

Climate Advocacy:

How to be an effective advocate

A guide for groups and individuals of all ages to realize their inner advocate

GLOBAL CLIMATE *Pledge*

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01

What it is & Why it is Important



What is Climate Advocacy?

Climate Advocacy Can Be...

“...the act of advocating on local and national levels to build political will and support for initiatives dedicated to preventing climate change” - Sustainability Defined





Climate Advocacy does not need to be political



It is more so the act of raising awareness for a cause with the intent to influence actions for positive change on a small or large scale. This can be achieved through educating others, letter writing, and more.

Forms of Advocacy



Letter Writing

Letter writing is an assertive way to leverage evidence to move policymakers towards making decisions and enacting laws that promote the cause you are advocating for.



Education

Educating the public, elected officials, and more is a great way to influence their actions to be more in line with the environment and the cause you are advocating for.





**Why is it
Important?**

Advocacy...



Represents various perspectives

Allows for people's voices to be heard on issues important to them



Protects rights

Protects and promotes everyone's rights and the well-being of the environment



Provides access to information

Educates individuals and policymakers on issues to foster understanding and promote change

The background features a light beige color with large, soft-edged beige shapes. It is decorated with various elements: green and brown leaves on the left, a pink leaf at the bottom left, white clouds scattered throughout, and a stylized globe with green and blue continents on the bottom right.

02

How to be an Advocate

A stylized globe in shades of green and blue is the central focus. The text 'Tips for Being an Effective Advocate' is written in large, bold, black letters across the center of the globe. To the left, there are decorative elements including a pink leaf, a green leaf, and a brown branch. Two white clouds are positioned in the upper left and upper right corners of the image.

Tips for Being an Effective Advocate

Components of Effective Advocacy

Clarity of Purpose

Clearly stated goals and objectives.

Mutual Respect

Respecting the boundaries of those you are advocating on behalf of, especially when using their personal experiences and testimonials as evidence to support your cause.



Independence

Helps ensure individuals are independent from conflicts of interest.

Person Centered Approach

Ensuring that you are best representing the people you are serving.

Components of Effective Advocacy Cont.

Empowerment

Self and group empowerment to take charge of a cause.

Building Community

Just as it takes a village to raise a child, it takes collaboration and community support to advocate for any given cause.



Equal Opportunity

Everyone has equal access to an advocate; ensuring you are accessible to all, regardless of race, religion, gender, and more.

Accountability

Accountability is vital to progress and realizing the end goal of a cause.

A stylized illustration of a globe in shades of green and blue. The text 'Letter Writing' is centered on the globe in a bold, black, sans-serif font. The globe is surrounded by decorative elements: white clouds in the top left, top right, and bottom right; and a cluster of green and brown leaves on the left side.

Letter Writing

Sample Letter Structure



- **First Paragraph:**
 - State your concern/ the issue you are advocating for
- **Second Paragraph:**
 - How your concern impacts the community
 - The importance of your concern
 - Include evidence*
- **Third Paragraph:**
 - Thank reader for their time
 - Provide way for them to respond + that you look forward to their response
- **Important to Include:**
 - Your address
 - Date
 - Your name
 - Your email address

*more on generating evidence on the next slide

Evidence in Letter Writing



- **Why Should I Include Data?**
 - Illustrate the need for action
 - Reduce uncertainty in a causes' validity
 - Informs public opinion
 - Substantiates information
- **What Type of Data Should I Include?**
 - Population demographics (age, race, gender)
 - Event date (births, deaths, significant events)
 - Significant places and organizations
- **Important Considerations**
 - Are inequities, disparities, vulnerabilities, and marginalization considered?
 - Is the evidence indisputable or can it easily be disproven?
 - Is the evidence qualitative and quantitative?
 - Are human interest stories included?
 - Is the evidence timely?



Education

Advocacy through Education

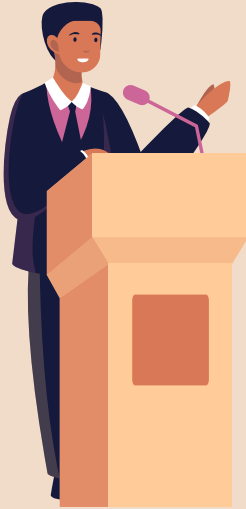



- **Through education you can...**
 - Influence policymakers and voters to make decisions that benefit the environment
 - Shape the minds of youths to be more cognizant of environmental causes and make eco-friendly decisions
 - Raise awareness for causes within communities and organizations





Influence Through Meeting People: Meeting with Elected Officials

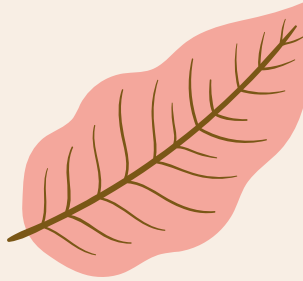


- Request and schedule a meeting with an elected official by writing and calling their appointment secretary or scheduler
 - Bring people who represent the different interest groups you are advocating for
 - Be concise and provide personal and local examples to support the cause you are advocating for
 - Speak assertively and with confidence while maintaining respect
- 

Influence Through Meeting People: Meet n' Greet



- Treat this like a networking event; try to interact with as many people as you can
- Know who you are talking to, what their work entails, and guide the conversation from there
- Be sure to introduce yourself, a bit about your background, and a short blurb of the cause you are advocating for



Influence Through Meeting People: Running a Booth



- Ensure that you have an elevator pitch prepared to talk about the issue you are advocating for
- Have facts and evidence on hand
- Understand the cause you are advocating for and the people you are representing
- Don't be afraid to reach out to passersby!



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03

Potential Challenges



Misinformation & Divisive Language

Dealing with Misinformation

- **Stick to the facts**
- **Include values in messaging**
- **Be concise**
- **Use a "truth sandwich"*:**
 1. State the truth
 2. Acknowledge that there is misinformation going around
 3. Repeat the truth with evidence
- **Pre-bunk misinformation***
 - The act of debunking misinformation you anticipate will surface
 - This can be done in a "truth sandwich"





04

Advocacy Organization Examples



350.org (NGO)



- **Mission:**
 - Ending the use of fossil fuels and building "a world of community-led renewable energy for all"
- **Methods and Practices:**
 - Supporting community-led energy solutions
 - Local resolutions and community resistance
 - Divest, de-sponsor, and defund the social license and financing for fossil fuel companies

Climate Advocacy Lab (NGO)



**CLIMATE
ADVOCACY
LAB**

- **Mission:**
 - Help climate and clean energy advocates, organizers, funders, and more save time, money, and energy by centralizing and transferring knowledge created by the climate community
- **Methods and Practices:**
 - Provides access to...
 - Tools and training
 - Testing and evaluation expertise
 - Latest movement insights and learnings
 - A network of 3000+ climate practitioners in the US

Climate Changemakers



- **Mission:**
 - Advocates for equitable, science-based climate policies, and pro-climate-action leaders
 - Leveraging unique spheres of influence to catalyze government action
- **Methods and Practices:**
 - Host virtual "Hours of Action" to provide a time and space for productive, strategic political climate action
 - Providing access to "action playbooks" with policy briefings and candidate briefings
 - Building power through building community
- **Successes:**
 - As of 2022, five of eight federal policy priorities had at least one provision signed into law

Democracy in a Box



- **Mission:**
 - Deepen "civic knowledge and engagement through active conversations that bridge ideological divides"
 - Bridging political divides through conversation
- **Methods and Practices:**
 - Hosting events, like the Brave Space event, where active and structured conversations framed around questions relating to voting, politics, and more are posed and discussed
 - Strategic partnerships with organizations with a shared interest in bridging political divides

Sunrise Movement



- **Mission:**
 - Youth movement dedicated to stopping climate change and creating millions of jobs in the process
- **Methods and Practices:**
 - Provides free online courses and access to a network of young individuals equally passionate about stopping climate change
 - Develops active public support
 - Employs the support of public officials
 - Builds a "network of movements and groups united by the shared vision of a government that fights for dignity and justice"



05

Causes to Advocate for



Causes Around the World

Pollution

- Decreasing green house gas emissions (from factories and non-point sources)
- Fossil fuels and nonrenewable energy sources
- Increasing accessibility for electric vehicles (through legislation and incentives)
- Promoting zero waste lifestyles
- Support renewable energy expansion (solar, wind hydro., geothermal, tidal, etc.)

Water


- Clean drinking water
- Water scarcity and insecurity
- Groundwater depletion and land subsidence

The Natural World

- Deforestation
- Ocean acidification
- Desertification



Agriculture & Food

- Food deserts
 - Sustainable agriculture (overuse of pesticides + fertilizer)
 - Runoff from farms and biomagnification
 - Animal abuses
 - Sustainable fishing
- 

Sources

- [Climate Change and Infectious Diseases](#)
- [Climate Changemakers 2022 Impact Report](#)
- [Climate Changemakers Action Hub](#)
-
- More sources here



Sign the Global Climate Pledge!



Sign the Individual Pledge

Use the included QR code or visit www.globalclimatepledge.com to sign the pledge!
By signing, you commit to using your power to make positive changes in the climate crisis!

Sign the Business Pledge

Share the pledge with family, friends, or other individuals!
Encouraging others to join establishes a larger community of people who support each other and can make a bigger difference!



Thank You!

The background features a light beige color with several white, stylized clouds. In the bottom left corner, there is a stylized globe with green continents and blue oceans. On the right side, there are illustrations of green and brown leaves on dark stems.

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