

# Tool: Youth Climate Advocacy

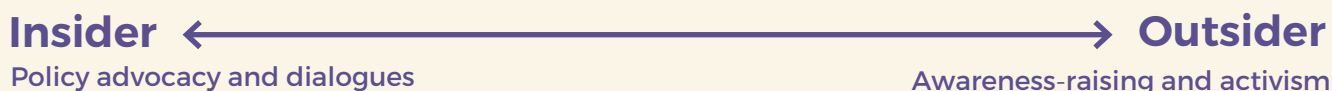


## What is climate advocacy?

Climate advocacy is about raising awareness, mobilize support, and drive policymaking and action on climate change. Examples of climate advocacy include:

- **Policy advocacy:** To lobby for strong climate policies and for young people's active and-meaningful inclusion in policymaking.
- **Climate litigation:** Legal action against policymakers who do not meet/deliver on their climate commitments.
- **Outreach and awareness raising:** art exhibitions, radio spots, SoMe campaigns, and climate events.
- **Climate justice activism:** demonstrations and marches to raise awareness about climate issues.

Climate advocacy can be placed along the spectrum of advocacy approaches, ranging from insider to outsider tactics:



## Why?

It is important to have a strategy for your climate advocacy to get your message through. This tool can help you achieve your advocacy goal, whether you want to engage a wide audience or target policy makers.

## When?

This tool is useful if you are at the beginning of a project design phase, for example during a preparatory study. You can use it to analyse the stakeholder landscape and develop an advocacy strategy towards decision-makers. It can also be

used to develop an action plan to raise awareness about climate change or to showcase to your local community how your project combats climate change.

## Who?

This tool is for volunteers in the partner and the Danish organization. It can also be carried out together with the target group.

## How?

These five steps will help you to prepare an advocacy strategy ([see DUF's toolbox for more tips](#)):

## STEP 1 → Identify a burning issue

A *burning issue* is an issue that needs to be dealt with quickly, and which is high on your agenda. It can for example be the lack of climate change education in schools, or the fact that the

regular occurrence of extreme weather events poses a risk to the immediate safety of children and young people in the area where you work. Try to make it as specific as you can!

**STEP 2**

## Analyze the context

Research the context to answer these questions (see our [Climate Context Analysis Tool](#)):

- How do you **experience** climate change in your context? How does it challenge the rights and living conditions of children and youth?
- What climate **policies** exist with relevance to your burning issue? For example, climate commitments, climate adaptation policies, and decision-making processes?

- Who are the key climate **stakeholders**, i.e. duty-bearers including decision-makers and powerholders? Make a power map and stake-holder analysis.

Remember to consider your organization's resources, time and existing experience with advocacy work when planning your climate advocacy efforts.

**STEP 3**

## Determine your advocacy goal and identify your audience

Determine your goal based on your analysis. For example, your goal can be to achieve mandatory climate change education in all public secondary schools, or to have a local disaster risk plan with attention to children and young people's safety. In this case, your audience is the stakeholder that you need to influence to achieve your goal.

It could be the Ministry of Education, Members of Parliament responsible for education and teacher training colleges, or it can be local/ municipal authorities with responsibility for disaster risk management and safety. It could also be a traditional or religious leader who holds some sway over public opinion in your context.

**STEP 4**

## Craft your message

Write a persuasive message. Make it clear and concise, create emotional appeal and the sense of urgency and end it with a call for action! Use the **Know-Feel-Do** tool from DUF's toolbox:

- *What do you want them to know?*
- *What do you want them to feel?*
- *What do you want them to do?*

### Example of a message

#### "We Deserve Climate Education: Our Future Depends on It"

As young people, we're the ones who will live with the long-term effects of climate change. But many of us are leaving school without a real understanding of what's happening to our planet, why it's happening, or how we can help fix it. This has to change!

Climate education isn't just about understanding rising temperatures or drought and cyclones. It's about learning how we can build a sustainable future, protect our communities from extreme weather, and fight for climate justice. We want to be part of the solution—but we need the right tools.

Right now, only a small portion of schools teach climate science. We need climate education in every classroom, in every subject. Learning how to tackle climate change should be as important as math, history, or any other subject.

We're the generation that will face the worst impacts of the climate crisis, but we're also the generation that can lead the change. Give us the knowledge we need to create a better future. Demand climate education now—because our future is at stake.

Below you'll find different advocacy tactics that range from policy influencing and dialogues with decision-makers to public awareness-raising on climate change. The tactics are commonly used

by young climate activists. Choose a tactic that align with your purpose and organization and consider how you can amplify your messages by combining multiple tactics.

## Tactics

### Insider

**Engage in policy advocacy:** Attend public climate hearings and write policy briefs about how climate change impacts children and youth. Engage actively in policy processes by formulating amendments to existing policies or demand new climate policies, climate finance and action.

**Participate in decision making:** Engage your local community by organizing community dialogues on climate change and participate in co-designing local climate action plans or public climate education programs.

**Write your MP:** Write letters to elected local/national representatives urging them to take specific action on climate change.

**Participate in Global Climate Events:** Lobby your government to include youth in the national delegation to major climate events like the UN Climate Change Conferences (COP) or find means for youth to become part of a CSO delegation to advocate for ambitious climate policies and hold leaders accountable.

**Join forces:** Elevate your climate advocacy by joining forces with allied NGOs, authorities or companies. This will give you strength in numbers and amplify your voices.

**Mobilize and Empower:** Mobilize and empower yourself and your allies with knowledge on climate change and climate advocacy to be prepared to engage with local / national policymakers and convincingly claim changes in climate policies.

**Gather signatures:** Use petitions to collect signatures and demonstrate public support for a particular climate-related cause or demand. Platforms like Change.org and Avaaz enable you to create and promote your petition.

**Take your government to court:** Is your government or a company in your community not living up to their climate commitments or violating climate/environmental laws? You can pursue legal action through climate litigation to hold them accountable and force them to take stronger efforts to combat climate change.

## Tactics

Outsider  
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**Research and share:** Conduct action-oriented research and publish reports on the impact of climate change on young people in your country/local community or within a sector. Evidence-based advocacy makes your demand even stronger, and you'll also have valuable data and insights to share with decision-makers and the public.

**Light up your social media:** Use platforms like TikTok, Instagram, and LinkedIn to raise awareness about your issue and engage a wider audience. Tailor your posts, TikToks, or Reels to resonate with your crowd, and consider using or creating a hashtag specifically for your cause.

**Get on air:** Secure a spot on your local community radio to reach a diverse audience and spread awareness about your issue. You can make a podcast or youtube series or consider broadcasting live streams on social media or hosting webinars on your issue.

**Celebrate international days:** Use the internationally designated environmental and climate days/weeks to spark awareness and action on climate change. UNEP has a list of climate days.

**Get artsy and creative:** Make art projects and exhibitions that engage a broad audience and spark conversations. You can, for example, make art from waste or recycled materials as visual storytelling to raise awareness, or use music, poetry, or performance to convey your message and evoke emotions about climate issues.

## More inspiration

See [DUF's climate toolbox](#) for more tools on climate action for organizations and volunteers.

DUF's [Position Paper on Advocacy](#) and tools for making an advocacy strategy and advocacy road map, and conducting dialogue with decision-makers.

CARE's [Toolkit for Youth on Adaptation & Leadership](#) Module 1 – 3 introduces you to the issue of climate change, and Module 7 has suggestions for how to plan your advocacy action.

Plan International's workbook and facilitator guide on [Youth Leadership in Climate Policy](#).