

# Guide to the Climate Action Buddies Working Group

*This document describes how the Climate Action Buddies is organised, how the different teams are structured, and how decisions are made.*

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## The basics: What is it and how did it come about

Climate Action Buddies (CAB) was started in November 2019 during the Conference of Parties 25 in Madrid. A small group of environmental youth activists met at different events and actions and decided to start this project. All of them share the belief that personal relations are crucial to build lasting movements and act in solidarity with other people.

CAB offers a website via which environmental activists can sign up to a buddy programme. After filling in their information, they get randomly matched to a fellow activist who speaks the same language and lives on a different continent. The CAB working group provides various forms of support to help participants communicate with each other. See [the website](#) for more information on the programme.

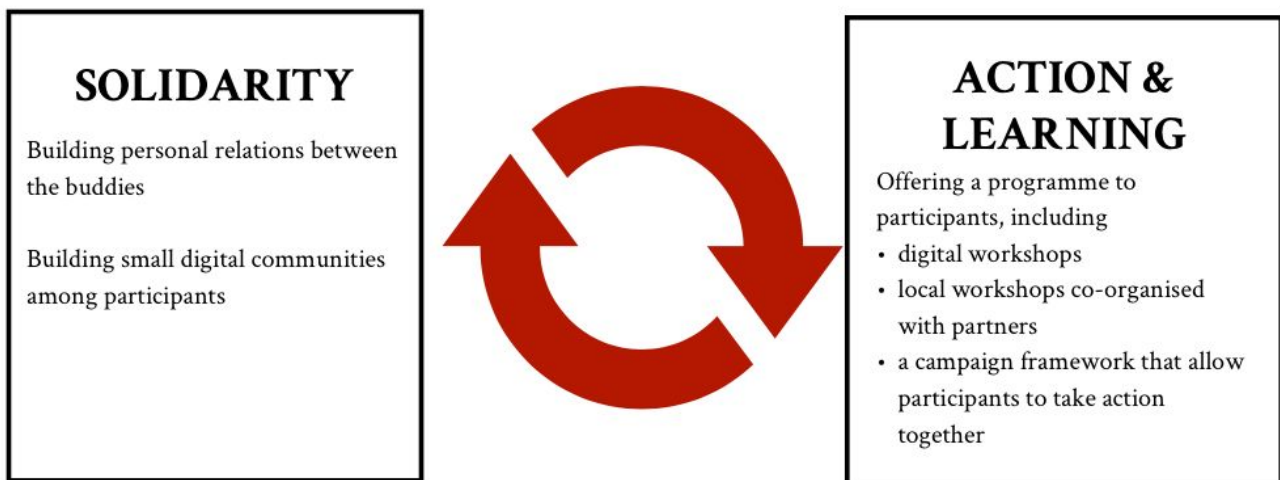
## The CAB working group

The CAB working group runs this project and makes all important decisions. It works towards achieving these three overarching goals:

**Building global solidarity**

**Learning from other communities**

**Taking action together**



The working group and its members are guided by the three working principles of *ownership*, *transparency*, *equivalence*, and *participation* that are spelled out in more detail below. Finally, it is divided into a number of roles and working teams that are responsible for specific topics.

## Decision making

By default, all decisions are made during the coordination meetings and based on the principle of *consent*. However, many tasks are delegated to roles and working teams that can make decisions within their fields of responsibility.

With *consent* we mean that anyone can make a proposal for an action (for example “let’s change our logo”). This proposal is accepted unless someone else voices an objection that is supported by arguments. Based on these arguments, another updated proposal should be developed. Decision making by consent requires trust in each other, because most proposals differ in one way or another from what someone else might think is the best way forward. In other words: proposals don’t need to be perfect but “good enough” to move ahead.

## Roles and working teams

Most tasks are carried out by designated roles that have a defined *Purpose* and *Accountabilities*. The *Purpose* defines the overarching goal, the role is trying to achieve. The *Accountabilities* specify what tasks the role is responsible for and whether or not they can decide about these issues independently or in coordination with the rest of the working group.

Roles can be carried out by one or more people. In the latter case we speak of working teams.

## Tension sensing

“As a member of the CAB working group, you are responsible for monitoring how your Role’s Purpose and Accountabilities are expressed (...) to identify gaps between the current reality and a potential you sense (each gap is a “**Tension**”).<sup>1</sup>”

Tensions show us as a working group that there are either barriers that keep us from achieving our goals or that there are unused opportunities.

One way to respond to Tensions is to propose a change in the Accountabilities of a role. Each member of the working group can bring such a proposal to the coordination meeting, by describing the Tension and suggesting new tasks that their own Role or someone else’s Role could take up to better fulfil their Purpose.

# The Roles

## Program & Campaign

*Purpose*

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<sup>1</sup> [Holacracy.org](http://Holacracy.org)

Creating and managing a programme and campaign based on the goals and values of CAB that empowers buddies to collectively learn from each other and take action together.

#### *Accountabilities Program & Campaign:*

- Develops a story-line for the programme until December, including the formulation of monthly themes
- Within the framework of the story line and the monthly themes, organises workshops, events, and a campaign that allow buddies to engage in diverse ways
- Working closely together with other teams, especially social media team to ensure the social media presence of CAB reflects the program and campaign and contributes to it

#### *Accountabilities Program*

- *Developing the monthly programme* within the scope of the theme and storyline, a set of guiding questions for the buddies, and a number of local and global events. For the organisation of local events, they work together with local partners and the participants.
- *Writing and sending the regular emails* on the first day of every month. Participants who just signed up or do not have a buddy yet should receive a different email than participants who already have a buddy.
- *Continuously searching for ways to improve* or make additions to the programme.

#### *Accountabilities Campaign:*

- *Developing a participatory process* to decide on the topic/target of the campaign
- *Managing/running the campaign*
- *Ensuring that the entire facilitation team* knows how to engage with the campaign in their respective roles and how they should contribute.

## **Art & Graphics**

### *Purpose*

Developing a visual identity for CAB and improving the non-verbal communication of CAB's goals, principles, and ongoing projects.

### *Accountabilities*

- Creating graphics for the website, events, relevant documents, and social media platforms
- Further developing the visual identity for CAB including color schemes, the logo, fonts, and typographies.

## **Outreach**

### *Purpose*

Reaching out to participants, movements, connected people, and other activists with the goal to find partners for CAB and recruit new participants.

### Accountabilities

- Keeping track of outreach activities, preferably via SendInBlue.

### Support

#### Purpose

- Ensuring that all participants get out of CAB the best it can offer to them.
- Communicating the needs of participants to the rest of the team with the goal to continuously improve the CAB project

### Accountabilities

- Responding to requests of buddies on the different communication platforms. These are: Email ([team@climateactionbuddies.org](mailto:team@climateactionbuddies.org), [climateactionbuddies@protonmail.com](mailto:climateactionbuddies@protonmail.com)) Whatsapp, Telegram.
- Updating participant information on SendInBlue based on the communication with them.
- Proactively checking up on participants via the appropriate communication channels. This should happen at least once, after participants receive their buddy's contact details.
- Collecting feedback from participants
- Improving the FAQ section on the website
- Communicating information on how to improve the “user experience” of participants to the rest of the working group

### Tech

#### Purpose

Building and maintaining a safe, accessible, and effective digital infrastructure.

### Accountabilities

- Holding the full responsibility for the participant data.
- Ensuring that the management of participant data complies with the GDPR regulations.
- Answering any questions by team members, participants, or partners related to participant data (e.g. requests for deleting data).
- Supporting the team members in using the different apps of CAB, including: Wordpress, SendInBlue, Slack and Mail-services (Protonmail)
- Managing the Website [www.climateactionbuddies.org](http://www.climateactionbuddies.org)

### Social Media

#### Purpose

- Promoting CAB by managing its Social Media accounts
- Building and moderating engaging online communities for participants on the existing social media-platforms.

### *Accountabilities*

- Setting-up and managing a facebook-page for CAB
- Creating and interacting with Social Media content that is connected to the CAB programme (collaboration with the programme team is essential)
- In collaboration with Support, Programme, and the rest of the team, creating and moderating one or more groups on facebook.
- [Depending on capacities, creating and managing an Instagram account]

### **Facilitation**

#### *Purpose*

Upholding the internal functioning of the CAB working group.

#### *Accountabilities*

- Formalise the working group structure and make sure the team understands it.
- Secretarial tasks like scheduling meetings, writing agendas, writing minutes, writing and sharing summaries and keeping track of assigned Action Points.
- Facilitating the coordination calls.
- Organising the evaluation process after the end of the campaign. The goal of this process is to reflect on the first 12 months of CAB and make decisions as a team, how to move ahead.

### **Internal communication**

Within the working group, we use several apps to coordinate our work and communicate with each other.

#### **Slack**

#### **Google Drive**

#### **[Google Calendar]**

#### **WhatsApp**

#### **Zoom**

### **Working principles**

This set of principles guides all team members of CAB in their work.

#### **Ownership**

Everyone has a shared sense of responsibility to get work done and to continuously improve the work we are doing with Climate Action Buddies.

## Transparency

*Record all information that is valuable for the working group, and make it accessible to everyone, unless there is a reason for confidentiality.<sup>2</sup>*

*Example:* Take minutes during group calls and share them, together with concise summaries, with the rest of the group.

## Equivalence

Different people have different capacities to engage; they differ in experience, available time, personality, access to technology, and other aspects. With these differences in mind we make conscious efforts to allow everyone to contribute in a meaningful way.

*Example 1:* “Step-up step-down”: People who are naturally inclined to take up much space, actively step-down. People who tend to be less involved are encouraged to actively take up more space.

*Example 2:* “Slow-down your yes”: When you feel you can't finish a task that you took up, openly communicate this and hand them over to the team. During meetings, think twice if you will be able to take up Action Points.

## Participation

Whenever possible, we open up our processes so that people from diverse backgrounds can participate in organising and developing CAB.

*Example 1:* Setting-up processes like open online-workshops to develop the programme-theme of the following month.

*Example 2:* Organising the working team, especially “Programme” in such a way that many people from within and outside of the team can meaningfully take part in it.

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<sup>2</sup> [Sociocracy30](#)