

# GUIDEBOOK

## ON ADVOCACY AND LOBBYING for Gender Responsive Budgeting and Climate Change





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## Abstract:

Women and nature are both topics that have been on many foreign policy agendas in the developed world for a few decades now. Some of the very liberal and progressive countries in Europe have made, either one or both topics, priorities for their elections, bids for UN Security Council non-permanent membership,<sup>1</sup> for their Presidency with the EU Council and for their Chairpersonships of the OSCE. Political space has been carved out slowly for gender equality, meaning increased participation of women in political and corporate decision-making, but also for the work necessary to protect our environment. This work entails saving our planet and reducing human damage that takes us to irreversible levels of destruction, after which our planet will be more brutal and our life on it will never be the same. The question of climate change is obviously of concern to all of us, regardless of our sex and gender, but this Guidebook aims at explaining why there should be an increased role for women in environmental governance and how can advocates be more successful in both arguing this and achieving a change and increased implementation of what has already become an accepted narrative, though not yet a practice.

Both of these topics have been part of many triangular policy approaches, like Women, Peace and Security (WPS); Women, Environment and Development (WED), which was an upgrade of Women in Development (WID), etc. Obviously often the relationship women have with nature is unquestionable and is taken as a natural bond because of their maternal and nurturing role, which over time translated in mostly women being in charge of childcare, food production, farming and household chores like cooking. Despite these traditional roles, it is mainly men who own the land, who control the labor of women and who make political decisions about agriculture, markets, trade and the overall economy of a particular community or country. "Women make essential contributions to the agricultural and rural economies in all developing countries. Their roles vary considerably between and within regions and are changing rapidly in many parts of the world, where economic and social forces are transforming the agricultural sector. Rural women often manage complex households and pursue multiple livelihood strategies. Their activities typically include producing agricultural crops, tending animals, processing and preparing food, working for wages in agricultural or other rural enterprises, collecting fuel and water, engaging in trade and marketing, caring for family members and maintaining their homes. Many of these activities are not defined as 'economically active employment' in national accounts but they are essential to the wellbeing of rural households."<sup>2</sup>

And while a lot of work has been done to close the gender gap in agriculture, to recognize that the lack of some natural resources is or could cause security threats and conflicts, it seems that there is a gap between the very enthusiastic drafting of international or global commitments and the national mechanisms to implement even the basic goals for good governance and sustainable development. And this is exactly where the role of activists can

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1 The UN Security Council is composed of 15 Members: Five permanent members: China, France, Russian Federation, the United Kingdom, and the United States, and ten non-permanent members elected for two-year terms. The 10 non-permanent members are elected by the General Assembly, which comprises all 193 UN Member States, and in line with geographical distribution by region. Voting is conducted by secret ballot and candidates must receive a two-thirds majority, or 128 votes, even if they run uncontested.

2 "Women in Agriculture", paper prepared for FAO's Report 2010-2011: <https://www.fao.org/3/am307e/am307e00.pdf>

be increased and local knowledge of the potential for synergies and better use of resources can be elaborated, argued and legislated in order for it to become national or regional practice. This is where the work of NGOs and combining their expertise is crucial, especially as the timeframe for implementing the SDGs is becoming shorter and innovation, creativity and persistence for political processes are more than necessary.

In the core of each advocacy is effective communication. You have to know how to best and very effectively communicate what you expect to happen and who should be involved in that process. Planning your steps towards the final destination is also very important and in order not to carry the whole burden on your shoulders, you need to find ways how and when to group, divide, borrow other people's skills and advance in the right direction.



# 01

Advocacy and  
lobbying for  
gendered response  
in the climate  
change debate

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# Lobbying

Like other forms of petitioning, lobbying involves direct actions intended to influence governmental policy. From the days in which politicians were regularly confronted in Washington, D.C., hotel lobbies, it has been a significant way that some people have affected and participated in their government.

Lobbying has been carried out by individuals and informal groups advocating their causes and by well-funded professionals who represent large corporations and established organizations with significant sums of money at their disposal. And where money and power meet, there is always the possibility that in this representative democracy not everyone is listened to equally.

Lobbyists' Literature  
A sampling of materials left behind  
in Congressional offices in 2014

Lobbying is a form of advocacy which involves direct approach to legislators on a specific issue or specific piece of legislation. Hence, the most often used definition for lobbying is that it is “the act of lawfully attempting to influence the actions, policies, or decisions of government officials, most often legislators or members of regulatory agencies, but also judges and many other relevant actors”. Lobbying is done by many types of people, associations and organized groups, who can range from corporations in the private sector serving their own business interest to NGOs, advocacy/interest groups or even colleagues from the public sector. It relies on networks, friendships and “who do you know”, so a lot of the lobbying practices are bordering legal violations or moral misconduct. In order to restrict actions that can lead to conflict of interest and corruption, lobbying is seriously legislated in some countries and the EU.

In 2019 the European Parliament adopted binding rules on lobbying transparency and since then all the MEPs must publish their meetings with lobbying online.

When you advocate for an issue, you are basically informing those who are in position of power about the core responsibilities they have toward the community you represent, as well as the expectations the community has from them. You also hold those in charge accountable to ensure that the rights of women are protected, respected, prioritized and above all are not neglected or forgotten. You also make sure that they know that those rights are there to be realized into practice. Additionally, on this issue, you are asking them to blend the two topics (which even among the civil society is not an automatic combination) and see the role women can play in preventing climate change if budgets are adjusted in a way that women would be given roles and could easily participate in various processes.

Women and men are differentially affected by climate change and its effects. Because of their differing gender roles, access to resources, knowledge, level of education and training, they will have different abilities to adapt to and mitigate the effects of climate change. Gender mainstreaming strategies in climate change activities will ensure that all members of society benefit.<sup>3</sup>

**In order for them to see this new possibility you will need to present ideas and opportunities, state-of-the-art practices and accommodating recommendations. You are not asking for favors, and you are not inferior. Advocacy also means making your voices heard, as often the ideas or practices you want to change affect the most vulnerable people in society.**

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3 “Applying a Gender Lens to the Third National Communication on Climate Change” by Sophia Huyer with contributions from Marija Risteska, <http://unfccc.org.mk/content/Publikacii/Gender%20and%20Climate%20Change%20in%20Macedonia.pdf>

You advocate in order to see a change – in behavior, priorities, legislation, practices, policies, actions, and institutional responses

- Are you a good advocate?
- Is your NGO a good advocate?
- Which issue have you advocated for?
- What change has your action caused?





# 02

## Elements of Advocacy Cycle



There are a few things that constitute the main elements of advocacy work, like fact-finding, planning, engaging with policy, building momentum and alliances. In some ways, these components are linear – you gather information, understand what needs to happen and you develop a plan on how to convince those who have the power to change the current situation to act as you suggest and the process starts.

In simple terms you identify the final destination and your planning should chart the way from A to B. Additionally, this simple, linear track gets complicated, or at least branches out as the more you engage with policy, the more you may identify activities to include in your plan, issues you need to research further, partners you need to include in your network, knowledge you need to acquire and places you need to be to make sure you influence decision-making and the overall discourse.

The main cycle includes: preparation, mapping, advocacy work and follow-up. The Advocacy work is in fact ticking your to-do lists which you have prepared in the planning phase, but this phase usually gets extremely time- and energy-consuming and unless tasks are delegated responsibly and to the right people, it can become overwhelming and exhausting. That is why realistic timeframes, strict ToRs and job descriptions are necessary and the more you do this, the better at planning you will become. Now, once the advocacy efforts are underway and the team starts ticking boxes, one thing often gets forgotten – you are not done until you see the policy passed and action plans to implement it are well under way. You do not want all that effort to end with legislation that will not become – well, practice. This is why advocacy is always followed-up with workshops, public awareness, media campaigns etc.

In these very troubled times, when the youth has called for urgent action to save the planet, we can choose to use these unfortunate times as a wake-up call to societies, political parties, decentralized units of local governance and any other community within which we interact with other humans. With good and strong civic activism, we can try to reset our cities, countries and our planet that grew to be unjust, materialist, and wasteful. Climate change disproportionately affects the right to food of rural women, smallholder farmers, people living in poverty and indigenous communities, who have less ability to invest in climate adaptation<sup>4</sup>, and in that sense advocacy on gender equality and climate action is actually a call for solidarity, empathy and increased care for the other, a call for healing from power struggles, domination and prevailing over others.

In the SEE region, efforts to highlight the connections between gender and climate change began recently and the Macedonian journey is not longer than five years. The starting point for these efforts was the collection and communication of data to raise awareness among policy-makers to bring about change. Working with the Ministry of Environment and Physical Planning, UNDP and the Global Environment Facility (GEF) set about this task by first translating technical climate change reports into climate-friendly tools to initiate transformational change in sectoral policies. The collected data showed a substantial gender gap in earnings and productivity, affecting women's ability to make choices, invest resources and influence decisions, leaving them most exposed and powerless in the face of climate change threats and social inclusion.

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4 Joanna Bourke-Martignoni, *The right to food*, 2020, p. 157

## More specifically the data showed that:

- 1** Women make up only 39.6% of the formal labor force and contribute a substantial amount of unpaid family labor.
- 2** Women in rural areas face challenges in accessing all levels of policy and decision-making.
- 3** In agriculture, women comprise 40% of workers in farming enterprises, but are much more commonly engaged in unpaid agricultural activity.

These and related findings can be accessed on: <https://klimatskipromeni.mk> and can be used in preparing responses, remedies, and creative solutions to close the gender gap, empower women and mitigate the climate induced disasters in the next phase of adapting to the changes ahead.



# 03

Networking  
and fostering  
engagement

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Networking has to happen both locally and internationally. The reasons for that are that making just a local change is not enough when the challenges are global. Also, if other NGOs advocate for the same issues and hope for change in their society, the joint work would empower a whole network of likeminded NGOs who can raise the issues on a higher, international level.

**Meet decision-makers, inform them, inspire them, but also remind them they are being watched**

In the case of GBWN, this step has already been taken and some joint work has been done, but next on the agenda is how to identify additional partners, entry points for various international events and events where CSOs should present their observations regarding the governmental environmental governance. A lot has been done already by creating the network, its joint communication platforms, and the shared vision. For any meaningful change to happen you will need wider support, which means building relationships, maintaining relationships, and having access to more information regarding who is doing what, with whom and how. As GBWN is trying to combine two very trendy topics, there are many other “traditional” actors that your curiosity has to get you closer to.

**In 2023 the first Female Macedonian Minister of Environment and Spatial Planning was appointed. In the Parliamentary Committee of Transportation and Ecology out of twenty-two members only five are women.**

Learn from the Dutch, but use your southern warmth and genuine bonding if you want to go beyond a network and become a community. Women make up roughly half of the population, and therefore need to be involved in policy work at all levels. As it has been noted and recognized in various publications already, women are usually invited at panels and policy discussions mainly when gender issues are discussed. It is refreshing to invite women to bring their concerns and knowledge to the discussion on other social topics and climate is definitely an important one. In addition to being important in terms of the quality of the work, it is also a matter of fairness and accurate representation. This window should be kept open. Reach out to every woman in the lowest unit of governance and appeal to her senses of climate change and how can she change realities. Additionally, if there are women in the higher levels of decision-making, they need to become Gender&Climate champions and make sure women are given better, fair share and get the necessary support to bring about change in their local communities.



# 04

## Planning the Advocacy - Toolkit

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## Charting the way forward

The Earth's climate has been changing exponentially already for a few decades and failure to limit warming to below 1.5°C could make the changes in the climate system irreversible. That would lead to cataclysmic consequences, some of which we already see – forest fires, floods and unpredictable weather. This is especially true as other threats are getting close to uncomfortable limits of either entering a critical or irreversible phase. The adverse impacts of climate change continue to overly burden the poorest and the most vulnerable, especially poor women. Despite growing recognition of the differential vulnerabilities as well as the unique experiences and skills women and men bring to environmental sustainability efforts, as mentioned above, women still have less economic, political and legal security which makes it more difficult for them to deal with the adverse effects of the changing climate.

At the local or national level, which department is responsible for your advocacy issue?



Which regional or international organizations might have pertinent policies?



Are the documents you need accessible on the internet?



On the other hand, women are powerful agents of change and continue to make increasing and significant contributions to sustainable development, despite structural and sociocultural barriers in their local, national and regional settings. In addition, most of the help, when it is offered, is not really addressing what these women need, but rather what a project or a programme needs to be evaluated as successful and to have higher chance for extension in the next budget cycle.

Sometimes obtaining documents, regulations, legislation and/or announcements that can be further distributed, published or posted, is already an achievement, especially if it triggers a longer-term understanding that transparency is a good governance pillar and therefore obligation by decision-makers, and is expected by the watchdogs in the civil society.

This Guidebook is intended as a toolbox for civil society activists and is therefore not limited to the topics of climate change and gender equality. However before we move towards more technical issues, allow me to share a glimpse of hope and potential for improvement at the nexus of these two areas.



## Discuss the role of the advocate in the simplified case below

- What would you do and how in order to increase the profits for local female farmers in a rural area in your country?
- Who do you need to lobby?
- Who else do you need to approach and how?

Most of the help that is offered to rural women is advise on how to do agriculture better. But thay often know that and sometimes even better than the mentors who come to implement their development project. In order to really help and to have sustainable impact, the help must come from within the community, by advocates who really care and know what is really needed for the rural women to have better products, less work more time or better time management and how to ensure their products will yield profits, which they can invest in the next production cycle. They need guarantees, they need empowering and encouragement. Most likely they need guidance on how to do grant applications and where to find and submit them. These are all things that advocates can help with, so the women who carry the burden do not have to add another layer of difficulty. The advocate's job is to hear and understand the need, identify the systemic problem, propose change and convince those who have the power to legislate and implement the change, so we can have small-scale, healthy and local produce. In return we get less corporate agriculture, happier and accomplished female farmers who can turn into successful entrepreneurs and will no longer be a burden, but an active game changer and environmental champions.

*The way forward will depend on how you decide to progress and which tools will you select on your journey*

After you have identified **WHAT** you want to achieve, you need to define clearly **WHO** will be your partners, **HOW** will you do it, **WHICH** steps will you take and in which order/sequence, as well as which toolbox you will take on this journey.

The aim of this Guidebook is to provide you with the path towards a successful advocacy through well-structured and strategic communication or campaign. However, there is no one-fits-all model or check list. The way forward is charted by those who want to achieve some result and is people- and process- dependant. Just because the outcome has not been achieved yet, does not mean it is impossible. It often means alternative roads need to be considered.

Planning should incorporate brainstorming and discussions around various ideas about platforms and potential events where it would be beneficial to have your organization represented. It is important to have a general calendar with the main events and in order to do that it is crucial to share ideas, locations, topics and entry points.

Follow these steps, but upgrade based on your brainstorming session:



- step 1** Identify all the constructive stakeholders – policy and decision-makers, CSOs, media, Embassies etc.
- step 2** Identify those CSOs and experts who have already done work in your area/ topic
- step 3** Identify and analyze spoilers and those who can benefit if you fail. Plan how to mitigate if they activate and start obstructing your efforts.
- step 4** Create a calendar of events for joint or individual participation for the next two years.
- step 5** Do a rapid mapping of opportunities for CSO participation on international events that can be used for holding government accountable.
- step 6** identify the entry points for side events and potential partners who would be interested in joint side events at mutually agreed upon meetings, summits, forums or consultations.

If during your advocacy you can afford (even if only social) media campaign, you need to be more specific when it comes to messaging, target groups, outreach scope and of course how much money can you afford. Working with media does not automatically imply financial investment, but that depends on how much resources you have in-house and how much you need to delegate to professionals. In order to do the most with the available resources you have to be very precise and decide what you want to achieve, in which timeframe and with which partners.

*In other words, you need a good reason and a convincing story, supported by facts, figures and serious analysis and you have to transmit that in good time to the right people.*



Before you start the campaign planning you have to be able to answer the basic question and that is: Why do you need a campaign? Let me offer some assistance in case you are planning a campaign just because you need to satisfy the donors or tick a box. You want a campaign, messaging, presence because you need to work both with the decision-makers and the constituency that you represent. Both groups need to learn more about the issue you are advocating and through a well-designed campaign you can bring them on the same page. You can achieve similar effects through one-on-one meetings, but that takes too much time and does not produce the pressure needed for the constituency to demand and for the decision-makers to act. Campaigns, in addition to their primary public information or educational role, they also have a public relations element and you have to be very careful not to become present without substance, or to be suspected of self-promotion and empty posturing! In order to remember what you are doing, why and for whom, the best way forward is diligent planning and expanding your stakeholder's map. The blocks below give a general orientation of how to proceed.



This has to be followed by fundraising, so you can secure the funds needed to proceed. Once you have a rough idea, you can start planning the process, but also prioritizing as certain cuts are very likely to take place in this phase. It is natural. You plan big and you execute whatever the time, budget and human resources can allow for. One thing to have in mind is that the campaign is a tool for your advocacy, which can feed off of the responses you will be getting from the activities, media appearances and posts. Along the way prepare lists and charts like the one below. They will help you keep track, sometimes point to an obvious thing you forgot to incorporate, but they will also simplify and ease the communication with your colleagues and partners, so everyone can be on the same page.



## Mapping of events and stakeholders

Activity	Stakeholders	Partners	Time frame	Event	Funding	Who	When	What
<i>1 Category of the events/ Activity</i>								
Event								
Event								
Event								
<i>2 Category of the events/ Activity</i>								
Event								
Event								
Event								
<i>Other international events</i>								
Event								
Event								
Event								

This is a list that can help you start your own, tailor-made and more accurate list, table and calendar, so you can assess which will be the events, locations and institutions you will be focusing on. Your priority list will also change as the process unfolds and you need to find the best way to accommodate for such changes and update your instruments regularly. Another thing you have to do is to inform your partners about achieved goals, follow-ups, change of plans and approach. That requires regular coordination that would help you know exactly where you want to arrive, when and by which means. Most of these activities will take place in the preparation phase, though a lot will have to be added, amended or simply reshuffled once the train leaves the station. If it is a full-fledged campaign and if it involves media, you have to be very wise about the ad hoc decisions and have in mind that a campaign is like a Jenga game where each piece affects others.

So, here is the list that would be a good starting point for advocating any policy on the climate change and GRB nexus.

### European Union

- The Directorate-General for Climate Action (**DG CLIMA**) leads the European Commission's efforts to fight climate change at EU and international level. Its key mission is to formulate and implement EU climate policies and strategies, so that the EU can turn into the first climate-neutral and climate resilient continent by 2050. DG CLIMA plays a leading role in developing and facilitating the implementation of cost-efficient policies and legislation to deliver the European Green Deal. The DG promotes innovative decarbonization technologies to tackle global warming.
- Conference on the Future of Europe (CoFoE) and similar platforms for dialogue with citizens will be a valuable place for candidate countries to propose topics and initiatives which the EU then incorporates in its work. Making sure your topic is there can be done through collaboration with partners from the member states, having in mind the need for cooperation and harmonization of legislation and practice of public life. The Conference

is an opportunity for European citizens to debate and have a say on Europe's challenges and priorities. The EU institutions have committed to listen to Europeans and to follow-up, within their sphere of competences, on the recommendations made. The unprecedented, one-year journey of discussion, debate and collaboration between citizens and politicians culminated in a report centered around 49 proposals that include concrete objectives and more than 320 measures for the EU institutions to follow up on under nine topics: climate change and the environment; health; a stronger economy, social justice and jobs; EU in the world; values and rights, rule of law, security, digital transformation, European democracy, migration, education, culture, youth and sport. The proposals are based on recommendations made by citizens who met within the European Citizens' Panels, National Citizens' Panels and contributed their ideas to the **Multilingual Digital Platform**. The Conference enabled a transparent, inclusive and structured debate with European citizens about the issues that are of relevance to them and for their future.

## The United Nations (UN)

- Every year, countries who have joined the **United Nations Framework Convention on Climate Change (UNFCCC)** meet to measure progress and negotiate multilateral responses to climate change. Today there are 198 Parties to the Convention. The UNFCCC is a multilateral treaty adopted in 1992. Since entering into force in 1994, the UNFCCC has provided the basis for international climate negotiations, including landmark agreements such as the Kyoto Protocol (1997) and the **Paris Agreement (2015)**. The first Conference of the Parties (COP) was held in Berlin, Germany, in 1995. **The 28th COP** was held at the end of 2023 in Dubai, United Arab Emirates. It included the first **Global Stocktake**, where States assessed the progress made towards the goals set in the Paris Agreement and charted a course of action. Here is a list of climate events at the UN: <https://www.un.org/en/climatechange/events>
- The **Aarhus Convention (AC)** and its **Protocol on PRTRs** empower people with the rights to access information, participate in decision-making in environmental matters and to seek justice. They are the only legally binding global instruments on environmental democracy. Their powerful twin protections for the environment and human rights can help us respond to many challenges facing our world: from climate change and the loss of biodiversity, air and water pollution to poverty eradication and security. They provide a solid framework for governments to engage the public effectively in implementing the 2030 Agenda for Sustainable Development and its SDGs. Here is a list of meetings of the AC related meetings and events which usually take place at the UN in Geneva: <https://unece.org/info/events/unece-meetings-and-events/environmental-policy/public-participation>

## Organization for Security and Cooperation in Europe (OSCE)

- The **Office of the Co-ordinator of OSCE Economic and Environmental Activities (OCEEA)** implements projects in close co-operation with OSCE field operations; organizes an annual **Economic and Environmental Forum**, which takes place in Prague in September; and holds a yearly Implementation Meeting to assess progress to assess the implementation of economic and environmental commitments by the OSCE participating States and to identify priorities for future work. The Office works closely with the Organization's **Chairmanship** and under the guidance of the Economic and Environmental Committee, a subsidiary body of the **Permanent Council**. Since 2003, the OSCE partners closely with other international organizations within the **Environment and Security Initiative (ENVSEC)**.

**Think Tank Forums and Conferences** might have focus on the topic you are lobbying for. Government officials will be there. You need to hear their presentation and actively listen to pledges they make in such international fora. That is something you can work with later. Consider SIPRI, GLOBSEC, GCSP, Aspen Institute, Lennart Meri Conference, Europeum, Chatham House, Institute for European Environmental Policy, Atlantic Council, Climate change and security preparing for different impacts Finnish Institute of International Affairs,

**Regional events** organized by international actors or local institutions, NGOs or networks.

**National events** organized by international actors or local institutions, NGOs or networks.

**Public-Private cooperation networks, like the World Economic Forum** that takes place annually in Davos, Switzerland. The Forum engages the foremost political, business, cultural and other leaders of society to shape global, regional and industry agendas. It is an International Organization, which was established in 1971 as a not-for-profit foundation and is headquartered in Geneva, Switzerland. It is independent, impartial and not tied to any special interests. The Forum strives in all its efforts to demonstrate entrepreneurship in the global public interest while upholding the highest standards of governance.

Another one, more relevant for the SEE region, is the **Bled Strategic Forum** which is a global platform for generating ideas and exchanging views on contemporary society and its future. It is committed to creating a sustainable world by offering strategic views and solutions to the most pressing issues. As a platform of inclusivity and diversity it brings together many different stakeholders and disseminates their views through events, discussions, roundtables, projects, analyses and publications. Its central annual event – the Bled Strategic Forum international conference – is the leading conference in Central and South-Eastern Europe and is taking place at the end of August in Bled, Slovenia. The conference is a gathering of participants from various fields with diverse knowledge, encouraging them to exchange views and generate ideas to address present and future challenges. In addition, the conference also offers a unique opportunity for tailored meetings and networking with regional and global stakeholders.



## Go to Those Conferences!

The 2015 Paris Agreement among many other things also calls for gender equality and women's empowerment, and its provisions on adaptation and capacity-building efforts urge member states to adopt gender-responsive approaches. Further, many Intended Nationally Determined Contributions (INDCs) submitted to the United Nations Framework Convention on Climate Change (UNFCCC) as part of the implementation regime of the Paris Agreement reflect gender priorities in their pledges for climate action.<sup>5</sup>

Consider it an invitation. Someone pushed for this diplomatically, now it is CSOs turn to make use of that link and connect the transition towards gender-responsive societies with environmental responsibility and action.

Present the Network and borrow legitimacy from the joint initiative to bring back the gains you want. And share those with the other CSOs, those who held your back and contributed.

It is important to jointly identify the most influential Conferences in both gender and climate change. As there are very few events on gender in climate change (definitely spot and attend those), but also go to the biggest events where gender or environmental protection are in the focus as there can be some novel approaches and some progressive ecofeminists or environmentalists who want to find increased and more substantial role for women in their field. These events are very important for you to identify allies and experts as you will need their experience and expertise, since it is their message that you will try to assist on its path to policy-makers and legislators.

In the meantime, identify all the events where there are meetings and discussions of world-class experts in:

**#1**

**Gender equality, mainstreaming gender, gender pay gap, gender action plans; empowering rural women in agricultural policies and food security, WPS, but also**

**#2**

**Climate change, environmental governance, corruption, greening economies, renewable energy innovations, Aarhus networks, EU Green Deal etc.**

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<sup>5</sup> United States Agency for International Development (USAID), 'Gender in Mitigation Actions', Environment & Gender Information (EGI) Brief I, April 2016 Edition



## Organize Workshops

Workshops would generally help your members acquire better or more specific skills. It will be very useful to identify what skills are currently less developed among the members and choose workshops where they will be empowered or enhanced. More importantly and often underestimated is the follow-up to those workshops among colleagues. The connection between gender and climate is still not well explained. Those arguments need to be built up and stories need to be crafted in order to reach various audiences. As these are topics that are raised by the youth, advocates have to find ways to appeal to the young population and mobilize them for immediate action. In order to do that advocates and CSOs have to “speak their language”, teach them science and ecology, and interact with them in order to bring their energy into the discussions and your policy briefs. If we do this for the next generation, make sure you do not exclude them when decisions about the planet they inherit are being made. This means empowering young people to build gender sensitive societies, where budgets are responsive to the needs of both men and women and our joint action – old and young, male and female, liberal and conservative, black and white, majority and minorities – will prevent irreversible damage to our planet, as we have no other home and no plan B. These messages have to be developed further, to be substantiated with scientific research, anthropology, mythology and storytelling in order for your advocates to be able to go out and talk to almost anyone in the language they will understand in order to act.

## Monitoring, Evaluation, and Impact Analysis

Following the progress and activities helps assess what has been done, but more importantly what still needs to be done, who should do what and how will you adapt to the situation on the ground and come up with scenarios with calculated risks and approaches. In a way, using some work models and structures that were created under the pandemic in order to mentor and even provide financial support to 76 CSOs to engage with governments regarding gender transformative use of public finance in environmental governance. Evaluations will be possible if quantitative data is made available and effective communication is established in order to make sure experiences are shared and learned from.

Previous research, reports and analyses have recommended actions for mainstreaming gender into climate change policy. They propose that these actions be “integrated into broader socio-economic assessments as well as poverty eradication, gender equality and women’s empowerment. For example, social development projects and programmes should support capacity development in adaptation, mitigation or ability to address the effects of climate change, and have spill-over effects for gender equality and women’s empowerment. These programs can be connected to employment generation, promoting gender equity in supply chains; improved household energy services and appliances; promoting the spread and diffusion of clean technologies; promoting use of clean energy; and ensuring that projects protect the land, water, human and labor rights of indigenous peoples and women.”<sup>6</sup>

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6 “Applying a Gender Lens to the Third National Communication on Climate Change” by Sophia Huyer with contributions from Marija Risteska, <http://unfccc.org.mk/content/Publikacii/Gender%20and%20Climate%20Change%20in%20Macedonia.pdf>

All of these actions will undoubtedly contribute to good governance, will very likely close the gender gap and will most likely change the life of some women who will feel empowered after they have taken part in parts of the process. It will be very difficult, though, to measure the impact, the sustainability of those actions, the longevity of impact that they will have and the effect on the rest of the population (those that will not be directly involved in the cycle of activities, either narrowly seen as gender merge with climate change or more broadly in the socio-economic or political landscape). It is also difficult to predict whether the desired change can be achieved within a particular period of time, something that political parties, whose life stream depends on the electoral results, care very much about. Hence, you as an advocate have to be able to assess, predict, offer scenarios with alternatives and find methodologies that will help you collect data and experiences that will help you prepare an evaluation and an impact analysis. In order to have the numbers and answers ready you will need to establish a monitoring mechanism, which will also be very informative if you need to change course or alliance, approach or direction. Monitoring and evaluation are based on recording data and follow-up, in order to make sure that the discussed next steps will be taken. That will allow you to quantify and measure your impact on policy-making and policy-implementation rates.

There are many actions you can take to affect better and faster implementation of the change you pushed for and all of those have to be part of the post-advocacy planning. You don't want to lose the momentum and celebrate victory prematurely, because it is not over until – well until the policy is implemented and it produces the expected results and changes in behavior and practice. Among such follow-up activities, consider maybe: develop monitoring and shadow reports on SDGs with continuous advocacy, producing gender responsive budgets at lower levels of governance, boost Parliamentary hearings, strengthen policy advocacy for improved gender responsive public financial management by using Public Expenditure and Financial Accountability (PEFA) supplementary framework<sup>7</sup> in the Ministries of Finance, monitor EU external financing to the project countries, monitor EU country reporting as is in their annual reports etc.

Training on monitoring resilience response, climate change financing and use of GRB tools alongside mentoring to produce gender budget watchdog reports should be introduced if they are not in place. That means you need to know what has been done so far, by whom, how, did it yield results or the institutions still have weak capacities. Often, they underperform not because they deliberately chose to do their job well, but because they either do not know how, or are not expected to do more than the lowest common denominator, they will not be appreciated by their colleagues for being too ambitious or assertive or are simply unaware of the power they have to change things for better. If you want to influence them, you will have to find the reasons why things would not have changed without your intervention. Then you can address all of the peripheral, but very important issues, often more important than the substance of the problem, the story you develop and the network of allies you create along the way. It might be that one person who is simply not motivated to make things happen and you need to address that before you hit this very thick wall. You might still get there, but it is important to identify the cause of inaction in order to be able to do the monitoring against the correct indicators and adapt as you are evaluating the progress. A repeating problem in South East Europe is that political figures do not feel a required changed, suggested by civil society, is something they have to act upon. They will listen to you, but do nothing to advance in the right direction. And while you try to have cooperative approach if the authorities act in self-

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7 <https://www.pefa.org/about>



interest, rather than guided by good governance etiquette, remember that you also have a lot of power in democracies. Remind them that it is in their interest to pick up the demands from the citizens – the groups that you also represent and consult on the matter. Before your public report of their underperformance or ignoring the agreed follow-up, use your negotiation skills to save the relationship while you advance your agenda.

In order to have a good rapport and to still achieve your advocacy goals, consider monitoring matrix and clear indicators that will help you identify where are the obstacles and how to eliminate or diminish them. Your structured approach, the homework that you will do, will make decision-makers aware that it will take more than just a polite conversation for them to justify why things are not happening. As William Ury suggests, build them a “golden bridge”, help them come to your side believing they did something good and the work they put in it was worthwhile.

At the end of the process, after the advocacy is done, the outcomes are achieved (legislation changed, action taken), start your impact analysis, so that you can have a record of how it was done, what you can learn from the experience, but also to convince others that you are capable of delivering and bringing about a change that is there to stay. Politicians and parliamentarians change if they lose the next elections, you remain to be the civic representatives, the experts in the field, the non-political carrier of the social responsibility who has to play the political game in order to achieve the societal, the communal changes and improve the lives of the people in your surroundings.



# 05

## Public Information and Work with the Media

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In order for your counterpart to buy in your arguments and ideas, you need to learn how to make a good speech or an impactful presentation. That is of course if you don't already know and have a natural talent for it. Some of us are naturally good story-tellers, but many are not and they need to learn how to conceptualize their speech. Aristotle says we have to have a good argument (logos), presentation (ethos) and address the audience with pathos (passion). Aristotle considered rhetoric (in his book with this title) to be a way to present a persuasive argument. So, if you develop good arguments, if you know the substance of the topic you are discussing well, you induce your listeners with the passion you carry and give them the impression that changing their opinion is their own decision and is for better, you have had a successful presentation.

Here is a useful Model for Powerful Presentation in 8 Steps:

- |        |                     |        |                           |
|--------|---------------------|--------|---------------------------|
| step 1 | Identify purpose    | step 5 | Develop presentation aids |
| step 2 | Know your audience  | step 6 | Rehearse                  |
| step 3 | Set Objectives      | step 7 | Present with style        |
| step 4 | Devise presentation | step 8 | Evaluate performance      |

In a world where communication is the only weapon we have - before sanctions, punishment and isolation come to stage - we should know how we can get what we want and need with as little bad consequences and effects on the relationship. Survival for the fittest requires talking (in democracies or aspiring democracies), not fighting, therefore we have to learn how to persuade and convince, how to request and not be rejected and how to get rewarded for the concessions we are making.

And while people are different and they act and react in various ways, i.e there are many situations in which human behavior does not work in a mechanical way, it is astonishing to observe how often it does. We can't be expected to recognize and analyze all the aspects in each person, event, and situation. We don't have the time, energy, or capacity for it. Instead, we must very often use our stereotypes and guesses to classify things according to a few key features and then to respond mindlessly when one or another of these trigger features is present. When we want to influence someone and expect them to act, we need to know how to press the buttons for automated response and if needed how to switch to substantial explanation and reasoning, if the person sitting across from us steers away from auto-pilot thinking.

According to Robert Cialdini, who wrote the New York Times bestseller, "Influence, the Psychology of Persuasion", the book that explains why people say yes and how to apply these principles ethically in business and everyday situations, there are six universal principles of influence. The book explains how to use them to become a skilled persuader, but also how to defend yourself against dishonest influence attempts.

These six principles are:

**#1**

**Reciprocation:**

The internal pull to repay what another person has provided us. Similarly like in the biblical teaching: Do unto others as you would want them do unto you, this principle reminds us to offer something in order to ask for something.

**#2**

**Commitment and Consistency:**

Once we make a choice or take a stand, we work to behave consistently with that commitment in order to justify our decisions.

**#3**

**Social Proof:**

When we are unsure, we look to similar others to provide us with the correct actions to take. And the more, people undertaking that action, the more we consider that action correct.

**#4**

**Liking:**

The propensity to agree with people we like and, just as important, the propensity for others to agree with us, if we like them.

**#5**

**Authority:**

We are more likely to say “yes” to others who are authorities, who carry greater knowledge, experience or expertise.

**#6**

**Scarcity:**

We want more of what is less available. “Influence” is a comprehensive guide to using these principles effectively to amplify your ability to change the behavior of others.

A paradoxical correlation will help you become more effective in your attempts to persuade others to act in your desired direction – the less you talk the more effective you are! The more you talk, the more interchangeable and ordinary your arguments seem and you allow more space for watered-down interpretations of your positions.

When it comes to working with media, as the work involves information-sharing and distribution, it is a very delicate job. In order to develop healthy media relations, you need to invest in that relationship. Usually, companies and institutions remember to include the media late and it is all done in a hurry, which is regrettable, because if done well it can multiply your messages that can echo through multiple venues and platforms. Keeping the ordinary people informed, educating them on specific topics or new ideas is crucial and that is where the power of the CSOs comes from – the people. In order to inform them on your own, you have to reach out, find those who care, invite them to events and maybe they will have a gap in their regular busy schedules, so they will show up. It is unlikely though. The updates on the topics you work on are not event-worthy for average citizens. They will learn about it if it is on the news and other digests they consume electronically. This is why you need the media. You reach many homes and many phones, you reach people who are commuting, who are at work and who hear your message without having to devote time to attend a whole press conference. Media relations require consistency, reliability, and news-worth substance. Often your colleagues will dissuade you from a grand outreach strategy because they assume it has financial implications. It does not have to be expensive, but only if you do it in time, according to a well-designed time schedule, with specific products targeting the right audience. If you work with donors, they might even insist, as they like seeing the news about their generosity, which is often achieved by having their logo on every item you produce within the media campaign.

The Media Plan has to be devised for the period when media can help with public awareness and general education of both public and responsible authorities. Both GRB, and climate change have many new developments, so assuming everyone is closely following all the updates would be a huge mistake. Therefore, the starting point should be informative media campaign, short videos, short posts on social media after a PR message design process, where all products will be developed and discussed with the substance people in the network.

Next important step will be to identify who can be the faces and the spokespeople whose task will be - articulation of messages and main points and helping colleagues to stay on message and adapt depending on the audience. This is when and why media channels, events and appearances have to be specified and prioritized.

Journalists can be extremely helpful to advocates as they both should follow how the political and executive branches are fulfilling their mandates. Their work, at least theoretically, also involves careful evaluation of missed targets, deadlines and unfulfilled commitments that have been undertaken internationally. In order for the media to jump in on these stories, they need to be trained and consulted throughout the process. Given that the CSOs are hubs for active thinkers and experts in the areas they cover, it is crucial that the civil society raises the bar when it comes to the media in their own country, as they need a capable, motivated and interested partner. It is in your interest to bring them up to speed and create a circle of journalists and editors who will passionately follow your advocacy efforts and share their findings with you. A mistake that is often done is to include the media only when you need to disseminate information to the wider public. They will do it probably, but they will not care, you did not convince them, and getting them on board is something that you have to work on, if you want to be a successful advocate. If they get interested and expect a change, they have multiple ways and products to amplify the message and reach more people at various levels and in different periods of the advocacy cycle. Often without your intervention.

Your media plan is in fact your media campaign, or to be more specific media planning is the process by which advocates create a plan to guide a campaign. In fact, every successful campaign begins with a media plan.

There are a few key elements you need to include in your media plan:

## #1

### **Research and analysis:**

Your intended audience(s), lessons learned from previous campaigns, which media has been covering socio-political issues more, better or consistently, identify the traditional media, portals and journalists you should work with.

## #2

### **Media strategy:**

Key messages, budget outline, media to work with and media to avoid (both paid and unpaid), CTA (call to action), specifications, deliverables, and timeline

## #3

### **Objectives and key performance indicators (KPIs):**

Your main objectives, desired results and the analytics you will use to evaluate success or failure. Setting your objectives starts with creating a common vision for the future with everyone on your team. From there, you can develop a few key objectives and indicators. These objectives should be clear, inspirational, actionable, concrete, and measurable. An example of an objective could be to improve the information flow between female farmers and Ministry of Agriculture (in order for them to receive all the calls for projects, grants and education opportunities) in the next year. This is an objective that supports a vision of an organization that says is a representative of marginalized women who have no access to assistance from the state.

## #4

### **Implementation, evaluation, and measuring:**

These will help you in your overall evaluation of the advocacy plan, but this is a segment measuring the impact from the media campaign only. It should include when and how it will be launched, monitoring how many viewers, readers or clicks your media products have and other measurable things that you think will help you get an idea of how it is received. Finally, measure the ad campaign's effectiveness, which is not an easy thing to do, but you can get some idea if you have good indicators.

Those of you who will deal with the media, must have experience doing that, but also develop or enhance their presentation and story-telling skills. To present your work and your aspired goals successfully, you should:

- Believe in what you are saying
- Know it is needed or desired by those who listen
- Want to make it happen
- Work while preaching
- Have a clear plan
- Be flexible enough to adapt to the audience
- Have a good opening and even better end
- Handle questions and answers appropriately

## Other things that can help:

- Train yourself through reading and practice
- Everyone has something to say
- You are unique
- You have a right to be heard and
- You are responsible for being heard

## Creating Media Messages

Because you are competing against countless other messages in the social sphere (coming from social media, TV, conferences, or reports) you do not have much time and space to capture the audience's attention. If you are aiming to engage younger population you need to know that their phones, life and brain are overbooked and information is coming from all directions. You are one source and you need to stand out to be noticed.

The first step in creating a message is identifying the target audience – who are they, what lifestyle do they have, where do they live, who do they communicate with, what is their language/ slang, who are their idols, which platforms are they on, who do they communicate with etc. You need to understand your audience if you want them to understand you.

Then **you need to define what do you want your message to do**. Is it their to educate, raise awareness, build community, attach political opponents, complain publicly for things that concern many. Obviously, these different outcomes will require different platforms in order to reach different audiences. Your message will have to be different on each of the platform because of the different profile of participants there and because of the different restrictions (from word to content, whether you can include pictures and how many) which will require that your message is rewritten in order to be relevant and to have the impact you want it to have. You have to think carefully not only about what the message will say but how to say it in a concise manner that has the intended effect. The two most important elements to any messaging campaign are repetition and consistency. There is a reason advertisers run their ads many times and in frequently “visited” places. They make sure they are not ignored.



More than many forms of communication, social media messages need to motivate the audience to engage with the content. Several tactics can encourage engagement, such as responding quickly to feedback from audience members, inviting the audience to respond to a question for instance. Including photos and videos in social media posts substantially increases engagement. trending hashtags can also increase visibility and connection to other relevant content creators.

Social media has changed the way people consume information. It also changed the creator of the message. It is no longer just specialized agencies or newsroom experts. It is the teenagers in Veles<sup>8</sup> as well. Sometimes you will be competing against populist, uninformed or fake news, so you can no longer afford dry, long and repetitive texts that no one will read.

Your messages need to be brief, concise and to appear often enough to become a familiar reminder. Messages are usually considered to be a sentence-long statement that clearly articulates your goals and reflects the core values of your audience. They often include a call to action in which the audience is asked to do something specific.<sup>9</sup>

During your campaign you need to have a few messages and be ready to adapt depending on how they are perceived. Compelling messages are memorable and good stories help the audience connect better with the overarching message or your cause. Getting people onboard is not easy, but is very rewarding.

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8 <https://www.nbcnews.com/news/world/fake-news-how-partying-macedonian-teen-earns-thousands-publishing-lies-n692451>

9 <https://www.throughlinegroup.com/2010/09/22/creating-your-message-a-seven-part-series/>





## Training of Trainers

Took place in June 2023 and the content of this Guide was discussed and elaborated with all of the Network representatives in order to enrich the content and provide specific examples of how they will advance their agenda individually and as a group.

It was agreed that attempts will be made to divide advocacy topics among members in order to better use resources and not to feel like some are more equal than others, but also to ensure joint action and learning from each other. I am deeply grateful for the discussions and for the project that made me more hopeful about our joint actions. I am looking forward to the next phase when mentors will be selected to help the network members develop advocacy plans, strategic communication and be the actors of change their society needs.

*Prepared by: Ida Manton*

### About the Author

**Ida Manton**  
Senior Advisor, Trainer, Lecturer and Researcher  
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Ida Manton is an expert with extensive experience as a trainer, scholar and practitioner in the field of international relations and diplomacy, with focus on negotiations, mediation and conflict resolution.

Her professional engagement includes work for International Organizations (both at HQ and field operations level), NGOs, Universities, Diplomatic Academies, Academic institutes and Think tanks. She has trained diplomats (OSCE, EU, government officials), business people, military staff (NATO Defense College, ESDC, CASD) and students in topics connected to international negotiation processes, mediation and conflict resolution. She has conducted trainings for various Diplomatic Academies (Czech, Estonian, Polish, Macedonian, Kosovar, Qatari), Institutes (Clingendael, M6), Organizations/Alliances/Unions (OSCE, EU, NATO, ICMPD) and Universities throughout Europe and Central Asia (College of Europe, ENA, University of Ljubljana, University of Economics in Warsaw, University of Bern, VSE in Prague, Nazarbayev University in Kazakhstan, AUCA in Kyrgyzstan). She was in capacity-building teams preparing the civil servants for EU Presidencies (Malta, Romania and Croatia).

She has published articles, book chapters, presented at international conferences and has written policy briefs, reference guides (including on Peacebuilding for the OSCE) and negotiation simulations.

# Annex 1

Good practices



## Good practice 1:

### International Alert makes it to COP28 in Dubai to highlight peacebuilding

*A delegation from International Alert attended COP28 in Dubai to call for better access to climate finance for conflict-affected countries who are hit hardest by the impacts of climate change, but receive the least support. A small step, but a result of extensive work: Peace was featured at COP 28 for the first time!*

International Alert is a participatory collective of more than 120 individuals across more than 60 institutions and 5 continents, all with an interest in making climate change policy more peace responsive and conflict sensitive. They **collaborated for Stockholm+50 in June 2022** and their work contributed to the inclusion of peace language into the outcome documents.

They represent UN agencies, community-based organizations, think tanks, academic institutions, NGOs, individuals and more. The concept they developed is well summarized in the belief that their members participate in a **community of practice** on environmental peacebuilding issues. They meet online and do not have formal membership requirements.

A significant step forward was at this year's (2023) COP where there was a thematic day on peace for the first time in its history on 3 December. Nonetheless, Alert believes that the links between conflict and climate are still too little understood or discussed, therefore they worked hard to make that message clearer and to spread it among various audiences, especially governments who are deal-makers and can stop, prevent or manage armed conflicts. Their message is: **"Negotiators must understand that the climate crisis is driving conflict now, and that without addressing conflict, we cannot achieve the Paris Agreement goals"**. Therefore, peacemaking and peacebuilding are tightly connected to environmental protection and saving the planet. The events they organized in Dubai, focusing on peace and conflict sensitivity, stretched between 30th November and 12th December and on the list of events they included links for more information, video material and anything that might bring the events closer for those who were not able to attend in person: **COP28 — Ecosystem for Peace**. They use the web page as a resource and share trailers of documentaries, podcasts, declarations, position papers etc. The important thing is that this is accessible to all the members and wider audience and can be used in the future, whenever some of their members organizes an event or needs material to prepare for an advocacy meeting or approach in their local setting.

Among the tools they used to reach out to their members, but also to various audiences who attended COP28 in Dubai, were the following:

- If you're at COP28, or following online, use **#PeaceAtCOP28** along with **#COP28** in your social media posts to share insights on how peace can be achieved through the climate negotiations. Together with the Peace at **COP community** of 200 organizations, we can all make sure peace and conflict is on the agenda throughout COP.
- Share our policy asks **to make climate finance fit for people in fragile and conflict-affected settings**, with recommendations for governments, multilateral development banks and financial institutions. You can also repost our explainer on **X/Twitter, LinkedIn** and **Facebook**.
- Come and meet us for the **Nature Footprints art exhibition** in the Blue Zone throughout COP28 or watch out on our socials from 30 November to view online.

Nature Footprints is a collection of art from around the world bringing together community stories of climate, conflict, and peace. The collection amplifies the voices of communities directly affected by climate-related conflict, as well as those participating in environmental peacebuilding efforts. It is offered as a gift to anyone working on climate policy — as a platform for reflection and conversation, and as an invitation to consider what these creative pieces have to offer international decisionmakers as we continue to work for effective, just, and timely climate policy.

Nature Footprints is part of Peace@COP28 efforts, emphasizing the critical need to put issues of peace and conflict in the spotlight during climate change negotiations. Learn more: [ecosystemforpeace.org/cop28](https://ecosystemforpeace.org/cop28)

- Join our **online roundtable** at the end of COP28 to discuss what happened and what still needs to be done or if you're at COP, come to our joint side event 'Unlocking climate finance to communities in fragile and conflict-affected situations.

The main messages were shared with various audiences, but most importantly through different media, platforms, events and were targeting different audiences. Art was used as a medium and so were discussions, watching films, books etc.

They reminded the audience that “for communities experiencing climate-related conflict, we can't miss this opportunity to make sure the needs of fragile and conflict-affected communities are understood and provided for this COP. And for each and every one of us, we cannot allow conflict to block progress on climate action”. In order to make sure the messages are not just sent, but also prepared and delivered together, they made sure the events they organized are events hosted by some of the institutions their members represent, including governmental and inter-governmental institutions – UN agencies, SIWI, Women for Biodiversity (W4B), WOSM, Association of Commonwealth Universities, Soka Gakkai International (SGI), World Resources Institute Brazil (WRI Brasil), Asia Indigenous Peoples Pact (AIPP), Amazonians for Climate Network (RAC), Amazonia Vox, Global Youth Biodiversity Network (GYBN), Climate and Development Knowledge Network (CDKN), Friends World Committee for Consultation (FWCC), International Land Coalition (ILC), Local Governments for Sustainability (ICLEI Africa), Secretariat of the Convention on Biological Diversity (SCBD), Swedwatch and many more. This is a very smart strategy as decision-makers do not appreciate being told what needs to happen, they

need to be part of the process of creating the path forward and they need to own the initiative to make significant move. This is also a way of expanding the membership, interest, input and broadening the conversation. The Alliance grew its network by having a series of meetings with **Right Livelihood** to explore an online practice series on environmental peacebuilding for 2024.

## **Good practice 2:**

### **Case Study - People in Need (PIN) providing support to local biogas producers in Zambia through lobbying and assembling development agencies and foundations**

*People in Need Zambia (PIN) are pioneering a transformation through our 'Biogas Technology Towards Higher Resilience of Communities in Western Province of Zambia' project because they assessed that climate change threatens Zambia's agriculture and food security.*

Zambia grapples with the adverse effects of climate change, experiencing rising temperatures, shifting precipitation patterns, and increased frequency of extreme weather events. Agriculture, which comprises 18-20% of Zambia's GDP according to Zambian Ministry of Agriculture, and employs two-thirds of its labor force, is a cornerstone of livelihoods for 50% of Zambia's population. However, Central, Southern, and Western provinces endured heightened vulnerability to drought and erratic rainfall over the past two decades, leading to food insecurity.

Biogas Technology Project is crucial in Western Province, where climate change impacts have been particularly pronounced. Only 4.4% of Zambia's rural population has access to electricity. Thus, most Zambians rely on traditional biomass fuel sources, contributing to deforestation and adverse health effects, especially for women and girls.

Mr. Misheck Mukumbuta, a resident of Mungongo village in Nalolo District, is part of the PIN's Biogas Project. Harnessing organic waste from cattle, Mr. Mukumbuta's biogas plant produces gas for cooking and lighting, eliminating the need for cutting down trees for charcoal. Bio slurry—a by-product of biogas—is an organic fertilizer revitalizing the sandy soil of Mongu. It has become a valuable commodity for Mr. Mukumbuta, who dries and resells it to other farmers, generating extra income. In just seven months, he has integrated biogas into his household, adapted his cooking methods by converting bio-slurry into a profitable venture that also benefits neighboring farmers.

This initiative, funded by the Czech Development Agency, and the Ministry of Foreign Affairs of the Czech Republic, started by needs assessment done by the People in Need Zambia in attempt to addresses climate change impacts through empowering local farmers in Zambia's Western Province. After People in Need's field officers identified the causes of the changed rainfall patterns, brainstormed ways of addressing the problem and discussed with the local leaders, they had to convince the Czech Development Agency and the Ministry that this is a project worth supporting as it will have long-term effects on the population in the province, their food security and the deforestation, which is correlated with many other crucial environmental issues, like biodiversity, pollution, responsible farming etc. Their lobbying was in line with the overall work that PIN does throughout the world, but the question is how a Czech NGO identifies causes, places and local initiatives to help and bring about change.

People in Need is a non-governmental, non-profit organization founded on the ideals of humanism, freedom, equality and solidarity. They consider human dignity and freedom to be fundamental values. They believe that people anywhere in the world should have the right to make decisions about their lives and to share the rights expressed in the [Universal Declaration of Human Rights](#).

The very distinct thing about PIN is that they strive for a society that is open, informed, engaged and responsible with respect to problems at home and around the world. They actively participate in shaping a society where cultural, ethnic, racial and other differences are a source of enrichment rather than conflict. PIN's work is based on the personal initiative and activity of hundreds of their employees and volunteers, both in the Czech Republic and in other countries where they operate, as well as the trust and support we are endowed with by individuals, businesses, governments and international institutions. They determine the specific areas and priorities of their activities with respect to the level of urgency and our actual capacity to change the situation. They often say that they cannot be everywhere, but it is essential that their work makes a real difference.

People in Need was established in 1992 by a group of Czech war correspondents who were no longer satisfied with merely relaying information about ongoing conflicts and began sending out aid. It gradually became established as a professional humanitarian organization striving to provide aid in troubled regions and support adherence to human rights around the world. Throughout the 30 years of its existence, People in Need has become one of the biggest non-profit organizations in Central Europe. In addition to humanitarian aid and human rights, it now also targets education and helps people living in social exclusion.

Their aim is to increase awareness within Czech society about the problems of poverty, development cooperation, migration, and human rights violations. It also seeks to combat prejudice regarding race and origin, and directly addresses the problem of xenophobia within Czech society. The educational programme [Varianty](#) is focused mainly on teachers and university students for whom it prepares seminars, conferences or workshops with intercultural and global development education issues.

Additional outreach is done through the International human rights film festival [One World](#), as one of the cornerstones of the People in Need. Since its inception in 1999, it has become the most important festival of its kind in the world and in 2007 it won a special mention from UNESCO for its contribution to human rights education. The programme [One World in Schools](#) works with teachers and students, who are provided with documentary films and other methodological materials for teaching about current events of the contemporary world and modern history.

The biogas project is one in many, but is an illustrative initiative of their work, their commitment to mobilize funding and partnerships to help vulnerable communities around the world.

Read more about their work [here:https://www.peopleinneed.net/media/publications/2004/file/pin\\_the-first-30-years.pdf](https://www.peopleinneed.net/media/publications/2004/file/pin_the-first-30-years.pdf)

People in Need: The First 30 Years

## Questions to think about:

Would the local farmers be able to do this without People in Need?



What have they done?



Who did they convince, persuade, and attract to become part of this initiative?



Is this a sustainable project and what happens when the money runs out? Will the farmers be able to continue?



Why is Mr. Makumbuta producing biogas and bio slurry?



## Watch the video and discuss:

[https://www.youtube.com/watch?v=8-i\\_NrJBH5I&t=11s&ab\\_channel=PeopleinNeed](https://www.youtube.com/watch?v=8-i_NrJBH5I&t=11s&ab_channel=PeopleinNeed)



