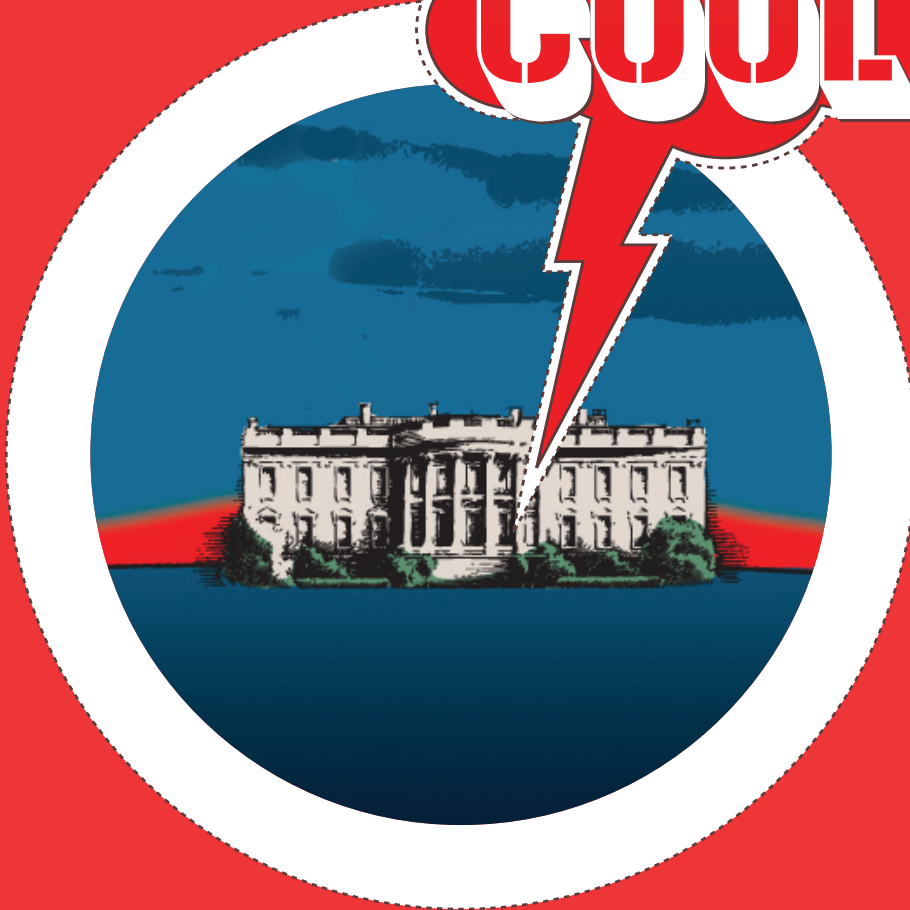


everything's

**COOL**



***toolkit***

# TABLE OF CONTENTS

About the Film	3
About the Toolkit	3
Making it Happen	4
Make an Impact: Resource and Action Handouts	6
Step It Up	8
Green Job Revolution	10
Hot Leaders, Cool Actions	12
Youth for a Cool Now	14
The <i>Everything's Cool</i> Campaign	16
Credits, Funders, Partners	17



## ABOUT THE FILM

*Everything's Cool* is a film about America finally "getting" global warming in the wake of the most dangerous chasm ever to emerge between scientific understanding and political action. While industry funded nay-sayers sing what just might be their swan song of pseudo-scientific deception, a group of global warming messengers are on a high stakes quest to find the iconic image, the magic language, the points of leverage that will finally create the political will to move the United States from its reliance on fossil fuels to the new clean energy economy—AND FAST. Hold on...this is bigger than changing your light bulbs.

A film by Daniel B. Gold, Judith Helfand, Chris Pilaro and Adam Wolfensohn

Directed by Daniel B. Gold and Judith Helfand

Community and audience engagement by Working Films

## ABOUT THE TOOLKIT

We're delighted you want to show *Everything's Cool* in your community. As the organizers of a two year campaign to use the film to help mobilize action on climate change we are invested in helping you make sure your screening event is both a good time and an opportunity to make real change. In this toolkit you'll find detailed information about the logistics of hosting a film screening as well as suggested strategies that will motivate your audiences to join the fight to stop global warming. This guide is a tool for you to use as you channel your audience's response to the film and turn their anger, enlightenment, and amusement into ACTION.

Supplement the information and resources in this toolkit with [everythingscool.org](http://everythingscool.org), which will link you to the most current campaigns and actions of the cutting edge organizations addressing climate change.

# MAKING IT HAPPEN

## the logistics of planning an *everything's cool* screening event

This section focuses on the planning of your screening event – from securing the location, to planning the Q&A after the screening, to engaging your audience in action. If you have further questions on how to pull off an effective screening event please contact Kristin Henry [khenry@workingfilms.org](mailto:khenry@workingfilms.org) or Anna Lee [alee@workingfilms.org](mailto:alee@workingfilms.org).

### location, location, location

Secure a venue for your screening that will be comfortable, have the right atmosphere for your group, and provide the basics: This could be your living room, a community center, or even a park – you decide. **Here are things you'll need at the venue:**

- >> **A television or projector** with a screen that's large enough for everyone to see
- >> **Speakers** that give you plenty of volume
- >> **Seating** that's comfortable
- >> **Snacks and drinks** and a place to set them up
- >> **An information table** where you can place petitions, handouts and sign-up sheet for individuals that are comfortable sharing contact information for follow up
- >> **An accessible entrance** for all people with disabilities. Invite people to request accommodations.

*DON'T FORGET...If you need to reserve a space contact the venue more than 1 month in advance and confirm your reservation within 2 weeks of the screening.*

### build community...and make planning a little easier

College papers, kids, your day job... We know there are a million things going on in your life besides this film screening and that you probably don't have time for all of them. Our recommendation: **Delegate**. Asking others for help in planning a screening doesn't just make your life easier, it can help others become invested in the screening's success. People own what they help to build. Think about friends or fellow activists whose skills are best matched to:

- >> **Inviting people** to attend and/or participate in planning through making calls, posting flyers around town, getting the word out by sending a press release to local newspapers and weeklies, and making announcements online through organizational listservs and social networking sites like MySpace and MeetUp
- >> **Arranging for snacks** and drinks
- >> **Greeting attendees** as they come to the event, making sure they sign in so you'll know later who you can follow up with
- >> **Speaking briefly** about the film, issue, and ways to take action before and/or after the viewing



# MAKING IT HAPPEN

## out of your seats and into the streets

Remember, this screening is not just a chance to watch a great film. You want your audience to **Take Action**. The *Everything's Cool* website has an awesome collection of **resources** from some of the leading organizations that are fighting global warming. Decide which action you want folks to get involved in at the screening and print out all of the relevant **materials and resources** from the *Everything's Cool* website and pages 6-15 of this guide. Have these available at the screening. If the event is hosted by your organization, make sure the audience gets on board with your work by **signing people up**. You should also consider bringing in a **local global warming messenger**, someone from a local organization who can answer audience questions about the issue and can help them get directly involved in being part of the solution.

## the day of...making it work

A viewing and discussion of *Everything's Cool* is an excellent opportunity to learn, teach and take action, and a well-planned agenda for a screening will give participants the opportunity for an in-depth, meaningful experience. Here's a **sample agenda** that you can adapt for your event. A skilled facilitator is helpful for keeping the group on schedule with the agenda.

### SAMPLE AGENDA

> Start on time (*no later than 10 minutes from posted time*)

> Brief introduction to the film (*10-15 minutes*)

Introduce the film and make a brief introduction of your local global warming messengers. Also make sure the audience knows that this is an action oriented screening. If the group is small enough, ask the audience to make very brief individual introductions. Ask everyone to stay for the discussion and action session and tell them an ending time.

> Viewing of *Everything's Cool* (*One Hour*)

> Discussion, Action, and Wrap Up (*15 - 45 minutes*)

This is the key part of the agenda. Folks will likely have strong emotions about what they've seen and will want to know what they can do to make a difference. Make sure that everyone who wants to has a chance to speak up, but keep the conversation flowing.

Use this time to promote the action you'd like your audience to engage in. Maybe the screening is a membership drive for your organization, or maybe you want them to help you plan an event around a day of action like Step It Up or Focus the Nation. No matter how or what you're organizing, make sure your audience gets involved. If folks want to stay past the official discussion period, remind them that it's time to close and encourage them to keep talking in smaller groups. Or set up a follow-up meeting. Also remind them of how they can be in touch with you and your organizations' ongoing efforts.

# MAKE AN IMPACT

This section offers suggested actions and resources for your screening event. These actions are tied to the ongoing campaigns of cutting edge organizations addressing climate change. Plug in to make a significant impact.

There are four areas of action that you can address at your *Everything's Cool* screening event: National Days of Action, Green Jobs Revolution, Hot Leadership = Cool Policies, and Youth for a Sustainable Future. Below you'll find more info on each area along with ideas for how to move your audience to do something.

## national days of action

While we all do great work in our own communities, joining together in collective, coordinated action with folks across the country can make change even more likely. Participating in a national day of action on climate change is a great way to connect a community event to the national climate movement. Recently a collective of organizations spanning across issues have joined forces to host actions such as Step It Up 2007 and to prepare for educational events like Focus the Nation.

- >> Use a screening event of *Everything's Cool* to generate interest within your community or school about getting involved in Step It Up and Focus the Nation.
- >> Host a screening event of *Everything's Cool* one to two weeks after your day of action to bring your community together and regroup. Take time after the film to discuss follow up plans and ways to stay connected.

## green job revolution

In order to effectively address global warming, we need to build a job force that can lift us into a clean energy economy. We need to fight against global warming as a whole nation, with solutions that match the scale of the problem. We can bring large numbers of people out of poverty, while improving the environment and public health. Help bring about the Green Jobs Revolution. At your *Everything's Cool* screening event you can:

- >> Collect signatures supporting the Green Jobs Act of 2007, and local legislation regarding green jobs in your area: <http://ellabakercenter.org/page.php?pageid=82&contentid=289>.
- >> Host a panel focusing on green job opportunities in your area.
- >> Connect your community to local and national organizations that are supporting green jobs.



# MAKE AN IMPACT

## hot leaders, cool actions

Demanding strong leadership to address global warming is crucial. Watching *Everything's Cool* is sure to get your community fired up enough to make a plan that will hold leaders accountable. After screening *Everything's Cool* you may:

- >> Register your 18+ audience to vote. You can get voter registration cards from you local board of elections. Here's a list of all of the state elections offices: <http://www.newvotersproject.org/state-election-offices>.
- >> Distribute environmental score cards at your screening to educate your audience on where politicians in you area stand on climate change: <http://presidentialprofiles2008.org/>.
- >> Get your audience prepared to question the candidates on their plan to address global warming.
- >> Gather supporters to get involved with Sierra Club's Cool Cities and Cool Counties campaigns.

## youth for a cool now

The youth climate movement is growing rapidly since we know that climate issues are a threat to this and future generations. Host a screening event of *Everything's Cool* and...

- >> Gather signatures for the Youth Climate Pledge. This pledge urges Congress to advance conservation, energy efficiency, and zero-emission renewable energy sources to achieve a just and sustainable future for your generation and the communities most affected by climate change. You can download and print the Pledge and the Principles at <http://climatechallenge.org/ycp>.
- >> Register your 18+ audience to vote. You can get voter registration cards from you local board of elections. Here's a list of all of the state elections offices <http://www.newvotersproject.org/state-election-offices>.
- >> Distribute environmental score cards at your screening to educate your audience on where politicians in your area stand on climate change.
- >> Build allies to get your campus to adopt carbon neutral policies through the Campus Climate Challenge, [www.campusclimatechallenge.org](http://www.campusclimatechallenge.org).
- >> Build momentum for environmental holidays like Earth Day or days of action like Step It Up and Focus the Nation.

## get busy

Now that you've learned how you can use *Everything's Cool* to inspire action you need resources. The next 8 pages of the guide are action handouts. There's a 2-sided handout for every action area that you can print and make available for your audience.

## WHO'S A LEADER?

On November 3rd, Americans will demand real leadership on global warming. From coast to coast, we'll rally in our communities and invite our politicians to join us. We'll see who rises to the occasion and who has a real plan to tackle the defining challenge of our time. One year before the election, let's make sure the world witnesses our national call to action: "Step It Up: It's Time for Climate Leaders!"

### Our Three Priorities

#### >> green jobs now

We need to create 5 million green jobs while conserving 20% of our energy by 2015. An economy that relies on green energy needs green jobs. As investments catalyze the growth of a new, clean energy economy, we are finally ready to replace the old debate of "jobs vs. the environment" by investing in "jobs for the environment."

Truth be told, workforce shortages have emerged as one of the top barriers to the success of new energy economy. We need to be fighting for global warming solutions as a whole nation, with solutions that match the scale of the problem. A comprehensive vision for a better tomorrow incorporates a vision for a better today: new investments, new jobs, and a new economy.

#### >> cut carbon 80% by 2050

We need to freeze climate pollution levels now and cut at least 80% by 2050 and 30% by 2020! This sounds like a lot, but in fact, it's about a two percent reduction a year (assuming we start NOW). It won't be easy: it will take commitment and resources to switch from fossil fuels to new sources of energy. America's foremost climatologist, NASA scientist James Hansen, has said that we have just a few years to start reducing carbon emissions, and he's endorsed our goal of 80% by 2050. That won't prevent global warming-it's already too late for that-but it may be enough to stave off the most catastrophic effects.

The bottom line is that this slogan means a bold and comprehensive shift in our energy priorities, starting now. 80% reductions means an 80% change in our entire energy mix. It's essentially a 40 year energy revolution.



STEP IT UP,  
CONGRESS!  
HAVE THE DEEP  
CUT CARBON  
BY 2050



## >> no new coal

We need a moratorium on new coal-fired power plants as they represent over a third of our carbon emissions, and over half of our electricity mix. Emissions from coal have been a detriment to health, agriculture, and social justice for years. The developed world has been phasing out coal for decades now—at this point any new energy should come from renewable sources, which we know create more jobs per megawatt, at lower cost to society.

In spite of the high cost of coal, there are currently over 150 coal-fired power plants in some stage of development today. We cannot afford to wait to begin transitioning away from coal. If we're really out to make a dent in our emissions—creating green jobs, cutting carbon—the best way to *protect our efforts* is to ensure that our resources are invested in better electricity sources. We can do better than coal.

## participate in step it up!

1. Host or attend a rally in your community. Sign up and find other events at [stepitup2007.org](http://stepitup2007.org)
2. Use the Step It Up online tools to get the word out and gather a supportive crowd.
3. Be sure to invite the politicians from your neck of the woods. Step it Up has tools to help you with this too.
4. Have a great time and take lots of photos! After the event you can report back with your stories and photos to connect with events nationally.



# GREEN JOB REVOLUTION

We need to create 5 million green jobs while conserving 20% of our energy by 2015. An economy that relies on green energy needs green jobs. As investments catalyze the growth of a new, clean energy economy, we are finally ready to replace the old debate of "jobs vs. the environment" by investing in "jobs for the environment."

Our country needs a new American dream - a green dream that is fully inclusive of everyone in this growing vision of peace and prosperity. We need to fight for global warming solutions as a whole nation, with solutions that match the scale of the problem – we can bring large numbers of people out of poverty, while improving the environment and public health. A comprehensive vision for a better tomorrow incorporates a vision for a better today: new investments, new jobs, and a new economy.

## urge congress to support the green jobs act of 2007

What is the Green Jobs Act of 2007?

- >> It will provide \$125 million per year for green jobs training
- >> \$25 million of this must be used for creating pathways out of poverty for low-income adults
- >> It will provide funds to identify and track the new jobs and skills needed to grow the renewable energy and energy efficiency industries
- >> Hilda Solis (D-CA) and John Tierney (D-CA) introduced the bill. It's known on the Hill as HR 2847.
- >> It has been passed by the House and is being considered in conference committee.

Send a message of support to your Representative: <http://ellabakercenter.org/page.php?pageid=82&contentid=289>

## get involved with the green for all campaign



[www.greenforall.org](http://www.greenforall.org)

Green for All has a simple but ambitious mission: to help build a green economy strong enough to lift people out of poverty. They are committed to securing one billion dollars by 2012 to create "green pathways out of poverty" for 250,000 people in the United States, by greatly expanding federal government and private sector commitments to "green-collar" jobs.

## connect and get involved with local green jobs initiatives in your area

Do you have a community organization or program like Growing Home or the Automotive High School in Brooklyn, New York in your city or town? If so, contact them to find out how you can get involved with their programs. If not, talk with your local leaders about ways to create these opportunities. Be sure to share the Green Jobs Revolution and the Biofuels High extras from the Everything's Cool Activist DVD to illustrate your points. They may be able to connect you with others in your community with similar goals.

## ADDITIONAL RESOURCES

### the ella baker center for human rights: green collar jobs campaign

<http://ellabakercenter.org/page.php?pageid=5>

The Green Collar Jobs Campaign creates opportunities in the green economy for poor people and people of color through policy advocacy, public outreach, and an employment pipeline—the Green Jobs Corps. This Green Jobs Corps is a pilot project that provides local Oakland residents with job training, support, and work experience so that they can independently pursue careers in the new energy economy.

### the apollo alliance

<http://www.apolloalliance.org/>

The Apollo Alliance advocates a new “Apollo” program, but this time to transition the nation to renewable energy. They map out the renewable energy options and, more importantly, project the positive impact such a transition would have in creating jobs and alleviating poverty. The Apollo Alliance is supported by labor unions, environmental organizations, economic and social justice organizations, and businesses.

### growing home

<http://www.growinghomeinc.org/>

Growing Home operates an innovative transitional employment program based in Chicago for homeless and low-income people. The individuals who participate in Growing Home’s program often have multiple barriers to employment, including a history of homelessness, incarceration or substance abuse issues. For participants struggling with substance abuse or homelessness, the process of growing organic vegetables—deeply rooted and free of dangerous chemicals—can mirror their own transformation.

### sustainable south bronx: b.e.s.t. project

<http://www.ssbx.org/best.html>

Sustainable South Bronx developed a 10 week program that seeds the community with green collar workers who have a direct economic stake in the future of their local environment. The program allows community members to independently reclaim brownfields, reduce unemployment, and increase efficiency of homes that need it the most.



# HOT LEADERS COOL ACTIONS

## a crisis of leadership: why leadership matters for climate change

When it comes to global warming many people realize we need to follow Gandhi's call to, "Be the change you wish to see in the world." For many of us that means biking to work a couple of days a week, eating locally, or switching to compact fluorescent light bulbs. These are important individual actions that make a difference, but changing our light bulbs alone isn't going to reduce carbon emissions 80% by 2050. We need a major shift in policy at the local, state, and federal level. The only way our representatives are going to stand up to the energy lobby is if we, the citizens, demand real solutions.

We must have leaders on this issue, and we can, if people like you make sure these politicians know your vote depends on their stance on climate change. The action ideas below will help you put the heat on political leaders for cool policies.

## get involved

### create a local global warming agenda

Local governments are moving forward with innovative energy solutions that curb global warming, save taxpayer dollars, and create healthier cities. Join the Sierra Club's Cool Cities or Cool Counties campaigns and urge your mayor to sign on to the Mayors Climate Protection Agreement at <http://coolcities.us/> or <http://www.kingcounty.gov/exec/coolcounties>

You can find more resources and examples of how other cities and towns have worked with their elected and appointed officials to green their communities:

- >> Clean Air Cool Planet Community Toolkit: [http://www.cleanair-coolplanet.org/for\\_communities/toolkit\\_home.php](http://www.cleanair-coolplanet.org/for_communities/toolkit_home.php)
- >> Carbon Coalition: <http://www.carboncoalition.org/community/EnergyCommitteesResources.php>

### demand action from presidential candidates

Sign the League of Conservation Voter Education Project's The Heat is On Petition to the Presidential Candidates urging them to make global warming a presidential priority: [http://action.lcv.org/campaign/global\\_warming](http://action.lcv.org/campaign/global_warming).

Write a letter to the editor to tell the candidates and your fellow citizens that global warming must be a priority. Use the Heat is On Letter Builder Tool at: <http://www.heatison.org/page/speakout/mediacampaign>.

# HOT LEADERS COOL ACTIONS

## question the candidates on the campaign trail

The presidential primaries are our opportunities to tell the candidates what issues matter most to us, the voters. Make sure the candidates know that you expect them to have a plan to stop global warming. Here's how:

### step 1: find out where they're going

You can use the Heat is On website to find a candidate event and connect to other organizations in early primary states like NH, SC, CA, NV, IA, who are coordinating efforts to question the candidates: [http://www.heatison.org/page/event/search\\_simple](http://www.heatison.org/page/event/search_simple)

### step 2: find out what their platform is now

Find out more about the candidate's positions on global warming:

- >> The Heat is On: Video of Candidates' Answers to Global Warming Questions  
<http://www.heatison.org/video>
- >> Summer Snippets: What the candidates have said in NH about global warming  
[http://www.carboncoalition.org/election/Summer\\_Snippets.pdf](http://www.carboncoalition.org/election/Summer_Snippets.pdf)

### step 3: get out there and ask those questions!

Get inspired with the League of Conservation Voters Ten Questions Every Candidate Needs to Answer: [http://heatison.org/pages/where\\_do\\_the\\_candidates\\_stand\\_on\\_global\\_warming](http://heatison.org/pages/where_do_the_candidates_stand_on_global_warming)

## host a voter registration drive!

After all this talk about pressuring the candidates there's one more important step – urging people to register to vote. You can get voter registration cards from you local board of elections. Here's a list of all of the state elections offices: <http://www.newvotersproject.org/state-election-offices>.



CLEAN  
AIR



COOL  
PLANET



LEAGUE OF  
CONSERVATION VOTERS



# YOUTH FOR A COOL NOW



Over the last three years, 45 youth-led organizations have come together in the Energy Action Coalition, empowering young people to lead the transition to a more just and sustainable society. The Campus Climate Challenge ([climatechallenge.org](http://climatechallenge.org)), a project of Energy Action, now has over 500 chapters in colleges and high schools across the U.S. and Canada, exposing 2 million young people to global warming solutions, and helping over 360 colleges commit to becoming “climate neutral.”

Opportunities for youth to create a sustainable future are opening up. The Campus Climate Challenge is growing a generation-wide movement to stop global warming by reducing the pollution from our high schools and colleges down to zero, and leading our society to a clean energy future.

## get involved

### sign the youth climate pledge

Join thousands of other youth across the country and sign the Youth Climate Pledge urging Congress to advance conservation, energy efficiency, and zero-emission renewable energy sources to achieve a just and sustainable future for your generation and the communities most affected by climate change: <http://www.climatechallenge.org/ycp>



### register your campus for the campus climate challenge

The Campus Climate Challenge leverages the power of young people on college campuses and high schools across Canada and the U.S. to win 100% Clean Energy policies at their schools. The Challenge is growing a generation-wide movement to stop global warming, by reducing the pollution from our high schools and colleges down to zero, and leading our society to a clean energy future. Join over 500 other US and Canadian campuses in the fight for clean energy and sign up your school today!

<http://climatechallenge.org/groups>

### organize a voter registration drive

Work with other youth to set up a voter registration drive. You can get voter registration cards from you local board of elections. Here's a list of all of the state elections offices <http://www.newvotersproject.org/state-election-offices>.

## ADDITIONAL RESOURCES

### energy action coalition: power directory

Check out the power directory at [http://climatechallenge.org/power\\_directory](http://climatechallenge.org/power_directory) to find many great resources to help you win your campus clean energy campaign. You can add new resources and rate resources to help make the power directory a better too! Find sample sustainability policies, resolutions, petitions and other actions that you can use to help free your campus of dirty energy.

### campus climate challenge: toolkit

The Energy Action Coalition has created a toolkit to help you harness the power of your school in the fight to stop global warming. Inside you will find suggestions on organizing your campaign, researching and setting the right goals, and leveraging your power for off-campus change.

<http://www.climatechallenge.org/wiki-sources/challenge-toolkit>

### new energy for campuses: organizing guide

Get great ideas on successful energy saving projects for your campus at [http://www.energyaction.net/documents/new\\_energy.pdf](http://www.energyaction.net/documents/new_energy.pdf)



everything's  
**COOL**

## THE EVERYTHING'S COOL CAMPAIGN DIRECTORS



**WORKING FILMS**

Working Films is a national non-profit organization available to all independent filmmakers, educators and community organizers. We are neither a production company nor a distributor. We bring together the best, brightest and most committed documentary filmmakers and link their work with innovative organizers and educators.

We've partnered with social justice organizations on outreach and national organizing campaigns for the following documentaries: *Banished*, *Blue Vinyl*, *Ghosts of Abu Ghraib*, *Girl trouble*, *Occupation: Dreamland*, *Two Towns of Jasper*, and others. National press coverage our successful outreach campaigns has included the *Village Voice*, *International Documentary*, *LA Weekly*, *The Nation*, the *Independent Film and Video Monthly*, *In These Times* and *The Progressive*. Now in our seventh year, we claim extraordinary success – creating new models for the field on documentary distribution, outreach organizing, and education strategies that support measurable impact.





# CREDITS, FUNDERS AND PARTNERS

## *everything's cool campaign*

### **Working Films**

Kristin Henry

*Project Manager and Website Administrator*

Anna Lee

*Project Coordinator*

Robert West

*Executive Director and Co-founder*

### **Toolkit Design**

Graphic Moxie

*graphicmoxie.com*

### **Campaign Funders**

Oak Foundation

Park Foundation

Kendeda Sustainability Fund of the Tides Foundation

### **Campaign Partners**



**Redefining Progress**