

OK, so this next bunch are pretty wild. They're the data from direct action. They move fast and light and things are always changing. When you're in with the direct action crowd you'll always get the inside scoop on everything. You'll find them in jungles, on the ocean, outside mines and in boardrooms. While the instigators are techno savvy and do things on a global scale, the heavy lifting is done by people just like you and I.

Direct action

The internet has opened up whole new way of saving the environment through direct action.

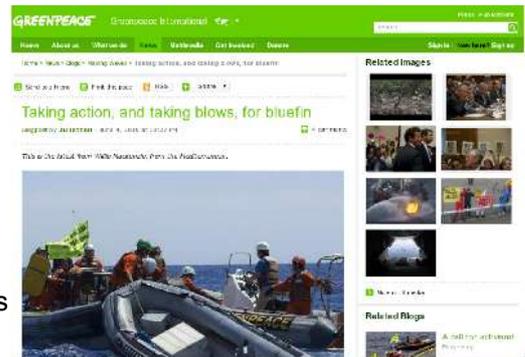
- Political pressure
- Campaigning
- Boycotting
- Recruiting
- Cause marketing

Greenpeace blue fin tuna protest

<http://www.greenpeace.org/international/en/news/Blogs/makingwaves/taking-action-and-taking-blows-for-bluefin/blog/12002>

This is what most people think of when they think of direct action. Standing in front of bulldozers and whaling ships. However the internet is just as powerful a tool for taking direct action.

In 2000 Coca-Cola agreed to remove harmful chemicals from its refrigeration equipment - also convincing Unilever and McDonald's to follow suit - after an online-focused campaign.



'Green My Apple'

The green my apple campaign convinced Apple to remove toxic substances from its products. <http://www.greenmyapple.org/>

Avaaz.org

<http://www.avaaz.org/en>

Currently the Avaaz.org needs your help with their worldwide campaign to stop whaling. Avaaz is a community of global citizens who take action on the major issues facing the world today.



'Behind the Logo'

<http://www.greenpeace.org.uk/files/tarsands/logo-competition.html>

The 'Behind the Logo' campaign is using social media to challenge BP's recent portrayal of themselves as a 'green' energy company by redesigning their logo to better reflect their identity.

Through online campaigning individuals can move past traditional media outlets, they can move past politics, and tell companies directly what they want: to clean up their act.

The now infamous Kit Kat campaign is an example of Greenpeace enabling individuals to make demands that protect our environment via social media.

From: <http://www.greenpeace.org/international/en/news/Blogs/makingwaves/social-media-can-save-the-planet/blog/11832>



Twitter.com

Micro blogs like this allow you to send news in a small number of words to everyone who has subscribed to your feed. It's being used by environmentalists to give up to the minute feedback to followers. This week the ACF feed has been about the climate change conference. Starting Monday.

<http://twitter.com/>

1. Prep'ing for big day in parliament house. Our vollies have 50 meetings with MPs!
2. 9 Union Connectors going to Parliament House today: "We won't let climate be swept under the carpet!"
3. updates from our lobby team in Canberra (link)
4. What is the world worth? Putting nature on the balance sheet: 3 August <http://acf.to/8YhLYZ>
5. Emergency protest: Gillard gov to sign brown coal export deal - 2.45pm TODAY Langham Hotel, Southgate Av, Southbank. <http://acf.to/dpnOn3>



Comments -The Age

Most news sites have an 'Add a comment' button. Join in the discussion and add your two cents worth. This can be extremely valuable for re-framing issues within a bigger picture or adding your support. Others may contact you if your views strike a chord with them. You can then link into each others' networks. It's an easy way to make contacts locally, nationally and internationally.

The Age Environment section <http://www.theage.com.au/environment>

The Age Opinion section <http://www.theage.com.au/opinion>



The green room – BBC news

http://news.bbc.co.uk/2/hi/in_depth/sci_tech/green_room/default.stm

This is another example of both a great place to get quality information and also to be heard.



Cause marketing

Cause marketing refers to a type of marketing involving the cooperative efforts of a business and a non-profit organization for mutual benefit. For instance on e-bay you can buy things with the green cause logo on it and a portion of the money exchanged will be donated.