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UNA-USA Climate Activist Training



UNITED NATIONS ASSOCIATION
OF THE UNITED STATES OF AMERICA

Agenda

- Introductions
- The Scope of the Climate Crisis
- UNA-USA's Climate Programs and Advocacy
- Climate Action and the Global Goals
- Communicating about Climate Change
- Youth Observer to the UN: Jay'Len Boone



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Learning Outcomes

- Learn two new communication techniques to raise awareness of the climate crisis
- Identify connection points between Climate Action and the Sustainable Development Goal framework
- Develop one idea for a sustainable action project to lead with your local UNA chapter or school
- Participate in one climate activism initiative





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Welcome from UNA-USA



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Introductions



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The Scope of the Climate Crisis

Brian Mateo, Bard College



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UNA-USA's Climate Programs & Advocacy Initiatives



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A Call To Action

At the 2019 Global Engagement Summit, UN Secretary-General António Guterres issued a call-to-action for UNA-USA members and citizens of the world:

We must all be local leaders in the fight against climate change.



Programs

- UN Youth Climate Summit
Delegation
- UN Youth Climate Summit Blogger
Fellows
- Virtual Climate Activist Training
- UN Day: “Our Planet. Our Future.”



About the UN Youth Climate Summit

- Over 7,000 applicants for less than 600 spots
- Platform for young leaders from around the world who are driving climate action to showcase their solutions at the United Nations, and to meaningfully engage with decision-makers on the defining issue of our time
- Part of the lead-up to the UN Secretary-General's Climate Action Summit on Monday, September 23



UN DAY

Toolkit

- Sample social media posts
- Social media graphics
- 2019 UN Day Proclamation
- Media Release template
- Relevant links (UN Day homepage on our website, news stories, SG's call to climate action)
- Advocacy petitions



VISIT MY.INNERVIEW.ORG



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Service Activity Entry

All fields are required!

Activity Title

Stocking Shelves at the Food Panty

Date

February 13, 2019

Hours

4

Activity Type

Volunteering

Value

Compassion

Impact

2 - Zero Hunger

Description

I unpacked boxes of donated food, and organized them by item and category.



Photo*

Did you do this activity with a group?

UNA - United Nations Association

CANCEL

SAVE

NATIONAL COMMUNITY SERVICE AWARDS

June 1, 2018 - April 15, 2019



Merit

20 hours of service

4 activities w/ photos

4 HOURS

1 ACTIVITIES



Honor

40 hours of service

8 activities w/ photos



Ambassador

100 hours of service

12 activities w/ photos

ACTNOW.BOT

- **WHAT IS THE ACTNOW BOT?**

- The ActNow bot recommends 10 simple daily actions to reduce our carbon footprints – like traveling more sustainably, saving energy, or eating less meat.

- **WHY NOW?**

- **The more people act, the bigger the impact.** While individuals can't solve the climate crisis alone, small actions do add up and make a difference. The total number of recorded actions in the ActNow bot will be presented at the [UN Climate Summit](#)

- **WHAT THE ACTNOW BOT MEANS FOR YOU**

- ActNow highlights the impact that individual actions can have at this critical moment in our planet's history. By registering and sharing your actions, you send a message that people like you want climate action and are willing to take it—and that world leaders must step up, too.





Advocacy Petitions and Calls to Action

GENERAL CLIMATE ACTION FORM

- [Ask your Members of Congress to step up to fight the climate crisis.](#)

U.S. CLIMATE ALLIANCE FORM

- [Ask your Governor to join the Alliance/continue to support climate action.](#)

CLEAN AIR FORM

- [Support the UN's efforts to reduce air pollution.](#)

PROTECT OUR OCEANS

- [Let's work together to keep plastic out of the world's oceans.](#)



Tell Congress We Need to Take Action

**Text EARTH to
738-674**



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Climate Action Targets

- SDG 13: Take urgent action to combat climate change and its impacts
- United Nations Framework Convention on Climate Change
- Establish Green Climate Fund
- The SG has called on member states to bring concrete and realistic climate action plans to the 2019 UN Climate Action Summit

13 CLIMATE ACTION



1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE AND JUSTICE STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



THE GLOBAL GOALS
For Sustainable Development

How do we communicate on climate?

Why Climate? And why NOW? Climate scientists are telling us that we need urgent and transformational change to avoid the worst impacts.



- The UN has declared climate change the “defining issue of our time.”
- This is an issue that affects us all, and touched on a variety of other global issues like food security, the refugee crisis and global health—to name a few.
- The Youth Climate Summit is a historic convening that brings youth voices to the table to share ***their*** thoughts and solutions on the climate crisis.



We need hopeful stories on climate action, and we need them now!



Blogging about climate change

Blogs can offer unique, local perspectives that feed into the global conversation around climate change. There are various storytelling methods/formats that make successful blogs:

Q&A / Interview

- *Especially with people from different countries or regions who have different experiences from the effects of climate change.*

First-person narrative

- *What's your unique experience? When did you first realize the severity of this crisis? What's at stake for you and your community?*



Blogging about climate change (cont.)

Storytelling

- *How can you tell a story that elevates the voice of someone impacted by climate change, and takes the reader on a journey?*

Listicle

- *List + article = Listicle! A good way to organize related pieces of information and make it digestible for a reader. Ex./ “8 Things Youth Climate Activists do Everyday to Help Save the World”*

Session-specific

- *Recaps a specific session at the summit with unique thoughts and insights. To keep this format from becoming dry, combine it with another blog format, and be sure to give unique comparisons, personal examples and insights. Rather than just paraphrasing what was said, try to really paint a picture based on what you learned.*



Blogging about climate change (cont.)

Examples:

- Q&A / Interview
 - [Meet 3 Young Leaders Stepping up for Climate Action](#) (Q&A)
 - [Protectors of Progress: Ruth Stands up for Climate Justice](#) (Q&A)
 - [From the Ground Up: A Mississippi Farmer Shares his Perspective on Food and Climate](#) (interview)
- First-person narrative
 - [People Everywhere are Taking Climate Action. Leaders, What are You Doing?](#)
 - [When the National Opioid Crisis Hits Home — And How the UN is Helping](#)
 - [Looking Up to the Sky](#)
- Storytelling
 - [An Unexpected U.N. Love Story](#)
 - [How a Survivor of the Rwandan Genocide is Helping his Country Move Forward](#)
- Listicle
 - [9 Reasons We Need Progress on Climate Action and the Sustainable Development Goals](#)
 - [4 Lessons on Supporting the Youth Climate Movement](#)
- Session-specific
 - [Women Artists and Activists Speak Out at the Global Climate Action Summit](#)
 - [The Ocean Takes Center Stage at the Global Climate Action Summit](#)



Ask yourself the big questions before you sit down to write



- Which **audiences** am I trying to **reach**?
- What larger/broader **messages** and voices do I want to **amplify**?
- Why **should** my reader **care** about climate change?
- If there's **one thing** my reader **remembers** from my piece, what do I want that to be?
- How do I make it **personal**?
- How do I **connect** global themes to local issues, and local themes to global issues?



Using social media to communicate on climate

- Can share calls-to-action, lobby members of congress and other elected officials to step up on climate policies.
- Can connect with other like-minded activists and contribute to meaningful discussions.
- Overview of social media platforms:
 - Twitter and Instagram are the best platforms to use during today's Climate Strike.
 - WHY? They are more interactive, and garner more youth engagement. Climate activists like Greta Thunberg and Alexandra Villaseñor use these platforms to connect with other young people.



Using Twitter & Instagram to engage during the Youth Climate Strike

- Live-tweeting
 - Sharing your live reactions and insights to what's happening
 - Sharing quotes from speakers paired with your own insights
- Using polls and quizzes on Twitter and Instagram story
 - Good for getting other peers and followers to interact
 - Highlight facts you've learned about the climate crisis during this training
- Listicles on Twitter-threads and Instagram stories
 - Twitter threads can become listicles! Good for posting multiple thoughts and takeaways in sequential order
 - Listicles on Instagram stories = tap tap tap!
 - Add consecutive listicle items in your story and let the user tap through to learn more.



Using Twitter and Instagram to engage during the Youth Climate Strike

Tips & Tricks

- Follow key speakers and youth climate activists ahead of time.
- Comment on tweets!!! This is a GREAT way to get into the conversation.
- Tag @unausa in your tweets, and @una.usa in your instagrams. That way, we can find your content and potentially share it to our larger audience.
- Include relevant links and calls to action. When in doubt, link to one of our climate advocacy petitions so followers can take the next step and send a message to Congress.



General Recommendations for Blogs and Social Media

- People want tangible, actionable advice
 - Focus on the unique solutions highlighted at the Summit to catch readers' attention.
 - Young people don't just want to hear about recycling and ditching plastic straws. What are other innovative ways they can join the fight against climate change?
 - Think about inclusive actions that everyone can take part in.
- Make the issues relevant to YOUR local community — include real examples.
 - How has your community been affected by climate change?
 - How are you or others in your local community stepping up to take action?



Best Practices / Reminders

- Emphasize representation of your UNA chapter
- Keep it appropriate
- Keep it non-partisan
- Use hashtags:
 - #climatechange
 - #climateaction
 - #climatecrisis
 - #Youth2030





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Lunch and Posters



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Youth Climate Strike



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