



LIVE
Exchanges

LIVE-EX MENTORSHIP

PROJECT

**TOOLKIT FOR
YOUTH**



Funded by
the European Union



Funded by
the European Union

Partners



ICYE
Kenya





Contents

Introduction

Introduction.....	02
How to use this toolkit.....	02

Changemaker Ecosystem

Changemaker Ecosystem	04
-----------------------------	----

The LIVE-EX Earth Activist Pathway

The LIVE-EX Earth Activist Pathway.....	08
---	----

Introduction to Advocacy

Why is Advocacy important?.....	23
The power of collective action and collaboration.....	23
Advocacy is a journey: let's start it!.....	25

Introduction to Fundraising

Where to start?.....	30
Steps to create a successful fundraising campaign	31
Fundraising elevator speech.....	34

Introduction to Online Tools

Steps to create your social media campaign.....	37
Tools for design and content creation	37
Tools for working in groups	39

Conclusion



Introduction



LIVE

Living Earth Exchanges

Introduction

Hey there, future changemaker,

Welcome to the ecosystem of LIVE-Ex activists! So, you have decided you want to be an Earth Activist and implement a local, climate action? We created this toolkit to support your process towards impactful action on behalf of life on Earth, and we value what you bring to the ecosystem of changemakers.

We hope this toolkit will be valuable in your journey and not only inspire you, but offer practical tips and ideas that will empower your actions for positive change and long lasting impact.



How to use this toolkit

This toolkit has been designed and created to support you to begin your journey as a LIVE-Ex Earth advocate.

The different chapters include self reflection exercises. There are exercises for you to do throughout the toolkit. As you learn, you can practice. Use these exercises to guide you, step-by-step, from choosing a meaningful cause for you, to planning, implementing and evaluating your action. These exercises can also be printed as worksheets to do with your groups.

Each part of this toolkit is important and relevant. We have tried to include some ideas for local actions, such as tree planting, river clean-ups, awareness raising events in schools, though the scope and diversity of actions is big and diverse and it is important that you choose an action that feels manageable, appropriate and impactful for your specific context and challenges.

We have also included some examples of larger advocacy campaigns for inspiration. It will be helpful to find your own examples of successful and relevant local actions and campaigns that you can learn from.

We recommend being part of a group or cohort, so that you can share good practice, get feedback, and give and receive support from other people and groups who are also doing this work. If you don't have a mentor, find someone who can support and guide you during the process. There is a mentor handbook called "The LIVE-Ex Mentor Handbooks" with details and other exercises that may support them.

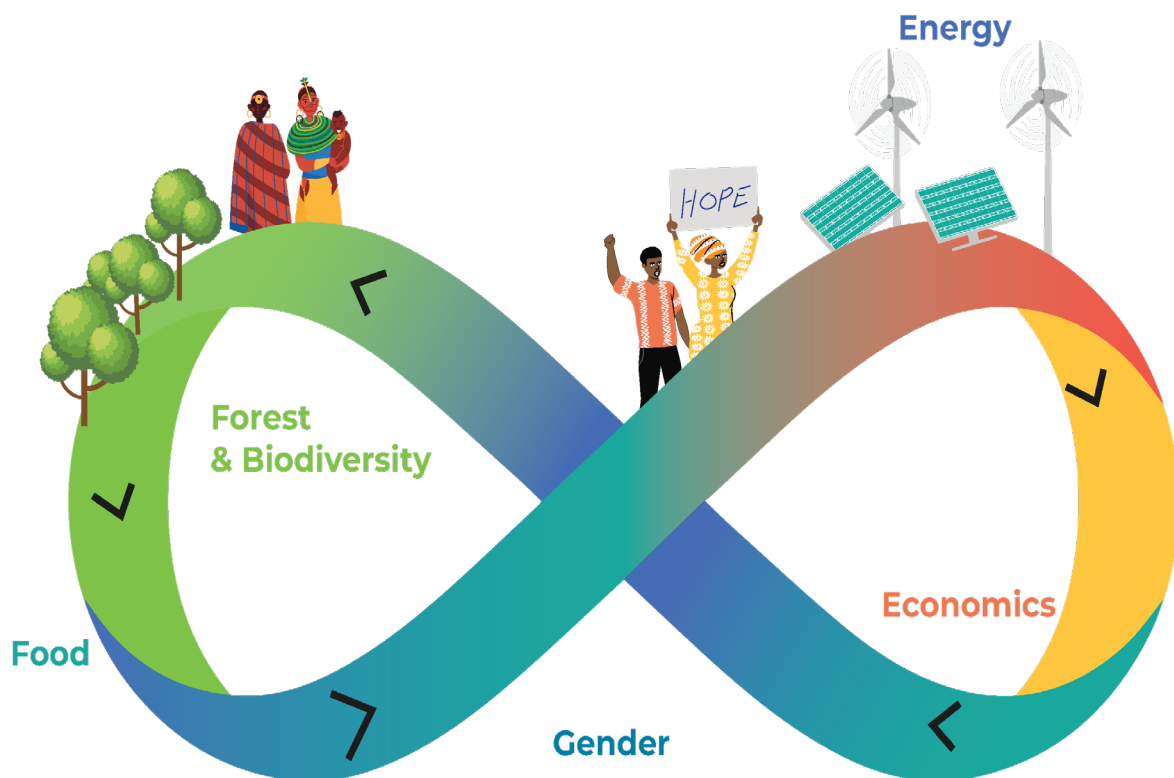
Changemaker Ecosystem



“If the world is to be healed through human efforts, I am convinced it will be by ordinary people whose love for this life is even greater than their fear.”

Joanna R. Macy, author of *Active Hope* and *Coming Back to Life - the Work that Reconnects*

Changemaker Ecosystem



There are many ways to play your part in a positive change. Change is a process.

We live on a complex, dynamic and interconnected planet. The ecosystems we live within are diverse and adaptable, they are formed and influenced by various elements, cycles and geographical conditions. Just as a tropical island has a different landscape and culture to a mountain or desert, our activism will be different depending on our local context and culture. If the water cycle or weather patterns are affected, it will affect the soil and the plants, which will affect the animals and people that live there too. As plants and animals are affected, food systems are impacted, so the economies and livelihoods of people will become affected too. It is all connected.

In an ecosystem of changemakers, there are many different roles that are all contributing towards positive change through diverse actions. It takes many people, connected by common values, doing many small and large acts, over time, to bring about lasting change.

When we see our movement-building and activist groups as an ecosystem, we can value ALL the aspects of the work we do.

In an ecosystem of change, you could be a storyteller, gardener, connector, protector, carer, disruptor, builder, teacher, guide, ecosystem designer, influencer, organiser.

When we connect with others we create a strong network for support and empowered actions.

Complete the following questions for you:

What are your core values that motivate you to take action for the Earth?

Horizontal lines for writing answers to the first question.

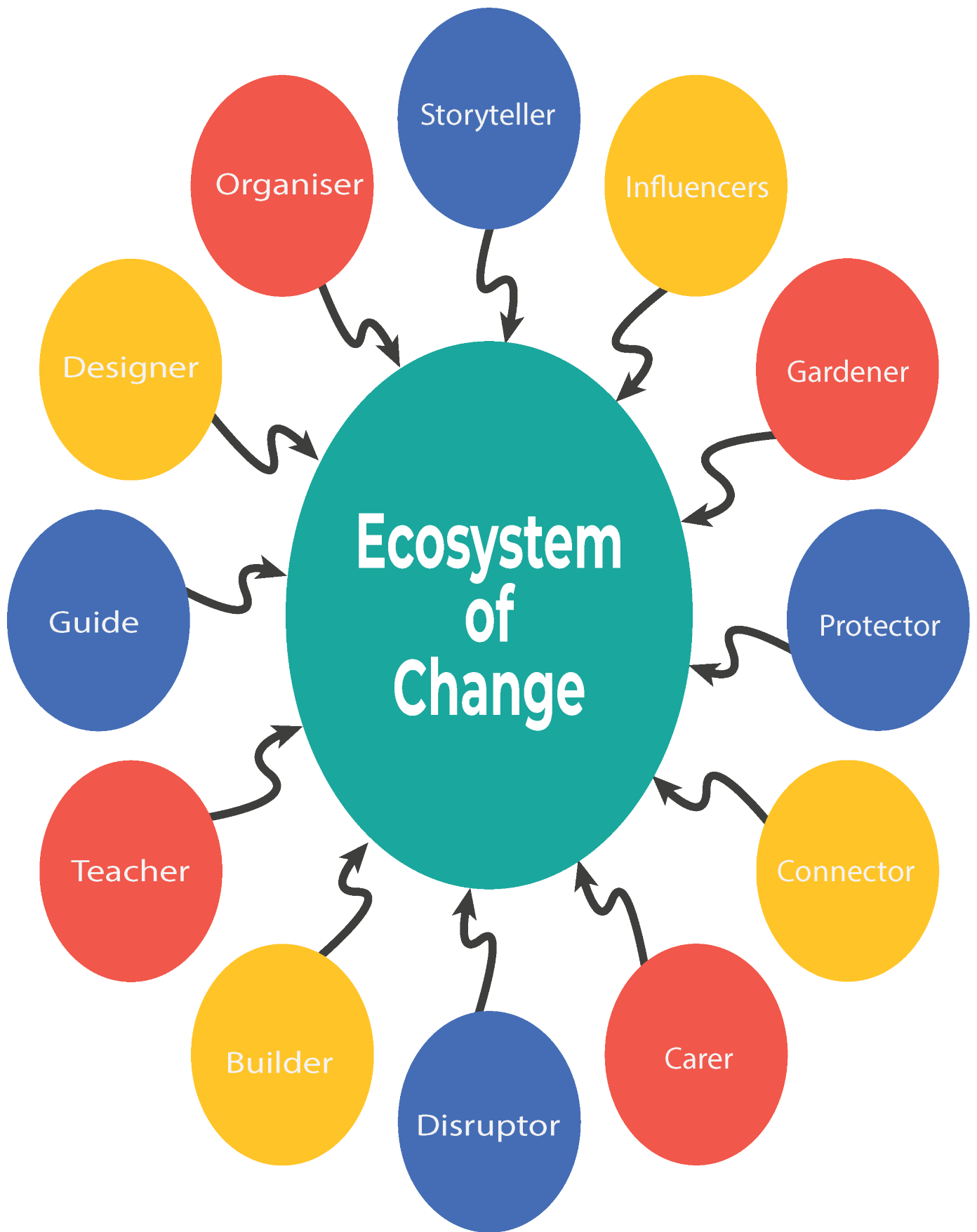
With which role/s do you identify the most in the ecosystem of change, and why?
Storyteller, Designer, Builder, Teacher, Connector, Gardener, Carer, Organiser, etc

Horizontal lines for writing answers to the second question.

Name a person you know who is part of your local changemaker ecosystem? What role/s do they play?

Horizontal lines for writing answers to the third question.

More info here:
<https://buildingmovement.org/our-work/movement-building/social-change-ecosystem-map/>



The LIVE-EX Earth Activist Pathway



**“We do not inherit the earth from our
ancestors, we borrow it from our children.”**

Native American Proverb

The LIVE-EX Earth Activist Pathway



1. Identifying a cause

"It's the little things citizens do. That's what will make the difference. My little thing is planting trees."

- Wangari Maathai, Kenyan social, environmental, and political activist who founded the Green Belt Movement

In the current global context of climate change, pollution, biodiversity loss, injustice, unequal concentration of wealth and profit-driven consumer economies, it can be overwhelming to know where to begin to act for change. The facts and articles on biodiversity loss, species extinction, pollution, droughts, floods, typhoons and food crises (to name a few) can lead to feelings such as apathy, overwhelm, anxiety and other negative responses. This is a natural and understandable response.

We are often faced with information and media posts that paint a very bleak picture of the future. The problems we are confronting can seem far enormous, systemic and complex.

It can be very helpful to start where you are, with what you have and who you know. In other words, start in your local area, focusing on a local challenge or problem that is close to your heart and your location. This is helpful for various reasons:

- You are more likely to have a personal motivation for your action
- You are more likely to know others personally who are affected by this same issue
- You are more likely to understand the complexity and social sensitivity related to the situation.

- When you are directly affected by an issue, you are more likely to care about the response and the long-term positive impacts once you have acted
- It will be easier logistically - you don't need to fundraise for expensive travel costs or spend time getting to know a new place and people
- Some questions you can ask yourself to choose a cause that you are passionate about are:
 - - What do I love about the world today, especially near the place where I live?
 - Is there a special place or natural environment which I care deeply about?
 - What concerns me about the world today?
 - When I think about having a positive impact, I imagine doing ?
 - My ideal future vision of the place I live is
 - I would really like to see a change in

Some possible causes could be: plastic and waste contamination, pollution on a local beach, deforestation/ devegetation, illegal rubbish dumping near a local river, lack of green spaces in cities, food insecurity and unhealthy food options, disconnection from nature- children being afraid to touch the soil, a lack of awareness about harmful impacts of chemicals (in cleaning products, fertilisers, body products, makeups, etc), an increase in consumerism and fast-fashion causing waste and pollution, lack of information about climate change and the causes, development destroying parks and green spaces in cities, etc.

Once you've decided, please write it in the box below:

The cause/ concern I wish to address is:

Why it concerns me is:

2. Researching and sharing about the cause/s concern

“Twenty-five years ago people could be excused for not knowing much, or doing much, about climate change. Today we have no excuse.”

- Desmond Tutu, Former Archbishop of Cape Town

Once you have chosen a cause/concern that is close to your heart and inspires you to take action, it's time to learn more about your cause in order to understand where and how to implement a solution, as well as, what kind of solution would be appropriate.

You can learn more about the issue by:

- Interviewing people who are affected by the problem to find out how they are feeling and what solutions they want.
- Find out more about the non-human beings who are affected by the problem (eg. Birds and insects lose their habitat when trees are removed and this affects the essential role they play in seed production and seed dispersal. Fish, frogs, dragonflies and other water creatures are damaged by polluted water and may not be able to survive).
- You can research online to read about deeper impacts and facts (eg. dumping of plastics and packaging can cause leaching of poisonous chemicals into waterways and soils, which can then enter the food system and affect human health).
- You are encouraged to also research similar stories and cases, especially if they have come up with a positive solution or engaged a community to resolve the issue (eg. school class cleans up riverway and replants indigenous trees to restore health to the ecosystem and themselves!).

Once you have more information and opinions about your cause/concern or issue, it's a good idea to record these facts. Write an article or a story, so that you are able to explain to others why this issue is relevant and how it is affecting local communities and ecosystems, and perhaps what the implications are for the future if no one takes action.

Once you've done some research, complete the box below:

Further information about the cause/concern:

The main cause/s of this issue are:

The main impacts/negative effects are:

Some interesting/ relevant facts are:

Local community members/ stakeholders feel/ say/ suggest:

There is a similar case/example ...

They are resolving or working on the issue by ...

3. Planning your action

“When we plant trees, we plant the seeds of peace and seeds of hope. We also secure the future for our children.”

- Wangari Maathai, The Green Belt Movement: Sharing the Approach and the Experience

It is very useful to plan well before acting! There are many planning tools you can use to help you organise and design a manageable, realistic and positive action. Here is a simple and helpful planning tool which we love!

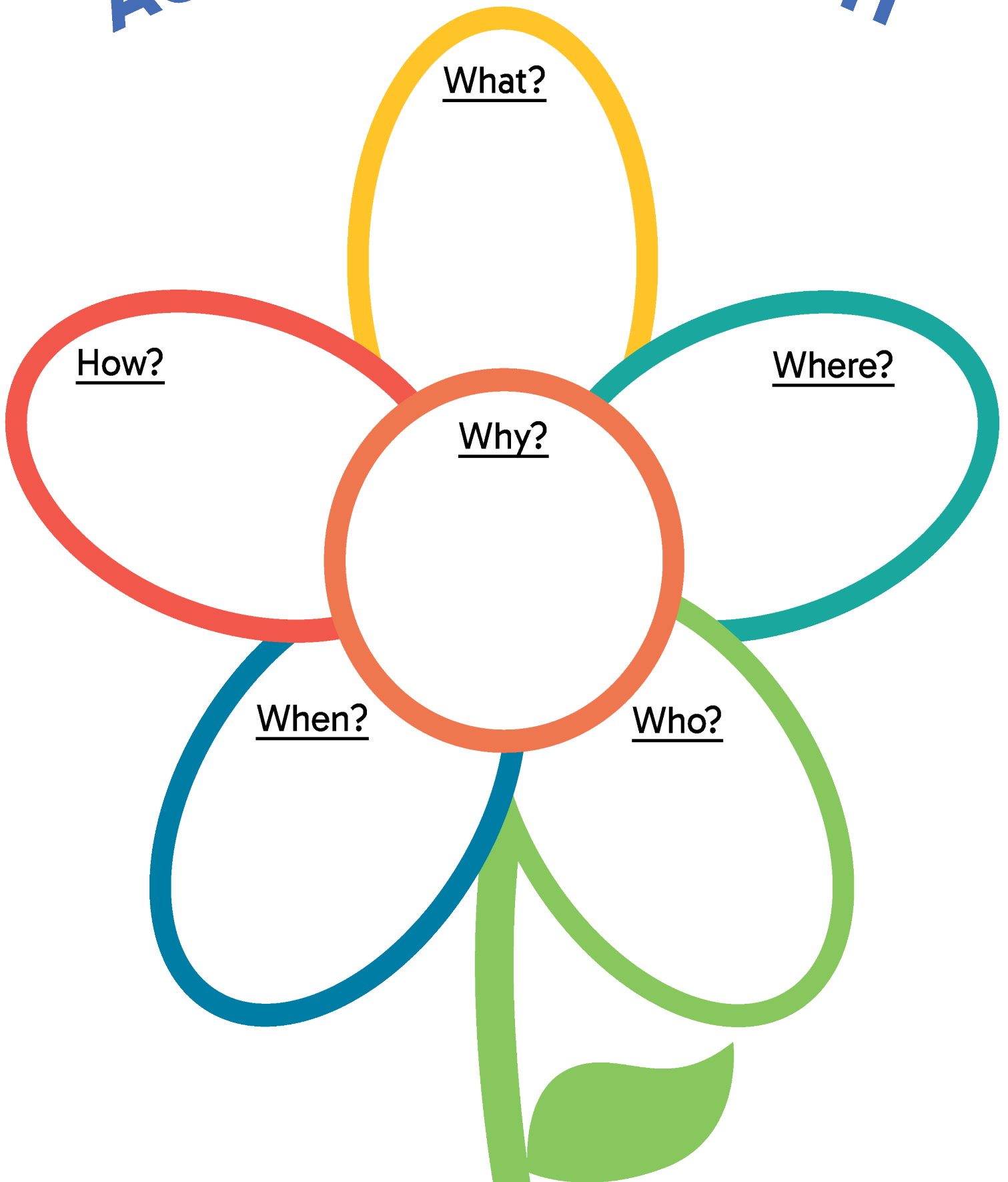
On a piece of paper, create a flower model with 5 petals and a circle at the centre:



- **WHY?** In the centre circle: Write the overall intention of your action (awareness raising, positive change, education, inspiration, ground-based action, etc)
- **WHAT?** Describe the action you want to do
- **WITH WHO?** Who are your allies, supporters, co-creators of this project (teachers, community leaders, local shop owners, etc)
- **WHERE?** The location of the action/ where will it take place (a school, local river, etc)
- **WHEN?** Add a timeline and goals for the action. These are very helpful for staying on track and being accountable
- **HOW?** Add some details here, but you do not need to know every aspect of the plan yet.

Now that you have more information and various opinions and facts. Write an article with photographs or images, or create a short video to share about your cause. It can be shared with interested individuals or organisations directly to gain support, or you could create a social media post. You can also use this article/ video to raise awareness and to gain more allies (see step 4).

ACTIONS FOR EARTH



OBREDIMET

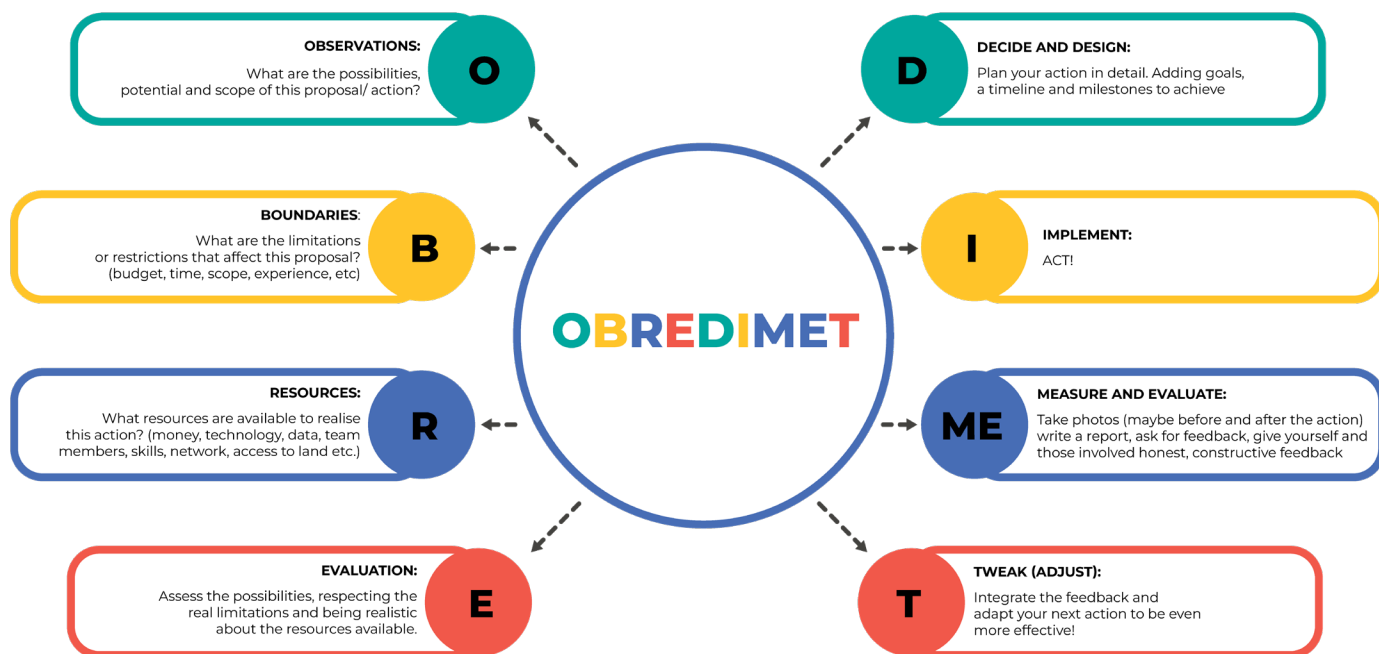
This is a very simple and useful tool to develop more details for a realistic plan in a step-by-step way. Simply follow the steps, writing and recording as you go:

- **Observations:** What are the possibilities, potential and scope of this proposal/ action?
- **Boundaries:** What are the limitations or restrictions that affect this proposal? (budget, time, experience, etc)
- **Resources:** What resources are available to realise this action? (money, technology, data, team members, skills, network, access to land, school grounds, teachers, etc)
- **Evaluation:** Assess the possibilities, respecting the real limitations and being realistic about the resources available. Look at what is needed for the action: social media posts, advertising, tools, gloves, materials, etc. Create a list of needs.

- **Decide and Design:** Plan your action in detail. Including needs, goals, a timeline of actions and milestones to achieve.
- **Implement:** ACT!
- **Measure and Evaluate:** Take photos (maybe before and after the action), write a report, ask for feedback, and give yourself and those involved honest, constructive feedback. Discuss what could be better, and discuss what went well.
- **Tweak (Adjust) :** Integrate the feedback and adapt your next action to be even more effective!

Action ideas are unlimited, be creative!

Use the table on the next page to deepen your action plan:

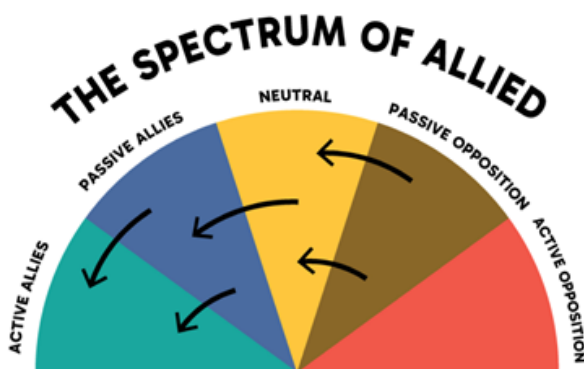


O	Observations: What are the possibilities, objectives, potential and scope of this proposal/ action?	
B	Boundaries: What are the limitations or restrictions that affect this proposal? (budget, time, experience, risks, etc)	See the section on risk analysis in the Introduction to Advocacy Section
R	Resources: What resources are available to realise this action? (money, technology, data, team members, skills, network, access to land, school grounds, teachers, etc)	
E	Resources: What resources are available to realise this action? (money, technology, data, team members, skills, network, access to land, school grounds, teachers, etc)	See the budget template in the section on Introduction to Fundraising
D	Decide and Design: Plan your action in detail. Including needs, goals, budget, a timeline of actions and milestones to achieve.	Use the Event Planning checklist in section 5
I	Implement: ACT!	See the event planning checklist in section 5 Use the section on Introduction to online tools for tools to support your organisational, promotion and storytelling skills!
ME	Measure and Evaluate: Take photos (maybe before and after the action), write a report, ask for feedback, and give yourself and those involved honest, constructive feedback. Discuss what could be better, and discuss what went well.	See section 6 for a reflection and feedback exercise
T	Tweak (Adjust) : Integrate the feedback and adapt your next action to be even more effective!	

4. Find your allies

“A mosaic of local projects animated by a shared idea.” That may be a motto for the kind of healing that earth and society need today. Not a single solution that scales up, but an ecosystem of related solutions, each unique to its place.”

- Charles Eisenstein, On the Great Green Wall And Being Useful, Feb 2022



The Spectrum of Allies divides the stakeholder landscape into five key categories:

1. **Active Allies:** These are individuals or groups who are fully committed to your cause and actively work to support it. They are your core supporters and can be relied upon to take action on behalf of the movement.
2. **Passive Allies:** These are individuals or groups who support your cause but may not be actively engaged. They might agree with your goals but need encouragement or specific opportunities to take action.
3. **Neutral:** This category includes those who are indifferent or undecided about your issue. They have not yet taken a stance and could be swayed to either side with the right messaging or approach.
4. **Passive Opposition:** These are individuals or groups who oppose your cause but are not actively working against it. They may hold opposing views but are not yet mobilised to take action.

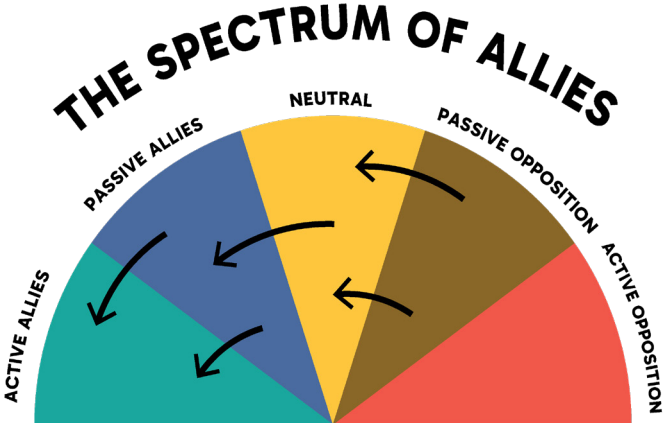
5. **Active Opposition:** These are individuals or groups who are actively working against your cause. They are fully committed to opposing your efforts and may pose significant challenges to your advocacy work.

Now you can begin the process of mapping out the Spectrum of Allies for your cause or concern. To create a Spectrum of Allies, it is essential to spend a significant amount of time brainstorming and discussing the groups and individuals that belong in each section. This process should be as detailed and specific as possible, with identifying characteristics listed for each group. For example, if you are working on an environmental advocacy campaign, your active allies might include environmental NGOs, climate scientists, people affected negatively by pollution/ biodiversity loss, etc. Your passive opposition might include industries that contribute to pollution but are not yet mobilised against your cause.

Once your spectrum is mapped out, the next step is to develop strategies for engaging with each group. For active allies, this might involve deepening their involvement through leadership roles or joint actions. For passive allies, it might mean creating easy entry points for them to get involved, such as petitions or awareness campaigns. For those in the neutral category, the focus might be on education and outreach to shift their perspective in favour of your cause. And for those in passive or active opposition, your strategy might include counter-narratives or efforts to mitigate their impact.

PLEASE NOTE: In the early stages of starting an action or movement, it is much easier to focus your energy on attracting neutral and passive allies to support your action, than spending lots of time and energy trying to convince the opposition- who may even be benefitting from the situation!

Create a spectrum of allies related to your action:



Active participants	Passive supporters	Neutral	Passive opponents	Active opponents

Event Checklist

<input checked="" type="checkbox"/>	Task	Note	Person/Dept. Responsible	Date Due	Status
Event Snapshot					
<input type="checkbox"/>	Event Date				
<input type="checkbox"/>	Localisation				
<input type="checkbox"/>	Objective of event				
<input type="checkbox"/>	Development Staff Involved				
<input type="checkbox"/>	Overall Event Budget Est				
<input type="checkbox"/>	Budget				
Promotional Materials					
<input type="checkbox"/>	Save the date				
<input type="checkbox"/>	Poster/flyer				
<input type="checkbox"/>	Invitation				
<input type="checkbox"/>	Map/ location/arrival information				
<input type="checkbox"/>	Create RSVP/ Registration form Google forms used for this				
<input type="checkbox"/>	Program/schedule				
<input type="checkbox"/>	Other				
Guest Management					
<input type="checkbox"/>	Determine Guest List				
<input type="checkbox"/>	Obtain/Manage guest List				
<input type="checkbox"/>	Email/ phone/ send invitation				
<input type="checkbox"/>	Share on social media (if public)				
<input type="checkbox"/>	Track and confirm R.S.V.P.S				
<input type="checkbox"/>	Seating Assignments				
<input type="checkbox"/>	Internal Invite List				
<input type="checkbox"/>	Nametags/stickers				
<input type="checkbox"/>	Misc				
Program					
<input type="checkbox"/>	Speaker(s)				
<input type="checkbox"/>	Contact Name Speaker Office				
<input type="checkbox"/>	Dev. Contact For speaker				
<input type="checkbox"/>	Topic - Speech/Presentation				
<input type="checkbox"/>	Event Timeline				
<input type="checkbox"/>	Written Program At Event				
<input type="checkbox"/>	Misc				

Venue

<input type="checkbox"/>	Location (& Contact Info)				
<input type="checkbox"/>	Caterer (& Contact Info)				
<input type="checkbox"/>	Dev Contact - Venue/Cateree				
<input type="checkbox"/>	Refreshments				
<input type="checkbox"/>	Menu Ideas				
<input type="checkbox"/>	Stationery- pens, blackboard, Whiteboard, markers, etc				
<input type="checkbox"/>	Sound equipment/ projector/ Laptop/ energy supply				
<input type="checkbox"/>	Centerpieces (Yes/No)				
<input type="checkbox"/>	# Of Seats At Tables				
<input type="checkbox"/>	Tools/ materials eg. gloves, spades, plastic bags, trees, etc				
<input type="checkbox"/>	Podium/Stage/Light/Sound				
<input type="checkbox"/>	A/V (Yes/No and Type Dueed)				
<input type="checkbox"/>	A/V Contact Info				
<input type="checkbox"/>	Registration Table				
<input type="checkbox"/>	Misc				

Media

<input type="checkbox"/>	Coverage Needed? (Yes/No)				
<input type="checkbox"/>	Type (Print/TV/Radio/Web)				
<input type="checkbox"/>	No. Contact For Media				
<input type="checkbox"/>	Dev. Contact W/ Media				
<input type="checkbox"/>	Misc				

Photography

<input type="checkbox"/>	Needed? (Yes/No)				
<input type="checkbox"/>	Type (Direct/Décor/Banner)				
<input type="checkbox"/>	Dev. Contact W/ Sign Shop				
<input type="checkbox"/>	Misc				

Miscellaneous

<input type="checkbox"/>	Gifts For Attendees				
<input type="checkbox"/>	Follow Up By Whom				
<input type="checkbox"/>	Notes				

6. Next steps: Review and feedback, communicate, celebrate, take rest and continue to grow, network with others

“What you do makes a difference, and you have to decide what kind of difference you want to make.” -

Dr Jane Goodall, Scientist & Activist

Feedback loops are critical for learning and growth! If we see mistakes or difficulties as opportunities to grow, learn, adapt and become stronger, we can humbly receive feedback and accept the growth it offers us. Ask people who you trust and were involved in the action to reflect and support you by giving constructive feedback. It's useful to always start with the positive, to set a grateful and uplifting tone, and try to use the language of and/or, not but!

Here is an example of supportive, positive, reflective feedback:

We worked happily and productively as a team (What went well.) and we overcame challenges of occasional misunderstandings and delays (The challenges we faced). Next time, we could make our communication even better and more aligned by having more regular, brief team check-in meetings. (What could be better)

Assess your action by asking and answering the questions on the next page

Tell your story!

Storytelling is so important- it inspires others, shows people what has been done, shares the positive impact and encourages others who want to act on behalf of life on Earth. You can do this on social media, in your local school newsletters, by sending out an email to interested organisations or individuals, as well as those already involved. You could host a talk or a webinar to let people know about the good work.

Celebrate

As activists, we are often motivated and driven by a sense of urgency, especially when we hear about the multiple crises and the awful injustices and suffering happening on our beautiful planet. It is important to still celebrate our successes- however small they may seem! It is a million drops that make an ocean, and no drop is less important than another. Acknowledge the hard work, dedication and commitment it takes to act on behalf of life, and remember to give thanks for any support you have received. You are playing your part in the ecosystem of change makers, you are part of a greater movement of activists all around the world who are using their time and energy to remember and restore- and that alone is something worth celebrating!

Take rest

Equally important as celebrating is to take a rest. Remember that you can only be effective and continue to love the Earth into balance through sustained actions. Take rest when you need to. Being part of a team that allows this is very helpful. Practice self care and honest communication about your needs. Practice allowing others to rest when they need it and be gentle with those who are facing difficulty. It is easy to burn-out when we feel the world is on fire! Remember it is water or sand/earth that calms fires!

Grow your team and network

Spend time finding others who share your values and love for the Earth. Find and connect with people and organisations who are able to support you to grow and continue to address the causes and concerns that you are addressing. When we work together, it allows us to take rest, so others can take over at times. Being part of a network allows us to learn from others and to reach a wider audience with our message, and to have a longer-lasting impact.

Continue to act

Now that you have learned so much, and gained so much experience, you are better equipped than ever to continue to act for the Earth!

Assess your action by asking and answering the following questions honestly:

What went well? And how can we show it went well? eg. "We know we worked well as a team because we achieved our goals, worked through some personal challenges with respect and are all feeling good and cared for."

What could have been better?

What surprised me/us during the action?

How did I/we overcome challenges?

What did I/we learn that I/we can use to improve our next action?

Introduction to Advocacy



“If you think you are too small to make a difference, try sleeping with a mosquito”

Dalai Lama

Advocacy is an important part of the LIVE-Ex Mentorship Programme because it's about empowering you to speak up, take action, and create change for the planet. As a mentee, you'll learn how to advocate for important environmental issues such as climate justice, ecosystem restoration and biodiversity protection. You'll be guided by your mentor to raise awareness and push for policies or actions that can make a real difference.

You'll be given the tools and support you need to become a confident advocate and/or a climate activist who can influence decisions, make your voice heard and drive positive change for people and the planet. It's not just about learning - it's about doing, and advocacy is the way to make sure the change you want to see actually happens!

Why is Advocacy important?

1. Citizen participation

Advocacy gives young people like you the chance to take an active role in the decisions that impact your life and your future. It's more than just voicing opinions - it's about engagement and involvement in the political, social, and environmental issues that matter most. Whether it's through voting, organising events, or raising awareness, advocacy empowers you to be part of the decision-making process. The more people participate, the more we create a society where everyone has a say in shaping the future.

2. Driving change

Through advocacy, you can influence the way things are done, whether it's in your local community, nationally or even globally. When you speak up for a cause - whether it's tackling climate change, fighting for social justice or protecting biodiversity - you help to change the conversation and push for meaningful change. Your voice, combined with the voices of others who share the same vision, can influence policy, challenge injustice and lead to solutions that improve lives. Through advocacy, ordinary people become a powerful force for change.

3. Empowerment

Advocacy is not just about influencing others - it is about empowering yourself and your community. By standing up for the causes you care about, you become a leader and an agent of change. It's about taking control of your future, demonstrating that you have the power to make a difference, and inspiring others to do the same. The act of advocating for something important can build your confidence, your leadership skills and your connections with like-minded people. The more you advocate, the more you grow and the more you encourage others to join the movement. Empowerment isn't just about personal growth - it's about creating a stronger, more united community working together for change.

The power of collective action and collaboration

1. Working together

Advocacy becomes even more powerful when people join together for a common cause. Collective action provides mutual support, encouragement and protection, making your efforts stronger and more resilient. By standing together, you amplify your voice and ensure that the message you're sending can't be ignored. Whether it's organising events, sharing resources or raising awareness, working as a group helps drive change that can reach further and have a greater impact.

2. Building partnerships

Collaboration is a crucial element of successful advocacy. When you work with other groups, organisations and activists, your cause becomes even more powerful. By joining forces with others who share similar values and goals, you can pool resources, expertise and ideas to make your advocacy even stronger. Partnerships help to extend your reach, allowing you to reach new audiences and networks, making your message louder and more influential. Together, you can create a united front that makes a real difference.

3. Holding power to account

Advocacy is not just about pushing for positive change - it is also about holding those in power to account. Governments, companies and institutions often make decisions that affect our lives, and it's important to make sure they act in everyone's best interests. Through advocacy, you can demand transparency, accountability and fairness in their actions and policies. By asking tough questions and pushing for responsible decision-making, you can help ensure that leaders and institutions are held to higher standards and that their policies are fair and beneficial for all.

Read about this example of a courageous water harvesting campaign in Zimbabwe. The privatisation of water is a serious climate justice issue!

Africa's rain harvesters: Replicating Zephaniah Phiris' techniques is ensuring good yields to Zimbabwean farmers in arid areas

"You must plant the rain before you plant a seed or tree!"

- Proclaimed rain farmer Mr. Zephaniah Phiri Maseko of Zimbabwe.

Read the inspiring story about Zephehnia Phiri, who defied laws to harvest water in an arid landscape and "planted the rains".

<https://www.downtoearth.org.in/africa/africas-rain-harvesters-replicating-zephaniah-phiris-techniques-is-ensuring-good-yields-to-zimbabwean-farmers-in-arid-areas>

Learn about an important advocacy project with International Voluntary Service's Living Earth Campaign and Soil4Life Project:

Bringing Soil and Advocacy Together: *The Soil4Life Manifesto*

"Healthy, living soil is essential for all life to thrive. With this manifesto we provide a tool for advocacy, a call to positive action and good practice on our living Earth"

- Soil4Life Manifesto

- The Soil4Life Manifesto was initially drafted on October 17th, 2019, by a group of young Soil Ambassadors during an international training on Soil Protection and Management organised by The Coordinating Committee for International Voluntary Service (CCIVS) as part of the Soil4Life project coordinated by Legambiente Onlus and funded by the LIFE programme of the EU.
- The manifesto serves as a call to action, developed over a two-year participatory process, urging global leaders and decision-makers to support the transition towards a sustainable, healthy, and thriving environment.

Read the Manifesto:

https://ccivs.org/wp-content/uploads/2024/05/soil4life_manifesto_-_with_signatures_collectives.pdf

- Manifesto with collective signatures

Sign the Manifesto:

<https://form.jotform.com/212072578209052>

Africa's rain harvesters: Replicating Zephaniah Phiris' techniques is ensuring good yields to Zimbabwean farmers in arid areas

Zimbabwe is known for recurring droughts but some resilient farmers in arid zones are adapting, thanks to their rainwater harvesting strategies



Related Blogs

As anarchic as it sounds, we need a jungle worldview to ensure a sustainable future for humanity

Keyoor Pathak · 3 hours ago

Rice farming in India is deeply intertwined with

Another example of a climate advocacy campaign is the Climate Justice Charter Movement in South Africa:



The Climate Justice Charter emerged out of six years of campaigning, during the worst drought in South Africa's history, by the South African Food Sovereignty Campaign and the Cooperative and Policy Alternative Centre. It has been informed by grassroots input from water stressed communities, the media, labour, faith based communities, youth, climate scientists, academics, women's organisations, environmental and social justice organisations, as well as, think pieces by leading activists.

The main aim of the campaign was to demand that the Parliament adopt the Climate Justice Charter as per section 234 of the South African Constitution.

To find out more you can visit the website <https://cjcm.org.za/>

Here the direct link to the Charter: <https://cjcm.org.za/the-charter/en>

Advocacy is a journey: let's start it!

Remember, advocacy is not a one-time event. It's a journey that requires persistence, patience, and a clear focus on your goals. The road to meaningful change can be challenging, but with determination, collaboration, and a strong sense of purpose, you can make a real impact.

- What do you care about? What is the problem?
- How does it make you feel? Do you feel angry or upset by this? Why?
- Why do you care about this?
- How might this issue impact your community and the world?
- Who else should care about this issue? Why?

Your vision: what do you want to happen?

It should be clear and inspirational – try to describe in one sentence the long-term change you want to see.

Having a vision is just the first step so now that you've decided which issue is most important to you, it's time to do some research to get a better idea of what needs to be done and how.

As you conduct your research, you can write down your answers in the puzzle table below or create your own version!

1. What do I know?	2. What do I need to find out?	3. What are the causes?	4. What are the consequences?	5. Who is working to tackle the problem?
6. What are they doing?	7. Is it working? Why? Or why not?	8. What's not working? What needs to happen?	9. Who do I need to talk to?	10. Who or what can help with my research?

Who has the power?

To turn your vision into reality, it's important to brainstorm about who has the power to make change happen. These key individuals or groups - the decision-makers - are the ones whose support, decisions or actions will drive progress on your issue. You'll also need to identify influencers who can amplify your message and help you convince your targets to act.

- Who are they?
- Do they support your issue or are they against it?
- What else do they care about?
- Who can help you reach them? Who do they listen to?
- What do you need them to do?
- How can you convince them to do it?

What steps should we take?

To achieve your vision, set clear and actionable goals that will guide you towards your objectives and ensure you stay on track. While it's important to be realistic, don't be afraid to aim high - ambition can spark great progress.

Even if a goal isn't fully achieved, remember that starting conversations and raising awareness can be a powerful step towards long-term success. Every effort counts to drive change!

Write your objectives on another sheet and make them SMART:

S**Specific**

Be clear: who needs to do what?

M**Measurable**

How will you track progress?

A**Achievable**

Is this possible to achieve? Be realistic

R**Results-based**

Will your objective help you achieve your vision? How?

T**Time-bound**

Set a deadline

Here is an example of an outline for an action:

Vision:

"A greener, healthier community with increased tree cover to combat climate change and support biodiversity."

Solution:

"To engage the community in tree-planting initiatives and educate them on the importance of reforestation."

Objective:

"In 6 months, 100 trees will be planted in our local area through community tree-planting events and awareness-raising workshops on the importance of biodiversity organised by LIVE-Ex mentors and mentees"

2. **Some might push back**

Not everyone will agree with you. Some people may criticise you, argue with you or try to stop your work.

How to handle this: Stay calm, prepare for tough questions, and work with others who support you.

3. **It could be unsafe**

Speaking out can sometimes lead to trouble, like breaking local rules or facing threats.

How to handle this: Know the laws, plan ahead, and make sure you have people you trust to help.

4. **It can be stressful**

Advocacy can be tiring and frustrating, especially when change is slow or you face negativity.

How to handle this: Take breaks, ask for help, and take care of your mental health.

5. **Resources might be limited**

You may not have enough money, time or tools to do everything you want.

How to handle this: Team up with others, get creative, and focus on small steps that make a difference.

Advocacy is powerful, but being prepared makes it safer and more effective!

1. **Identify the risks:** What could go wrong? Who might be upset?
2. **Think ahead:** How can you avoid or manage these risks?
3. **Get support:** Work with a group and ask for advice when you need it
4. **Stay flexible:** Be prepared to adjust your plans if things don't go as planned

Risks in advocacy

Advocacy can be risky because it challenges people, systems or beliefs that don't want to change. It's important to think about these risks before you act, so you can stay safe and make your efforts more effective.

Here's why advocacy can be risky and how to deal with it:

1. **People may misunderstand you.**
Even if you mean well, people may not get your message or they may take it the wrong way.
How to handle this: Be clear, friendly and open to explaining your point of view.

Introduction to Fundraising



Fundraising is the act of engaging and mobilising individuals and organisations to support social change through contributions of money, goods, services, knowledge, time and moral support. It goes far beyond simply raising money; it is about collecting a wide range of resources to drive meaningful change.

At its core, fundraising is an invitation to people to join in a collective effort to create positive environmental and social change. It inspires participation, collaboration and a shared commitment to addressing societal challenges, making everyone involved an active part of the solution and part of the community in which they live or work.

Effective fundraising is fun and makes donors and fundraisers feel good.

Where to start?

When planning your fundraising activities, it's important to start by clearly defining your goals and understanding what it will take to achieve them. Asking yourself some key questions will help guide your strategy and connect you with potential supporters.

Here are some key questions to guide your thinking:

- How much money do we need to achieve our goal?
- What are the different ways we can fund our project?
- Why should people support what we're doing?
- As well as money, what other materials, donations and/or skills, knowledge or expertise could we ask supporters or donors to contribute?

To effectively plan your fundraising efforts, start by answering key questions to define your goals and needs, then use the project budget template below to calculate total costs and guide your fundraising strategy.

Project budget example

Here is a simple example of a budget to help you calculate the total costs of starting a community or school garden. This example is in **South African rands ZAR**. It separates **direct costs, indirect costs and additional expenses**, providing clarity for fundraising or donation requests.

1. **Direct costs** = expenses directly related to the project, expenses directly tied to the garden's setup and operation

Item/expense	Quantity/details	Cost per unit	Total cost
Materials			
Compost	10 large bags	60 ZAR per bag	600 ZAR
Seeds	10 packets (varied)	25 ZAR per packet	250 ZAR
Trees	5 fruit trees	400 ZAR per tree	2000 ZAR
Water Tank & fittings	1 tank, 5000L	5500 ZAR per tank	5500 ZAR
Tools			
Gardening Tools Set	5 sets (spade, rake, hoe, hand spade, hand fork, watering can, gloves, etc.)	500 ZAR per set	2500 ZAR
Hose and connection	1 setup	600 ZAR	600 ZAR

Direct costs subtotal: 11,450 ZAR

2. **Indirect costs** = expenses that are not directly linked to a single project but support the overall functioning, support costs not directly tied to the garden but necessary for its success.

Item/expense	Quantity/details	Cost per unit	Total cost
Printing	Informative Posters	3.50 ZAR per page	70 ZAR
Refreshments	1 day of training for 20 people	75 ZAR per person	1500 ZAR

Indirect costs subtotal: 1,570 ZAR

3. Additional expenses

Item/expense	Description	Total cost
First Aid Kit	To be kept on site	800 ZAR
Miscellaneous	Unforeseen expenses	1000 ZAR

Additional expenses subtotal: 1,800 ZAR

4. Total budget

Direct costs + indirect costs + additional expenses = 14,820 ZAR

Useful tips:

- Include all expected costs, even small ones, to avoid surprises
- Update the budget regularly as expenses change or new ones arise
- This budget can serve as a tool when applying for funding or requesting donations

Steps to create a successful fundraising campaign

1. Define your goal and budget needed

Start by being specific about what you want to achieve. Ask yourself:

- What is the purpose of your fundraising campaign?
- How much money or resources do you need to achieve this?
- Are we ready to receive donations and contributions? I.e. Is there a bank account, registered organisation, or accountable person such as a treasurer for legality and transparency. When dealing with cash, offer receipts and keep a record of thanks.

Break down your budget to show how the funds will be used. A clear goal and transparent budget make it easier for people to trust and support your cause.

Budget template on the next page

2. Know your audience

Identify the people or groups most likely to support your cause. Think about what matters to them.

Identify who is most likely to support your cause. Consider:

- Age, interests, and values of potential supporters.
- Whether they are individuals, groups, or organisations.
- How they like to engage - through social media, emails, events, or direct conversations.

Understanding your audience will help you connect with them in a meaningful way and craft messages that resonate with their values and interests.

Budget template

Direct costs = expenses directly related to the project, expenses directly tied to the garden's setup and operation

Item/expense	Quantity/details	Cost per unit	Total cost
Materials			

Direct costs subtotal = _____

Indirect costs = expenses that are not directly linked to a single project but support the overall functioning, support costs not directly tied to the garden but necessary for its success.

Item/expense	Quantity/details	Cost per unit	Total cost

Indirect costs subtotal = _____

Additional expenses:

Item/expense	Quantity/details	Total cost

Additional expenses subtotal = _____

Total Budget:

Direct costs + indirect costs + additional expenses: _____

3. Craft your message

Create a simple and inspiring message that explains your mission and why it's important. Your message should inspire and motivate people to take action. Focus on:

- Explaining your mission in simple, compelling terms.
- Highlighting the issue you aim to solve and how their contribution will help.
- Including a personal touch, such as stories, testimonials, or examples of past success.

For example: "Every \$10 donated helps plant one tree in our community. Together, we can combat climate change, restore local ecosystems, and create a greener, healthier future for everyone."

4. Design your campaign look

Make your campaign stand out with eye-catching visuals like posters or graphics.

Visuals are powerful tools for grabbing attention and making your campaign attractive and memorable.

- Use colours, logos, and imagery that reflect your mission.
- Create posters, flyers, social media graphics, and videos that align with your message.
- Tools like Canva offer easy-to-use templates for designing professional materials. (See the section on online tools in this toolkit).

A strong visual identity helps create a consistent and recognizable campaign.

5. Plan your media strategy

Decide where and how you'll share your campaign - social media, emails, events, or other platforms.

Think about the best ways to reach your audience.

- Which platforms will you use? Social media (Facebook, Instagram, TikTok), email newsletters, or local events?
- How will you time your messages? Create a schedule for posts, emails, or updates.
- What type of content will you share? Stories, videos, photos, and infographics all work well to engage supporters.

A well-thought-out media strategy ensures your campaign reaches the right people at the right time.

6. Launch your campaign

Put your plan into action and include a clear call to action, encouraging people to donate or support. This is where all your planning comes together!

- Share your campaign widely through your chosen platforms.
- Use a strong call to action, like: "Donate now to make a difference!" or "Join us today in creating a brighter future!"
- Keep momentum going by sharing updates, thanking donors, and celebrating milestones.

Engage your supporters along the way to keep them excited about your progress.

7. Track your results

Once your campaign is live, it's important to see how well it's doing. Here's how to track your success:

- Track donations: see how much money you've raised.
- Measure reach: find out how many people you've reached through social media, emails, or events.
- Check actions: look at how many people have donated, volunteered, or shared your campaign.
- Look for trends: notice when and where your campaign is performing best. Is it getting more attention on certain days or platforms?
- Ask for feedback: talk to your supporters to understand what they liked about the campaign and what can be improved.

By tracking these details, you can see how well your campaign worked and make your next one even better!

Fundraising elevator speech

An **elevator speech** is a short, persuasive pitch that you can use to quickly explain your fundraising campaign to someone. It's called an elevator speech because it should be short enough to deliver in the time it takes for a quick elevator ride - usually about 30 seconds to 1 minute. It helps you make a powerful first impression and grab someone's attention quickly.

Whether you're talking to potential donors, volunteers, or supporters, having a strong elevator speech is key to getting people excited about your cause and motivating them to take action.

How to create an effective elevator speech

1. Start with a hook

Grab their attention right away! Start with a powerful sentence that makes them want to listen.

Example:

"Did you know that our community is losing hundreds of trees every year, which is making climate change worse and affecting local wildlife?"

2. Explain the problem

Briefly explain the issue you're trying to solve, and why it matters.

Example:

"Trees are vital for the environment - they absorb carbon, provide oxygen, and support biodiversity. Without them, our community faces more pollution and less wildlife."

3. Present the solution

Tell them what you're doing to solve the problem.

Example:

"We're organising tree-planting events to restore the local environment and combat climate change. Our goal is to plant 100 trees in the next six months!"

4. Make a direct ask

Tell them exactly what you need - whether it's a donation, their time, or their support.

Example:

"I'm asking for your help to fund this project. Every \$10 donated helps us plant one tree and make a real difference. Would you be willing to support us?"

5. End with a call to action

Finish by encouraging them to take the next step - donate, share, or get involved.

Example:

"Your support can help us reach our goal and create a greener, healthier community. Would you like to donate today and make a difference?"

Now it's your turn! Create the script for a 1 to 3-minute video following these 7 steps. Imagine you are going to use this video to convince potential funders to support your action/ campaign.

Now challenge yourself to make the video! You can film yourself speaking (using the script) or you can record the script as an audio file and add photos or video footage to show more about your project. Be creative, but be short, clear, concise and convincing!

Make sure you have a way to receive donations already set up and tell viewers exactly what to do. Make it easy for them to support by adding a direct link to your fundraising page.

Now share the video on social media, Whatsapp groups and via email. Ask your network (friends, followers and contacts) to also share it too.

Your video is your story in action - make it count!

Introduction to Online Tools



Social media is not just for entertainment, it's a powerful platform to amplify your voice and drive change. Used wisely, social media can support your campaign/action to inspire, inform and mobilise others to take action.

Let's take a look at how these platforms can help you reach your audience, tell your story and increase the visibility and impact of your local action.

Instagram:



Is highly visual and perfect for sharing photos, videos and infographics about the actions you are taking and campaign milestones

What to post:

- Before-and-after photos of restoration areas
- Reels of trees being planted and workshops with young activist
- Testimonials from mentors and local community
- Infographics and educational content as visual examples of awareness raising campaign

Features:

- Stories for quick updates and progress
- Polls and quizzes to engage your audience (e.g., "Do you know how much CO2 one tree absorbs in a year?") Creating community engagement
- Highlight reels to save campaign progress and show the impact of your local actions

Facebook:



Great for sharing detailed updates, organising events, and reaching community groups

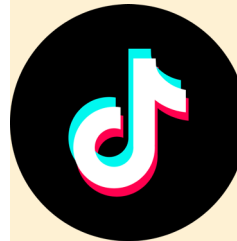
What to post:

- Campaign updates with links to donation pages
- Stories of mentees and how the program impacts their lives
- Events or webinars on relevant topics with experts (e.g. "Youth in action: becoming a climate activist", "Practical steps for fighting climate injustice in your community")

Engagement tips:

- Create a Facebook Group for supporters (that can become possible future donors) to connect and share their own actions for the planet
- Use Facebook Live to stream your local actions/events (e.g. (e.g. beach clean up, river clean up, community garden...) for Q&A sessions with mentors

TikTok:



Perfect for creating engaging, short-form videos that reach younger audiences

What to post:

- Quick clips of the events you are implementing
- Fun challenges like "10 Days of Green Actions": share one eco-friendly action daily, like recycling, composting, or conserving water, and nominate friends to participate or "Save Water Challenge": share one way you're saving water (e.g., shorter showers or fixing leaks) and ask friends to share their tips.

Learn about some online tools that could help you in the next section!

Steps to create your social media campaign

1. Pick your topic:

Identify the issue you're passionate about.

- For example: Climate Action: "Planting trees to green our Neighborhood and combat climate change"

2. Define your goal:

What do you want to achieve? Be specific

- Example: "Inspire 1,000 people to plant a tree in their community by sharing how-to guides and success stories."

3. Create a hashtag:

Develop a memorable and relevant hashtag to unify your campaign

- Example: #GrowGreenTogether

4. Share compelling content:

Use posts, videos, infographics, and stories to engage your audience. Highlight:

- The problem and why it matters
- Practical actions people can take
- Success stories to inspire others

5. Engage Your Audience:

- Host challenges or live or chat-based Q&A sessions (Instagram) where followers and supporters can ask questions about your project, climate change, or how they can get involved
- Polls (Mentimeter, WhatsApp polls) to ask quick and engaging questions - e.g. "What's the biggest environmental challenge in your area?" "Which action do you find easiest to adopt - saving water, reducing waste, or creating community gardens?"
- Encourage your followers to share their actions using your hashtag

6. Collaborate:

Partner with influencers, community groups, or organisations who care about your cause to amplify your reach.

7. Track and celebrate progress:

By posting updates, like how many trees have been planted, how many people joined your campaign, or how much money was raised. Celebrate your achievements with your followers to keep the energy high and motivate everyone to keep going!

Tools for design and content creation

Canva



Canva's free version is an online, digital design tool that allows you to easily create sleek and professional looking photos, posters, flyers, social media posts, infographics, invitations and videos for social media. You can upload your own photos, videos and logos, and there are hundreds of easy-to-use templates available. The free version includes real-time collaboration, 5GB of cloud storage, and hundreds of thousands of free images and graphics to help you create great designs!

Canva Pro is an upgraded version that offers advanced features to create even more impactful Visuals. Canva offers free access to its Pro version for verified nonprofits.

<https://www.canva.com/>

<https://www.canva.com/canva-for-nonprofits/>

postermywall.com



Another graphic design tool for creating multi-purpose visuals, including posters, flyers, social media graphics and promotional videos. Intuitive interface, highly accessible to users of all skill levels, from beginners to experienced designers.

A picture is worth a thousand words!



Some hints for taking bright, attractive photographs and videos (even with your phone camera):

- Learn your camera's settings such as portrait, landscape, food, and macro (for close ups)
- Take photographs in good light, preferably natural, outdoor light (There is often very good light for photography around sunset, this is known as the "golden hour" to photographers)
- Avoid digital zoom (get close or crop the image later) - digital zoom often causes blurring and loss of quality
- Use HDR mode- High Dynamic Range is increasingly common on many smartphones. It adds detail from the dark and light areas to provide better balanced exposure
- Use editing tools - sometimes these are built in, or can be found in separate apps like Canva or Adobe Photoshop
- Use compositional rules such as the rule of thirds, rule of odds, leading lines, symmetry, patterns, negative space, etc. You can easily learn more about this online.
- Stabilise your phone by resting it on a surface (especially in dark/ unlit places)
- Practice, be creative and have fun!

You can find more interesting photography tips here:

https://www.canva.com/learn/10-mobile-photography-tips-improve-social-media/?__cf_chl_tk=iPw4AuVPLBhlsb1BHGTaGSmbBRVQvc0T1Jo.IDbtob1-1732186102-1.0.1.1-yajsBDInCM1cqumM1b5yPACViMKyAPYiSgxemZsZ2MM

HINT: For photos and videos for social media, remember which platform you are filming for, and record in either landscape or portrait so that you have a selection of formats to use for content creation!

HINT: When making videos that involve sound, be sure to check the microphone or make sure there aren't disturbances like wind or traffic noise. When interviewing people, it's best to be in a quiet place and to use a microphone.

IMPORTANT: When filming or photographing people always ask their permission and let them know that you are planning to use the image for social media or other publications. It is often illegal to photograph minors (children) without their parents or guardian's permission. Always be respectful, honest, humble and legal when taking photographs of anyone! Before an event you could ask people to sign a simple consent form granting you or your organisation permission to share their image.

FutureMe



lets you write an email to yourself or others, which will be delivered on a date you choose. It's a fun way to reflect on your goals, dreams, and efforts, and see how far you've come when the email arrives. You can use it to celebrate achievements, stay motivated, or inspire yourself and others.

For example, write a FutureMe letter about your work today - planting trees or raising awareness for the environment. When you read it in the future, it will remind you of the progress, individually and as a group, you've made and the positive change you've created. It's a great way to stay inspired and focused on the mission and vision of the LIVE-EX Mentorship Programme.

<https://www.futureme.org/>

Tools for working in groups

Whatsapp Community and groups



A useful tool for mobile phone apps for group and community engagement, sharing information and photos quickly and there is the option to run polls and respond to messages with reactions and emoticons, e.g. share a green heart if you are ready to present your action plan, or share an orange heart if you need more time, etc.

You can also do a group video call, but this needs very clear rules around muting microphones and designating the next speaker, etc.

Slack



is a powerful communication tool that improves collaboration, streamlines communication and fosters community among members. It works through dedicated channels for specific topics, which helps keep conversations focused and allows the team to easily find relevant information without having to wade through long email threads. It makes it easy to share documents, images and other files directly in conversations, which can be integrated with other applications and tools, including Google Drive and Zoom.

Microsoft Teams



is a tool that helps to communicate and collaborate, allowing you to send instant messages to individuals or groups, share quick updates or discussions, make video calls, and collaborate on shared documents. You can organise conversations and work by creating different channels for specific projects to keep discussions focused and easily searchable.

Google Meet



is part of Google Workspace, a suite of tools for real-time interaction that fit perfectly with a non-formal education approach creating an inclusive, interactive, and productive learning experience. Google Meet enables live video calls for group discussions, icebreakers, and interactive activities, creating a dynamic space for everyone to connect and share ideas.

Conclusion



“If you have come here to help me you are wasting your time, but if you have come because your liberation is bound up with mine, then let us work together.”

- Lilla Watson, Murri visual artist, activist and academic working in the field of Women's issues and Aboriginal Epistemology

Thank you for choosing to dedicate your time, energy and commitment to action, advocacy and loving the world. We hope you will share your stories of change, and that you will feel supported to speak out when needed. May you join with others who are also acting on behalf of life on Earth, and find ways to do this in a peaceful, harmonious and positive way.

There have been many struggles in history against violent oppression, war, exploitation, environmental degradation, injustices and decolonization - a process that seeks to undo the lasting effects of colonial systems, reclaim indigenous knowledge, and restore sovereignty to marginalised communities and we can look back and know that positive change occurred because of people like us- ordinary people, doing powerful, beautiful and courageous things.

Imagine what the children of the future will say when they hear about what you have done! Imagine how much they will admire your courage in the face of such a drastic climate crisis. They will thank you for your persistence, your choice to support life, and your willingness to believe in and co-create a more beautiful and kind world.

May this toolkit support you and others to be a positive force for life!

Authors Corner

Kate Curtis



Kate is passionate about heart-centred facilitation, ecological education, permaculture, agroecology and ecosystem restoration for positive change. She formed part of the team on the CCIVS Living Earth Campaign (and formerly CCIVS for Climate Justice), Soil4Life and the Earth Advocacy Mentorship Programme. Being a facilitator on the LIVE-Ex mentor training with eight African partner organisations was especially meaningful for her, as she is inspired to promote a decolonial approach to environmentalism and advocacy. She is currently growing a non-profit project in South Africa called Green Hearted Projects, which supports food sovereignty and local food gardening projects. With broad practical experience growing in diverse soils, cultures and locations, she is inspired to be part of the deep, just transition using an eco-feminist approach to activism.

Giada Martin



Giada has been involved in the International Voluntary Service (IVS) since 2017, first as an active member of the Team External Affairs of the Alliance of European Voluntary Service Organisations and currently as the Communications and External Affairs Manager within its Secretariat. Her advocacy journey began in 2012 during her Master's studies in Public and Political Communication, combined with her experience as a representative of the World Association of Girl Guides and Girl Scouts (WAGGGS) Europe Region External Relations and Communications Working Group, where she was involved in advocacy and lobbying towards European institutions. Complementing her expertise, Giada holds a Postgraduate Diploma in Fundraising, which has given her advanced skills in building sustainable resources and strategic partnerships for non-profit organisations, particularly in the field of international cooperation.

Other Contributors

Nicolaus Novatus Mukasa: Project Manager, LIVE-Ex Project - Earth Advocacy Mentorship Programme

Elias Godson and Miriam Jackson: Graphic Designers, Email: eng.eliasgodson@gmail.com

ICYE Federation and CCIVS LIVE-Ex Teams: Project Coordination and Support



LIVE

Living Earth Exchanges

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.