SDSN Youth AusNZPac

HOW CAN WE MAKE OUR CLIMATE CAMPAIGNS BETTER?

ASIA PACIFIC SDG DIALOGUE

13 CLIMATE ACTION

Y**oung people across the Australia, New Zealand and the Pacific are working so hard to achieve climate action.**

In April 2022, SDSN Youth AusNZPac brought together five youth climate advocacy groups. Each posed a problem that their campaign faces and we got young people from across the region to brainstorm solutions.

This booklet will take you through the problems posed and the unique, creative and exciting solutions that young people from Australia, New Zealand and the Pacific came up with.

HOW DO WE PREVENT BURN-OUT AMONGST OUR CLIMATE CAMPAIGNERS?

Problem posed by Piper Blake on behalf of the **Australian Youth Climate Coalition (AYCC)**

Create community

During the brainstorming, it was clear that young people valued organizations that have a strong community. Strong, welcoming communities that value relationship building will:

- Allow people to feel more comfortable delegating tasks amongst members.
- Make members feel more comfortable telling each other about their mental health and asking for breaks.

Young people also had these tips for creating a strong community:

- Create a 'Slack' that is active with opportunities and ideas
- Put on social events as well as campaign events
- Celebrate all the little wins.

Image source: AYCC

Image source: AYCC

Collaboration and Partnership

"Re-evaluate your work. Is this already being done by another organisation? Partner up, there's strength in numbers!"

Young people emphasized that collaboration not only can reduce burnout (by increasing the amount of people working on the campaign) but is also a great way to learn from each other to make campaigns more effective.

> ***"Accept you're not Captain Planet! You can't do it all by yourself and probably shouldn't be doing it all yourself."***

Pose projects with clear objectives

Young people spoke about how they are often overwhelmed when thinking about the climate crisis because they often feel powerless. However, if your climate campaigns have a clear purpose and are able to show them how they are contributing to climate action, you can empower and embolden young climate campaigners.

Image source: AYCC

About the Australian Youth Climate Coalition (AYCC)
"The Australian Youth Climate Coalition is Australia's largest youth-run organisation, our mission is to build a movement of young people leading solutions to the climate crisis."

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HOW DO WE GET PEOPLE TO ENGAGE WITH OUR CAMPAIGN?

Problem posed by Bec Perse on behalf of the **Sustainable Universities Network (SUN)**

SUN is working on a new campaign called '**SUN Says no to Scarborough**' and wanted to learn how they can get new young people to join them on their campaign.

Where to begin?

The young people in attendance acknowledged that getting people to join your campaign can be really difficult. The following are some tips and tricks the workshop participants came up with to attract new people to your cause:

- Have small, clear tasks for people to start doing.
- Create potential solutions that new campaigners can see as possibly successful.
- Partner with other organizations to cross promote and use their reach/member-base.
- Make issues personal - may even mean tailoring your message to certain groups so they understand how your campaign could affect them.
- Showcase the amazing work you are doing to get people inspired!

How to maintain that engagement?

Once you have welcomed new campaigners, it is important that you make sure you keep them active if you want your campaign to thrive. Here are some ways to do that:

- Create a community that people want to continue to be a part of.
- Acknowledge the work of your campaigners.
- Find the form of communication that works best for your team.
- Have regular meetings.
- Allow for constant communication and engagement with other team members.

How to get people to step up!

Once your campaigners are working with you, it is important that you give people the opportunity to take on more responsibility.

- Have opportunities available for campaigners to do more work.
- Allow campaigners to be creative and create new ways of promoting your cause.

Source: 350 Perth

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Source: 350 Perth

About the Sustainable Universities Network (SUN)
"The Sustainable Universities Network (SUN) is a network of sustainability-focused student groups from universities around Australia. We meet frequently to share ideas for campaigns, events and initiatives and collaborate on other projects as a group."

HOW CAN WE MAKE OUR CAMPAIGN TEAMS MORE DIVERSE?

Problem posed by Rachael Morgan on behalf of the **Tomorrow Movement**

Source: Tomorrow Movement

Young people recognise how crucial diversity is. People with different life experiences bring different perspectives and ideas that are vital for a successful campaign.

The following are some ways to improve the diversity of your campaign team:
- Translate your campaign materials into other languages.
- Get in contact with local indigenous communities.
- Get in contact with local refugee organizations.
- Get in contact with university and community cultural clubs.
- Attend physical events (such as farmers markets) to gain a much larger audience.
- Physically change locations where recruitment is occurring.

About the Tomorrow Movement
"We are an unstoppable movement of young people fighting for a society with good jobs, great public services and a safe climate for all."

HOW DO WE MEASURE THE IMPACT OF OUR CAMPAIGNS?

Problem posed by Kim Allen on behalf of the **Pacific Island Forum**

The following are ideas young people had about how campaigns can measure how much impact they are having:
- Create a hashtag to track how many people are posting about your campaign.
- Reach out and ask stakeholders if they have heard of your campaign.
- Investigate if any media outlets are reporting.
- Create projects where people can 'sign-on' or actively participate so you can gauge numbers of participants.

Source: PIF

About the Pacific Island Forum
"The Pacific Islands Forum (PIF) is an intergovernmental organization that aims to enhance cooperation between countries and territories of the Pacific Ocean."

HOW CAN WE MAKE OUR CAMPAIGN TEAMS MORE INTERDISCIPLINARY?

Problem posed by Ella Flavell and Lila Madden for the **Climate Clinic.**

Source: Climate Clinic

Creating clarity

To make campaigns interdisciplinary, making the information about climate change and your campaign extremely clear and accessible is a key way to do that. Avoid complicated jargon or concepts that require prior knowledge to understand. Also using clear and easy to understand statistics as well as relating climate change to human security to attract people from different disciplines.

Think outside the box!

Everyone will be impacted by climate change. Hence, your campaign might be able to garner support from the most unlikely of places. Reach out to different organizations, university groups, university faculties or local businesses. Sometimes even tailoring your message slightly to be more accessible to the people you are talking to and emphasizing how their work will be impacted by climate change are also key ways to garner support. Cross collaboration with other groups can also help your campaign be more wide-reaching, creative and innovative.

Source: Climate Clinic

About the Climate Clinic

The Climate Clinic is *"enabling Victoria University of Wellington law students to work on climate change issues. Exploring the realities of climate injustice, intersectional approaches to climate solutions, the UNFCCC process and dissecting these legally. "*

SDSN Youth AusNZPac

SDSN Youth started as an SDSN Australia, New Zealand & Pacific initiative and was launched as a global initiative of SDSN in June 2015. SDSN Youth's mission is to empower youth globally to create sustainable solutions.

If you have any questions, email SDSN Youth AusNZPac's Network Coordinator via Isabelle.Zhu-Maguire@gmail.com