

STOP TALKING START PLANTING

Meet your Mayor Guide

Would you like the local politicians in your hometown to do more for climate protection and support Plant-for-the-Planet in planting trees? Great! After all, it is the job of our politicians to care for the well-being of the citizens and to create a good future for us. Here you will find instructions on how to contact your mayor and how to organize a successful meeting.

First considerations

Before you write to your mayor, you should consider the following:

- What is your goal, what do you want to get support for? For example, should your mayor be the patron of an academy, plant trees or would you like to give a lecture (e.g. to the city council) and present Plant-for-the-Planet?
- Who could sign the letter and conduct the conversation with you (classmates, friends, other Climate Justice Ambassadors)? Do you need support from adults (parents, teachers)?

When you have clarified these questions you are ready to go. It is always good to prepare several suggestions for actions so that you have enough to talk about with your mayor. Since politicians probably do not know that much about Plant-for-the-Planet, you are in the position to make suggestions and demands - your mayor will decide on the feasibility.

What do we demand from mayors in the long run?

Working with politicians helps to build long-term partnerships for future projects. What we want from local politicians are basically two things:

1. Make your administration climate neutral and motivate local citizens and entrepreneurs to compensate their emissions as well. You as mayor are a role model - take your responsibility seriously and become a climate hero. Together we can become a climate-neutral city.
2. Plant a tree for every citizen in your city by 2030 - this can be done through a donation in the Global South, where trees grow faster and thus store carbon earlier. Or how about two trees per newborn in your city? One tree will be planted in your city's own forest, and one tree in a reforestation project in the Global South. We will count all your planted trees in the World Tree Counter (plant-for-the-planet.org) and together we will get closer to our goal of planting one trillion trees!

An example for your mayor could look like this:

For example, if your city had 65,000 citizens, that would be:

65,000 citizens x 1 tree = 65,000 trees by 2030

65,000 newborns x 2 trees = 130,000 trees by 2030

Do some research on the Internet to find out how many inhabitants your city has and prepare the calculations for your meeting. This would be a concrete suggestion of what your mayor can do. More ideas for your mayor can be found under "Talking points" later in this document.

First steps

Find out the address of the mayor and send her/him your letter. The template for the letter can be found on the same page where you downloaded this document.

- Make sure that you personalize all parts of the letter that are marked **YELLOW**.
- Then you have to wait for the feedback from the mayor's office. They are usually very busy and forget quickly that they have received a letter from you. So if after two weeks nobody has contacted you, just call the mayor's office and ask for feedback.

If you get feedback (telephone/email/mail), there are the following possibilities how to proceed:

What to do in case of rejection?

It can happen that you get a rejection from your mayor because he/she cannot or does not want to deal with Plant-for-the-Planet at the moment. This is of course a pity, but do not give up! Maybe try it again in a few months? Always stay on the ball :)

But there is still something you can do:

- Write a friendly answer (email/letter) and thank the politician for taking the time to consider your request. This way you will be remembered and this can open doors for your next request!
- In your answer suggest a quick and easy way how your mayor can become active and remind him/her of your actual request – maybe he/she will think about it again. This could be for example:

"Why don't you give away trees instead of flowers at the next event in the town hall? This is easily done with our tree vouchers via the WebApp: www.trilliontreecampaign.org

What to do in case of acceptance?

Exciting - your mayor has agreed to a meeting? Then it is time to make some preparations so that everything goes well on the big day!

- Do not forget to confirm the meeting (time and date) - by phone or email. This way there will be no misunderstandings and both sides can prepare themselves well.
- Now it is time to think about what you would like to suggest to your mayor. There are several possibilities for this.

Conversation topics

(1) **Planting trees** (e.g. trees per citizen, planting action, city forest, charity run)

The trees are best planted in the Global South (e.g. in Mexico) because the trees grow faster there and can therefore capture more carbon. Therefore, campaigns where donations can be collected for reforestation projects (e.g. in our app) are desirable.

(2) **Support a Plant-for-the-Planet Academy**

(3) **Give a lecture** (e.g. in the city council, at a large event, city festival, etc.)

If you need further inspiration, you can search here on our website: <https://a.plant-for-the-planet.org/ideas-and-tools/>.

It is important that you set some concrete goals before the interview. This way you can explain to your mayor what you expect and what she/he can contribute to your project.

At the meeting itself you can talk about the following topics:

(1) **Introduce yourself** and tell about your activities with Plant-for-the-Planet so far, e.g.

- At which academy did you become Climate justice Ambassador?
- Where did you already give presentations about the climate crisis?
- How many trees have you planted?
- Who did you inspire to plant trees so far?
- Why is it important to you to get involved with Plant-for-the-Planet?

(2) **Introduce Plant-for-the-Planet** and explain what the children and young people do at Plant-for-the-Planet:

- Why did Felix found Plant-for-the-Planet?
- Why do we plant trees?
- What is the Trillion Tree Campaign about?
- How do you become a Climate Justice Ambassador and what do Ambassadors do?

(3) **Explain to your mayor how he/she can support you** and Plant-for-the-Planet:

a) Project presentation

Present your project idea - keep the W questions in mind:

- What should happen?
- Where should it take place?
- When should it take place?
- Who should be involved?

b) Distribution of tasks

Suggest concrete steps as to what should happen next. What are the tasks? That depends on what project you want to do with your mayor - but here are some questions that might be relevant to your interview:

- Who invites students/citizens etc.?
- What platforms do all parties have at their disposal to promote the event (website, social media, schools, sports clubs, etc.)?
- Does anybody already have contact to the press and can take care of it?

- Should other celebrities or politicians be invited? Who can take care of it?

During/after the meeting: Does anyone write a protocol? So, does someone write down for everyone what the distribution of tasks is and what will happen next?

You can offer to write the protocol during the meeting if the secretary of the mayor is not already doing it. Clarify that the protocol will be sent to all participants after the meeting so that everyone is on the same page! Maybe the mayor has even promised you something - you will have it in writing and can refer to it again later.

Do not forget to set a next date for further arrangements after your meeting. This can be in person or by phone/email - it is just important that you stay in touch.

Now you are ready to start!

We wish you success and fun organizing your first meeting with your mayor! If you have any questions please contact us: event@plant-for-the-planet.org or 08808-92108-1



Did you know? Trees on the Yucatán Peninsula grow up to four times faster than in Central Europe. This also means that the climate-damaging CO₂ captured up to four times faster.