

ANIMAL REBELLION

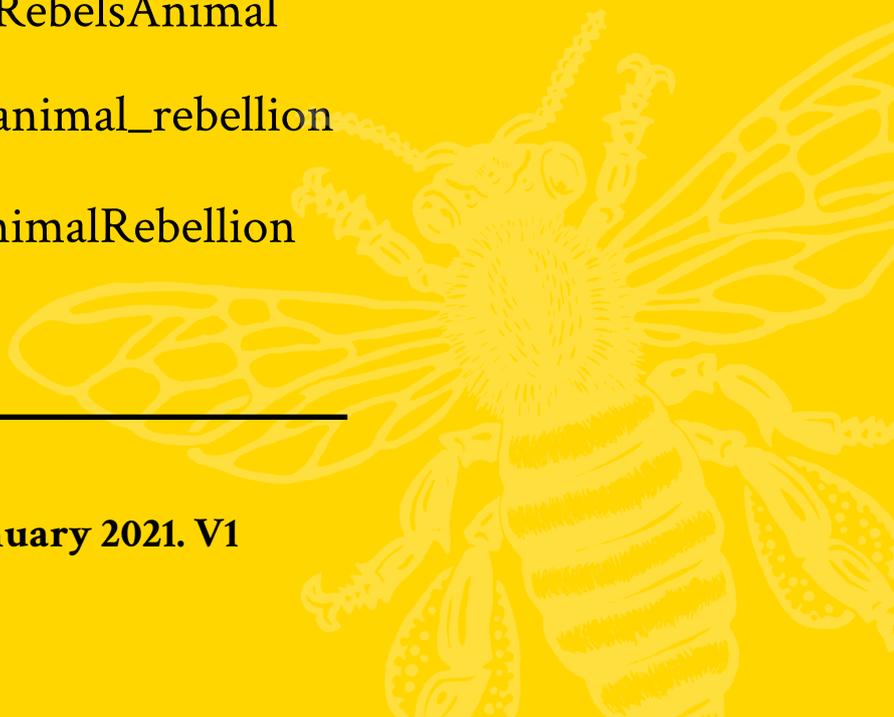
PLANT BASED SCHOOLS & COUNCIL CAMPAIGN

 @RebelsAnimal

 @animal_rebellion

 AnimalRebellion

January 2021. V1



THE SCIENCE is clear 'the biggest change we can all make to reduce our environmental impact is by adopting a plant-based diet'. The animal agriculture and fishing industries are leading causes of deforestation, ocean acidification, water pollution, biodiversity loss and species extinction. With this knowledge, Leeds City Council have taken measures to introduce one meat-free day and another fully vegetarian day per week across 182 primary schools. In addition to this Enfield council have stopped serving meat at its council events and Lewisham council have voted to provide exclusively plant-based options at council events.

74% OF LOCAL COUNCILS HAVE DECLARED A CLIMATE EMERGENCY; WE NEED THEM TO ACT ON IT!

We need councils to follow in the footsteps of those leading the way like Leeds, Lewisham and Enfield. We demand they prioritise the future of their residents and serve only plant-based food at council events and have schools serve the minimum amount of animal products allowed under the current [School Food Standards](#).

With your help, we can achieve huge wins for animals, people, and the planet. We will support you to bring this campaign to your area. Together we will make positive changes across the UK!

DEMANDS

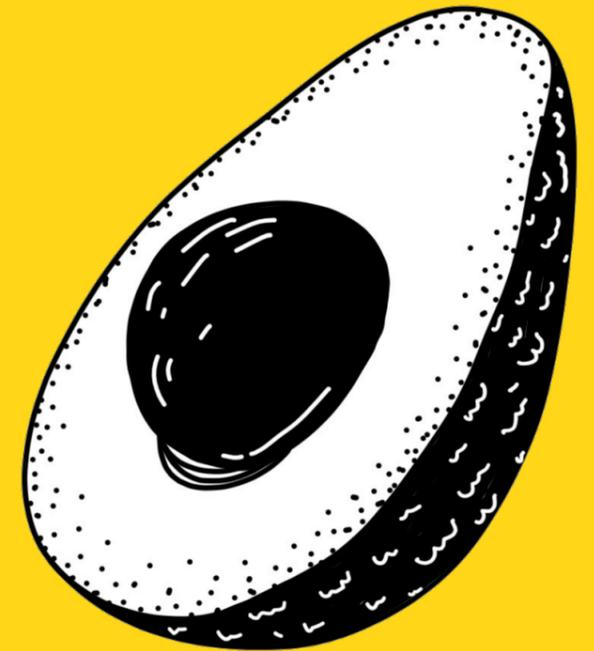
- 1.** The council to have two fully vegetarian days across its schools (this is the maximum under current national legislation)
- 2.** Your local MP to raise the issue of School Food standards in parliament.
- 3.** Only serve plant-based meals at council events

WHY?

- Plant-based school meals have 75% lower GHG and water impact
- 585 million school meals per year in UK
- Most UK primary schools fall under the remit of a local council, which means that influencing just one decision maker at the local level can bring about menu changes across all of its primary schools - which, at a large local authority, can be as many as 450.
- We have seen it's possible by the councils who have already switched.
- With groups across the UK carrying out local council campaigns we can have collective influence and a network of support.
- ProVeg <https://proveg.com/uk/> will help with transitioning local councils and schools! They can provide menu consultation packages to suit the needs of each council. This includes menu planning, recipe ideas, chef training, impact assessments, parent communications, and PR support.
- Plant-based health Professionals <https://plantbasedhealthprofessionals.com/> and their 600+ members are supporting us, giving advice and are happy to join calls with the councillors or other stakeholders when needed.

WHEN?

This is a great time to start, as there are other local groups across the UK also starting this campaign, and are at various stages. This campaign can be run during the pandemic, so we can still see wins and be active during lock-downs.



THE PLAN



STAGE 1

CONNECT WITH NATIONAL SUPPORT WORKERS

This chat on telegram <https://t.me/joinchat/NIP0oxoyhMNxdq0ZtZSXZg> is where you can connect with the national support team other groups who are running this campaign. We have been sharing what is working in different areas and giving and gaining support from each other so that we can harness the power of the collective.

Don't have Telegram? Want to keep up to date with the campaign? Sign up here: [Plant Based Future Campaign](#)

We have regular campaign introduction sessions, monthly check-in spaces for anyone running it and other relevant talks (e.g. from ProVeg or Plant-based Health Professionals). See a list of upcoming talks [here](#).

STAGE 2

LOCAL SUPPORT

Getting everyone interested in helping run this campaign together in a chat (e.g. Telegram/Whatsapp) together is a great first step towards starting. Talk to people in your local area to build support to sign the letter to your councillor for environment & climate change.

Key people could be:

Friends & Family, XR local groups, Local schools, Local councillors/MPs and anyone you might know locally who would be interested in this.

Engage Local support

- Giving talks in local schools*
- Outreach and leafleting on the high *
- Putting up posters in your area*
- Door-knocking - groups of people go around from door to door to gather support for this move and get people involved (just like election time).
- Start a social media campaign
- Local Newspapers/Media - Radio station
- Approach and get local "heroes" involved (celebrities, sports people)

For info on how to do these see [MOB](#)

*Dependent on Covid regulations

Businesses:

Create a list of all vegan/veggie likely sympathetic businesses similar to the councillors list. Go through and email them. Ways they can support:

- Fundraising
- Emailing the decision-makers in the council.

STAGE 3

RESEARCH THE COUNCILLORS

The decision will ultimately be made by someone in the cabinet (identifying this person is key), but in order to build support we will contact all the councillors first.

Search the Local Council website and compile a list of all the local councillors. Here is an [example](#) from Animal Rebellion Hackney.

Councils are usually broken up in to roughly 20 wards. Each with two or three councillors representing them. The council then has a cabinet of 5-10 people each responsible for an area (e.g. housing, education, health, environment).

STAGE 4

CONTACT THE COUNCILLORS

Email all the councillors in your council to gauge their interest and support for the campaign, using something similar to [1st email template](#). These relationships will be the key to this campaign. Don't worry if you're not in their ward - they rarely ask.

- If no reply within a week - here is a follow up template [1 week follow up](#)
- If the councillor is onboard you can [Request a call / meeting](#)
- Contact members of the cabinet with personalised emails making your case. Include any organisations, councillors or people of note who support your campaign. See an example of an email to a cabinet member [here](#).

If they agree to your demands, great, you've done it! The next step would be to contact James at james.axr@protonmail.com to put the council in touch with ProVeg so they can pick up the council work from here. If not, don't worry - continue to stage 5!

STAGE 5

ESCALATION

Important note - for this campaign to work we must get the councillors onside and to understand the links between climate and animal agriculture. Focusing our actions and outreach with this in mind.

Continue engaging local support (See stage 2)

Take action, so we can bring the local council back to the negotiating table.

Example actions that could happen early in the campaign to get attention of local councils and people:

- Peaceful protest outside council building during a meeting with megaphones, aim to be a big visible group as they enter to show your power.
- Give out free plant-based food at the protest outside as councillors come in. Ideally be a big crowd and invite everyone you can to show the local authority (LA) how much people love it and agree with you.
- Swarming: groups of 10-20 people block the roads outside or around the council building using intervals of 7 minutes blocking, 1 minute of allowing cars. Do this after work in the evenings (4-7pm for example).
- Hopefully during stage 4 we would be able to meet again with councillors and gain support for the demands, if not we can escalate further.

Anything missed out of this document? Check out our FAQs they will be updated throughout the campaign, with information from ongoing local group campaigns.

[FAQ Document](#)

