



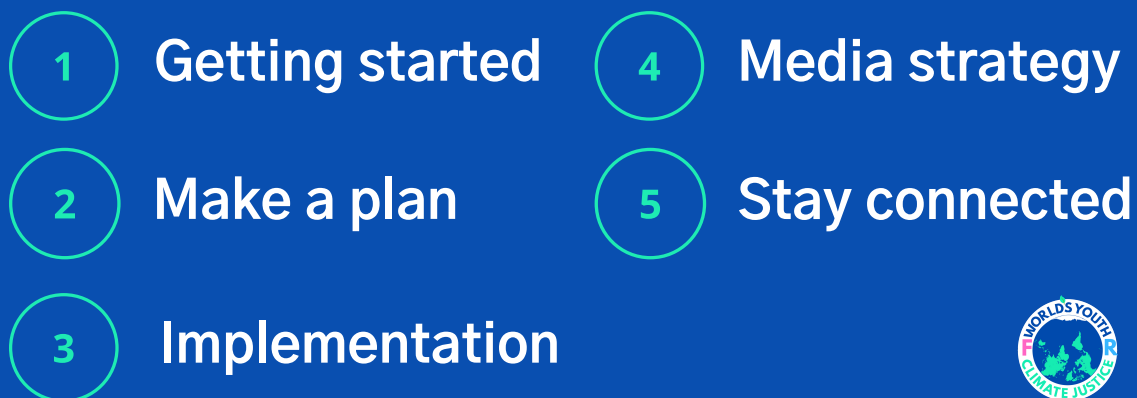
Get involved guide!

There are many things that you can do in your local community to contribute to the global WYJC campaign. Whether you are an established (youth) group, or one stubborn optimist wanting to make a difference, we welcome you to join us on our journey to the World's highest court. On this page you can find some ideas on how to get started with an effective local campaign for an ICJ AO.

We are not seeking to reinvent the wheel. We are linking plenty of resources taken from other groups, social change institutions and experienced organizers. We hope to employ established organizing tactics and strategy. We thank so many brave changemakers for publishing these materials for us to use. This work really builds on the work of decades of organizing for climate justice. If you know of any other helpful resources for fellow youth organizers, please get in contact with us.

January 2021

WE ARE NOT DROWNING
WE ARE FIGHTING



1 Getting started

- **Building a Team:** How? Gather a small and determined group of people who are excited about working on this initiative. Alternatively, if there is a youth-group in your community already working on climate change issues, or a group working on human rights, for example a youth team from Amnesty International, contact them and see if they have the time to meet you. If you have a group of friends who are interested in climate action and human rights, or you have found a group of people who will soon become your friends - congratulations. You have already taken a massive step.
- **Getting others involved:** [Here](#) are some ideas on how to get more people involved, 350.org calls this 'base-building'. We have also compiled a list [here](#) with ideas for you on how you can reach more young people to get involved. (It works for some groups to start with a small core team, and once certain structures have been established, they invite and recruit more people to join them.)
- **Team Building:** [Here](#) are ideas for team-building activities, story-telling activities, and other group activities that are good to do in the beginning. How can you best work together in a team? It is important that everyone feels safe, respected and empowered in the space you are creating to support the campaign. Consider barriers for people to join your team. And think about how you can minimize these.
 - For you as a facilitator 'Member Empowerment' is very important. An empowering culture and working style allows members to enjoy their work more, take initiative, come up with creative ideas and even work more efficiently. You can find more on this: [here](#).
 - It is important that you decide on how you will work together as a team. Decide on: meeting time and place (if online, then the platform).
 - Meeting Structure and Facilitation: find more resources [here](#). Find resources for online-facilitation [here](#).



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Make a plan

- **Climate Justice-focussed:** Incorporate climate justice principles from the beginning. Here you can find our principles ([here](#)) and here more resources on climate justice principles ([here](#)).
- **Strategic timeline:** Make a strategic timeline: find an example [here](#). Who does it make sense to contact at what time and in what order? Perhaps, busy and influential politicians will only receive you if you have a small base of local supporters first. It could be a good idea to write an opinion-piece in a newspaper first; you can reach many people and it could make politicians invite you, without you having to ask for it. Every timeline is of course flexible, and can be amended as your campaign develops. A comprehensive and visually pleasing strategy timeline will be essential to guide your work and prevent you from feeling like you have to do everything all at once.
- **Powermap:** in order to make real change, you will need to know who the decision-makers in your community are. This will also save you a lot of time reaching out to people with little knowledge and power of climate action and international law or diplomacy. Ask yourself; Who are influential figures in your community? Who are public personalities, whose public endorsement can boost the campaign? [Here](#) you can find a simple power mapping template. [Here](#) you can find an example for how to facilitate this activity for your local group.
- **Conduct a risk-assessment for your campaign:**
 - **Why?** WYCJ has an ambitious objective, one which could potentially have powerful consequences. We will encounter people, parties and profits along the way to an ICJ AO who will want to undermine us, talk us out of this initiative. Some might just be condescending, others dismissive, ignorant, defensive or even offensive. WYCJ consists of members and member organisations, who have developed personal and institutional resilience. It is important to be prepared for some of the challenges we will face along the way. This allows members to feel confident about the management and steering of the global campaign and provides us with tasks and tools to develop our own institutional resilience.
 - Find some **resources** on how to do this [here](#).



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Implement your plan

- **Burn brightly, and do not burn out.** Take care of yourself and your group.

There are various different main objectives we focus on during our work. They are:

- **Connection the dots: Human Rights and Climate Change are interlinked.**
 - **Collect stories!** As part of this, we have launched an 'Evidence Collection'-Campaign. This campaign collects stories of how people's human rights are already affected by the climate crisis. There are many climate witnesses out there, and several youth-led projects working on amplifying those voices. With our 'Evidence Collection' we are providing the Court with material evidence difficult to ignore during the deliberation phase of the Advisory Opinion.
 - **Make your voice heard!** We must make sure that governments are taking a rights-centered approach to climate action. The polar bear is no longer the poster child-victim of the climate crisis. It is, and always has been humans as well. We must ensure that every adult knows that not addressing human rights in their mitigation and adaptation plans is a violation of international law! Therefore, read about how a changing climate is affecting your rights, write a blog-post, include human rights in your next climate strike poster, record a movie, tell friends and your opponents, and your elected representative - that you demand that your country recognizes the intrinsic connection between climate change and human rights and vote in favour of the resolution to request an Advisory Opinion.
 - **Educate your peers!** Organising lectures in your school or university, having a panel discussion, hosting a short course, these are all great ways to get the discussion going about the impact of climate change on human rights. Take a look at [this](#) example.
- **Grow a network of support!** We need as many people out there to support the request for an Advisory Opinion on Human Rights and Climate Change as we can. That will make it difficult for states to ignore the youth-led call for climate justice and intergenerational equity.
 - There are so many young people out there already who protest, plant trees, strike and march on Fridays, advocate for more ambitious climate policies, who pick up litter in their communities, are actively involved as UNICEF Youth ambassadors or with a local Amnesty International Groups. Reach out to those local groups and ask them to become a **Friend of the Initiative**. Find out more on the process of becoming a FoI here. Click here for a template email, and click [here] for the Memorandum of Understanding.
 - Recruiting other young people is the easy one. Now, let's take the next step. **Decision-makers** often have a group of people who advise them on a variety of matters. The group consists of experts from a variety of fields; economics, law, ecology, education, social policy etc. Therefore, if we have a strong foundation of supporting allies, we are sending a strong message to decision-makers. Many high-profile individuals, and institutions have already signaled their support to the campaign. For example, the current UN High Commissioner on Human Rights, Michelle Bachelet has endorsed our campaign. Some institutions or individuals might not have the capacity to be actively campaigning for us. But that is not a problem, a letter of endorsement from a high profile person, a social media statement from an influential human rights body, a short video message from a climate science research institute can be very beneficial for the campaign.



Dear Fellow Stubborn Optimists, When considering who to invite as a potential Friend of the Initiative, it can always be helpful to do some more research into the organization or the person. We say this, because for the identity of the entire movement it would be damaging if we were found to be associated with organizations who have in the past supported aggressive offshore oil-drilling or were convicted of certain criminal offences. We also want to avoid some of our 'Friends of the Initiative' getting upset, because we have also been endorsed by other non-credible individuals or entities. Therefore, please be careful when accepting funds or endorsements from companies seeking to greenwash their image and distract from other harmful practises they are involved in. Be careful when strings are attached to a potential collaboration; some organizations might ask for favours in return before endorsing you - check this carefully and ask questions if you are unsure about this. You can always negotiate the terms of the collaboration agreement you enter into with other organizations. To sum this up, it is always good to do research into the individual, the organization or other institution you are seeking to partner up with. In the world of lawyers this is called 'due diligence', so that you can exclude that there is any 'conflict of interest'.

We rather want to be actively engaging with porgressive organizations, those organizations amplifying marginalized voices, organizations who connect climate change and human rights, organizations who work on youth empowerment and organizations who work on climate justice issues. We look forward to collaborating with all these inspiring groups and individuals and learn from and with them.

- **We need to put pressure on states.** Depending on where you live, there are many different ways to build political pressure, reach decision-makers and influence national conversations leading to policy changes. You are best situated to make the call on what is most strategic and effective in your community. Our goal is that the global community stands behind Vanuatu at the United Nations General Assembly.
- Here are some ideas of how to do this:
 - All parliaments have working groups or committees on Human Rights, many also have separate groups or platforms for climate change and the environment. Find out who sits in those committees. Is there someone representing your town or city at the table already, who might be easier to approach? Does the Committee hear or consult outside experts? Have they received young people on climate matters before?
 - Contact your local representatives, convince them to support the ICJ AO and then together march on to the capital. It will be easier to reach the next level, for example the more influential the minister of foreign affairs if you are not alone.
 - Who are the local climate change or human rights (or ideally climate change AND human rights) champions in your community? Have these champions already spoken up about climate justice?.
 - PISFCC (Pacific Island Students Fighting Climate Change) have reached out to the Pacific Island Forum (PIF), and managed to effectively reach all Pacific Island states at once. Their goal was for the PIF to reach an agreement as a regional coalition to support the ICJAO as it was in all of their best interest. Read more about PISFCC at the Pacific Island Forum [here](#). This approach might also work in your region; the African Union and the European Union might be places worth trying this approach. It not only amplifies your voices in incredible ways and allows you to reach many more states, but it also sends an incredibly strong message to the world that an entire region has understood the urgency of the matter and follow the global youth on their journey to the ICJ.



- Do you have other ideas for actions? Go Ahead. The more creative, the better. There are so many ways to convince states to support the Advisory Opinion - any and/or all of them are welcomed and appreciated. Feel free to always get in contact with us to see how we can support you and your idea.

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Media strategy

- **Why?** An effective media strategy will help to amplify your voice and spread the word of your campaign further.
- Find our Style Guide [here](#). A few simple guidelines on the use of the logo and colors for example can help the global movement to grow a consistent identity and be recognizable to others. All NGOs, institutions, political parties and companies have their own design guidelines, to ensure that others can recognize them easily.
- Find our Social Media Guide [here](#).
- Find more resources to learn about how to work with the media, develop a communications strategy [here](#).

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Stay connected with us

We hope to hear from you, learn about your development and see your campaign photos. You are joining a global movement of young people, and a global network as well. If you reach out to us by email, we can add you to our Slack community where you'll meet campaigners from all over the world with whom you'll be working side-by-side.

Reach out to us via worldyouthforclimatejustice@gmail.com or via social media.

