

Annex 4: Change the Story. Different kinds of change-makers.

Type of change-maker	Example
Activist Make yourself heard.	Write to your MP, go on a march, run an event because it's vital to demonstrate public will for change.
Supporter Be part of a movement.	Join a group, sign a petition, give money, wear a badge. Visible support builds social proof for change.
Doer Help climate action directly.	Reduce your energy use, change your travel habits and diet. You can make a difference in your own back yard.
Employer or school Multiply your impact.	Raise money, work with others to help develop a plan for the school or organisation. Your organisational impact can be huge.
Consumer Make decisions in your daily life.	Buy low carbon goods and services, avoid buying more than you need and creating waste. Your pocket money is powerful.