**Bus Organisers’ Guide for Ende Gelaende in November 2017, Rhineland, Germany**

Here’s a step-by-step guide to organising a bus to get people to Germany in November to take part in the action Ende Gelaende. If you want to register your bus or need more help and advice, please contact our bus coordinators, who will provide a personalised briefing to each bus organiser: **busmobi@ende-gelaende.org****.**

# **Basics**

First, you need to decide: What do you want to achieve?

1. **Before you get started make a little checklist:**

• How many people can we mobilise?

• Who could support us?

• How do we advertise, spread the word?

• Are there possible allies that could join us in the bus organisation?

• What bus size do we need? E.g. do we have enough people for a coach or is a mini-bus better? Are there existing coaches we could block-book tickets for?

• How do we pay for the buses, i.e. are there options for subsidising the tickets?

• When do we want to arrive and when are we planning to head home? Your destination is Bonn. (NB: anyone planning to take part in the action MUST arrive by ideally on Friday evening, 3.11.17 or latest Saturday morning, 4.11.17. Return either on Sunday 5.11.17 in the late evening from Cologne or Monday morning, 6.11.17 from Cologne or Bonn.

• Will the bus drivers be available for shuttle services during the action days (e.g. from Bonn to the Camp or during the action on Sunday)?

• What kind of questions are fellow travellers likely to have, i.e. what kind of information should we have ready?

• What information do I, as bus organiser need before the travel?

1. **Collecting information:**

• Check the local commercial phone book. Call a few bus companies and compare prices (divide the number of seats by the costs for the entire bus, don't forget to add accommodation costs for the bus driver and possible parking fees).

* It might be worth checking out companies that are 50 km out of your city, as they might be a lot cheaper despite the additional distance they have to cover.

 **3. Booking:**

• Usually buses are booked via the phone, confirmation is done through e-mail, mail or fax.

• Book the size/number of buses you need and agree upon a cancellation period, with as late cancellation notice as possible (max. 3 weeks, ideally 1 week). Check cancellation costs!

• It’s better to book a larger or more buses than having too few seats available. A lot of people will decide to join at the last minute as publicity ramps up (→ spreading the word is crucial!).

**4. Prices and costs:**

• Ask the bus company to tell you the cost per seat. You could either have different ticket prices (low income, average, solidarity) that could help cover the cost of empty seats or support those who can't afford a normal ticket.

• Take into account that some seats might be empty (i.e. if you don’t sell tickets for the whole bus).

• Also check if a local, supportive organisation, NGO or even local politicians endorsing the action are willing to subsidize the bus. Ask organisation/groups if they are willing to take a fixed amount of tickets, this will help planning.

• Be aware that buses usually must be paid in advance.

• Agree internally at what point of the amounts of tickets sold or at which prices you can go ahead and book the bus.

• Advertise the bus at mobilisation events and if possible, directly sell tickets there.

• If you struggle to raise money to cover costs – email us (international@ende-gelaende.org), we can help to find solutions.

**5. Ticket sales:**

• Think about the best spots in your city to sell the tickets. For example, local book stores, community centres, convergence centres, students' representative councils, local pubs, environmental events. Be creative. Network!

• Calculate how much a ticket will cost, if 80% of the tickets are sold, to break even at the end. Make sure no one (the person booking the bus) will be left with the costs if not enough tickets are sold. Think about subsidizing the bus. Ask people to donate, so even those not travelling to the action can support people doing so.

• If you decided on a “sliding scale” for ticket prices (according to people’s income) - advertise it!

• Try to avoid dealing with money/ticket sale on departure day. The date and departure time should appear on the ticket. Purpose of the trip should be Climate Camp rather than Ende Gelaende.

• Collect the email addresses and mobile phone numbers of people that have booked a seat on the bus so you can contact them and share any last minute information you might need to communicate (e.g. a change of departure time or location).

**6. Finding partners:**

• Finding partners in your region will be invaluable. Approach local groups, organisations working in the same field (anti coal, climate, global justice, environment, renewable energy, faith groups, workers’ unions, health groups) and supportive politicians.

• Make sure you have a key contact person for each group who has agreed to work with you to fill the bus. Having partners will minimise the work load, help spread the word even further and minimise the financial risk.

**7. Spreading the word:**

• Many people will naturally decide last minute whether or not to come, but the sooner you advertise and spread the word, the easier it will be to book buses in advance.

• Think about setting up an email address for the ticket sales.

• Think about sending out a press release, advertising in newsletters, use local mailing lists etc.

• Host a mobilisation event!

• Get other groups/organisations to join you, at least for advertising the buses.

• Use common places such as bars, shops, facebook and other social media to advertise.

• Make a flyer or poster with details about the bus and distribute it locally.

• Email busmobi@ende-gelaende.org and we can add your bus to our website and advertise it.

**8. Planning departure and arrival:**

• Make sure the bus is leaving from a central and accessible spot in your city.

• Make sure everyone is at the departure location 30 minutes before the bus leaves (print the meeting time on the bus ticket rather than the actual departure time).

• Make sure you have sufficient breaks, include these when calculating the duration of the bus journey.

• The destination address is Bonn. Arrival should be Friday evening, 3.11.17 or latest Saturday morning, 4.11.17. Return either Sunday late evening from Cologne (there will be the meeting point after the action day), 5.11.17 or Monday noon, 6.11.17 from Cologne or Bonn. Departure point should be either the Cologne (Sunday evening busses) or Bonn (Monday morning), depending on your day of departure.

• Check who wants to be on the return journey too - keep a head count of this.

**9. Tasks and responsibilities for the buses and during the journey:**

• It is essential to have at least one person responsible for each bus. This person should make a head count when leaving, provide some basic information (think about making a simple leaflet with all relevant information, phone numbers, departure time and meeting places etc.) during the bus journey, be the contact person for the bus driver.

• Make sure people know beforehand what to bring (passports), e.g. include a short checklist on the ticket itself to help avoid any forgotten passport mishaps!

• Don’t forget to do a headcount after each rest stop - you don’t want to leave anyone behind.

* All further information for your journey to the Ende Gelaende action will be provided by the bus coordination crew.

**10. Letting us (& Ende Gelaende) know about buses:**

• If you are booking a bus, please email the following information to the Ende Gelaende bus coordination: busmobi@ende-gelaende.org.

* Point of departure
* Time of departure
* Group size
* Phone and email contact of drivers
* Planned arrival time
* If possible, you own phone number/ other contact number in case of emergency
* Will the bus drivers be available for shuttle service during the action days?