ACTION TOOLKIT

Everything you need to mobilize your community, country, and world.

You're ready to take action for in this global campaign for women's climate justice. Now what?

1. JOIN THE CALL & SPREAD THE WORD

It's easy. To endorse the 'Call,' visit the www.womenclimatejustice.org and sign up.

> I endorse the Women's Global Call for Climate Justice.
> I demand that women be full and equal partners in all decision-making on climate change, and that the demands of our 'Call' for climate justice are echoed in the policy and positions of leaders of COP21 in Paris and Beyond.

Once you've joined, share the news with your community. Use the text below to post on social media or create your own. Take a photo or use the campaign logos!

+ Twitter
I just signed @womenglobalcall in support of #womenclimatejustice for #COP21 and beyond. Join me? www.womenclimatejustice.org

I joined @womenglobalcall campaign for #womenclimatejustice - you can too at womenclimatejustice.org.

+ Facebook and Instagram (and beyond)
I just signed The Women's Global Call for Climate Justice to demand that women be full partners in decision-making on #climatechange. Join this global campaign for #womenclimatejustice by endorsing the call here: womenclimatejustice.org.

2. CREATE AN ACTION

This global campaign is your framework for mobilizing locally, nationally, and regionally. What does your community need? You're the expert in raising awareness about the global Call. Use the six themes below to inspire your action.

<u>Visit the campaign website to share your action worldwide</u>!

ENERGY　**ECONOMY**　**SOLUTIONS**　**SURVIVAL**　**POWER**　**CLIMATE JUSTICE**

Here's some examples of actions you can take:

+ Share the 'Call' with your communities and local and national media

+ Plan a march or rally in your city or community

+ Write an article on women's experiences of climate change for your national or local newspaper

+ Develop a national pledge for the actions/themes you will undertake in the lead-up to Paris

+ Write and release a publication corresponding to one or more of the monthly themes

+ Host an event/webinar or teach-in

+ Go on a local radio program to raise awareness on the issues

+ Stage a protest or 'sit-in' at the headquarters of a corporation or industry with unsustainable practices

+ Develop a policy brief for your national government to bring new legislation on gender and climate change

+ Host an art exhibit to showcase the impacts of, or solutions to, climate chaos

+ Organize a training program for renewable energy solutions for your local community

3. SHARE ON SOCIAL MEDIA

+ Follow the campaign accounts

+ **Instagram:** @womenglobalcall   + **Twitter:** @womenglobalcall

+ **Facebook**: https://www.facebook.com/WomensGlobalCallforClimateJustice/

+ **Hashtags:** #womenclimatejustice #femmesjusticeclimatique #mujeresjusticiaclimatica #climatejustice #climatechange #UNFCCC #COP21

+ Take action on your own accounts.

Use the sample posts below or create your own. Photos increase the visibility of your posts, so use the campaign logos or new images to make your posts stand out.

+ Twitter
I just signed @womenglobalcall in support of #womenclimatejustice for #COP21 and beyond. Join me? www.womenclimatejustice.org

I joined @womenglobalcall campaign for #womenclimatejustice - you can too at womenclimatejustice.org.

+ Facebook and Instagram (and beyond)
Join The Women's Global Call for Climate Justice to demand that women be full partners in decision-making on #climatechange. Endorse the call for #womenclimatejustice here: womenclimatejustice.org.

4. MOBILIZE

+ **November 28th & 29th — #ClimateMarch** <u>People around the world are</u> <u>mobilizing for #climatejustice.</u> <u>Find a march near you</u> or organize your own and share it on the campaign website. Use #womenclimatejustice and add our logos to your signs and banners.

+ December 8th — #COP21 Gender Day

Women will 'Strike Out for Climate Justice' to call for mobilization around the world. Plan an action to demand climate justice, gender equality, women's human rights in all climate policies, and women's full and equal participation in the climate negotiations. Share your action online using #womenclimatejustice.

5. BEYOND PARIS

#COP21 is just the beginning. You know best what your community, country, and world needs in the movement for climate justice. How should we move forward #postParis?

Have an idea to sustain the movement beyond Paris? Share it on the campaign website here.

RESOURCES

1. Logos & The Call

Available for download on the campaign website in English, Spanish, French, Dutch, German, Russian, Chinese, Arabic, and Portuguese. Embed the Call into your own webpage by using the code on the pages below.

2. I Endorse Poster

Use the image below on social media and in real life to support the Call!

3. Sample Media Advisory & Press Release

ADD YOUR LOGO HERE

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

DATE: DAY OF THE WEEK, MONTH, DATE, YEAR

CONTACT: NAME OF PRESS CONTACT, TELEPHONE, EMAIL

HEADLINE HERE:

Example 1: YOUR ORGANIZATION OR COALITION NAME To Meet With
Mayor <u>NAME</u> of YOUR CITY NAME To Present 1000 Signatures In Support of
The Women's Global Call For Climate Justice On Tuesday, December 8th, 2015

Example 2: Women To Hold Noon-Hour Vigil In Support of The Women And Gender Agenda At the United
Nations Climate Conference (UNFCCC – COP 21) in Paris, France

DATE:

TIME:

PLACE: LOCATION, ADDRESS, CITY, STATE OR PROVINCE

WHO: Representatives Of Local Women's Organizations
              Including: TITLE, NAME, ORGANIZATION
                                 TITLE, NAME, ORGANIZATION

WHAT: Example: One Dozen Women Leaders From <u>YOUR CITY NAME</u> Will Present Demands For
              Both Local And Global Climate Action On Gender Rights And Climate Justice / Hold Noon
              Hour Vigil On City Hall Steps

PHOTO/INTERVIEW

OPPORTUNITIES: Women, Colorful Banners, Signs, Standing, Chanting
                  On City Hall Steps / Presenting Demands To Mayor

ENDS #   #

MEDIA RELEASE

FOR IMMEDIATE RELEASE

DATE: DAY OF THE WEEK, MONTH, DATE, YEAR

CONTACT: NAME OF PRESS CONTACT, TELEPHONE, EMAIL

HEADLINE HERE:

Example 1: Two Dozen Women Leaders From Women's, Environmental Justice And Human Rights Organizations Hold Vigil And Speak-Out For Climate Justice On City Hall Steps In YOUR CITY

Example 2: Present Over 1000 Signatures To Mayor of NAME OF YOUR CITY In Support of the Women's Global Call for Climate Justice and Local Climate Action

Example 3: Demand Women's Equal Participation In Climate Treaty Under Negotiation At United Nations Climate Conference in Paris, France

YOUR TOWN/CITY NAME: Two dozen women leaders representing a wide range of local organizations held a noon-time vigil on the City Hall Steps of YOUR CITY'S NAME today. Holding banners reading "Women for Climate Justice," "Keep the Oil in the Ground" and "We do not give up on our Beautiful Planet," they presented over 1000 signatures in support of the *Women's Global Call for Climate Justice* – an international 6-month campaign aimed at influencing the agenda at the United Nations Framework Convention on Climate Change negotiations currently underway in Paris, France.

The *Women's Global Call* campaign was launched by over three dozen international women's and environmental networks on July 14, 2015 and as of this November had over 7000 individual endorsers and had been joined by over 150 partner organizations from around the world including YOUR ORGANIZATION NAME HERE. The Call includes a comprehensive agenda of demands including keeping global temperature rise to 1.5 degrees Celsius (or less), a transition to 100 % safe and renewable energy systems and full and equal participation of women at all government levels in the design, implementation and financing of climate solutions.

"*We are standing out here today in support of our sisters in Paris who are making the very same demands thousands of miles away inside the United Nations Climate Negotiations,*" said SPOKESWOMAN NAME, TITLE of ORGANIZATION NAME"

----- MORE ----

SPOKESWOMAN LAST NAME continued, "Women have a key role to play in creating the fossil-fuel free future we want for not only for our families and children, but also for our entire community, our country and the world. First and foremost, we have to keep 80 % of current fossil fuel reserves in the ground. Second, we

have to immediately move to a safe and renewable energy transition here in our city. Third, we must ensure that women are included in the new energy economy not only as consumers, but as agents of change at every level."

Mayor _____said: "I am very happy to receive these signatures in support of the Women's Global Call for Climate Justice and acknowledge and support the need for inclusion of our local women in developing climate solutions for our city. I have committed to meet with them in January to ensure that our committees and staff working on these issues include meaningful women's participation."

Vigil organizers and the Mayor agreed to immediately send an urgent, joint communication to the YOUR COUNTRY's Foreign Minister, currently in Paris at the UN Climate negotiations. They are asking him/her to meet with members of the Women and Gender Constituency who are lobbying there and to support the Constituency's demands in YOUR COUNTRY'S position.

Today's Vigil and Speak Out was done specifically on December 8th to bring attention to an annual day, nicknamed "Gender Day" at the UN Climate Conference devoted to showcasing the critical importance of involving women in climate solutions.

In acknowledging the importance of women's participation in the UNFCCC process - **Christiana Figueres, Secretary General of the United Nations Framework Convention on Climate Change (UNFCCC),** the first woman to hold that role, said last August:

"It is critical that the new [energy] economy not only re-establish the relationship between man and nature, which has been thoroughly not respected, but is also re-establishes the balance that is needed between the genders."

It has been noted that while women are more than half of the population of the planet, they are consistently under-represented in relationship to their numbers in UN climate negotiations and other climate-related committees operating at all levels of government, including financial ones.

Mayor THEIR NAME concluded: **"I commit to work with these leaders on their solutions agenda in 2016 and beyond. A new Paris Climate Treaty is a global beginning, but the real action is here in our community."**

ADD FINAL QUOTE FROM YOUR SPOKESPERSONS AND PARAGRAPH AND CONTACT INFO ABOUT YOUR LOCAL ORGANIZATION HERE.

For more information about the Women's Global Call for Climate Justice:

www.womenclimatejustice.org ***Twitter:*** *@womenglobalcall*

Facebook*: https://www.facebook.com/WomensGlobalCallforClimateJustice/*

------ENDS -----

4. Media Tips

Use these tricks when preparing to share your story with media.

+ Develop your individual story for outreach
>   + *Keep it timely*: connect it to the campaign, events in Paris, and other local stories and issues in your community.
>   + *Keep it local and personal*: It's easy to refer to numbers/facts/figures of climate change, but your local/national newspaper wants to know how it's impacting local people and the unique solutions women are exploring. How does the Global Call impact your community/region?
>   + Develop this story into a brief pitch for your outreach to reporters.

+ Create a media list
>   + Pay attention to stories that reporters cover. Pitch the ones likely to cover your activities/issue.
>   + To get media contact information, visit their website or call the news desk of the outlet.
>   + Explore various types of outlets: radio, TV, print, wire services, blogs, online media

+ Prep your team for media opportunities
>   + *Identify your spokespeople:* designate individuals from your group who are most comfortable and excited to talk to the press.
>   + *Make a 1-pager*: combine the Call demands with talking points specific to your story to distribute to everyone on your team is consistent with messaging.
>   + *Practice:* Prep for interviews with a friend by posing questions to one another such as, "What are you doing?" and "Why?"
>   + *Use talking points:* It is okay not to answer a reporter's question directly, but instead to speak to the narrative and messaging of the action. Answer the question you wished they asked! To do that you can use the ABC's:-*Acknowledge, Bridge, Communicate. Example:* A="That's a great question." B="The most important thing to remember here is…." C=your talking points
>   + *Stick to your message*: When answering a question, breathe, think, center yourself, speak, stop. Stay on message!
>   + *Know the reporter's plan:* Ask them what kind of a story they are doing, what their angle is, who else they are interviewing, how much space they have for the story, and if will you be live on the air (radio or TV or online, etc).
>   + *Be authentic:* Be yourself. Be calm. You have something important to offer this media outlet and to the world.
>   + *Offer gratitude:* Thank the reporter for the opportunity, they often don't hear from people like us unless we are complaining about the story!
>   + *Gather (and send us) your news links:* Share your coverage so we can help amplify the stories you place.

+ To share your action with the campaign team or receive media assistance, contact Celia Alario at celiaalario@gmail.com.

5. Web Code

Use the image below on social media and in real life to take photos of your community endorsing The Call.

English:

```
<script type="text/javascript">var servicedomain="www.123contactform.com"; var frmRef=''; try
{ frmRef=window.top.location.href; } catch(err) {}; var cfJsHost = (("https:" == document.location.protocol) ? "https://" :
"http://"); document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/includes/easyXDM.min.js'
type='text/javascript'%3E%3C/script%3E")); frmRef=encodeURIComponent(frmRef).replace('%26','[%ANDCHAR%]');
document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/jsform-1657101.js?ref="+frmRef+"'
type='text/javascript'%3E%3C/script%3E")); </script>
```

Spanish:

```
<script type="text/javascript">var servicedomain="www.123contactform.com"; var frmRef=''; try
{ frmRef=window.top.location.href; } catch(err) {}; var cfJsHost = (("https:" == document.location.protocol) ? "https://" :
"http://"); document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/includes/easyXDM.min.js'
type='text/javascript'%3E%3C/script%3E")); frmRef=encodeURIComponent(frmRef).replace('%26','[%ANDCHAR%]');
document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/jsform-1661997.js?ref="+frmRef+"'
type='text/javascript'%3E%3C/script%3E")); </script>
```

German:

```
<script type="text/javascript">var servicedomain="www.123contactform.com"; var frmRef=''; try
{ frmRef=window.top.location.href; } catch(err) {}; var cfJsHost = (("https:" == document.location.protocol) ? "https://" :
"http://"); document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/includes/easyXDM.min.js'
type='text/javascript'%3E%3C/script%3E")); frmRef=encodeURIComponent(frmRef).replace('%26','[%ANDCHAR%]');
document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/jsform-1661998.js?ref="+frmRef+"'
type='text/javascript'%3E%3C/script%3E")); </script>
```

Russian:

```
<script type="text/javascript">var servicedomain="www.123contactform.com"; var frmRef=''; try
{ frmRef=window.top.location.href; } catch(err) {}; var cfJsHost = (("https:" == document.location.protocol) ? "https://" :
"http://"); document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/includes/easyXDM.min.js'
type='text/javascript'%3E%3C/script%3E")); frmRef=encodeURIComponent(frmRef).replace('%26','[%ANDCHAR%]');
document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/jsform-1661999.js?ref="+frmRef+"'
type='text/javascript'%3E%3C/script%3E")); </script>
```

Chinese:

```
<script type="text/javascript">var servicedomain="www.123contactform.com"; var frmRef=''; try
{ frmRef=window.top.location.href; } catch(err) {}; var cfJsHost = (("https:" == document.location.protocol) ? "https://" :
"http://"); document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/includes/easyXDM.min.js'
type='text/javascript'%3E%3C/script%3E")); frmRef=encodeURIComponent(frmRef).replace('%26','[%ANDCHAR%]');
```

```
document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/jsform-1662000.js?ref="+frmRef+"'
type='text/javascript'%3E%3C/script%3E")); </script>
```

Arabic:

```
<script type="text/javascript">var servicedomain="www.123contactform.com"; var frmRef=''; try
{ frmRef=window.top.location.href; } catch(err) {}; var cfJsHost = (("https:" == document.location.protocol) ? "https://" :
"http://"); document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/includes/easyXDM.min.js'
type='text/javascript'%3E%3C/script%3E")); frmRef=encodeURIComponent(frmRef).replace('%26','[%ANDCHAR%]');
document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/jsform-1662007.js?ref="+frmRef+"'
type='text/javascript'%3E%3C/script%3E")); </script>
```

Portuguese:

```
<script type="text/javascript">var servicedomain="www.123contactform.com"; var frmRef=''; try
{ frmRef=window.top.location.href; } catch(err) {}; var cfJsHost = (("https:" == document.location.protocol) ? "https://" :
"http://"); document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/includes/easyXDM.min.js'
type='text/javascript'%3E%3C/script%3E")); frmRef=encodeURIComponent(frmRef).replace('%26','[%ANDCHAR%]');
document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/jsform-1662009.js?ref="+frmRef+"'
type='text/javascript'%3E%3C/script%3E")); </script>
```

French:

```
<script type="text/javascript">var servicedomain="www.123contactform.com"; var frmRef=''; try
{ frmRef=window.top.location.href; } catch(err) {}; var cfJsHost = (("https:" == document.location.protocol) ? "https://" :
"http://"); document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/includes/easyXDM.min.js'
type='text/javascript'%3E%3C/script%3E")); frmRef=encodeURIComponent(frmRef).replace('%26','[%ANDCHAR%]');
document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/jsform-1662011.js?ref="+frmRef+"'
type='text/javascript'%3E%3C/script%3E")); </script>
```

Dutch:

```
<script type="text/javascript">var servicedomain="www.123contactform.com"; var frmRef=''; try
{ frmRef=window.top.location.href; } catch(err) {}; var cfJsHost = (("https:" == document.location.protocol) ? "https://" :
"http://"); document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/includes/easyXDM.min.js'
type='text/javascript'%3E%3C/script%3E")); frmRef=encodeURIComponent(frmRef).replace('%26','[%ANDCHAR%]');
document.write(unescape("%3Cscript src='" + cfJsHost + servicedomain + "/jsform-1667973.js?ref="+frmRef+"'
type='text/javascript'%3E%3C/script%3E")); </script>
```

ABOUT

The Women's Global Call for Climate Justice is an international campaign organized by regionally diverse women's rights and feminist organizations, brought together by the urgent need for just action on climate change.

For more information, please visit http://www.womenclimatejustice.org

Coordinating Committee: African Biodiversity Network, ALGA (Rural Women's Public Association-Kyrgystan), All India Women's Conference (AIWC), Arab Youth Climate Movement (AYCM)- Bahrain, Asia-Pacific Forum on Women, Law and Development (APWLD), Association des Femmes Peules Autochtones du Tchad (Indigenous Women's Association of Chad - AFPAT), Caribbean Association For Feminist Research & Action (CAFRA), Diva for Equality (Fiji) Development Alternatives with Women for a New Era (DAWN), Equidad de Genero (Gender Equality - Mexico), Feminist Task Force, Foro Internacional de Mujeres Indigenas (Internaitonal Forum of Indigenous Women), GenderCC-Women for Climate Justice, Global Forest Coalition, Heinrich Boell North America, IBON International, INOCHI/Women for Safe Energy (Japan/US), Khan Foundation, LIFE e.V, 1 Billion Rising, 1 Million Women (Australia), Pacific Partnerships to Strengthen Gender, Climate Change Responses and Sustainable Development (PPGCCSD), Siglo XXIII (23rd Century – El Salvador), Women's Environmental Program (WEP - Nigeria), Women in Europe for a Common Future (WECF/WICF), Women's Environment and Development Organization (WEDO)