

**CAMPANHA LINHA VERMELHA**  
**RED LINE CAMPAIGN**



**what we do,  
and why**

## The project and its purpose

Linha Vermelha is a national, educational and mobilizing awareness campaign with the final aim of blocking fossil fuels exploitation in Portugal. We are a group of artists and activists that use craftivism to involve especially non-activists, who are not so aware of this topic, into the climate movement.

We mobilize people to knit a huge red line that symbolizes the LIMIT: the LIMIT of 1,5°C of global warming, the LIMIT of our planet's resources, the LIMIT of every forms of lives, where humans are included, that must be respected and preserved.

We create groups and teach people how to knit. We make it fun to discuss serious issues such as global warming or climate changes. It's a cross-culture / economic / age / gender action, and we especially reaffirm and empower neglected communities, like the elderly, to be more active from the citizenship point of view.

We use innovative methodologies to target non-activists, in order to bring bigger awareness about the negative impacts of fossil fuels, as well as to self-organize to pressure government to stop fracking, through two different axes:

- > Red Line knitting sessions in community spaces, like elderly centers, fairs and other public spaces
- > Communication workshops in schools to create videos, comics, etc, about climate change

The strong visual component of the red line also attracts and generates press coverage.

**website** [linhavermelha.org](http://linhavermelha.org)

**who we are**

## The team behind the project

Our campaign was created in 2016 by the non-profit organization Academia Cidadã (Citizenship Academy) and Climáximo (grassroots collective) and we born to facilitate the interaction between activists and non-activists.

Citizenship Academy's main goal is to boost active citizenship and the construction of development roots with principles of social, economic and environmental sustainability. Educational, communicative, and artistic activities are our areas of intervention. Non-formal education and active research are our methodologies.

**academia cidadã website** <https://academiacidada.org/>

**climáximo website** <https://www.climaximo.pt/>

João Costa is the founder of the campaign and is a well-known activist in Portugal who has a wide network of contacts in Portugal and abroad and dedicates his life to activism. He has also good communication skills, gained through his experience as a salesman between 2004 and 2006. Mainly, João is a very emphatic and passionate person.

Joana Dias is an artist, an activist and a social educator. She studied painting at the Fine Arts Faculty, University of Lisbon, and completed a Master's degree in Intercultural Education at the Institute of Education, University of Lisbon, Portugal. In the association she designs and implements projects and actions in non-formal education, in areas such as citizenship, human rights, interculturality and environment, with children and young people, national and international.

**the impact  
we're making**



**In 2015 there were 15 active contracts for the prospecting and exploitation of oil and gas in Portugal. In September 2020 the last 2 were canceled.**



celebration video: <https://www.youtube.com/watch?v=J6ir5bEGmIQ>

## During the last 4 years we were able to:

- > cancell all the 15 active contracts for fossil fuel extraction
- > knitt **1.215 meters**
- > organize and co-organize **116 actions**/activities
- > reach 40.000 people
- > have 2.000 people knitting

With all the synergies that we have created in the last years we are in position to integrate the climate justice narratives in the “non-activists” narratives of social justice. With our new objectives (explained under) we will be able to deepen our impact in local communities.

Our 1200 meters of Red Lines a symbol of our movement and also a symbol of the climate justice movement. At the same time, there are thousands of people that have knitted and feel that the Red Lines are also their work and seem them as theirs.

**how it  
works**

## **Business model and funding sources**

Our business model includes various support sources: non-financial and financial support.

In the non-financial support, we can include several partnerships for knitting materials that we use in our events and actions. We also have a network of volunteers that contribute with their expertise in the knitting area for our events.

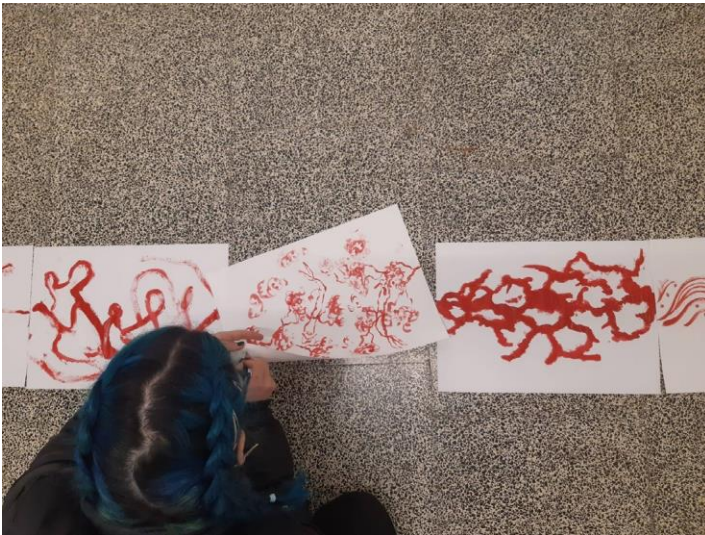
For the financial support, we were able to get private funds from different funders, during the last three years. At this moment we don't have any active grant. In our events, we also collect donations.

## Activities (next steps)

After consulting more than 40 partners (knitters, climate justice activists, funders and social activists) we decided that we need to continue with our craftivism for climate justice and for a liveable planet, and we will:

1. In the first phase: revoke the Law 109/94 - which allows the extraction of fossil fuels in Portugal.
2. Stop the construction of a new airport in Portugal.
3. Design an Energy Community to be created in collaboration with / in a socially disadvantaged community.
4. Study and identification of deactivated lines, in Portugal, and then promoting Railway has a valid and sustainable alternative to the transport of passengers and goods.

Besides this we are working with an artistic school (Escola António Arroio) to continue our workshops that we have started in 2019.



<https://www.facebook.com/tecerlinhavermelha/photos/>

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