**Guide for local campaigning on *JCB Off Track:***

*JCB Off Track* gave us some major new research on JCB, the UK digger company, and their role in manufacturing and selling equipment used in the illegal destruction of Palestinian homes and construction of Israel’s illegal settlements. Read the report in full [here](https://www.amnesty.org/en/documents/mde15/4985/2021/en/). We are calling on the company to address the human rights risks in their value chain; we are calling on the government to change the law to require companies to do human rights due diligence, and we are calling on local authorities to exclude from tendering processes any companies linked to grave human rights violations. The last part is where you come in. We need our local groups to take charge and lead campaigns in their local areas targeted at their local authorities. To get an idea of how you might do this, follow these steps:

1. **Hold a group meeting about the report.** You could watch our [social media videos](https://www.amnesty.org.uk/jcb) about the report at this meeting or email [sct@amnesty.org.uk](mailto:sct@amnesty.org.uk) and ask for a speaker from the staff team to talk to you about the report. If you are looking to grow your group, try to reach out to a couple of new people and ask them if they would like to get involved. At the meeting, go through this timeline and start assigning tasks. Make sure that you don’t have one person doing everything.
2. **Start power mapping.** Find out who will make this decision for your local authority and who will influence them. Which political party controls the local authority? What does the leader of the Council care most about? Who does the leader of the Council care most about? Can you include them in the campaign? Find out who all the important people will be in this decision and find out where they stand on the issue. The website <https://www.writetothem.com/> is useful for finding all your representatives in different layers of government.
3. **Edit the template letters.** You might want to include more information about the activities of your group if you think it will be more persuasive to your local council leader. Or you might want to get support from some of the other people or groups on your power map before you send the letter to the leader of the council. Or you might think they are fine to send as they are. The template technical letter mentions a legal opinion from a QC, if you would like to send a copy of this, please email [holly.harrison-mullane@amnesty.org.uk](mailto:holly.harrison-mullane@amnesty.org.uk). Please do not edit the template press release (other than where indicated) as it has been checked by our lawyers for accuracy.
4. **Send the letters and evaluate.** Give the local authority a chance to respond, then discuss it again at a group meeting to plan next steps after their response. They might have asked you for more information, and you might need to contact the community organising team for assistance. They might have ignored your letters and you may want to think about what you can do to force a response, like contacting other councillors or attending a council meeting. They might have replied saying they disagree with our views, in which case you might want to try to speak to a local journalist about your dissatisfaction with the local authority. If you aren’t sure what to do next, contact Holly on [holly.harrison-mullane@amnesty.org.uk](mailto:holly.harrison-mullane@amnesty.org.uk) to arrange a catch up.