

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

Rotary
Rotary Club of
Newport Beach



Rotary  Climate Action
Team Network

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01

**What it is & Why it is
Important**

What is Climate Advocacy?

Climate Advocacy is...

“...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 is also...



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, peaceful protests**, and more. It is important to note that advocacy does not need to be political.

**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



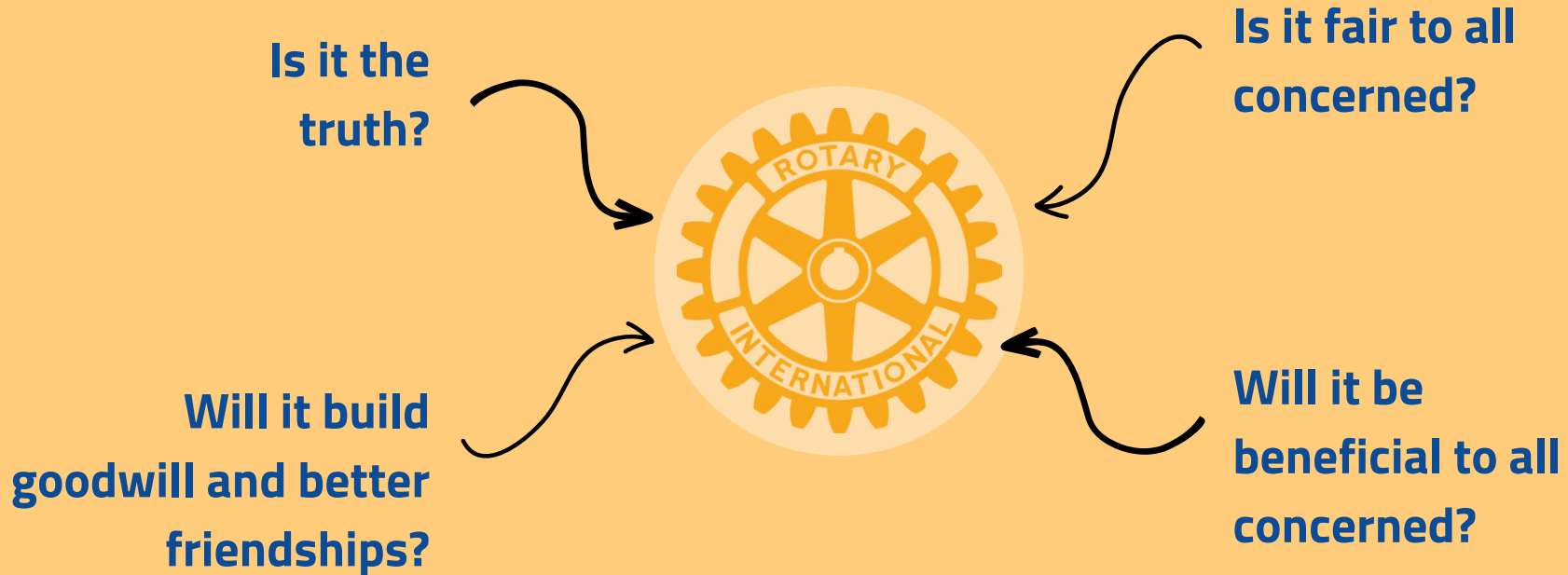
Provides access to information

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

02

Advocacy and Rotary

Rotary: The Four-Way Test



The Four Way Test Explained

Four-Way Test: Is it the truth?

- Act with integrity and high ethical standards
- Define the problem you are addressing and its root cause
- Differentiate between facts, beliefs, assumptions, and opinions by asking questions
- **In relation to the climate**, 97% of Climate Scientists agree on the adverse effects of climate change caused by humans
 - Taking action is vital in addressing the real climate threat



Four-Way Test: Is it fair to all concerned?

- Bear in mind the Golden and Platinum Rules
- Listen to affected groups to understand and account for their experiences
- Understand other perspectives, especially in conflict, to reach shared goals
- **In relation to climate change**, there is a disproportionate spread in regards to who bears the burden of exacerbated climatic events
 - In general, those who have contributed least to climate change, bear the greatest burden (marginalized communities)



Four-Way Test: Will it build goodwill and better friendships?

- Foster relationship built on mutual respect and openness
- Ask questions and lead discussions that contribute towards reaching desired outcomes
- **When considering climate change,** we must acknowledge that it will take concerted community efforts to create positive change



Four-Way Test: Will it be beneficial to all concerned?

- Keep an open mind and maintain a growth mindset
- Consider all available solutions to a given problem to arrive at one that is mutually beneficial
- Actions that **create positive change for the environment** are going towards creating a better world for everyone



Climate Advocacy & the 7 Areas of Rotary Focus

7 Areas of Rotary Focus



1. Peace Building & Conflict Prevention
2. Basic Education & Literacy
3. Disease Prevention & Treatment
4. Water Sanitation & Hygiene
5. Community Economic Development
6. Maternal & Child Health
7. Supporting the Environment

Rotary Areas of Focus and Climate Change

Climate change has global impacts on every aspect of our lives. Rising temperatures have adverse impacts on ecosystems, crop yields, and the spreadability of certain diseases, to name a few. Because of how universal the impacts of climate change are and can be, the fight against climate change will benefit people across the globe in every area of Rotary focus.

Rotary Areas of Focus and Climate Change: Example

For example, climate change will increase global temperatures and thus the ubiquity of serious tropical diseases, like the West Nile Virus. The propensity to contract this and similar diseases will rise, thus touching upon Rotary's Disease Prevention & Treatment focus. This is just one way climate change relates to a seemingly unrelated area of Rotary focus.

All actions for the environment are actions for all other areas of focus.

03

How to be an Advocate

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 as evidence to support the 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.

Letter Writing

(How-Tos and Tips)

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 cause's 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

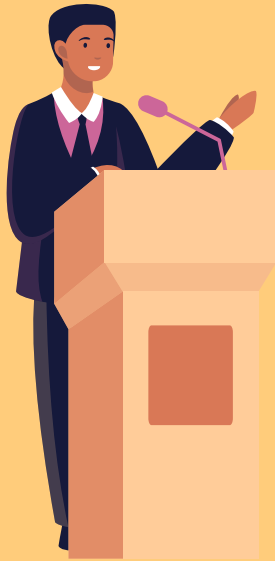
(How-Tos and Tips)

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

Influencing Others: Meeting with Elected Officials



- Request and schedule a meeting with an elected official by writing or 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

Influencing Others: 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

Influencing Others: Running a Booth / Tabling



- **What:** Running a booth or tabling is the act of setting up a table at an event or even in your neighborhood with the goal of educating your community about the topic you are advocating for
- 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!**

Shaping the Minds of Others: Educating the Youth



- **Why:** Youth populations are the future of the world, so educating them on causes that require attention and care are important for them to form their own view on the world and how they choose to interact with their surroundings
- **How:**
 - Make educational content engaging and informative
 - Adapt your materials for all ages
 - Visit schools or community centers to run educational programs

Raise Awareness: Educating a Community



- **Why:** Educating communities about certain causes can influence individual and group actions
- **How:**
 - Know the facts about the cause you are advocating for
 - Develop a message that is succinct and informative
 - Inform other about solutions to the cause via a "Call to Action" message

Rotary Advocacy in Action

The Four-Way Test: Is it the truth?

EXAMPLE

Campaña de Reforestación Efectiva

"Campaign for Effective Reforestation"

- **Rotary Club of:** Cuernavaca
- **Goal:**
 - Promote the conservation of endemic species and aquifers
- Project entails an educational component that promotes good reforestation practices
- **Is it the truth?**
 - Yes, by educating community members on effective reforestation practices, this rotary project is promoting the truth while also protecting the environment
- **Status:** Currently raising funds



Four-Way Test: Is it fair to all concerned?

EXAMPLE

Abhedha Biological Park

- **Rotary Club of:** Kota, India
- **Goal:**
 - Develop a green area for the people of Kota which will preserve the natural environment while educating youths about nature and biodiversity
- **Is it fair to all concerned?**
 - Yes, this project aims to benefit children by providing them with outdoor learning opportunities, researchers, conserve biodiversity, provide Kota citizens with green spaces, and create jobs at this biological park
- **Status:** Currently raising funds



Four-Way Test: Will it build goodwill and better friendships?

EXAMPLE

Krug Community Garden

- **Rotary Club of:** Montgomery, IL, USA
- **Goal:**
 - Provide students with access to free or reduced cost breakfast and lunch and educate families and students on nutritious eating
- **Will it build goodwill and better friendships?**
 - Yes, by engaging families from the school, neighbors, and a nearby Lutheran Church, this project will foster community and this promote goodwill and better friendships
- **Status:** Complete!



Four-Way Test: Will it be beneficial to all concerned?

EXAMPLE

Chapina Bonita Stoves (Eco-Stove) Project

- **Rotary Club of:** Guatemala
- **Goal:**
 - Prevent health related consequences of burning wood for indoor cooking as well as mitigate the environmental consequences from pollutants emitted as a result of the wood burning
- **Will it be beneficial to all concerned?**
 - Yes, by preventing adverse human health effects and ecological damages associated with wood burning stoves, this project will benefit all concerned
- **Status:** Complete!



04

Potential Challenges

Misinformation & Divisive Language

Dealing with Misinformation

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



Dealing with Divisive Language

- **Stick to the facts**
 - Ensure that information is verifiable
- **Include values in messaging**
 - This encourages your audience to evaluate their own values and choose what side of an issue they want to be on
- **Be concise**
- **Avoid antagonistic language**
 - Antagonistic language has to potential to result in conflict that can take attention away from your cause and turn it towards conflict, which is counterproductive.



05

Causes to Advocate for

Causes that Affect 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 sanitation technology)
- Water scarcity and insecurity
- Groundwater depletion and land subsidence
- Polluted water sources

The Natural World

- Deforestation
- Ocean acidification
- Desertification
- Invasive species removal
- Ecosystem/ Wildlife restoration



Agriculture & Food

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

06

**Sign the Global Climate
Pledge**

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!

Contact us at:

info@GlobalClimatePledge.com
globalclimatepledge.com
usgreenchamber.com

U.S. Green Chamber of Commerce National
Headquarters 249 S. Highway 101 #420 Solana
Beach, CA 92075



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Sources and Additional Literature

- [Climate Change and Infectious Diseases](#)
- [Climate Changemakers 2022 Impact Report](#)
- [Climate Changemakers Action Hub](#)
- [Chapina Bonita Stoves \(Eco Stoves\)](#)
- [Krug Community Garden](#)
- [Campaign for Effective Reforestation](#)
- [A Creative Way of Looking at the Four Way Test](#)
- [Advocacy Through Letter Writing](#)
- [Abheda Biological Park](#)
- [Dealing with Misinformation: Example from Public Health and COVID](#)
- [Meeting with your Elected Representatives](#)
- [Next Voice \(Advocacy for teens\)](#)
- [5 Effective Advocacy Examples that Fight Global Poverty](#)