AtmoCare Foundation

Manifest

A guide to peaceful climate gatherings



Prologue



There's a question worth saying out loud. "How am I supposed to choose a cleaner option when nobody offers me one?" Maybe the last bus leaves before your shift ends. Maybe the part that would fix your washing machine costs nearly as much as a new machine. You can care about the climate and still have to drive home or replace something that could have been repaired.

Who else runs into the same problem? Ask. You might find that the person beside you has been thinking about it for years. You can go together to a meeting, join a peaceful gathering already happening, or invite a few people to hold one with you. That is what we mean by *Manifest*. Say what concerns you where other people can hear it. Give them a chance to answer in their own words.

Our message to governments and companies is simple. Give us affordable ways to cut emissions. Put the rules into practice, show us the results, and tell us what you'll do when a promise falls short. As warming increases, every fraction of a degree we can prevent matters. People who set budgets, make products and enforce rules have decisions to make that none of us can make at the checkout counter.

Whose gathering is this? Yours. AtmoCare put this guide together. Your group chooses the place, carries its own banner and signs its own letter. When your council or a local company hears from you, they hear from the people who live with their decisions.

What if only five of you come? Five people can carry one clear question to the person who can answer it. They can write down the reply. They can come back next month and see what happened. Your first gathering can be that small.

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Start with one conversation



Think of something you wish you could do differently in your own community. Tell someone who knows you. “I’d take the bus home if there were one after nine. Do you have that problem too?” Then listen. Your neighbour might tell you the stop is too far away, or that the last connection leaves five minutes too early. That changes what you ask for.

If a group is already working on it, ask when they meet and what would help. You can attend for twenty minutes, carry a banner, take notes, or send a sentence for someone to read with your permission. There’s room for the person who wants to speak and the person who is tired after a long day.

If you start a group, invite classmates, co-workers, neighbours, a student association, or a local club through people you already know. Ask before posting in a group or using an institution’s name. If you are a few members acting on your own, use your own group name. A school club can speak for its members. Speaking for the whole school takes the school’s agreement.

Put the host’s name where people can see it. If your student club is organizing the gathering, use the club’s name and logo, with its agreement. If six neighbours are organizing it, give your group a name and paint it on your banner. The small AtmoCare and MyPart logos on these materials tell you who supplied the guide. Your invitation should tell people who is welcoming them.

Ask for one decision you can check



Who can actually say yes? A bus operator can change a timetable. A manufacturer can stock repair parts. A government department can publish how often it inspects facilities under an existing emissions rule. Find the office or company responsible and learn what it has already committed to. Write your request so someone can answer it in a meeting.

Try this sentence: “We’re asking [decision-maker] to [specific change] by [date], and to publish [result people can check].” Here are three ways you might use it. They are examples. Replace the details with ones that fit your town.

- **For a transit authority:** “Try a late bus on this route for three months. Publish ridership and costs before deciding whether to keep it.” Banner: *Give the night shift a ride home.*
- **For a manufacturer:** “Make replacement pumps for this model available to local repair shops. Publish the parts list, prices and delivery times.” Banner: *Sell us the part. Let us repair it.*
- **For a public regulator:** “Publish quarterly figures on inspections, breaches of the emissions rule and corrections made.” Banner: *Enforce the limit. Show the results.*

Read your request to someone who has never been to a climate meeting. Ask them who should do what. If they have to guess, shorten it. Keep the details in a one-page letter that you can hand to the decision-maker.

Pick a date and share the work



Start a few weeks ahead. Choose a place where you have the right to gather and where people can speak and be treated with respect. Visit it at the time you plan to meet. Can people get there after work? Is there a seat, a step-free entrance and a clear path for people passing by? If a school or community hall is hosting, get the agreement of whoever manages the space.

Before you announce the date, check the local rules for the event you actually plan. A meeting in a hall, a gathering in a square and a march along a road can have different rules. Find out whether you need to give notice or get a permit, who handles it and what deadline applies. For example, Edinburgh asks for at least 28 days' notice for a public procession.

Edinburgh's official guidance

Even when notice is voluntary, we recommend letting the local police know about a planned gathering. Use their non-emergency number, email or event contact. Aim for a week ahead. If you have less time, try to give at least one day's notice. Follow any earlier local deadline. If contacting police could put people at risk, ask a trusted local host or rights group about a safe way to meet the requirements.

Tell people who is organizing

What do you say? “Our student club is holding a peaceful climate gathering outside the community hall on Saturday, from two until three. We expect around thirty people. We’ll stay in the square and keep the entrances clear. You can reach our event organizer at this address.” Give the name of the group actually hosting. Keep a copy of your notice and any reply.

Three people can divide the work. One agrees on a place and a date. One invites people and answers questions. One prepares the banner and the letter. Decide who will welcome people, keep time, take notes and deliver the request. At a small event one person can do two jobs. Give each person a backup so a sick day does not cancel the gathering.

Work out the cost before promising anything. List what you can borrow, what you already have, and what somebody has agreed to pay. A borrowed room, a shared digital invitation and a banner made from an old sheet can take you a long way. Keep the date off the big banner so you can bring it again. Put changing details on your flyers instead.

Our local arrangements

Where to check venue and local requirements

Notice deadline and public event contact

Who will welcome people and give updates

Make the invitation easy to share



Start peer to peer. “We’re meeting for half an hour to ask for a bus after the late shift. Can you come? What time would work for you?” A personal invitation also reaches someone who never follows climate news. Ask people to share with one person who might care. Leave them free to say no.

Open a Facebook Page and an Instagram account for your local effort if your group can maintain them. Use the same name, make one Facebook event for each date, and pin the current invitation. Ask permission to share it in existing student, workplace and neighbourhood groups. Put the same details on paper for people who do not use those platforms.

Make the local group’s name and logo the first things people see on your flyer, event page and banner. A group without a logo can simply letter its name by hand. A short line like “Organized by Riverside Student Club” tells your neighbours exactly whom they are joining.

Your flyer needs the host, the request, the date, the start and finish time, the place, and one public contact or link. Use large letters. On an image, keep only the words someone can read on a phone. In the caption, repeat the details as plain text. Describe the image for people using screen readers. If you add a QR code, print a short address beside it.

You can fill out the flyer in this toolkit and print it, or build your own in Google Slides, LibreOffice, PowerPoint or Canva. Choose Letter or A4, export to PDF and print one copy to check the type. For social media, use a square image for the feed and a wide banner for the event page. Keep the words near the centre so a cropped preview still makes sense. Send one reminder a few days ahead and one the morning of the gathering.

Keep the gathering peaceful



Set the agreement when you invite people. “You’re welcome to disagree. We’ll hear people out, leave entrances clear and treat everyone here with respect.” Choose someone to welcome passersby and another person who can continue a quiet conversation away from the speakers. Make space for people using wheelchairs and for anyone who wants to leave early.

Imagine somebody walking by who has the same worry as you. What will they take home? If people are threatened or property is damaged, that may be the only thing they talk about. Some will avoid the next gathering altogether. A calm question, a neighbour’s story and an invitation to return give them something they can pass along.

If voices rise, pause the microphone. One host can say, “I hear that you disagree. We can talk after this speaker. Right now we’re here to ask for a written answer.” Give people space. If anyone faces immediate danger, stop the event, move away and call local emergency services. An organizer’s job is to look after people. The request can be delivered another day.

Hold the conversation and deliver the request



A first meeting can take thirty minutes. Spend five welcoming people and reading the request. Give two people five minutes each to describe the problem from their own lives. Leave ten minutes for questions or suggestions. Use the last five to read the final wording, name the person taking it to the decision-maker, and agree on the next date.

Invite someone from the company or public office to answer. If they come, give them time to speak. Ask, “Who can decide this? When can we expect a written reply?” If they cannot attend, send the same letter through their public contact channel. Keep a dated copy and the name of the office that received it. Ask permission before publishing anyone’s name, photograph or personal story. Let people participate without signing up for updates.

If somebody asks for a comment for the news, say who you are, what you’re asking for, and why it matters here. “We’re neighbours asking for a late bus. People on this shift cannot get home on the current schedule. We’ve asked the transit board for a three-month trial.” Share that same statement with anyone who missed the event.

Come back and ask what changed



Within two days, post a short account. How many people came? What did you ask for? Who received it? When will you check again? If the office has not replied, write “Awaiting a reply.” If it promises a change, record the wording and the date. When the change actually happens, link to the timetable, parts list or inspection report that lets anyone check it.

Choose a rhythm you can keep. Meet monthly if decisions are moving quickly. Meet every three months if that fits your time and budget. Keep the banner, update the date online and change who does each job. Repeating the same clear question helps people recognize it. A new fact gives them a reason to listen again.

What if the answer is no? Ask why. Share the explanation fairly. If the obstacle is the cost of a whole new bus route, a trial on two late-shift evenings might be worth discussing. If the answer is yes, thank the people who did the work and ask when residents can check the result. That is what you came together to change.

What gets in the way?



Imagine asking your neighbour why they still drive to work. You might hear, “The first bus comes at eight. My shift starts at seven.” Now you have something worth taking to a public meeting. Who sets the bus schedule? Who else needs that first bus?

In 2024, Britain’s Office for National Statistics asked adults about changes they had made to their lives because of climate change. About one in four said they had made none. The figures below come from that group. People could give several reasons, so the percentages overlap.

Office for National Statistics, 2024

1. My choices feel too small

The most common answer, given by 42%, was that changing their habits would have no effect. In a separate 2026 Québec survey of 2,802 people, 42% felt powerless in the face of the ecological crisis and 29% felt their efforts were wasted. If this sounds like you, what is one decision you wish someone would make? Saying it aloud gives the people around you a chance to say, “I want that too.”

British survey · Québec survey, UQAM

2. The people making the decisions should act

In Britain, 37% of the same group said major polluters should go first. In 2025, GlobeScan and Ingka asked 30,701 adults across 30 countries what held them back from doing more. Too little government support came first at 46%. Too little support from business came up for 39%. Each country counted equally in that online survey, and wealthier countries were strongly represented.

British survey · International results · How the survey worked

Money, time and knowing what works

3. Money and daily life come first

Cost came up for 24% of the British group and 41% in the 30-country survey. In Canada, 74% of about 2,000 people surveyed by Ipsos for RBC in 2026 cited affordability as a challenge. Time matters too. In Canada's voluntary climate consultation, 19% of people answering the question said they often or always lacked time to think about the issue. Someone working a double shift can still add a sentence to a group letter.

British survey · International results · Ipsos/RBC · Canadian consultation, question 12

4. I want to know what works

In Britain, 19% of the group said they did not know how to make changes. Across the 30 countries, 44% were unsure which actions would help most. When your group asks for something, explain how anyone could check the result. If you want an earlier bus, ask the transit operator to publish the new timetable and report how many riders use it.

British survey · International results

Find the seven barriers

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Why someone might turn away



5. I’m tired of hearing about it

In Québec, 30% of respondents said reminders to consume more responsibly left them more tired than motivated. In a study across eight countries, an average of 26% said they often or always avoided climate news. People who felt fear or stress were more likely to avoid coverage. People who felt worried were more likely to keep reading. You can ask a friend what they want to talk about today and take their answer seriously.

UQAM · Eight-country news study

6. I doubt what I’m being told

Among the British adults who had made no changes, 13% said the effects were exaggerated and 8% cited disbelief. In a March 2026 poll of 1,001 Canadian adults, 21% attributed warming mainly to natural changes and 9% considered climate change unproven. Acceptance of human-caused warming varied by how people voted in 2025, from 81% among Liberal voters to 44% among Conservative voters. A voting record tells you little about how one particular neighbour reached their view. You can ask them.

British survey · Research Co.

7. My income or profit is at stake

A worker wondering how to pay rent after a plant closes has a different concern from an owner protecting a profit margin. Both deserve clear questions. In Québec Net Positif’s 2025 business survey, 14% cited difficulty earning a return on climate measures. A separate study of US electric utilities found companies expecting to lose from climate legislation worked through trade groups to oppose it. Those findings describe financial interests. They cannot tell us what percentage of people act out of greed.

Québec Net Positif, figure 18 · US utility lobbying study

What people hear when we gather



Frustration can sound like indifference

Canada's Talking Targets consultation received 3,193 comments about barriers to action. Analysts described 1,587, about half, as frustrated but engaged. They classified 330, about one in ten, as expressing denial or conspiracy beliefs. People chose to take part. These are counts of comments in that conversation. When someone at your gathering sounds fed up, try asking, "What have you already tried? What got in the way?"

Talking Targets, questions 12 and 13

Why Manifest asks you to stay peaceful

In an experiment with 800 people, participants who read about anti-racist demonstrators using violence against white nationalists gave the anti-racist group less support. A separate climate-protest study found that more extreme tactics could lower support for the group involved even as concern about climate change rose. The cause, the group and the way people treat one another can leave different impressions.

Simpson, Willer and Feinberg · Nylund, Thai and Hornsey

Think of the person who walks over to ask what your banner means. You want them to hear the answer, feel comfortable asking a second question, and leave knowing who can make the change. Give them that chance.

What the United Nations found



You may have more company than you think

Suppose you care about climate change and hardly anyone around you brings it up. What can you conclude about your neighbours? Less than you might think. In the 2024 Peoples' Climate Vote, researchers interviewed more than 73,000 people aged 15 and up in 77 countries. The UN Development Programme estimated that 80% wanted their governments to take stronger climate action. The poll asked what people wanted leaders to do. It didn't ask whether they would attend a gathering. To find out who wants to join yours, start a conversation.

UNDP survey results · How the survey was conducted

People can also underestimate one another. The UNDP Human Development Report describes a study in which 69% said they would give up some income for climate action. People guessed that only 43% of others would do the same. You can see how two people might each stay quiet, each assuming the other has no interest. Try telling someone what concerns you, then give them room to tell you what matters to them.

UNDP Human Development Report, chapter 6

What would make the choice possible?

Imagine your shift ends at ten and the last bus leaves at nine. You already know how to take a bus. The missing piece is a ride home. The UN climate science panel, the IPCC, explains how public services, prices and infrastructure shape what people can do. It also describes the roles we have as workers, neighbours and citizens. You can ask whoever sets the timetable to try a late bus. A few weeks later, you can ask how many people rode it. UNEP asks policymakers to make lower-emission choices affordable and available to more people.

IPCC, chapter 5 · UNEP on sustainable lifestyles

Participation and the warming limit

Give people a way to be heard

In a 2024 youth poll in Thailand, 89% of respondents expressed interest in climate action and 34% reported being active. Young people described obstacles you might recognize. School took their time. An event was too far away. They had already offered ideas and nobody told them what happened next. The UN climate convention encourages people to help shape decisions over time. If someone shares an idea at your gathering, write it down with their permission. When you get an answer, bring it back to them.

UNICEF Thailand study · UN Climate Change on public participation

What does getting warming back down mean?

The 1.5°C goal refers to average global warming above temperatures before widespread industrialization. People are already living with damage today. UNEP's 2026 Emissions Gap Report says the world is set to exceed 1.5°C. Cutting emissions quickly can limit how high temperatures rise and how long they stay there. Returning to that level would also require removing carbon dioxide from the atmosphere. When you ask a company to cut emissions this year and publish its results, you are asking it to help limit warming while every fraction of a degree still matters.

UNEP Emissions Gap Report 2026

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Organizer toolkit

Put your group’s name on the invitation

Who is inviting people? Put that group’s name in the host field on every flyer, post and banner. Use your own logo if you have one. A neighbourhood group can simply write its name in large, clear type. Ask permission before using a school, employer, club or partner logo.

Our small AtmoCare and MyPart marks identify the materials we supplied. Put your local host’s name and logo on the event flyer, social page and banner. Your group invites the community and speaks for itself.

Agree on who is responsible

The local organizers choose the place and time, check the venue arrangements, look after participants and keep the gathering peaceful. Choose someone to answer public questions, post changes and deliver the request. Tell people who will publish the reply and when they can expect an update.

Choose what you need

Download the flyer in Letter or A4. Type in your details or print it and write them by hand. Open the graphic maker to save a square post or a wide banner. Copy a sample invitation or follow-up message and put it into your own words.

Print the workbook when you set the date. Use it to share the jobs, work out what you can borrow, plan thirty minutes together and track the answer. Keep the finished worksheet so the next person can pick up where you left off.

Organizer toolkit
Printable flyers, a workbook, a social graphic maker and invitations you can adapt.
www.atmocare.org/manifest/toolkit

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