



**METHODOLOGY OF
THE CLIMATE
RIGHTS
CHARTERS**

2° EDITION

WATCH OUT!

This method was conceived by **The Climate Reality Project Brazil**, systematized based on the writing of the first Climate Right Charter in collaboration with organizations from the Favela da Maré Complex in Rio de Janeiro and periodically reviewed in light of new experiences in drafting charters across different territories.

*This methodology was developed under a **Creative Commons** license, aiming to promote free and open access to all those that wish to implement these practices in their communities. It is important to highlight that although we offer this methodology at no cost, we do not provide financial resources for the implementation or development of the Climate Rights Charter.*

The use of this methodology is entirely free, provided that the original source is properly cited. By sharing this resource, our goal is to encourage the widespread dissemination of the methodology, allowing communities around the world to benefit from it and contribute to climate justice.



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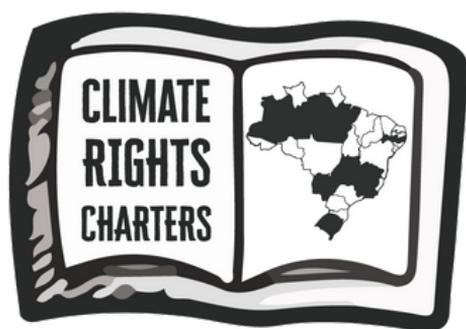
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INTRODUCTION

METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

This document provides a step by step guide for anyone interested in creating future **Climate Rights Charters** for Brazilian territories.

Our goal is for many Climate Rights Charters to be written, valuing the knowledge of populations most affected by the climate crisis and extreme weather events and respecting their active role in the fight for climate justice and the guarantee for their rights.

If you are interested and would like to create a Climate Rights Charter of your territory please fill out this form:



(time to complete: 1 minute)

Send any questions to brasil@climatreality.com

THE IMPORTANCE OF CREATING CLIMATE RIGHTS CHARTERS

By *Sérgio Besserman*

Climate change is already affecting people around the world, and many impacts once predicted for the distant future, as well as unforeseen impacts, are occurring across all continents. The warnings of activists, academics, and, most importantly, organized communities from diverse backgrounds have become reality. Floods, droughts, heat waves, wildfires, crop failures, diseases, and various health issues continue to escalate. While these impacts affect everyone, they do not do so equally or with the same intensity. The poorest, those living in marginalized or neglected areas, those oppressed by structural racism, and victims of gender discrimination or other forms of prejudice are disproportionately affected, experiencing much greater hardships. Additionally, they have fewer resources to protect themselves and recover.

The various issues of climate justice are already part of the daily lives of hundreds of millions of people around the world and are central themes on the global agenda in this century.



THE IMPORTANCE OF CREATING CLIMATE RIGHTS CHARTERS

Brazil, a country where inequality is its deepest scar, must bring the various dimensions of climate justice to the forefront of the debate, integrating them into research, planning, and the implementation of public policies and infrastructure projects, as well as into its development model. This will only happen through activism and engagement, with mobilization and organization at the local level. If there is climate justice, then, of course, there are also climate rights.

Climate Rights Charters are tools that enable mobilization and engagement at the local levels, bringing together traditional knowledge and climate science, and presenting to society the priorities set by the citizens most affected in defense of their rights and the pursuit of climate justice.



THE IMPORTANCE OF CREATING CLIMATE RIGHTS CHARTERS

***Long live the Climate Rights Charters!
Long live the future charters that
will come after them!***

They send a message to all Brazilians, especially to grassroots communities, women's associations, indigenous peoples, quilombolas, the anti-racist movement, and to all citizens who stand in solidarity with their fellow human beings: Let us fight for climate justice!

Let us seek knowledge about the impacts of climate change on our lives, organize, and mobilize. Let us write our Climate Rights Charters! Together, we can go a long way!

This introduction was written by Sérgio Besserman in 2022, during the launch of the first Climate Rights Charter in Favela da Maré, when he was the strategic coordinator of The Climate Reality Project Brazil.



CLIMATE JUSTICE

For decades, scientists, traditional peoples, and international and non-governmental organizations have been warning humanity about the **climate crisis**, caused by the destruction of our planet through increased greenhouse gas emissions, pollution across all ecosystems, and the destruction of fauna and flora.

Unfortunately, this moment has arrived, with the climate crisis fueling devastating wildfires across Brazil, depleting vital water supplies, and threatening Indigenous peoples, traditional communities, low-income communities, and biodiversity throughout the country. **The need for action could not be more urgent.**

Our time is short; we have just over 5 years to halt climate change, adapt to its consequences that are already impacting us, and ensure the future of the next generations!

It's no longer a secret that we are all affected by the climate crisis, and this is only expected to worsen each year, making it urgent to bring together as many engaged people as possible to face this challenge.



CLIMATE JUSTICE

However, with **the climate crisis further exacerbating existing inequalities**, we are not all affected equally. Black people, indigenous peoples, traditional communities, vulnerable individuals, youth, women, immigrants, and other groups should be the protagonists of this struggle. It is urgent that everyone understands how the climate crisis affects us and what we can do for our community!

In Brazil, confronting the climate crisis and fighting for climate justice are also a struggle to defend our territories. To contribute to this effort, we propose the creation of Climate Rights Charters.



Learn more about **Climate Justice** through the E-BOOK:

[Click Here](#)

IN FUTURE CLIMATE RIGHTS CHARTERS, YOU CAN RELY ON THE CLIMATE REALITY PROJECT BRAZIL TO:



Hold meetings on the methodology;



Facilitate the sharing of experiences between charters from different territories;



Keep an open communication channel with our team to monitor the process;



Publicize the work on the charters' website, social media, and in the WhatsApp groups of our organization;



Invite our network of Climate Reality Leaders to events open to the public outside the territory;



Provide guidance on conducting advocacy actions (alliances, coalitions, partnerships, technical cooperation);

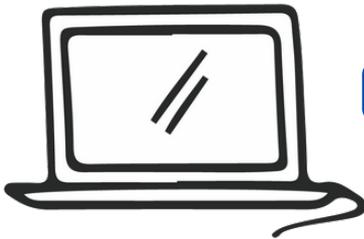


Keep our communications team vigilant for opportunities to promote the initiative.

WHAT DO WE EXPECT?

Regardless of our support, we expect that:

- 1 The charter will have the title or subtitle "Climate Rights Charter of (territory)";
- 2 The methodology will be mentioned in the fact sheet of the charter that is written;
- 3 The finalized charter will be sent for publication on our website and social media;
- 4 A representative of the charter will participate in the network of charters.



[Click Here](#)

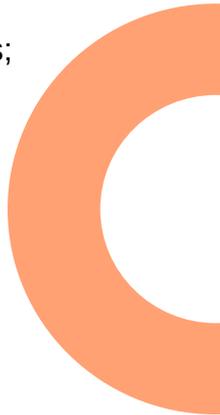
To receive our support, please fill out the form indicating your interest in creating a charter for your territory!

SUMMARY OF THE CLIMATE RIGHTS CHARTERS METHODOLOGY

PART 1: BUILDING YOUR CHARTER



1. Someone decided to carry out the project!
2. Gather partners in the territory.
3. Mobilize resources for project execution.
4. Prepare the in-person meetings.
5. Produce the event.
6. Invite people from the territory to the in-person meeting.
7. Plan the event agenda:
 - a. First moment: Reception and introduction of the participants;
 - b. Second moment: Climate justice and guaranteeing rights;
 - c. Third moment: Territory and impacts;
 - d. Fourth moment: Development of demands;
 - e. Fifth moment: Advocacy Plan;
 - f. Closing.
8. Write the Climate Rights Charter.
9. Validate the charter with the group.
10. Launch the Climate Rights Charter.
11. Celebration.
12. Continue with advocacy efforts and actions.



SUMMARY OF THE CLIMATE RIGHTS CHARTERS METHODOLOGY

PART 2: THE CHARTER AS A TOOL FOR ADVOCACY

1. Preparation and Planning:
 - a. Analyze the Climate Rights Charter;
 - b. Define Objectives;
 - c. Map Stakeholders.
2. Strategy Development:
 - a. Select Advocacy Tactics.
 - b. Develop Key Messages.
 - c. Create Support Materials.
3. Implementation:
 - a. Engage Decision-Makers;
 - b. Community Mobilization;
 - c. Media Engagement;
 - d. Disseminate the Charter;
 - e. Partnerships and Alliances.
4. Monitoring and Evaluation:
 - a. Track Progress;
 - b. Impact Assessment.





PART 1: BUILDING YOUR CHARTER

STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

1. Someone wanted to carry out the project!

The project is initiated by someone who has a connection to the territory (lives, works, has family, or knows the local dynamics), has learned about the methodology, and wishes to implement it in this territory.



Checklist:

- Read the methodology.
- Choose a territory.
- Fill out the **"I Want to Create a Climate Rights Charter"** form.

TIPS:

- *It is essential that you live in the territory. This way, your initiative will be received with greater legitimacy and trust.*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

TIPS:

- *Leadership in this project must come from the people of the territory. It's important to align expectations and recognize that the people who live in the area should have the primary voice.*
- *The participation of associations, organizations, and collectives created by the residents is key to ensuring that the mobilization is successful and continues.*
- *Start small! It's important to define the territory that the charter will represent. In the charters, the territory will reflect the experiences and sense of belonging of the people who will participate in the process. The smaller the territory, the easier it will be to identify the impacts and demands, and the charter will be more representative of the local community.*
- *Do preliminary research on the consequences of the climate crisis in this territory (e.g., newspaper articles, studies, or key individuals in the area on the topic).*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

Guiding questions:

- What do you hope to achieve with the charter?
- What is your connection to the territory?



2. Gather partners in the territory

The person from the territory invites local collectives, community leaders, and interested residents to join the process.

Checklist:

- Form the group of mobilizers!
- Everyone in the group reads the methodology of the Climate Rights Charters.
- Align the individual expectations of group members or organizations regarding the project.
- Create a general project timeline and clarify the responsibilities and roles of each person.



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

TIPS:

- *Attending events (especially in-person ones) on other topics already organized by people from the territory is a good strategy. Get closer to the community and invite people to join the project.*
- *Request a meeting with members of previous charter teams to learn from their experiences.*
- *Establish partnership agreements among the collectives that are mobilizing the charter.*



Guiding Questions:

- What is the role of each partner in the creation of the charter?
- How does the fight for climate justice align with the interests of each person or collective involved in the project?
- What is each person's availability for the project?
- What are the project's key deliverables?
- Discuss with the group the desired dates for the deliverables.

STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

3. Mobilize resources for the execution of the project:

The group reviews all the steps to be taken and understands what resources will be needed.



Checklist:

- The group understands the project's needs (e.g., first in-person meeting, publicity, production, infrastructure, etc.).
- The group decides whether to seek financial resources, partnerships, or other ways to carry out the future stages.

TIPS:

- *Engage other local partners who can contribute with specific needs, which don't necessarily involve money – such as, for example, space for in-person meetings.*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

TIPS:

- *Check with your partners to see if there is any ongoing funding for local initiatives or if there is any open call for proposals in this area.*
- *Watch the talk: [How to find funding for your climate action](#) with João Pedro Rocha on ALC Clima.*



Guiding questions:

- What will we need?
- Who has what we need and can provide it to us?
- What do we need to make possible?
- By when will we need each item?
- How will the management of these resources be handled?
- Who can help?

STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

4. Prepare the in-person meetings:

The in-person meetings will be the setting for exchanges that will serve as input for writing the charter and where the collective climate rights demands for the territory will be defined.



Checklist:

- The mobilization team is divided into groups:
 - event production;
 - mapping of collectives and invitations/outreach;
 - event agenda planning.

TIPS:

- *It is non-negotiable that speakers, facilitators, and experts be from the territory or very familiar with it (preferably residents). These individuals will be able to guide the conversations toward the discussion of the local climate reality.*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS



5. Produce the event:

Checklist:

- Define the date and location that are most accessible for the meetings.
- Gather the necessary materials.
- Ensure the required technology (Wi-Fi, computer, speaker, etc.), according to the local reality.
- Agree on how the food will be handled; for example, whether there will be a communal snack.
- Ensure, if necessary, the resources for food and transportation.

TIPS:

- *Ideally, the meetings should be held in person. In our experience, approximately 16 hours are needed to ensure the methodology is properly applied. The number and duration of the meetings depend on the assessment of the mobilizers regarding what works best for the local audience.*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

TIPS:

- *Food is a key part of the meetings. Even if it's not grand, the quality and quantity of the food make a difference and show care and appreciation for everyone who has dedicated their time to participate.*
- *It's important for the event organization to consider strengthening the local economy. For example, if providing food, it's a good idea to hire a supplier from the area, supporting the work of local residents.*
- *Within the local possibilities, find a comfortable space that is suitable for the diverse needs of your audience, considering, for example, the participation of children, elderly, people with disabilities (PWDs), etc.*
- *Remember to create an attendance list with the participants' contact information to stay in touch after the event. Keep in mind that you are responsible for properly managing this data.*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS



6. Invite the people of the territory to the in-person meeting

Checklist:

- Map the local collectives (which may not be specifically focused on environmental issues, such as neighborhood associations, health centers, cultural organizations, educational institutions) and invite their representatives.
- Understand which channels work best in the area (sound truck, banners, online, posters, etc.) to extend the invitation to local residents, beyond the institutions.
- Create a call that resonates with the local reality and is clear about the event's purpose.
- Promote widely.

DICA:

- *It's very important to emphasize that the invitation is for people to participate in the process of creating the charter, which will require participation in several meetings.*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

TIPS:

- *The charter is inherently a collective process. To ensure the representativeness of the diverse experiences within the territory and foster exchange, we believe that the meetings for its creation should involve at least 18 participants, in addition to the facilitators.*
- *Define a number of facilitators. Typically, experiences with the charters range from 2 to 4 facilitators.*



7. Plan the event agenda

The meeting has four key moments: "**Reception and introduction of participants**," "**Justice and climate crisis**," "**Territory and impacts**," "**Development of demands**", and "**Incidence Plan**". These can take place on the same day or be organized across different meetings depending on the mobilizers' assessment.

STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

7.1

First moment:

Reception and introduction of participants

The guests are welcomed, and the event's proposal is presented.



Checklist:

- Start with an icebreaker activity. This activity will be essential to ensure participation and engagement throughout the process, making participants feel comfortable.
- Do a round of introduction with the participants.
- Explain what the charter is and the reason for its creation. You can use the following presentation as a template if you like:

[Click Here](#)

(Please, download the slides and adapt them to your reality)

- Present the meeting agenda and the next steps.

STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

TIPS:

- *The meeting should make people want to participate in the next ones!*
- *We've organized several support materials that can be used to help you plan the activities:*

[Click Here](#)



Guiding Questions

- Why are you here?
- What are we going to do together?
- What do we need to ensure so that you participate throughout the entire process?



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

7.2

Second moment:

Climate justice and the guarantee of rights

A conversation takes place about the climate crisis, climate justice, and the intersections of social, environmental, and climate struggles.

Checklist:

- Prepare a presentation that is not too long, engaging your audience, and interactive. Present the major climate impacts based on prior research about the consequences of the climate crisis in this territory (e.g., bring news articles, studies, or local experts on the topic).
- Open the floor for discussion.



TIPS:

- *You can use videos and other formats that resonate with your audience.*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

TIPS:

- *Look for local people who are already addressing these topics and invite them to speak about it.*
- *You can talk about climate change in general and, in addition, focus on specific issues that relate to the climate reality of that territory, such as environmental racism, energy, water, agroecology, etc.*



Guiding Questions

- Who is my audience? What are the characteristics of this audience? What is their age group?
- What climate crisis-related topics resonate most with this audience?

TASK

- Ensuring that people understand what the climate crisis is and how it affects individuals and the guarantee of rights.

STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

7.3

Third Moment: Territory and Impacts

The mapping of the connections between the climate crisis and the issues in the territory occurs through the participants' experiences.

Key areas are selected that reflect the priority areas for addressing the impacts of the climate crisis in the territory.

Checklist:

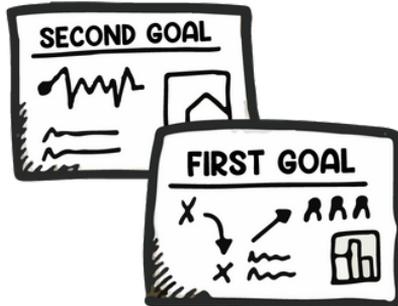
- Experience exchange: Facilitate a conversation among residents about the climate crisis impacts that are already being felt in the territory and how these impacts intersect with the rights of the local population. Invite residents to share their experiences and memories related to this.



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

Checklist:

- Map out, together with the group and based on the exchange of experiences, the **key areas to be proposed for the creation of demands** (e.g., land rights, water rights, basic sanitation, urban development, food security, health, education, culture, gender, and race, etc.). These areas reflect the priority sectors for addressing the impacts of the climate crisis in the territory, so they should be defined based on an understanding of the territory's needs.
- Organize a vote to select 3 or 4 key focus areas to be included in the charter.



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS



TIPS:

- *When facilitating the exchange of experiences, it's important to bring up specific examples from the territory or ones that relate to the local reality to start the conversation. This way, people who are not familiar with the topic can identify the impacts in their daily lives and **make the necessary connections between the identified impacts, the local reality, and the climate crisis.***
- *At this moment, the facilitator should ensure that the conversation is not directed toward identifying those responsible for the impacts. This issue will be discussed in greater depth and with more care in the fifth moment (Incidence Plan).*



TASK:

- How to relate the climate crisis to the need for guaranteeing rights that have historically been denied?

Guiding Questions

- What happens here during a heat wave, flood, etc.?
- How do the residents of the territory deal with this issue?



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

7.4

Fourth Moment: Drafting the Demands

The demands represent the key actions that need to take place in the territory to adapt to or mitigate the climate crisis.

By defining these demands, the community can establish a concrete plan, making it easier to mobilize efforts to protect their rights.

Checklist:

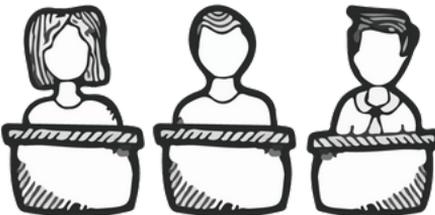
- The event organizers create guiding questions to steer the group discussions.
- Groups are formed based on key areas (defined in the third stage, “Territory and Impacts”).
- A member of the mobilization team, familiar with the guiding questions and discussion time limits, should be present in each group to facilitate the conversation.



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

Checklist:

- Participants choose which group they want to join based on their interest in the theme and then split up for discussion.
- The group is given the guiding questions, discusses them, and writes down their ideas and demands while the facilitator manages the time.
- The group chooses 3 to 4 demands from their key area to be included in the charter from the ones that have been recorded.
- The groups return to the general plenary and present their demands.
- The mobilization team gathers all the data and organizes it into a draft, which will be used for writing the charter.



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

TIPS:

- *It's important to have some alignment among the facilitators regarding examples of climate impacts in the territory, especially to help guide the discussions in the smaller groups.*
- *To understand the role of facilitators, time division, and responsibilities during this stage, see:*

[Click Here](#)



Guiding questions:

Remember that three aspects intersect all issues: territory, climate crisis, and the key area that was decided earlier.

- Where does the climate crisis violate this right? What rights are denied when the climate crisis affects sanitation in my territory?
- What is our collective dream for the future of our territory in this area?
- What are the seeds of this collective dream? What actions are already being developed here that will help us achieve this dream?
- What needs to happen for us to achieve this dream?

STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS



7.5

Fifth Moment: Advocacy Plan

We suggest that the charter serves as an advocacy tool for the implementation of the identified demands. For this purpose, it is important that the group members envision the possible next steps for implementing the proposals and decide whether and how they want to proceed.

Checklist:

- Plan advocacy for the implementation of the measures.
- Address the demands:
 - Establish how and by whom the territorial representation will be carried out.

[Click Here](#)

TIPS:

- *It's important for the organizations and people involved in the process of creating the charter to keep accessible records and reports.*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

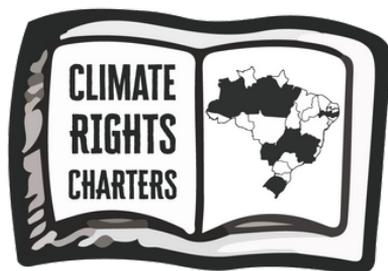
DICA:

- *All residents who participated in the process should be included, regardless of whether they are part of formalized organizations.*



Guiding questions:

- If we had to choose one priority, what would it be?
- Which key area or demand, if ensured, will impact all the others?
- Which demand is already further along in the implementation process in the territory?



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

7.6 | Closing

Checklist:

- Present the next steps to the entire group and invite everyone to engage with the writing, launch, and advocacy of the charter.
- Define who will be responsible for transforming the information gathered during the event into a draft for writing the charter.
- Evaluate the meeting.



TIPS:

- *We recommend that the evaluation be done on paper, as participants are often too tired at the end of the event to complete it online.*
- *Make specific invitations and show participants how to engage in the next steps (e.g., "We will send everyone an invitation to join the WhatsApp group, where we will schedule the first meeting," or "We'll meet here on [date]," etc.).*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

Guiding questions:

- Did you notice the absence of any topic?
- How did you feel being part of this process?
- What needs to happen from now on for you to feel that this process was worth it?

8. Write the Climate Rights Charter

The group writes the charter based on the inputs gathered during the in-person meetings.

Checklist:

- The mobilization team sets the schedule for post-event meetings to write the charter based on the draft.
- All individuals who attended the charter-building event(s) are invited to participate in the writing process.
- The group defines the summary of the document, which may include a contextual introduction + the items of the key areas, with the proposals created by the community.



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

Checklist:

- The group splits into smaller groups to write each item.
- The group meets regularly – it is recommended to be weekly – to align progress until the final version. Meetings can be online depending on the territory in question.
- The group itself defines the final text and does the final review.



***Remember to include The Climate Reality Project Brazil in the methodology section of the technical sheet!**

TIPS:

- *What we learned is that the letter should be as concise as possible. This doesn't prevent the addition of links, QR codes, etc., with additional information that can tell the story of the process and provide related content and other issues the group considers relevant.*
- *It is recommended that the final review be done with the entire document to ensure there is consistency in language and uniformity of the texts, as this is a collective writing.*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

9. Validate the letter with the group

To establish alignment among those involved, there will be a moment to validate the content and proposed actions to highlight the respective level of commitment and dedication.



Checklist:

- Establish the validation process.
- Evaluate the process.
- Highlight in the record the organizations and individuals involved.
- Celebrate your achievement!

TIPS:

- *One suggestion for validation is to choose a period of up to 20 days during which the charter will be open for collaboration and consultation from everyone.*
- *Collectively assess the suggestions and decide which points can be included in the charter.*
- *Review the charter after the consultation period and suggestions.*
- *Present the finalized consolidated document.*



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

TIPS:



- *We offer a communication kit (a series of tutorial videos + template options for the charter's layout) that can be accessed via the QR code.*



Guiding questions:

- Does the charter cover the themes and actions considering the territory's context?
- Was the process collective?
- Are we satisfied with the result?
- Do we recognize ourselves in this charter?

STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

10. Launch the Climate Rights Charter

It is an important day to celebrate the delivery among the residents who were involved, as well as to share the results and proposals with other residents who did not participate.

Checklist:

- Plan a meeting to present the charter that also includes interesting discussions for residents of the territory, such as presentations of projects that address related themes, etc.
- Plan external invitations for decision-makers, communicators, and business leaders who might attend and help reinforce the possibilities for real impact in the medium and long term.



STEP BY STEP METHODOLOGY FOR CREATING CLIMATE RIGHTS CHARTERS

DICAS:

- *It would be great if a cultural activity from the territory is held to relax and celebrate the moment!*
- *The tips from the in-person meeting preparation can also be applied here.*



11. Celebração

Congratulations,
your Climate Rights Charter is now out in the world!

You have achieved your goal, and the territory's demands are presented in this collective document. However, we know that this is not enough for the local demands to be implemented and for the community's rights to be guaranteed.

We invite you to continue the work, using the charter as a tool for political advocacy and community engagement in addressing the climate crisis.



**PART 2:
THE CHARTER AS
A TOOL FOR
ADVOCACY**

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

This advocacy methodology was developed to turn Climate Rights Charters into effective tools for change. The goal is to support communities in using their Climate Rights Charters to influence policies, secure their rights, and contribute to a more sustainable and just future.

Advocacy is the organized and planned process of defending and promoting a cause, idea, or specific policy with the goal of influencing decisions within political, economic, and social systems, either driving changes in public policies or ensuring their maintenance when in the public interest. In the context of your Climate Rights Charter, advocacy means:

- 1 Echo the voice of the communities:** Amplify the concerns and demands identified in the charter.
- 2 Influencing decision-makers:** Presenting the community's demands to candidates and future municipal leaders.
- 3 Mobilization:** Engage the community and other participants to support the identified causes.

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

- 4 Education:** Inform politicians and the general public about the local impacts of the climate crisis.
- 5 Negotiation:** Seek solid commitments from candidates regarding the demands presented.
- 6 Monitoring:** Track the fulfillment of promises.

To create an effective advocacy plan for the Climate Rights Charter, it is important to follow a structured approach that takes into account the specifics of the territory and the needs of the community. Through this guide, you can maximize the impact of the Climate Rights Charters and promote meaningful changes for climate justice.



[Click Here](#)

Familiarize yourself with the Political advocacy guide for the climate rights charter!

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

Here is a step-by-step guide to develop this plan:

1. Preparation and Planning

1.1 Analyze the Climate Rights Charter

At this point, other people may have joined the charter movement in your territory, and the context of action may have changed. Therefore, it's important to revisit the Charter and the Advocacy Plan developed during the initial planning meeting.

Checklist:

- Read through the specific demands within each key area again: Understand the specific climate issues in the territory and how they impact the residents' rights.
- Review the Advocacy Plan: Look at who the key participants (stakeholders) involved or impacted by the Charter are, including community leaders, NGOs, government bodies, and local businesses, all of whom were identified in the Advocacy Plan.
- Prioritize the demands based on urgency and feasibility.

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

TIPS:

- *Don't do this alone: consider creating an advocacy committee with representatives from different sectors of the community.*



1.2 Define Objectives

It's never too early to plan what you want to achieve. You need to define objectives to plan your actions. This is a great first activity for the advocacy committee. By involving the community in defining the objectives, you ensure representation and engage all participants. Clear and measurable objectives are the foundation of success in advocacy!

Checklist:

- Establish objectives** that are specific, measurable, achievable, relevant, and time-bound, aligned with the priority demands of the charter. If possible, add indicators (how will you know when you've achieved your objective?).

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

DICAS:

Quick Guide: Defining Objectives.

- *Create Objectives in 3 Steps*
 - *a) Choose a priority demand from the charter;*
 - *b) Turn it into an effective objective;*
 - *c) Check if it meets all the criteria below:*
 - *Specific (What?)*
 - *Measurable (How much?)*
 - *Achievable (Is it possible?)*
 - *Relevant (Why?)*
 - *Time-bound (When?)*

- *Consider short, medium, and long-term objectives. Long-term goals are broad objectives, such as the implementation of public policies that address the demands of the Charter. Medium-term goals could be more immediate targets, such as raising awareness about the Charter or gaining support from a local NGO.*



STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

1.3 Map Key Participants

Remember that in the advocacy plan, we mapped the key participants who can influence the implementation of the demands, as well as potential allies. Now is the time to deepen this mapping so that it can be executed.

Checklist:

- From the Advocacy Plan, create a spreadsheet or visual map of key participants, including contacts and areas of influence.

[Guidelines for creating a spreadsheet/visual map of key participants:](#)

[Click Here](#)



DICAS:

- *Regularly update the information on the mapped key participants.*
- *Identify potential opponents and their motivations.*



STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

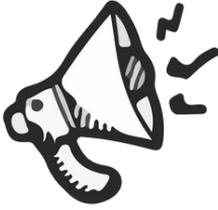


2. Strategy Development

2.1 Choosing Advocacy Tactics

Some tactics include:

- **Alliances and Partnerships:** Strengthen partnerships with organizations that share similar objectives. This may include environmental NGOs, human rights groups, and local associations.
- **Awareness Campaigns:** Plan campaigns to educate the community and the broader public about the importance of the Charter and local climate issues.
- **Political Engagement:** Organize meetings with government representatives and legislators to present the Charter and discuss possible support policies.
- **Public Events:** Organize community events, such as seminars and workshops, to discuss the Charter and engage more people.



STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

- **Communication and Media:** Use social media, blogs, and local press to promote the Charter and its demands.
- **Lobbying:** Work directly with legislators and policymakers to promote legal and regulatory changes.

Checklist:

- Consider a mix of approaches (direct dialogue, public mobilization, media engagement).
- Choose tactics suited to each objective and target audience!**
- Assess the resources needed for each tactic.

Suggested tactics:

- Meetings with decision-makers.
- Social media campaigns.
- Community events and public hearings.
- Petitions and open letters.
- Strategic alliances with other organizations.

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

Action Plan:

- Short-term (1-3 months): Initial dissemination, committee formation, first contacts.
- Medium-term (3-12 months): Intensive engagement, partnerships, first practical actions.
- Long-term (1-3 years): Continuous monitoring, impact evaluation, strategic adjustments.

2.2 Develop Key Messages

Checklist:

- Adapt the messages for different target audiences.
- Prepare supporting arguments and data for each message.
- Create clear and concise messages for each priority demand.**

TIPS:

- *Test the messages with community members to ensure clarity and resonance.*
- *Use local stories and examples to make the messages more impactful.*



STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

2.3 Develop Support Materials

Checklist:

- Create fact sheets about the priority demands.
- Develop presentations for meetings with decision-makers.
- Prepare visual materials for social media campaigns.



TIPS:

- *Use accessible language and visual information to make understanding easier.*
- *Include stories and testimonials from the community in the materials.*



STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

3. Implementation

3.1 Engage Decision-Makers

Checklist:

- Schedule meetings with identified key participants.
- Prepare detailed briefings for each meeting.
- Follow up after meetings with additional materials or responses to questions.
- Send physical and digital copies of the Charter to key stakeholders.
- Invite decision-makers for guided visits to the territory.
- Attend relevant public hearings and legislative sessions.

TIPS:

- *Train community spokespersons to participate in meetings.*
- *Keep a detailed record of all interactions and commitments made.*





TO TURN VERBAL PROMISES INTO TANGIBLE AND TRACKABLE COMMITMENTS:

A crucial step in the advocacy process for the **Climate Rights Charters** is direct engagement with decision-makers, such as politicians and representatives of municipal departments.

Although openness to dialogue is an important first step, our goal is not just to be heard but to ensure that the community's demands are effectively considered and implemented. It is essential to turn these interactions into tangible and measurable commitments.

However, these meetings often result only in polite receptions, where officials listen to the demands, receive the charter, and take photos. Still, the meeting does not lead to tangible commitments or effective actions.

TO TURN VERBAL PROMISES INTO TANGIBLE AND TRACKABLE COMMITMENTS:

The following strategies aim to create a clear and verifiable record of the commitments made, making follow-up easier and increasing the likelihood that oral commitments will turn into concrete actions.

They were designed to help you turn a meeting into a concrete step toward achieving the goals of your Climate Rights Charter by being implemented during and immediately after these meetings. At the same time, the decision-maker's interest and attention are focused on the presented demands.



TO TURN VERBAL PROMISES INTO TANGIBLE AND TRACKABLE COMMITMENTS:

By applying these strategies, you will be:

1. Formalizing the meeting outcomes.
2. Creating a foundation for future follow-ups.
3. Establishing a sense of shared responsibility.
4. Facilitating the tracking of progress on the demands.

To create tangible evidence of the commitment of managers and decision-makers after meetings, we suggest that you adopt one of the following strategies:

TO TURN VERBAL PROMISES INTO TANGIBLE AND TRACKABLE COMMITMENTS:

1. Commitment Agreement

- Prepare a simple document outlining the points discussed and the actions agreed upon.
- Ask the manager to sign it at the end of the meeting.

2. Detailed Meeting Minutes

- Record the key points discussed, decisions made, and next steps.
- Send for the manager's approval and signature after the meeting.

3. Video Statement

- Request a brief video statement from the decision-maker regarding the commitments made.
- Use smartphones to make recording easier.

TO TURN VERBAL PROMISES INTO TANGIBLE AND TRACKABLE COMMITMENTS:

4. Letter of Intent

- Ask the decision-maker to write an official letter outlining their intentions and commitments.
- Set a deadline for receiving it after the meeting.

5. Action Schedule

- Develop a joint schedule with deadlines for specific actions.
- Obtain the decision-maker's signature on the document.

6. Commitment Form

- Create a standard form listing possible actions and commitments.
- Ask the decision-maker to check and sign the items they agree with.

TO TURN VERBAL PROMISES INTO TANGIBLE AND TRACKABLE COMMITMENTS:

7. Follow-up Scheduling

- Schedule a follow-up meeting on the spot.
- Obtain written confirmation (via email or document) of this next step.

8. Joint Statement

- Propose a joint statement to be published on social media or the official website.
- Prepare the text and obtain the decision-maker's approval before leaving the meeting.



TO TURN VERBAL PROMISES INTO TANGIBLE AND TRACKABLE COMMITMENTS:

Always bring these documents prepared for the meeting!

- Be clear about the importance of this formal record.
- Offer to send a digital copy of any signed document.
- Follow up immediately by thanking and reiterating the agreed commitments.

At the end of the meeting, ask the decision-maker the following key question:

"If you could commit to just one item from this charter we've just presented, which one would it be?"

TO TURN VERBAL PROMISES INTO TANGIBLE AND TRACKABLE COMMITMENTS:

This question is powerful because:

1. It forces the decision-maker to prioritize and focus on a concrete action.
2. It increases the likelihood of securing at least one firm commitment.
3. It reveals which aspect of the charter the decision-maker considers most feasible or important.
4. It creates a clear opportunity for future follow-up.



STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

3.2 Engage the Community

Checklist:

- Organize awareness events about the demands of the charter.
- Create opportunities for the community to participate directly in advocacy actions.
- Form a follow-up committee for the Charter with community members.
- Conduct workshops on advocacy and public policies.
- Organize community volunteer workdays and practical actions aligned with the Charter's demands.
- Create a calendar of activities and mobilizations.

TIPS:

- *Use creative methods to engage different community groups (e.g., contests, festivals).*
- *Offer advocacy training for community members who are interested.*



STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN



3.3 Engage the Media

Checklist:

- Develop relationships with local and national journalists.
- Prepare press releases about advocacy actions and achievements.
- Train community spokespersons.
- Create a media plan (press releases, interviews, opinion articles).
- Maintain an active presence on social media and community channels.

TIPS:

- *Create a media kit with information about the charter and priority demands.*
- *Use social media to amplify coverage from traditional media.*



STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

3.4 Disseminate the Charter

Checklist:

- Create summarized and visual versions of the Charter for easy sharing.
- Develop communication materials in different formats (videos, infographics, podcasts).
- Use social media and WhatsApp for dissemination.



3.5 Partnerships and Alliances

Checklist:

- Identify organizations with aligned goals.
- Establish formal partnerships for joint actions.
- Participate in networks and forums on climate justice.
- Seek pro bono technical and legal support.

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

4. Monitoring and Evaluation

4.1 Progress Tracking

Success Indicators: Define how you will measure the success of your advocacy actions. This can include the number of new supporters, policy changes achieved, or increased public awareness.

Checklist:

- Develop progress indicators for each demand in the Charter.
- Establish a participatory monitoring system.
- Hold regular review meetings with the advocacy committee.
- Update success indicators as needed.
- Produce annual progress reports.

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

TIPS:

- *Use online tools to facilitate collaborative tracking*
- *Celebrate small victories to keep the team and community motivated*



4.2 Impact Assessment

Feedback and Adjustments: Gather feedback from the community and partners to refine strategies as needed.

Checklist:

- Conduct periodic evaluations of the impact of advocacy actions.
- Carry out periodic evaluations with the community on the process and results.
- Identify lessons learned and areas for improvement.

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

TIPS:

- *Consider hiring an external evaluator for an impartial perspective.*
- *Use the evaluation results to inform future planning.*



5. Adaptation and Continuity

5.1 Review and Adjustment of Strategies

Checklist:

- Regularly analyze the political and social context.
- Adjust strategies and tactics based on results and contextual changes.
- Maintain flexibility to respond to unexpected opportunities or challenges.

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

TIPS:

- *Hold brainstorming sessions with the community to generate new actions.*
- *Be open to experimenting with new advocacy approaches.*



5.2 Sustainability of the Movement

Checklist:

- Identify and cultivate new leadership within the community.
- Seek diverse sources of support and resources.
- Develop a plan for the continuity of advocacy actions in the long term.
- Document and share advocacy experiences to inform future efforts.

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

TIPS:

- *Form partnerships with academic institutions or established organizations for ongoing support.*
- *Document and share advocacy experiences to inspire other communities.*



5.3 Celebration and Recognition

Checklist:

- Acknowledge achievements: celebrate both big and small victories to keep morale high and motivate participants.
- Share success stories: spread stories of positive impact to inspire other communities to adopt the methodology.

STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

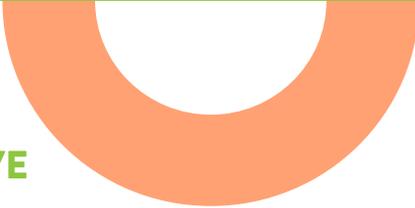
This advocacy plan provides a foundation for continuing the work initiated with the **Climate Rights Charter**. It's important to remember that each territory will have its particularities, so the plan should be adapted according to the local context, available resources, and community priorities. Continuous engagement of residents and the flexibility to adjust strategies are key to long-term success.

Here is a table with the steps of the advocacy methodology and a corresponding checklist:

[Click Here](#)



This checklist can be used as a practical tool to track progress throughout the advocacy process, ensuring that all important elements are considered and implemented.

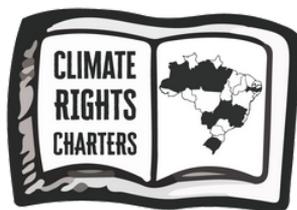


STEP BY STEP TO DEVELOPING AN EFFECTIVE ADVOCACY PLAN

Guiding questions

- Who will be responsible for maintaining the representation, continuity, and updating of the charter?
- Which existing public policies can be used to ensure the effective implementation of the territory's demands, ensuring climate justice?
- **What strategic actions should be prioritized to engage political and social actors in the implementation of the Climate Rights Charter's demands?**
- How can the demands of the Climate Rights Charter be integrated into existing legislative agendas and social and philanthropic projects to strengthen their implementation?

LEARN ABOUT THE CLIMATE RIGHTS CHARTER



<https://cartasdedireitosclimaticos.com/>

HOW CAN YOU HELP?

Join us on this journey towards climate justice. Whether you are an expert on the subject or someone who has just started to take an interest in climate, your contribution is valuable. Together, we can create real impact and advocate for a greener, healthier world for all.

If you think you can help with any of the measures demanded by the territory, send an email to brasil@climatereality.com and we'll get back to you.

The future is in our hands.

ABOUT THE CLIMATE REALITY PROJECT BRAZIL

[The Climate Reality Project](https://www.climaterealityproject.org.br/) is a global organization founded in 2006 by former U.S. Vice President and Nobel Peace Prize laureate, Al Gore. Its mission is to catalyze a global solution to the climate crisis, making urgent action a necessity across all sectors of society. That's why it recruits, trains, and mobilizes people to become powerful activists, providing skills, campaigns, and resources to demand ambitious climate actions and high-level policies that accelerate a just transition to a low-carbon economy. The international network of The Climate Reality Project is made up of over 42,000 Climate Reality Leaders in more than 170 countries, represented in ten branches outside the U.S. – Australia, Brazil, Canada, Europe, India, Indonesia, Japan, Mexico, Philippines, South Africa, and China.

In Brazil, The Climate Reality Project has been represented by [Centro Brasil no Clima](https://www.climaterealityproject.org.br/) since 2016 and has over 3,900 Climate Reality Leaders trained by Al Gore. The Climate Reality Leaders are active in all regions of Brazil:



<https://www.climaterealityproject.org.br/>



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