

# Tipsheet: Climate Crisis Advocacy Tipsheet

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This tipsheet aims to provide tips to develop strong, solution-focused advocacy messages about climate impacts, humanitarian needs, anticipatory actions, and adaptation measures.

The advocacy conducted by humanitarian clusters supports **operational priorities** to get the best outcomes for emergency affected populations:

- Identify key areas of concern and propose clear and unified solutions to political authorities and institutions.
- Influence technical, policy and financial frameworks.
- Ensures duty bearers are accountable to right holders.
- Leads to changes in policies, institutions, individual attitudes, behaviours, and actions.
- Enables positive change in populations affected by emergencies.

([UNICEF Introduction to Humanitarian Advocacy e-learning course](#))

## KEY PRINCIPLES FOR EFFECTIVE CLIMATE CRISIS ADVOCACY

### 1. Evidence-Based: Use credible, up-to-date data

**Why:** Ground messages in verifiable data to build trust and credibility.

**How:** Cite specific, recent statistics from reliable sources (e.g., UN reports, climate models).

### 2. Human-Centered: Show real humanitarian impacts, not just statistics

**Why:** Highlight personal stories to connect with audiences emotionally, while respecting dignity.

**How:** Use consented testimonials or anonymized stories focusing on real impacts, especially for marginalized groups.

### 3. Solution-Oriented: Offer practical anticipatory and adaptation actions

**Why:** Provide actionable solutions to inspire donor and partner support.

**How:** Suggest specific, feasible interventions (e.g., anticipatory actions, nature-based solutions) that align with the nexus approach.

### 4. Realistic Tone: Avoid catastrophizing; link problems to achievable solutions

**Why:** Maintain credibility by presenting impacts realistically and pairing them with practical solutions.

**How:** Use balanced language and avoid exaggeration, focusing on feasible outcomes.

### 5. Avoid overly technical terms or jargon

**Why:** Technical terms or jargon can confuse readers and weaken advocacy messages. Clear language ensures broader understanding and action.

**How:** Refer to **the glossary of terms** to identify simpler, clearer terms or explanations.

### 6. Don't attribute all impacts solely to climate change

**Why:** Recognize multiple drivers of vulnerability (e.g., poverty, conflict, weak systems).

**How:** Demonstrate how climate impacts exacerbate existing humanitarian challenges.

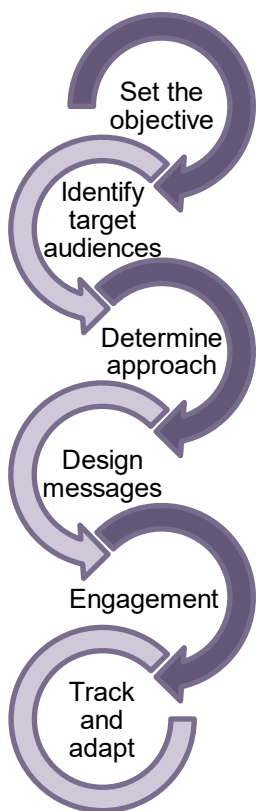
## PROCESS FOR ADVOCACY<sup>1</sup>

Advocacy is a process; coordinators and partners need to identify and agree on key climate-related issues, understand the contexts in which they operate, including stakeholders and their relationships, then create

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<sup>1</sup> This part including the diagram are adapted from the Global Protection Cluster (2023), [Protection Advocacy Toolkit](#)

effective advocacy messages and materials based on the target audiences and the most effective communication channels to reach them. Finally, you need to monitor and continuously adapt your advocacy activities to remain effective. The diagram below summarises the flow.



- Identify key climate-related problems your sector faces and agree on key priorities that your coordination platform can tackle.
- Map and analyse stakeholders
- Identify power dynamics, relationships, interests and chains of influence.
- Outline an advocacy “theory of change”
- Determine specific advocacy approaches
- Agree on roles and responsibilities
- Create key messages based on target audiences
- Identify suitable communication channel(s) for each target audience.
- Develop advocacy products and materials
- Implement the advocacy plan
- Ongoing collaboration with advocacy partners
- Ongoing risk management
- Monitor approach and actions, track contributions to change
- Adapt and iterate approaches, tactics, messages
- Re-initiate process

## CREATING EFFECTIVE ADVOCACY MESSAGES<sup>2</sup>

The “SEE Action” model serves as an effective framework for creating advocacy messages.

The primary purpose of the advocacy message is to inspire action. Ensure that your advocacy message is clear, unambiguous, and action-oriented, and deliver it consistently. Remember that the goal of your communication is to persuade the target audience to change their situation, leading to “SEE Action” as a result of your message.

- S** = Statement
- E** = Evidence
- E** = Example
- Action** = Request for action

Here are several examples of advocacy messages created using the SEE Action framework.

- Target Audience: Donors
- Problems: Donors do not prioritise anticipatory actions, leading to increased damage to schools in every storm.
- Goal of the advocacy: Donors allocate more funding for climate-related anticipatory actions.

<sup>2</sup> Adapted from the Inter-Agency GBV risk mitigation training module - Advocacy

<b>Statement</b>	Storms are increasingly damaging schools, resulting in closures and hindering children from attending. The season is approaching, and we must prepare for it immediately.
<b>Evidence</b>	In 2024, storms damaged 20% of schools in [region], preventing 5,000 students from learning, with girls and children with disabilities most affected compared to 5% in 2015.
<b>Example</b>	<ul style="list-style-type: none"> <li>50% of students (30% boys, 70% girls) who couldn't go to school pointed to damage to toilets at schools as the most critical problem, followed by damage to access roads (40% total: 40% boys, 60% girls).</li> <li>More children with disabilities stopped attending damaged schools due to challenges in accessing and navigating within schools.</li> </ul>
<b>Action</b>	<p>Donors need to fund anticipatory actions, such as distributing protective materials like sandbags and protective film for windows in schools, particularly temporary schools, to minimize damages to them.</p> <p>Additionally, to prevent damage to schools, donors should invest in upgrading them to be climate-resilient by incorporating stronger superstructures, selecting better locations, and designing more durable inclusive toilets. This investment will lead to fewer schools being damaged by storms, allowing children to continue accessing education, and reducing the funding needed to repair damages or rebuild schools.</p>

## ADDITIONAL RESOURCES

- [The Anticipation Hub](#): Policy and Advocacy page has a comprehensive collection of resources designed to support and guide advocacy efforts for anticipatory action. It provides access to key policy messages, information on policy events and outcomes, success stories, and details on policy initiatives.
- [IASC \(2023\) Key Messages on the Climate Crisis for COP 28](#).
- [UNICEF's Introduction to Humanitarian Advocacy e-learning course](#) provides basic information on humanitarian advocacy.
- The Global Protection Cluster (2023) [Protection Advocacy Toolkit](#) offers insights into advocacy processes and related tools.