



# We Got Power

A clean energy future can be ours. You in?

# University Toolkit

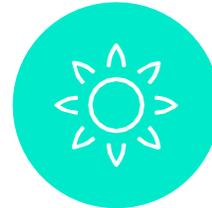
# The Opportunity

## What do we want to do?

To demonstrate the power of COLLECTIVE ACTION by driving the shift to a clean energy future before, during and after COP21

## Why are we doing this?

Climate change is **THE** major challenge of our generation. Paris COP21 is an incredibly important milestone in agreeing to solutions to the climate crisis. However our research shows that individually millennials feel powerless and cynical about their voices being heard. Instead of waiting on leaders to take action, it's time to use our collective power to make a change now.



## How are we planning to get there?

Engage young people globally in the urgency and importance of a clean energy future, and the role they can play in making it happen



Inspire companies, universities and famous sports clubs to make tangible commitments to a clean energy future



Positively influence the COP21 negotiations

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# Core Campaign Mechanic



## 1. Watch the film

Our 30-sec campaign launch film: *collectively, we have the power to make a clean energy future happen*

At the end of the film, click through to campaign page:

[www.collectively.org/wegotpower](http://www.collectively.org/wegotpower)



## 2. Press for power

On the campaign page, press the button to register your (individual) demand for clean energy

On the same site you can see news, announcements, and the full list of orgs who have committed to clean energy



## 3. Share your power

Automatic pop-up gives you the opportunity to share through social channels.

In your post or tweet, you can challenge an organisation to make a commitment

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# Your uni's clean energy commitment

**On the campaign page, organisations are invited to make a new commitment.**

If you're inspired by 'We Got Power' and your organisation is ready to commit to or announce something new in the arena of clean energy, we at Collectively want to applaud and support you!

You may be ready to announce publicly, for example:

- your organisation's commitment moving to 100% clean energy in its operations  
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- a new target and timeline for adoption of clean energy (e.g. 50% by 2020)
- a new initiative, e.g. investment in a renewable energy facility to power your business
- a new innovation you're pioneering in this exciting space

We believe these announcements are valuable, since they'll commit you to a course of action, and inspire others that we're developing an unstoppable momentum towards a clean energy future.

The Collectively team would like to hear about your plans! Please contact the team on [wegotpower@collectively.org](mailto:wegotpower@collectively.org) to tell us how you're going to make a clean energy future a reality. We'll feature your commitment on Collectively.org, post on our social channels and add you to the thousands of voices acting on clean energy. Where relevant we'll also introduce you to amazing organisations in this space who are doing an amazing job of giving advice, accreditation, measurement and more.

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# Amplification: Thursday Dec 3rd

## The Plan

To increase the weight of our voice and showcase the power of collective action, we're joining up all support on **Thurs Dec 3<sup>rd</sup>**. Ideally social media support would be co-ordinated to happen at the same time.

## What to do

On that day, please support our campaign through:

- University website homepage
- Public support from your key influencers

## How to do it

Over the following slides we've brought to life your support through suggested actions, copy, posts etc.

Please do tailor these so they work for you. We're provide all creative assets via Dropbox [here](#), including:

- 30" Campaign Film



- Social icons and assets



- Shareable images & more suggested copy



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# Amplify: University Website / Hubs

## Sample support on university homepage

Provide access to banner space, your public news & announcements area or even a simple line of text. Let us know of any specific requirements i.e banner dimensions for creative assets.

## Share this message:

We support the Collectively.org We Got Power campaign, creating a cleaner future faster. You in? #go100percent <http://bit.ly/1I3avRN>

The screenshot shows the BT website homepage. At the top left is the BT logo. To its right is a navigation menu with links: 'About BT', 'Shareholders & analysts', 'News & media', 'Purposeful business', 'Innovation', and 'Careers'. A search bar with 'Google Custom Search' is located to the right of the navigation. Below the navigation is a horizontal line. Underneath, there's a section titled 'News from our partners' with logos for 'theguardian sustainable business' and 'collectively'. Below this are four columns of news items:

- HEADLINES** (Collectively Staff): 'The Goods – 4 stories everyone is talking about'. Text: 'To Broadly go where not enough women have gone before... A new video show from Vice's female-focused channel Broadly has just ...'
- UNDEFINED** (Holly Royce): 'Watch: Carey Mulligan wants hope for our daughters'. Text: 'There has been some noted controversy around the film, Suffragette. In this day and age we all know the best way to handle ...'
- FASHION** (Vikki Knowles): 'Good looks – what they wore to the 'Love the Future of Fashion' show'. Text: 'What will fashion look like ten, 20 years from now? In the absence of a crystal ball, Collectively hit the English town of ...'
- VIDEOS** (Collectively Staff): 'WATCH: The French President's Envoy goes un peu badass'. Text: 'At times like these, it is nice to know the French can laugh, and at themselves, as well. Nicolas Hulot, President Hollande's ...'

At the bottom of the screenshot is a banner image showing two hands shaking. Overlaid on the image is the text: 'We Got Power' in large white letters, and below it, 'A clean energy future can be ours. You in?' in smaller white letters.

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# Amplify: Facebook & LinkedIn

## Sample Sharing for Facebook/LinkedIn:

- University Channels
- Senior influencer (e.g. Vice Chancellor)

Share this

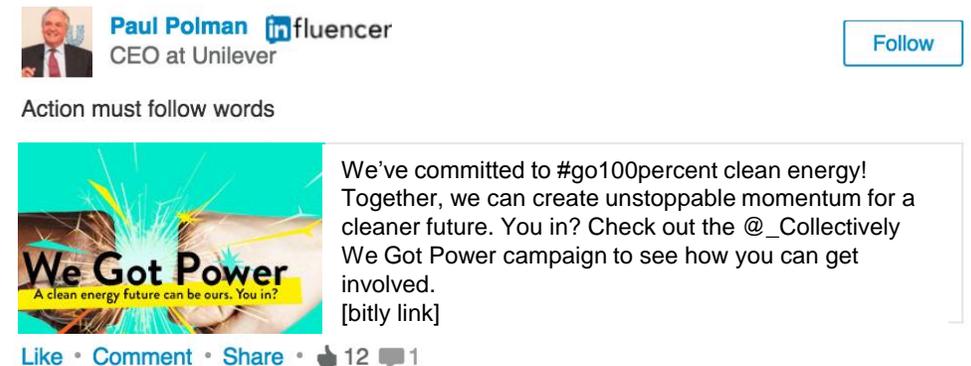
link: <https://www.facebook.com/collectively/videos/483943298451517/?i=6536826894074607595> and add a message:

### Option 1 – includes a relevant announcement/commitment:

We've committed to #go100percent clean energy! Together, we can create unstoppable momentum for a cleaner future. You in? Check out the @\_Collectively We Got Power campaign to see how you can get involved. <http://bit.ly/1I3avRN>

### Option 2 – Supports the campaign without an announcement:

You have more power than you think. Together we can create a cleaner future faster. Check out the @\_Collectively We Got Power campaign to see how you can get involved. <http://bit.ly/1I3avRN>



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# Amplify: Twitter & Instagram

## Sample Sharing for Twitter/Instagram:

- University Channels
- Senior influencer (e.g. Vice Chancellor etc.)

Share this

link: <https://www.facebook.com/collectively/videos/483943298451517/?l=6536826894074607595> and

add a message:

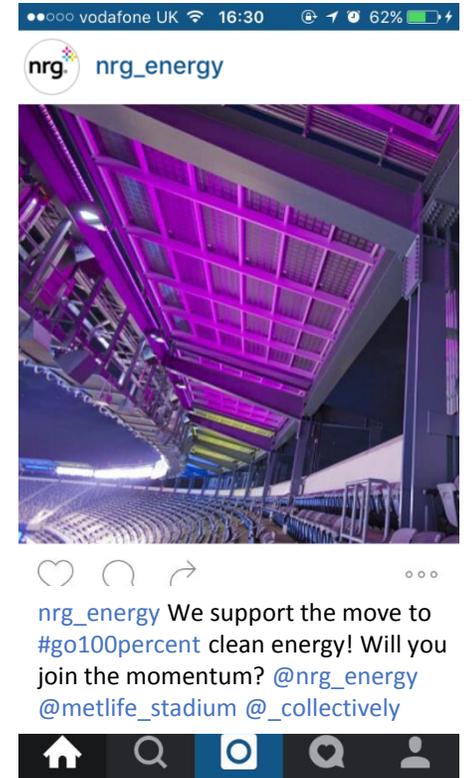
### Option 1 – with commitment/announcement:

We've committed to #go100percent clean energy! Will you join the momentum? <http://bit.ly/1I3avRN>

### Option 2 – Support campaign without announcement:

Together, we can create a cleaner future faster. You in? #go100percent <http://bit.ly/1I3avRN>

Example support: whether you utilise the assets we provide or go for your own campaign visuals and messages, every post will help us create impact



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# Engaging Students

## Press for Power: Show your demand

We'd love for you to spread the word through your university's internal comms channels, inviting people to press the clean power button to show their demand.

Even better....

Could you arrange a 'Power Hour' on **Thurs Dec 3<sup>rd</sup>** where everyone clicks for clean power at the same time?

## Making it easy

We've developed some text for newsletters & internal portals, not only introducing our campaign but Collectively more widely.

It features links to our campaign site, so you can drop it straight in.

You can find this, along with useful creative assets in the Dropbox folder [here](#).



## Newsletter / website copy to adapt

**We're pouring our energy into clean power. You in?**

***The science has spoken: Climate change is real***

It's now widely accepted that climate change is one of the biggest threats faced by our generation. It is no longer a distant or abstract idea, it is a massive challenge and it is already starting to happen. We are already seeing its impact through rising sea levels, intense wildfires, longer droughts, stronger precipitation and retreating sea ice and glaciers. Impacts that will only increase as emissions grow. But we still have time to take action!

With climate marches around the world this weekend, and COP21 talks in Paris the following week, this is a key moment for the world to take tangible action on climate change. Governments are edging towards an agreement but at the moment it's expected to be up to 50% short of what's needed to get us where we need to be for the planet to thrive. It's time for companies to step up to the challenge.

We are one of a growing number of companies who believe that business as usual is not sustainable. Our customers, employees and shareholders want us to take a lead in creating a better future. But what can we do to make a powerful impact on the future of our world?

***We have a simple choice: clean or dirty***

One climate issue unites us all. And that is clean power. Energy powers the world we love.



Key visuals and 30-second film to embed

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**Thank you**

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