

# Table of Contents

|  |          |
|--|----------|
| Foreword   | i        |
| Acknowledgement  | iii      |
| Abbreviations  | iv       |
| <b>MODULE 1: Definition and Scope of Advocacy and Lobbying</b>   | <b>1</b> |
| Session 1.1: Advocacy Lobbying and the UNDRIP  | 3        |
| 1.1.1. What is Advocacy? What is Lobbying?   | 4        |
| 1.1.2. Why is the UNDRIP and the Human Rights-Based Approach important in Advocacy and Lobbying?         | 5        |
| Session 1.2: Why is Lobbying and Advocacy Needed in REDD?  | 11       |
| 1.2.1. Lobbying and Advocacy in REDD+  | 11       |
| 1.2.2. How can Indigenous Peoples engage in the decision making process of REDD+?                        | 18       |
| 1.2.3. What information is needed for Advocacy relating to Indigenous Peoples, Climate Change and REDD+? | 24       |

|   |    |
|---|----|
| <b>MODULE 2: Planning an Advocacy and Lobbying Campaign</b>   | 27 |
| Session 2.1: Advocacy Campaign and Planning   | 30 |
| 2.1.1. What is an Advocacy Campaign? What are its characteristics?                                  | 30 |
| 2.1.2. The Advocacy Cycle   | 32 |
| 2.1.3. What are the Initial Steps in Advocacy Campaign Planning?                                    | 33 |
| 2.1.4. Formulating the Advocacy Action Plan   | 48 |
| 2.1.5. Implementing Actions   | 49 |
| 2.1.6. Monitoring, Evaluation and Feedback  | 50 |
| Session 2.2: Consideration in Planning Advocacy Campaign: The Basic Information that is Needed      | 53 |
| <b>MODULE 3: Strategies, Skills, and Methods in Advocacy Campaigns</b>                              | 59 |
| Session 3.1: Getting the Message Out  | 62 |
| 3.1.1. What is Messaging?   | 62 |
| 3.1.2. What are the various forms of disseminating your message? Media and Other Forms              | 63 |
| 3.1.3. Giving public speeches   | 65 |
| Session 3.2: MEDIA ADVOCACY: Going Public with the Issue and the Message                            | 71 |
| 3.2.1. Why use the Media?   | 71 |
| 3.2.2. General Approaches to working with the Media   | 72 |
| 3.2.3. Media tools for getting your message out   | 73 |
| 3.2.4. The Interview  | 74 |
| Session 3.3: Awareness-Raising and Capacity Building  | 77 |
| 3.3.1. Building community awareness and strengthening IPs organizations for advocacy and lobby work | 77 |
| 3.3.2. Strengthening IPOs   | 78 |

|   |    |
|---|----|
| Session 3.4: JOINING FORCES: The Importance of Building Alliances and Networks                    | 79 |
| 3.4.1. What is Building Alliance?   | 79 |
| 3.4.2. Why Network and Build Alliances?   | 80 |
| 3.4.3. With whom should IP leaders/organizations/communities Build Alliances and Network?         | 81 |
| 3.4.4. Informal networking  | 85 |
| 3.4.5. How do you sustain allies and networking relationships?                                    | 85 |
| Session 3.5: TAKING A SEAT AT THE TABLE: Lobbying and Participation in Government Decision Making | 86 |
| 3.5.1. Why do you need to participate in government decision making process?                      | 86 |
| 3.5.2. What is lobbying and how to lobby?   | 87 |
| Session 3.6: MASS ACTION: Show of Strength and Flexing Political Space                            | 93 |
| References  | 97 |
| AIPP Publication Feedback Form  | 99 |