

Extractivism Advocacy Toolkit



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Introduction

Purpose of the Toolkit

This toolkit is designed to equip individuals and organizations with the knowledge and tools necessary to advocate for a just transition away from fossil fuels, particularly within the oil and gas industry, mining, deforestation and other forms of large-scale extraction of resources . It aims to empower advocates to address the social, economic, and environmental inequalities associated with extraction, transportation, and consumption, while promoting sustainable and equitable alternatives.

Overview of Advocacy

Advocacy is a strategic process of influencing decision-making to achieve social change. In the context of extractivism, advocacy involves challenging the status quo and demanding accountability from companies, governments, and other powerful actors. Key principles of advocacy outlined in this toolkit include:

Social justice: Making sure everyone fairly shares the benefits of resource extraction, and that those who caused the least harm do not bear the greatest burden.

Environmental justice: Protecting the health and well-being of communities disproportionately affected by pollution, land grabbing and climate change.

Economic justice: Creating a just transition away from fossil fuels that supports workers and communities dependent on extractive industries.

Indigenous rights: Respecting and upholding the rights of Indigenous peoples, including their right to self-determination and the protection of their lands and resources.

Climate justice: Addressing the climate crisis in a way that focuses on the needs and rights of those most vulnerable to its impacts.

How to Use This Toolkit

This toolkit is divided into several sections, each focusing on a specific aspect of advocacy. Users can navigate through the toolkit based on their specific needs or interests, and customize it for different advocacy campaigns.

Defining Advocacy

Advocacy involves raising awareness, promoting change, defending human rights and the environment, and empowering individuals or groups to have their voices heard. Effective advocacy requires a deep understanding of the issue, empathy for those affected, and a commitment to creating positive change.

Advocacy Goals and Objectives

Goals are broad statements of desired outcomes. In advocacy, goals are focused on creating a more just, equitable, and sustainable world.

Examples of advocacy goals:

- Protect the environment from the negative impacts of extractive industries.
- Ensure fair compensation and working conditions for workers in these industries.
- Promote the transition to clean and renewable energy sources and a minimalist approach to other forms of extractivism.

Objectives are specific, measurable, achievable, relevant, and time-bound (SMART) targets that contribute to achieving the overall goal.

Examples of advocacy objectives:

- Pass legislation to regulate extractive industries' practices.
- Secure funding for community-led environmental restoration projects.
- Increase public awareness about the health risks associated with the extraction of resources.

Types of Advocacy

Legislative advocacy	Influencing policymakers to enact or amend laws that address the issue. Examples: meeting with decision-makers, testifying at legislative hearings, building coalitions with other organizations.
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Media advocacy	Shaping public opinion and influencing media coverage to advance the cause. Examples: press releases, media interviews, social media campaigns, op-eds.
Grassroots advocacy	Mobilizing community members to take action and exert pressure on decision-makers. Examples: organizing protests, letter-writing campaigns, voter registration drives.
Legal advocacy	Using the legal system to protect rights and enforce laws.
Economic advocacy	Utilizing financial resources and investments to promote change.

Planning an advocacy campaign

An advocacy campaign is a strategic initiative aimed at influencing public opinion and decision-makers on a specific issue.

Developing an action plan:

An action plan is the road map for your advocacy campaign. It outlines the steps that will help you achieve your goals and objectives. Below are elements of an action plan. You may find examples, templates and suggestions for many of these steps in the Tools and Resources section.

- 1) Identify the issue or define the problem you plan to advocate for.
- 2) Conduct research by gathering information and evidence to support your cause.
- 3) Set clear goals for your campaign. Begin by defining specific and measurable objectives for the campaign.
- 4) Identify your target audience or the key groups you want to influence (policymakers, public, media).
- 5) Select effective strategies and tactics to reach your target audience (see chart below for examples).
- 6) Identify the task and detail specific actions you will take to implement your campaign strategies.
- 7) Establish clear deadlines/timelines. Break down the campaign into phases and assign specific tasks to team members.
- 8) Assign responsibility or clearly define who is responsible for each task.
- 9) Identify the necessary resources (human, financial, material) for each task and allocate them to different campaign activities.
- 10) Develop a communication plan. That is, determine how you will communicate with your team, volunteers, supporters and the broader public you wish to engage.
- 11) Develop compelling messages that resonate with your target audience.
- 12) Build a coalition by partnering with other organizations to amplify your

impact.

- 13) Monitor and evaluate the campaign by defining specific metrics to track progress towards your goals and objectives.
- 14) Gather relevant data through surveys, social media analytic, media coverage, and other sources. Analyze the data to identify trends, patterns, and areas of success or challenges. Share findings with stakeholders and use data to inform decision- making.
- 15) Implement the campaign by carrying out the activities set out in your plan.
- 16) Evaluate the effectiveness of the campaign by measuring the campaign impact and making adjustments as needed.

Advocacy Tactics:

Advocacy tactics are the specific actions taken to achieve the goals of an advocacy campaign. They should be chosen based on the target audience, the issue, and the desired outcome.

Here are some common advocacy tactics:

Communication and Education	
Public Speaking	Sharing your message with a live audience.
Media Advocacy	Engaging with journalists to spread your message.
Social Media Campaigns	Utilizing online platforms to reach a wide audience.
Educational Workshops	Providing information and training to the public.
Fact Sheets and Reports	Creating informative materials to support your cause.
Direct Action	
Petitions	Collecting signatures to demonstrate public support.
Demonstrations and Protests	Publicly expressing dissatisfaction or support (rallies and marches to raise awareness and put pressure on decision-makers, blockades or occupying pipelines)
Boycotts	Withholding support from businesses or organizations.
Lobbying	Meeting with policymakers to influence decisions
Letter-Writing Campaigns:	Sending messages to decision-makers.

Coalition Building	
Partnerships	Collaborating with other organisations.
Networking	Building relationships with key stakeholders.
Grassroots Organizing	Mobilizing community members.
Research and Analysis	
Data Collection	Gathering information to support your cause.
Policy Analysis	Examining existing laws and regulations.
Impact Assessment	Evaluating the effectiveness of advocacy efforts.
Legal Action	
Litigation	Pursuing legal remedies to address an issue (For example: file lawsuits against companies for environmental violations or challenge government permits for drilling projects).

Advocacy Tools and Resources

Sample Letter To Elected Officials or Parliamentary Representative

Date:

Dear [Elected Official's Name],

I am writing to express my deep concern about the ongoing expansion of the oil and gas pipeline in our community. The potential environmental and health risks associated with this project is unacceptable.

I urge you to support legislation that:

- 1) Imposes a moratorium on new oil and gas drilling permits
- 2) Invests in renewable energy sources and job training programs that provides adequate compensation for communities impacted by oil and gas activities.

Thank you for your attention to this critical matter.

Sincerely,

[Your Name]

Sample Letter to Government Agencies/ Environmental Regulators

Date:

Dear [Agency Name],

I am writing to express my opposition to the proposed [extractive industry name] project. This project poses a significant threat to our water resources, air quality, and public health.

I request that your agency conduct a thorough environmental impact assessment and hold public hearings before approving this project. Additionally, I urge you to strengthen regulations to protect our communities from the harmful effects of similar projects. .

Thank you for your attention to this matter.

Sincerely,
[Your Name]

Sample Letter to Corporations

Date:

Dear [Company Name],

I am writing to express my deep disappointment in your company's continued investment in the oil and gas industry. The climate crisis demands immediate action, and your company's actions are contributing to the problem.

I urge you to divest from fossil fuels and invest in clean energy solutions. Your company has the power to lead the transition to a sustainable future.

Sincerely,
[Your Name]

Sample Press Release

FOR IMMEDIATE RELEASE

Local Activists Launch Campaign to Protect Community from Oil and Gas Pipeline

[City, State] – [Date] – A coalition of concerned citizens and environmental organizations today announced the launch of a campaign to prevent installation of oil and gas pipelines in the [area] region. The campaign, [campaign name], aims to raise awareness about the devastating impacts of oil and gas extraction on air quality, water resources, and public health.

[Quote from a campaign leader about the importance of protecting the community]

The campaign will focus on [list of campaign activities, such as organizing community meetings, lobbying elected officials, and engaging in social media outreach].

[Contact information for media inquiries]

Talking Points

- a) The oil and gas industry is a major contributor to climate change.
- b) Oil and gas extraction poses significant risks to air, water, and soil quality.
- c) Communities near oil and gas operations often experience higher rates of health problems.
- d) The transition to clean energy creates jobs and economic opportunities.
- e) We deserve a future powered by clean, renewable energy.

-Ends-

Sample Op-ed

Sample Title: Time to End Our Addiction to Fossil Fuels

{Your Name}

The climate crisis is undeniable. Extreme weather events and rising sea levels are just some of the consequences of our reliance on fossil fuels. It is time for our leaders to prioritize a just transition to clean energy.

[Continue with arguments supporting the transition to clean energy, addressing economic concerns, and emphasizing the importance of protecting communities].

Social Media Content

Images: Visuals of the devastation wrought by the industry of concern, such as oil spills, polluted waterways, mining sites, deforested areas and climate change impacts.

Videos: Short clips of protests, interviews with impacted communities, and educational content about the dangers of extractive industries.

Captions: Use strong calls to action, share facts and statistics, and engage with followers by asking questions.

Hash tags: Utilize relevant hashtags to increase visibility, such as #ClimateAction, #StopDrilling, #CleanEnergy and others used by your partners and organizations concerns about the same issues.

Social Media Guidelines

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Brevity is key: Utilize the character limit effectively. Use relevant hash tags to increase visibility. Engage with your audience through replies and re-tweets. Share links to blog posts, articles, and other content. Use Twitter polls to gather audience feedback.

Facebook:

Use high-quality images and videos. Write engaging and informative posts. Encourage comments and shares. Utilize Facebook Live for real-time interaction. Explore Facebook Groups to connect with specific audiences.

Instagram:

Focus on visually appealing content. Use relevant hash tags and location tags. Run Instagram Stories and Reels. Collaborate with influencers. Utilize Instagram Insights for performance analysis.

Content Calendar Template

Platform: [Twitter, Facebook, Instagram, etc.]

Date: [Date]

Time: [Time]

Content Type: [Image, video, text, link, etc.] Topic: [Relevant topic]

Message: [Key message or call to action]

Visuals: [Image or video link]

Hash tags: [Relevant hash tags]

Link: [Link to website or external content]

Monitoring and Evaluation Activities



Track media coverage: Monitor news outlets for mentions of the campaign and its key messages.

Conduct surveys: Gather feedback from your target audiences to assess campaign effectiveness.

Analyze social media metrics: Measure your engagement and reach on social media platforms.

Track campaign expenditures: Monitor budget spending and identify areas for cost-efficiency.

Evaluate coalition partnerships: Assess the effectiveness of your collaborations with other groups and identify opportunities for improvement.

Action Plan Template

Campaign Title: [Insert Campaign Title]

Issue Statement: Clearly define the problem or issue being addressed (.

Target Audience: Identify the primary and secondary audiences for the campaign.

Overall Goal: State the long-term desired outcome of the campaign.

Campaign Objectives: Specific, Measurable, Achievable, Relevant, Time-bound (SMART) objectives that contribute to the overall goal.

Example: Reduce oil and gas production by 20% in the community by 2025.

Target Audience Analysis

Identify key demographics, values, and concerns of the target audience. Develop messaging tailored to resonate with the target audience.

Campaign Strategies

Outline the primary approaches to achieve the campaign objectives. Examples: media advocacy, grassroots organizing, legislative lobbying, public education.

Tactics and Activities

Develop specific actions to implement the strategies. Assign responsibilities and deadlines for each activity.

Example: Organize a community rally, produce a documentary, lobby for policy changes.

Timeline

Create a detailed timeline for campaign activities, including milestones and deadlines.

Roles and Responsibilities

Clearly define the roles and responsibilities of team members or partners. Establish communication channels and decision-making processes.

Budget

Develop a realistic budget for the campaign, including anticipated expenses and revenue sources. Identify potential funding opportunities.

Evaluation Plan

Outline the methods for measuring campaign success and impact. Identify key to track progress.

Determine data collection methods and analysis procedures.

Communication Plan

Develop a communication strategy to disseminate information and engage stakeholders.

Identify key messages and target audiences for communication efforts. Determine communication channels (e.g., social media, press releases, newsletters).

Coalition Building Template

1. Identify Potential Partners

Research organizations with similar goals and values.

Consider diversity of partners (e.g., environmental, social justice, labor unions).

2. Initial Contact

Reach out to potential partners to introduce the campaign and explore opportunities for collaboration.

Clearly communicate the campaign goals and objectives.

3. Build Relationships

Establish trust and rapport with potential partners. Identify shared values and common ground.

Explore opportunities for mutual benefit.

4. Develop a Coalition Agreement

Create a formal agreement outlining the shared goals, roles, responsibilities, and decision-making processes.

Address potential conflicts and dispute resolution mechanisms.

5. Coordinate Activities

Develop a joint action plan outlining shared activities and timeline. Establish regular communication channels and meeting schedules. Assign responsibilities and share resources.

6. Evaluate and Strengthen the Coalition

Regularly assess the effectiveness of the coalition.

Identify opportunities for improvement and growth.

Celebrate successes and address challenges together.

Evaluation Template

1. Develop Evaluation Questions

Clearly define what you want to learn from the evaluation.

Example: Did the campaign increase public awareness of the issue? Did it lead to policy changes?

2. Identify Evaluation Indicators

Develop specific indicators to measure progress of goals and objectives.

Example: Number of media mentions, social media engagement, number of people attending events.

3. Data Collection Methods

Determine how data will be collected (e.g., surveys, interviews, focus groups, social media analytics).

Develop data collection tools and protocols.

4. Data Analysis

Analyze collected data to assess campaign effectiveness.

5. Report Findings and Recommendations

Prepare a comprehensive evaluation report summarizing findings and conclusions.

Identify lessons learned and recommendations for future campaigns.

Share the evaluation results with stakeholders.

6. Use Evaluation Findings

Incorporate evaluation findings into ongoing campaign activities and future planning.

Share evaluation results with the public to build credibility and accountability.

Fundraising / Grant Writing Tips

Understand the Funder: Research potential funders to align your proposal with their mission and priorities.

Create a Compelling Narrative: Clearly articulate your organization's mission, vision, and potential impact.

Needs Assessment: Demonstrate a clear understanding of the problem you're addressing.

Measurable Goals and Objectives: Outline specific, measurable, achievable, relevant, and time-bound outcomes.

Budget Justification: Clearly outline how funds will be used and provide detailed budget breakdowns.

Evaluation Plan: Demonstrate how you will measure the impact of the grant.

Letter of Support: Include letters from key stakeholders or beneficiaries.

Proofread Carefully: Ensure the proposal is free of errors and professionally presented.

Working with Donors

Identify and Segment Donors: Create donor profiles based on giving history, interests, and demographics.

Build Relationships: Engage with donors through personalized communication and events.

Offer Opportunities for Involvement: Involve donors in your work through volunteer opportunities or board membership.

Recognize and Thank Donors: Express gratitude for their support through personalized thank-you notes and gifts.

Communicate Impact: Share stories of how donor contributions are making a difference and build a strong case for support that highlights the impact of your work.

Seek Feedback: Regularly solicit donor feedback to improve your fundraising efforts.

Upgrade Donor database: Identify opportunities to increase donor giving levels and cultivate a culture of philanthropy within your organization.