET

Based on your investigation, pick one or several Members of Parliament (MPs) you would like to approach. Depending on the current political situation in your country, you should think about whether you should focus on MPs belonging to an opposition party, or MPs belonging to a government party. When choosing your target MPs you should think about whether the MPs are likely to answer positively to your request, whether they have a lot of different foreign policy issues that they consider to be more important or pressing than nuclear weapons, whether the MPs have ever said anything about nuclear weapons before, and what the expected political effects of your MPs saying something about a ban on nuclear weapons would be.

3 FRAME IT WISELY

After you've picked an MP to target, try to think about how you can make the demand for a ban on nuclear weapons fit with the ideology and general foreign policy of the MP's party. This can be a little difficult, but is an essential exercise if you want to sell your message to the MP effectively. At the end of the day, MPs represent political parties, and are committed to a particular political agenda. Unless you are able to convince the MPs that the idea of a ban on nuclear weapons would in some way promote the general foreign policy agenda of their political party, you will most likely not succeed.

4 BE PATIENT AND STUBBORN

MPs are not always that easy to approach. You might have to send the same e-mail several times, and follow it up with phone calls. They might or might not respond the first time, or even the tenth time. But keep in mind that they work as representatives of the people, including you, so try and convince them that you can actually help them do their jobs right, and they will listen. You are that reminder that pops-up and cover.

5 BE HONEST AND RELIABLE

When you get in contact with your target MPs, presume that they don't know anything about nuclear weapons. They usually know a little about a lot. Teach them about the current problems related to nuclear weapons, and present the issue in a trustworthy and politically independent manner. And remember, your target MPs want to look like experts, and never like fools. So anything you tell them or give them should come from a reliable source. Send them good references, like links to good articles, documentaries or reports.

**THEY ARE USELESS, IMMORAL
AND DANGEROUS
AND I WANT THEM BANNED**

Tim, campaigner





ACTION 6: MOVING CHAMBERS

Aim: To make your national parliament submit a consensus motion on the need for a ban on nuclear weapons.

- 1 PREPARE:** Getting things moving in national parliaments is a time-consuming and sometimes tiresome process. But if you manage to pull this through, the result can be far-reaching. The first thing you would have to do is to find out how your parliament motion process looks like. This might require some time and a bit of research. Ask your friends and contacts, or simply give the parliament reception desk a call.
- 2 TARGET:** Identify three or four members of parliament (MPs), preferably from different parties, that you think will be interested in pushing the motion forward. Use your contacts, search the parliament's website for previous discussions about nuclear weapons, and try to pick someone you think is already supportive of the idea of a ban on nuclear weapons.
- 3 NETWORK:** Try to get hold of the contact details of the MPs you have identified. Sometimes these are publicly listed. Sometimes you would have to do a bit of research to find the details. Ask your friends and contacts, use google, put it out as a question on Facebook, or get in touch with the ICAN Europe Middle East and Africa office for help.
- 4 E-MAIL:** Write an e-mail to the MP that you think has the most supportive view of a ban on nuclear weapons. Indicate your concern, and ask if he or she is willing to work with you to get cross-party support for a parliamentary motion calling for the immediate commencement of negotiations on a ban on nuclear weapons.
- 5 MEET UP:** If the MP replies, call him or her right away, and suggest a meeting. If the MP doesn't reply (most probably, as MPs are busybees), wait a couple of days, then give him or her a call. If the MP doesn't answer, be stubborn and patient, and keep on trying until you have his or her ear. Politics is a strong and slow boring of hard boards, someone once said, and don't be discouraged if you have to spend some time on the phone.
- 6 WRITE:** If the MP accepts, offer him/her to write up a draft motion. MPs usually like this, not necessarily because they're lazy (some are though), but because they have a lot on their plate.
- 7 CIRCULATE:** Send it to the MP and ask about their opinion. Try to act as quickly and effectively as possible, as this demonstrates professionalism and commitment. In the meantime, together with the MP, try to prepare the ground and spread the motion to other political parties in order to get the motion accepted by as many MPs from as many political parties as possible. .



ACTION 7: GO AFTER YOUR MINISTER

Aim: To make your foreign minister see that the demand for a ban on nuclear weapons is something his voters care about.

- 1** **PREPARE:** Try to find a calendar listing the public appearances of your foreign minister. In some countries this is available on the government's websites. In other countries you would have to do a bit of research to get access to this. Use google, ask people in your network or call the ministry.
- 2** **TARGET:** Make a list of the times and the places for your foreign minister's public appearances, and be particularly attentive to events where there is an opportunity for people to ask questions and give comments - like public lectures, constituency meetings, meetings with businesses and interest organisations etc.
- 3** **CIRCULATE:** When you have identified the times and places for your foreign minister's public and non-public appearances, use your network on Facebook and Twitter and try to get in touch with someone, or someone who knows someone who would consider to attend a particular meeting. If you are able to attend the meeting yourself, then jump to step five.
- 4** **NETWORK:** When you have come in contact with a person who is attending a particular meeting, ask the person if he or she is willing to ask a question to the Foreign Minister. Tell the person that it is important for you to know what the Foreign Minister thinks about the idea of a ban on nuclear weapons and that you need his or her help to find this out.
- 5** **WRITE:** Formulate a question, for example "Considering the fact that 80% of the world's population and 146 of the world's governments would like to see nuclear weapons banned, how come there is no treaty putting a ban on these weapons?" and do your best to make your Foreign Minister answer the question properly.
- 6** **BE STUBBORN:** Go back to step 3 and repeat the action until your Foreign Minister understands that it would be best for him or her to publicly declare support for the idea of a ban on nuclear weapons.



ACTION 8: ROUND ROBIN

Aim: To make active democracy a tool for abolition

- 1** A good idea to get your government on “high alert” could be writing a statement and organize a petition.
- 2** **WRITE A PETITION TEXT:** The text of the petition should be simple and to the point. First, we suggest that you research the position of your government on a ban on nuclear weapons (<http://www.icanw.org/files/TowardsTreatyBanningNuclearWeapons.pdf>). Mentioning UN Secretary General Ban Ki-Moon’s call for a ban on nuclear weapons is usually effective.
- 3** **MAKE THEM SIGN IT:** A petition is effective only if some buzz is created around it, otherwise, it could get elost in the thousands of documents that nobody ever reads. So a good way of creating some noise is to ask some local/national personalities to sign the petition. A good example of a successful petition is the one organized by ICAN Australia. <http://www.nuclearweaponsconvention.org.au/>
- 4** **CREATE SOME BUZZ:** After you found the right framing for your statement and you have a list of personalities/artists/religious leaders etc that signed the petition, you can create a one page website to promote it and invite more people to sign it online.
- 5** **INFORM THE MEDIA:** At this stage informing the media is key. You could for example ask one of the personalities who signed the petition to write an op- ed for a newspaper requesting an answer from the prime minister -it gonna be easier for him/her to be published (see Media Section - Action4: Get published) . If you get published do not stop there, send out a press release to the major news agencies informing them about the initiative, this will amplify the message.
- 6** **BE STUBBORN:** When the petition receives a relevant number of signatures, set a meeting with your Foreign Minister and hand him/her a hard copy of the petition and request a formal answer. This time journalists should be even more interested.



ACTION 9: QUESTION TIME

Aim: To make your foreign minister state his or her opinion on the idea of a ban on nuclear weapons.

- 1 Pick an MP:** Depending on your government's view of a ban on nuclear weapons, you should think about whether you should pick an MP belonging to the government party/parties, or someone from the opposition. Usually, an MP which belongs to a party who hasn't got a clear policy on nuclear weapons will cause more surprise, and have more effect than an MP belonging to a party that already has a well-known position on nuclear weapons. So, if possible, try to engage the wild horse!
- 2 INVESTIGATE:** Try to get hold of the contact details of the MP you have picked. Sometimes these are publicly listed, and sometimes you would have to do a bit of research to find them. Ask your friends and contacts, use google, put it out as a question on Facebook, or contact ICAN Europe Middle East and Africa for help, and you'll get a good result.
- 3 WRITE:** Write an e-mail to your MP, indicating your concern, and asking (1) whether he/she thinks nuclear weapons should be banned and (2) whether he/she thinks the government should support the general idea of a ban on nuclear weapons. To get the MP interested, present yourself as knowledgeable, flexible and serious.
- 4 BE STUBBORN:** Alf the MP doesn't reply (most probably, as MPs are busybees), wait a couple of days, then give him or her a call. If the MP replies, call him or her right away. If the MP doesn't answer, be stubborn and patient, and keep on trying until you have his or her ear. Don't be discouraged if you have to spend some time on the phone.
- 5 PUSH:** When you finally have the his/her attention, ask the MP whether he/she would be willing to submit a written question to the foreign minister. If the MP refuses, try to be convincing. If the MP is as stubborn as a mule and still refuses, give up and start again from bullet point #1.
- 6 TARGET:** If the MP accepts, offer him/her to write up a draft question. MPs usually like this, not necessarily because they're lazy (some are though), but because they have a lot on their plate. When writing the draft question, try to take the MP's party colour into consideration, and formulate it in a way that is in line with the foreign policies of his/her party. Don't hesitate to contact ICAN Europe Middle East and Africa for help!



DIRECT ACTIONS

1 WHAT IS A DIRECT ACTION?

Direct action means getting out onto the streets, going to any indoor or outdoor space where you can use your voice and body to protest against nuclear weapons. In the past, people have got together to demonstrate at nuclear facilities, military bases, government buildings and the offices of corporations producing or supporting nuclear weapons. People have used non-violent tactics such as flashmobs, die-ins, occupations and sit-ins on actions.

2 WHY DIRECT ACTIONS ARE IMPORTANT?

Direct action can be a really useful and effective tool for activists to get their message across to the public, raising awareness of a serious problem and the solution. By targeting those responsible for producing and supporting nuclear weapons, pressure can be raised for change, through the media, for example. Governments can be pressured to change their policies and businesses their investment decisions.

3 WHO CAN DO DIRECT ACTIONS?

Anyone can do it! First of all, find your nearest campaign group working against nuclear weapons. Or you could raise the issue at your local community centre, trade union or social group to start discussing the problem and discuss possible actions. There are many different things people can do to get involved in an action, from being involved in the action itself taking photos and videos, making placards, writing press releases or using social media to generate publicity.



WHAT ARE WE WAITING FOR?

Josefin, campaigner

4 WHAT DO I NEED TO BE SUCCESSFUL?

Once you've discussed the need for action with your friends and colleagues you need to pick a target that is associated with nuclear weapons, think about what your messages and aims are and agree an action that will get people's attention. If your action is somewhere public then you could make flyers explaining your action. You can make the action stand out by using props, banners and even costumes. The more exciting, funny and even daring the action is the more likely people will sit up and take notice! Other questions to consider are how to be safe and secure in your planning, how to gain maximum media coverage and how to deal with any police presence at the action.



ACTION 11: STAND UP AGAINST NUKES

Aim: Learn how to organize an effective stand

- 1 INVESTIGATE:** Find a spot where lots of people are passing. Also consider at what times it's most crowded. Paydays often means lots of people in city centres. It can be costly to hire a table at events and fairs but this doesn't mean you can't take advantage of a certain event that is taking place and that gathers a lot of people. Place yourself at the entrance in the beginning and/or end of the event. Make it hard for visitors to enter without taking your leaflet! With some creativity this will either create a buzz inside the meeting or be the last impression they take with them from the meeting. Make sure it's a good impression!
- 2 TARGET:** Decide what you want to say and then think about the best way to get your message across. Make it visual by using a banner, sign or poster display.
- 3 BE CREATIVE:** Decide what you want to achieve with your stand. Raise awareness on the issue of nuclear weapons is absolutely a sufficient cause, but you may also take the opportunity to gather names for a petition or collect donations.
- 4 MARK YOUR SPOT:** A camping table can be useful to present your info material on. You might need a police permit for a table, you may not need it if you're mobile, using for example a car or a trolley.
- 5 GET ATTENTION:** Don't hide behind the stand. If you're a group, swarm around the area and ask people open questions on nukes that will get their attention. If you're only two, consider ways to make people notice you. What would to get your attention and awake your curiosity?
- 6 NETWORK:** Learning about nukes, people will be wanting to contribute so make it easy for them to feel useful. Be creative! They can leave a handprint on a banner, paint a pre-printed postcard addressed to a certain decision-maker or be photographed with a sign. Maybe you're mission for the day is to cover a picture of a bomb with polaroids of people holding a sign saying "Bombs no more"?
- 7 BE STUBBORN:** Provide the opportunity to sign up on an email list to receive info on upcoming events or news about nuclear disarmament. It can be your own local list or the ICAN newsletter. Or consider getting some hair-raising facts through a nuclear quiz, obliging participants to leave their email address so you can contact them if they win the price. (This way you can contact them announcing the winner as well as some info on upcoming events)



ACTION 12: SPEAKERS' CORNER

Aim: To encourage people say what they think about a ban

- 1** **TARGET:** Pick a symbolic place like the house of parliament, the PM residence or why not the headquarters of an important newspaper.
- 2** **GET WHAT YOU NEED:** You will need a megaphone (or an audio system with a mic.), a video camera (an iphone will do) and a carton base for the megaphone.
- 3** **NETWORK:** Get some friends or fellow campaigners to help you and encourage people in the street to use the corner to say eg. Why we should ban nuclear weapons, how the money spent on nuclear weapons should be used, why the PM should start or join a treaty making process etc.
- 4** **SMART TIP:** If you can print some pins and give one pin to every person who joined the speaker's corner action! You can find the template here.
- 5** **RECORD:** Record the speeches and make a fun and engaging video to post on Youtube.
- 6** **SHARE:** You can send the video to all MPs, the PM, or a local/national tv.

GET INSPIRED

<http://improveverywhere.com/2011/08/22/say-something-nice/>



ACTION 13: VISUALLY THERE

Aim: To make nuclear spending a visual experience

- 1 INVESTIGATE:** Find out how much is invested in nuclear weapons and how much is invested in MDGs (or else).
- 2 TARGET:** Pick a public place such as a street or a square and create a visual element to let people see the proportions in comparison. Use ribbons, crayons on the ground, create two different piles of something. Place signs/placards at key points on the main city street to show it in distance. Place banderolls at certain heights on a building. Only your imagination sets boundaries, be creative!
- 3 INFORM:** To further clarify your message hand out flyers and move around the area to talk to people. Consider to wear something that makes it easy for people to see you are part of the arrangement and that they can talk to you (tip! carrying papers may make you look like a face-to-face fundraiser, this will make many back away)
- 4 BE CREATIVE:** This can be done in every type of setting, and do not need to be done in the streets. Visiting a conference/meeting/school, use a chocolate bar or present a match box saying "if this is investments in school meals, than the school building is investments in nukes". Just make sure to get the proportions correct (close enough will do if you can present the exact figures).

GET INSPIRED

<http://www.youtube.com/watch?v=Jo7XRLZaGRY>



ACTION 14: YOUR CITY AGAINST NUKES

Aim: To create a viral video

- 1 GET READY:** Find a camera, if you don't have one, borrow. A camera phone will do. Buy or borrow a whiteboard – small enough that you can carry it. Print a paper with the inscription: "Want(s) to ban nuclear weapons". Make different versions so the grammar is right regardless of the amount of people etc.
- 2 TARGET:** Attach the paper to the white board with a magnet. You need room the whiteboard so you can write for example: Grandmother wants to ban nuclear weapons.
- 3 BE CREATIVE:** In order to make people visit your Facebook page, make small pieces of paper with your Facebook URL. Tell people that you will publish the movie there within ... days.
- 4 GET OUT:** Go out in the streets, parks, harbour, or wherever you want to go in your city/town/village. You don't need to be a lot of people, but at least two is nice.
- 5 NETWORK:** Ask people or groups of people to join the movie. Explain that you're working for a ban on nuclear weapons.
- 6 HAVE FUN:** Ask them what they are/want to called and write it on the whiteboard (f. ex. dancers, girls in green, farmer, bus driver etc.) Tell the movie stars to hold the whiteboard the way they like. Film. Don't forget to give them the small pieces of paper.
- 7 FINALIZE:** Edit the movie (e.g.<http://icanact.ning.com/>with iMovie). Make it short – maximum 3 minutes. Add music.

GET INSPIRED

<http://www.youtube.com/watch?v=p4s1Q9WfbRc>



ACTION 15: EAT THE BOMB

Aim: To create a edible action

- 1** Find your favourite cake recipe and bake it.
- 2** Draw and cut bomb shaped templates.
- 3** Cut your cake with help from the templates.
- 4** Decorate after your own creativity.
- 5** Make a couple of posters/banners with your message.
- 6** Prepare a table with coffee and tea at a centrally located place.
- 7** Hand out cakes and coffee/tea and discuss how your country can contribute to a ban of nuclear weapons.

RESOURCES

On our website you will find a list of resources that you can use in your daily campaign work.

ICAN LOGO
ICAN BANNER
ICAN TOTE BAG
ICAN PINS
T-SHIRTS
POSTERS

ICAN STUDY
ICAN MEDIA KIT

ICAN PRESENTATION VIDEO
ICAN ANIMATION

**WHY DETERRENCE DOES
NOT WORK?**

**WHY NUCLEAR
WEAPONS ARE A
HUMANITARIAN
ISSUE?**

**JOIN THE ICAN
COMMUNITY**

<http://icanact.ning.com/>

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