



Farmers' Advocacy Toolkit

A Step-by-Step Guide
to Influence the
Global Climate Agenda



Farmers Driven Climate Change Agenda

FARMERS' ORGANISATIONS



**WORLD FARMERS'
ORGANISATION**



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SOUTHERN AFRICAN COORDINATION OF AGRICULTURAL UNIVERSITIES



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RESEARCH PROGRAM ON
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INTRODUCTION

The Climakers Initiative, the Farmer-Driven Climate Change Agenda, was created by the World Farmers' Organisation (WFO) in coordination with other farmer organisations and relevant stakeholders to **inform a farmer-driven response to the interlocking challenges of food security and climate change**. The heightened impact of slow-onset events and the growing incidence of extreme weather are exacerbating the vulnerability of our agricultural systems and leading to greater uncertainty and unpredictability for farmers. **Farmers are experiencing first-hand the impact of climate change and developing solutions** to mitigate and adapt to its effects while striving to ensure global food security while keeping farm operations viable. However, **their voices are often neglected in the global debate on climate change, and the solutions they propose are not included in national responses**. The **Climakers Initiative aimed to fill that gap** by raising awareness about farmers' experiences and solutions and supporting their efforts to influence the global and national agendas.

As part of this broader effort, the Initiative would like to **provide farmers and their organised structures with some instruments to participate in and influence the definition and implementation of the Nationally Determined Contributions (NDCs)**, the plans formulated by national governments for the implementation of the Paris Agreement.

In accordance with the provisions of the Paris Agreement,¹ every five years, each country is mandated to submit their national climate action plans, commonly referred to as Nationally Determined Contributions (NDCs).² The NDCs outline the actions that the respective countries will take to mitigate their greenhouse gas emissions in order to reach the goals of the Paris Agreement, which requires holding the increase in the global average temperature to well below 2°C above pre-industrial levels and pursuing efforts to limit the temperature increase to 1.5°C above pre-industrial levels.

Throughout the five-year duration of The Climakers Initiative, farmers have shared their **best agricultural practices and expertise**, making it possible to develop the

Stories from the Field editions and the **Guidelines for Policymakers**, which underline the importance of farmers as crucial actors in addressing climate change. Hence, drawing insights from these narratives and experiences, the **Climakers Alliance developed a set of practical recommendations**, included in this Advocacy Toolkit, to **enhance the advocacy capabilities of farmers' organisations**, ultimately positioning them as pivotal stakeholders in shaping the national policy frameworks for the effective implementation of the Paris Agreement in the agricultural sector. Rooted in a bottom-up and farmer-driven methodology, this toolkit hinges on direct engagement with farmers and their active role in furnishing the requisite information through a data-gathering campaign and through the information collected during the five years of collaboration within The Alliance.

The toolkit is designed in different sections, following the necessary steps to improve farmers' advocacy capability. Commencing with an introductory discourse on the essence of advocacy and its significance in influencing governmental bodies and stakeholders, this toolkit subsequently offers a comprehensive, step-by-step roadmap for formulating and executing advocacy strategies, ensuring their ultimate success.

01. WHAT IS ADVOCACY AND WHY IS IT IMPORTANT?

Advocacy can be defined as the actions intended to influence selected people, governments, private companies, or other institutions to achieve a desired policy, practice, or social or political change that will benefit particular groups.³ In the case of **advocacy for climate and agricultural-related issues, farmers and their organisations aim to increase their voice and profile among policymakers and influence the climate change agenda with their solutions and recommendations.** The goal of this toolkit is to **support farmers' advocacy and leverage the experience of The Climakers Initiative to influence their national governments in shaping and implementing NDCs** by starting from the solutions they are implementing at the farm level and that have proven to be successful. Climate advocacy covers various activities that aim to influence national governments to include farmers' proposals in the NDCs process. Some examples of these activities are:

Direct engagement with policymakers whom you are seeking to influence. Includes face-to-face or Zoom/online meetings. Direct engagement is often with policymakers (i.e., politicians in local or national government or parliament), but engagement could also be with members of your farmer organisation. Short policy briefings and research reports aimed at these actors have proved to be powerful ways to enhance this direct engagement.



Mobilising various actors who support your idea to put pressure on the same entities you are trying to influence has proven to be an essential action in the Climakers' experience.

Using the media and social media to influence policymakers– e.g., by persuading journalists to report on the issue, writing letters to a newspaper or posting messages and content about the issue on social media.

E.g. Climate change is a crucial farmers' issue. No other economic sector is impacted by the effects of the changing climate more than agriculture. Farmers are called to play a significant role in providing a sustainable future for all of humanity. Farmers are the only economic actors that are able to mitigate and adapt to climate change naturally.

It is essential to underline that **each advocacy activity depends on the context** and group you seek to influence, so there is no one-solution-fits-all. That is why designing and implementing an advocacy strategy based on your context might help you understand how to do advocacy and learn how to negotiate to influence your national government.

The National Farmers' Organisations can support their national governments in the preparation of Nationally-Determined Contributions as mandatory plans that countries are called to implement for the achievement of the Paris Agreement Goals. The advocacy actions that NFOs do at the national level will impact the government's decision-making in global political processes on climate change.



United Nations Framework Convention on Climate Change (UNFCCC)

- The **United Nations Framework Convention on Climate Change (UNFCCC)** was adopted in 1992 with the ultimate **aim of preventing dangerous human interference with the climate system**. The **1997 Kyoto Protocol** and **2015 Paris Agreement** build on the Convention.
- The **Paris Agreement** was a considerable achievement for the international community. For the first time, a climate change agreement brought all countries into an ambitious undertaking to combat climate change by **limiting global temperature rise to well below 2 degrees Celsius and to strive for 1.5 degrees Celsius**.
- **Conference of the Parties** under the UNFCCC – COPs are held every year, and they have reached their 28th year of meeting in Dubai in 2023, the COP28.

1992 United Nations Framework Convention on Climate Change (UNFCCC)

- Objective: “stabilize greenhouse gas concentrations in the atmosphere at a level that would prevent dangerous anthropogenic interference with the climate system”.

2015 Paris Agreement

- Legally binding international treaty on climate change adopted by 196 Parties at the **2015 UN Climate Change Conference (COP21)** in Paris, France and entered into force on 4 November 2016.
- Objective: “Enhancing the implementation of the convention, including its objective,” by “Holding the increase of the global average temperature to well below 2°C above pre-industrial levels and pursuing efforts to limit the temperature increase to 1.5°C above pre-industrial levels.”
- The **Paris Agreement does NOT provide guidelines for implementation**; it leaves it to the countries to submit Nationally Determined Contributions (NDCs) every 5 years to establish actions for each sector.
- The next round of NDCs will be submitted by **COP30**, which will take place in Brazil in 2025.

The political space for the farmers

- [Preamble] Recognizing the fundamental priority of safeguarding food security and ending hunger, and the particular vulnerabilities of food production systems to the adverse impacts of climate change.
- [Art. 2(b), objectives] Increasing the ability to adapt to the adverse impacts of climate change and foster climate resilience and low greenhouse gas emissions development, in a manner that does not threaten food production.

02. HOW TO DEVELOP AN ADVOCACY STRATEGY?

In the process of designing and implementing an advocacy strategy is vital to include the people affected by a specific process and represent them by specific issues, in this case, farmers and their organisations. In the case of the farmers, they have expertise on how to deal with climate change because they are facing its consequences on a daily basis. Farmers can provide helpful recommendations through suitable agricultural practices and can suggest workable solutions based on direct experience of the problem. That is why we carried out a **data-gathering campaign with the farmer organisations of The Climakers Alliance to obtain direct information from the farmers on developing an advocacy strategy** and critical information on leveraging national governments based on farmers' experience.

Below are listed the necessary steps for the development of an advocacy strategy that facilitates your negotiation process:

» **Analyse and research:** the problem you want to address so that you are clear about the root causes of the problem and the blockages to change. Gather all the relevant information around the specific topic and outline the main concerns.

(E.g The main challenges for farmers linked to climate change).

» Have a **vision** of the long-term change you want – **the long-term goal**. That is why you are trying to negotiate with your national government, and it is crucial you have it clear in mind what you want to achieve to build a negotiation strategy.

(E.g The main priorities of your Farmers' Organisations).

» Analyse the **external and internal context** in which you will advocate - people, expertise, events, policies, etc.

(E.g The current state of climate negotiations).

- » **Identify potential allies** and strengthen farmers' networks to help you achieve your advocacy goal.
(*E.g The common priorities of the Farmers' Constituency*).
- » Develop your **advocacy roadmap** to set how will move things from where you are now to where you want to be, in terms of the change you want to see.
(*E.g Preparatory meetings of the Farmers' Constituency*).
- » Identify **tactics and approaches** to start negotiating with your national government.
(*E.g Networking, Partnerships, Joint Statements, Engagement Opportunities, etc*).
- » Develop your **key advocacy messages**. Once you have set your advocacy strategy, you need to develop the advocacy message through which you will build your negotiation action.
(*E.g Plan for Communication & Outreach*).
- » Monitor (regularly) and evaluate (every 2-3 years) your advocacy strategy.
(*E.g Internal Report and Follow-up Meetings*).

02.a ANALYSE AND RESEARCH

The main challenges for farmers linked to climate change

The first step in developing an advocacy strategy is to analyse and research the problem you want to address in order to clearly understand the root causes of the issue and the blockages to change. It is a crucial step since it gives general knowledge on the topics related to climate and agriculture farmers want to address with their national governments. The Climakers Initiative experience proved that farmers are indeed knowledgeable actors with the capacity and expertise to mitigate and adapt to the effects of climate change. During the five years of the project, we consulted them several times, and we developed **four editions of "Stories from the Field"**⁴, which underline the importance of farmers as crucial actors in addressing climate change. The **over 100** Stories from the Field gathered over the past 5 years and available on the Climakers' official website provide some important examples and case studies to support analysis and advocacy.

02.b IDENTIFY YOUR ADVOCACY GOAL

Main Priorities of your Farmers' Organisations

Once you have a clear understanding of the problem which you want to address, it is critical that you **identify your advocacy goal**. Your **long-term goal or advocacy goal is your vision of the long-term change you want**. It is what gives your advocacy its real sense of purpose and legitimacy. Understanding your advocacy goal is critical in the negotiation process because, through that, you can build your strategy and have a solid and clear understanding of what you want to achieve through negotiations with your national government. Multiple changes may need to happen for the long-term goal to be accomplished, and your farmers' organisation needs to decide which changes and actions are necessary for your advocacy to contribute to achieving your long-term goal with your national government.

Examples of how to easily identify your advocacy goal are:

Write down your long-term goal in the middle of a physical or virtual page.



- ▶ Examples of long-term advocacy goals could be that at least 50% of the solutions and recommendations that come directly from your farmers are included in the NDCs process.

- ▶ Around the long-term goal, **write down all the changes** that need to happen for the long-term goal to be realised. This part helps you understand what is required to achieve your long-term goal.

Examples of these changes could be creating partnerships with other key actors to help you advocate for the same purpose or creating entities within your organisation to train farmers to advocate for their interests.

- ▶ **Start with the bigger changes** and then work outwards to the more minor ones to understand all changes needed.

- ▶ **Indicate any connections between the changes.** That may help you identify the critical changes that will unlock many others. For example, you could link the creation of partnerships to the networks of farmers since both changes relate to farmers and other actors to discuss and share knowledge to improve their advocacy capacity.

- 
- Once you have linked all the changes to the advocacy goal, you can **discuss with other farmers' organisations or partners** which change your advocacy will focus on based on your long-term goal.
- 
- Once you have set and discussed your advocacy goal, **you can proceed with the following steps** to build your negotiation strategy.



Focus on identifying common priorities: high-level position

POLITICAL OBJECTIVE: “At COP28 we wish to see a full recognition of the important role of farmers in addressing and responding to climate change and a greater consideration of our priorities in all decisions that impact us.”

- Including an explicit mention of farmers in the COP28 Cover Note.

POLICY OBJECTIVES

- A clear roadmap for the Sharm el-Sheikh Joint Work on Implementation of Climate Action on Agriculture and Food Security.
- Agriculture and farmer-driven solutions enabled through the Global Stock Take (GST).
- Climate finance empowering farmers and the agricultural sector [including New Collective Quantified Goal for Climate Finance].
- Farmers prioritised in the allocation of Loss & Damage (L&D) finance.
- Global carbon markets working with, and not against, farm systems [including Article 6 negotiations].
- Climate adaptation and mitigation policies integrated in the agriculture sector.
- Greater transparency and better understanding of the agriculture sector's climate impact and potential solutions it can provide.

Focus on identifying common priorities: high-level position

OVERALL OBJECTIVE: “Parties must focus on the need to finalise and agree the roadmap, in a timely manner, to ensure that we can move forward constructively to implementation which allows farmers to plan practical actions to address the climate crisis.”

Discussion proposals

- Delivering finance for the implementation of climate action in agriculture.
- Ensuring climate finance is available to individual farmers and farmers’ organisations at all levels.
- Exploring the role of farmers’ organisations as executing entities.
- Considering the role of innovation in providing climate solutions for agriculture.
- Providing technical and financial assistance to support the adoption of practices and technologies which are locally appropriate and meet farmers’ needs.
- Leveraging data to support effective implementation of climate commitments, ensuring a transparent and appropriate use of data for the benefit of farmers, governments and others.
- Exploring the concept of just transition in the context of agriculture and food systems.
- Promoting fairness and transparency across the value chain.
- Maintaining agriculture economically and socially viable.

28th Conference of the Parties (COP28) in Dubai, UAE, 30 Nov-12 Dec 2023

UAE PRESIDENCY AGENDA

4+1 priorities for COP28

- Fast-tracking energy transition.
- Reducing emissions faster before 2030.
- Transforming climate finance.
- Putting nature and social aspects at the centre of climate action.
- [Accelerating systemic transformation of food systems].

2 Agendas at COP28

UAE PRESIDENCY AGENDA/PROCESSES

- World Climate Action Summit on 1-2 December.
- COP28 UAE Thematic Program, including a focus on Food and Agriculture Systems, mostly on 10 December (Food, Agriculture, Water Day).
- Regen Landscape initiatives
- Emirates Leaders Declaration on Resilient Food Systems, Sustainable Agriculture, and Climate Action and Non-State Actors Call to Action on Transforming Food Systems for People, Nature and Climate.
- Media activities.
- Other Green Zone pavilions and events.

UNFCCC AGENDA

Negotiations to be concluded at COP28

- Global Stocktake on Paris Commitments.
- Target(s) of the Global Goal on Adaptation.
- Technical report on doubling adaptation finance.
- Art. 6.4 Inclusion of emissions avoidance as part of the carbon credit mechanism.
- Operationalisation of Loss & Damage Fund.

UNFCCC AGENDA/PROCESSES

- Conferences of the Parties (COP/CMP/CMA) and Subsidiary Bodies (SBSTA and SBI) official sessions and events, including the Official Opening and High-Level segments and the negotiations (e.g. Sharm el-Sheikh Joint Work on implementation of Climate Action on Food Security and Agriculture).
- Side Events and Exhibits approved by UNFCCC.
- Thematic days.
- Media activities.
- Other Blu Zone pavilions and e

WFO advocacy plan at COP28

COORDINATING PARTICIPATION OF A FARMER DELEGATION

- Facilitating the participation of WFO members and partners, including young farmers from the 2023 cohort of the Gymnasium and representatives of regional farmers' organisations.
- Facilitating the participation at COP28 of a delegation of more than 80 farmers' representatives, including representatives from more than 40 interested WFO Member Organisations, representatives from 6 regional Farmers' Organisations partners of WFO and other representatives from 5 National Farmers' Organisations non-members of WFO.
- Leading the organisation of an official COP28 side event and liaising with partners and relevant institutions to identify engagement opportunities for WFO members and young farmers in side events and official sessions.
- Liaising with partners and relevant institutions to identify speaking and other engagement opportunities for WFO Farmers.
- Working with farmers' organisations of the IFAD Farmers' Forum (FAFO) to develop a common position of family farmers on climate action and a roadmap for joint activities at and beyond COP28.

NUMBERS OF WFO DELEGATION AT COP28

- 50 member representatives.
- 19 young farmers.
- 11 staff from the Secretariat.

WFO PARTICIPATION AT COP28 (UNDER NEGOTIATION)

- >10 high-level events organised by UNFCCC Secretariat and COP28 Presidency
- ~60 speaking opportunities in other sessions and official side events
- 4 young farmer-driven sessions.

FOCUS ON YOUNG FARMERS AT COP28

- First in-person meeting of the Gymnasium 2023 edition
- Last training session with the coaching team
- Closing and graduation ceremony
- Participation in advocacy spaces

GYMX PROJECT: A SERIES OF HIGH-LEVEL SESSIONS CONCEIVED AND ORGANISED BY THE YOUNG FARMERS, WITH THE SUPPORT OF THE WFO SECRETARIAT

- The GymX sessions will provide an opportunity for the students to promote discussions around the Gymnasium's key messages for COP 28.

ADVOCATING FOR FARMER INTERESTS AND REPRESENTATION

- Acting as the voice of farmers within the Non-State Actors (NSA) Group contributing to the COP28 Food Systems and Agriculture Action Agenda.
- Providing valuable inputs and comments on the Leaders' Declaration on Food Systems, Agriculture, and Climate Action.
- E.g. WFO push to include mention of farmers in the NSA Call to Action.
- Contributing to the COP 28 UAE Presidency-led Working Groups on regenerative landscapes and water-resilient food systems.
- Facilitating the participation of WFO representatives in high-level events on food and agriculture (cont'd).

02.c ANALYSE THE CONTEXT: INTERNAL AND EXTERNAL FACTORS

Current State of Climate Negotiations

Once you have identified your advocacy goal, it is crucial to understand a wide range of **internal and external factors** to your farmer organisation, which may or may not help to proceed with your negotiation strategy. For your advocacy to be successful, you will need to constantly monitor and analyse the external and internal context and the impact of your advocacy activities.

Understanding the **external opportunities and threats** concerning your advocacy issue is crucial to include in the advocacy process. Farmers' organisations of the Climakers Alliance indicated during the data gathering campaign that the whole experience of the project helped them to understand more about the climate change agenda at the international level. It also proved to be a successful initiative to make farmers better understand how to identify relevant engagement opportunities and leverage such opportunities to influence the decision-making process. By understating where to bring your advocacy goal, such as in international events, you can also find allies who may help you bring about the change you seek and understand potential opponents whom you may need to confront or 'convert' if you are to succeed. Identifying **internal opportunities** is equally important in the analysis of context. It means understanding which skills, expertise, and experience your farmer organisation already has to engage in advocacy and what needs to be done to strengthen capacity in specific areas. Farmers organisations of The Climakers Alliance have identified training and capacity-building activities, including peer-to-peer learning, the creation of ad-hoc working groups or task forces, etc., as a critical step to effectively approach national governments. They can improve farmers' expertise in doing advocacy, as the farmers of The Climakers Initiative have reported:

“

Capacity-building programs on international procedures are important for farmers to understand better how to leverage their national government on climate and agriculture-related issues" and "Capacity-building at the individual and organisational level is key to unlock further integration in policymaking discussions.

02.d IDENTIFY POTENTIAL PARTNERS AND STRENGTHEN FARMERS' NETWORKS

Common Priorities of the Farmers' Constituency

You have now clarified your advocacy goal. You have analysed the external and internal context for your advocacy. Now, you must consider **how potential allies could help you achieve your advocacy goals**. The Climakers' experience proved that **farmers learn the best from other farmers** and that strengthening farmers' networks and creating partnerships is a great way to identify new partners to enhance farmers' interests. All the respondents during the data gathering campaign **highlighted the Climakers' relevance in improving their advocacy capacity**, and **66,7% of them specified that it has helped them strengthen their farmer's networks**. Farmers' networks and partnerships are a great way to help compile farmers' challenges and advocacy experiences at the country level. Furthermore, it might help prevent farmers from repeating the same mistakes and establishing connections with farmers and partners who have already experienced negotiations with their national governments.





HIGH-LEVEL EVENTS AT COP28 WHERE WFO ENGAGED

- World Climate Action Summit, 1-2 December (WFO President)
- Agri-Food Systems Summit, 8 December (WFO Board Member/Africa)
- High-level Ministerial Dialogue on Building Water-Resilient Food Systems, 10 December (WFO Vice President)
- Farmers and Traditional Food Producers at the Heart of Food Systems Transformation, 10 December (WFO Board Member/Asia)
- FAST Inception Meeting, 10 December (WFO Board Member/Europe)... and many others!

FOCUS ON ENGAGEMENT OPPORTUNITIES

Promoting key messages and joint positions with:

- COP28 Presidency.
- National Delegations/Negotiators.
- Other Relevant Stakeholders.

Participating in relevant events

- UNFCCC negotiations.
- COP28 Thematic Program (notably, Nature, Land Use, and Oceans on 9.12 and Food, Agriculture and Water on 10.12, among others).
- COP28 Official Side Events (e.g., Organised by FOs, Focused on Agriculture, etc.) and Pavillions (e.g., UNFCCC, Food and Agriculture, Food Systems, Water, Nature, etc.).
- Events on the sidelines (e.g., World Agri-Tech Innovation Summit, Agri-Food Systems Summit, World Climate Summit, etc.).
- Subscription of the Non-State Actors Call to Action.

02.e DEVELOP YOUR ADVOCACY ROADMAP

Preparatory meetings of the Farmers' Constituency

This part of your advocacy strategy is where you need to **think about the sequence of actions and activities that will move things from where you are now to where you want to be regarding the change** you want to see through the negotiation process with your national government. To facilitate the whole process, we recommend using the **"so that" ("in order to...") technique**. The "so that" approach is built on a **chain of actions and consequences that could lead you – in the end - to the achievement of your advocacy goal**. That is important, given how unclear and undefined the road to change can be in advocacy.

Below, we have indicated an example of applying the "so that" technique using the steps the farmers' organisations of The Climakers Alliance have identified as essential in negotiating with their national governments.





The roadmap will help you **identify the milestones** you should try to secure to achieve your advocacy goal. That is important because your advocacy goal may take a long time to ensure – especially if it involves a primary new policy. Having a sense of the short-term and medium-term outcomes to be secured will enable you to measure progress and be prepared for dead-ends and specific things to go into reverse – requiring alternative actions at specific points in the road.



WFO FACILITATING UNFCCC FARMERS' CONSTITUENCY

- Participating in meetings with UNFCCC and COP28 Presidency representatives and ensuring a smooth flow of information from UNFCCC and the COP28 Presidency to the members of the Constituency ahead of and during COP28.
- Assisting in the smooth operation and coordination of the UNFCCC Farmers' Constituency.
- Supporting the development of joint statements that outline shared expectations and priorities for COP28: 1) COP28 High-Level Statement: A Farmer-driven Approach is Needed to Course-Correct Climate Action; 2) SSJW Joint Statement: Farmers' Call for Clarity at COP28 to Enable Climate Action in Farming Systems.
- Organising Constituency meetings every morning from 09:00 AM to 10:00 AM in the meeting room (TBC) to share day-to-day updates, discuss any important topics, get to know each other and run through the daily schedule of key events for youth.
- Collaborating on statements related to the Sharm el-Sheikh Joint Work on Implementation of Climate Action on Agriculture and Food Security.

FOCUS ON THE FARMERS' CONSTITUENCY

The Farmers' Constituency provides the platform for observer organisations working to ensure that farmers' voices are heard within the UNFCCC process:

“

The Constituency represents crop and livestock farmers, horticultural growers, pastoralists, foresters, ranchers, aqua-culturists, farmers organisations and co-operatives, farm workers, family farmers and businesses, women farmers, young farmers, indigenous farmers, landowners, and tenants, in all their diversity producing food, fibre and energy, from smallholder farmers to those managing large areas of land and including agricultural and other NGOs supporting farmers on the ground.

02.f IDENTIFY TACTICS AND APPROACHES

Networking, Partnerships, Joint Statements, Engagement Opportunities, etc.

Now, you need to think about **tactics and the approach** you will take to start negotiating with your national government based on all of the above analysis. It is crucial now to identify how the advocacy goal can be achieved and how your farmers' organisation can contribute to its achievement.

The approach you take will depend on:

- » **The external context:** what approaches are likely to have the most impact on those you are seeking to influence.
- » **The internal context:** your organisation's capacity, expertise, and mission, plus the expectations of your stakeholders and the kind of approaches they feel comfortable with.
- » **The type of change you are seeking:** changes may require tactics depending on both the context and may be secured through direct engagement with those who have the power to make these changes.

Here, you can find videos of successful negotiation examples of the farmers' organisations of The Climakers Alliance and how they achieved negotiations with their national governments through solid and effective advocacy strategy. We hope these videos will support you in understanding how to develop winning tactics and approaches to use with your national government.

Watch here the videos





FARMERS CONSTITUENCY HIGH-LEVEL STATEMENT ON COP28

“A Farmer-driven Approach is Needed to Course-Correct Climate Action”

- Overall objective: “At COP28, we wish to see a full recognition of the important role of farmers in addressing and responding to climate change and a greater consideration of our priorities in all decisions that impact us.”
- Including an explicit mention of farmers in the COP28 Cover Note.

Other objectives

- A clear roadmap for the Sharm el-Sheikh Joint Work on Implementation of Climate Action on Agriculture and Food Security.
- Agriculture and farmer-driven solutions enabled through the Global Stock Take (GST).
- Climate finance empowering farmers and the agricultural sector [including New Collective Quantified Goal for Climate Finance].
- Farmers prioritised the allocation of Loss & Damage (L&D) finance.
- Global carbon markets working with, and not against, farm systems [including Article 6 negotiations].
- Climate adaptation and mitigation policies integrated in the agriculture sector.
- Greater transparency and better understanding of the agriculture sector’s climate impact and potential solutions it can provide.

FARMERS’ CONSTITUENCY JOINT STATEMENT ON THE SSJW

“Farmers’ Call for Clarity at COP28 to Enable Climate Action in Farming Systems”

- Overall objective: “Parties must focus on the need to finalise and agree on the roadmap, in a timely manner, to ensure that we can move forward constructively to implementation, which allows farmers to plan practical actions to address the climate crisis.”

Discussion proposals:

- Delivering finance for the implementation of climate action in agriculture.
- Ensuring climate finance is available to individual farmers and farmers' organisations at all levels.
- Exploring the role of farmers' organisations as executing entities.
- Considering the role of innovation in providing climate solutions for agriculture.
- Providing technical and financial assistance to support the adoption of practices and technologies which are locally appropriate and meet farmers' needs.
- Leveraging data to support the effective implementation of climate commitments, ensuring a transparent and appropriate use of data for the benefit of farmers, governments and others.
- Exploring a just rural transition in the context of agriculture and food systems.
- Promoting fairness and transparency across the value chain.
- Maintaining agriculture economically and socially viable.

COMPENDIUM OF WFO POSITIONS FOR WFO MEMBERS

"COP28 must enable farmers to unlock solutions to the climate, food security and biodiversity crises."

- The WFO WG on Climate Change, in coordination with the other WFO WGs, created a short document including short summaries of WFO positions on key topics under discussion at COP28. The document will be shared with the WFO delegation as a useful vade-mecum for members who will have speaking roles at COP/participate in the climate negotiations in Dubai.
- The 'Compendium' includes the key messages outlined in the Constituency's Joint Statements as well as other topics relevant for WFO which are NOT thoroughly included in the Statements, such as: international trade, women, youth, and innovation.

02.g COMMUNICATE YOUR ADVOCACY MESSAGE

Plan for Communication & Outreach

Once you have reached this step, you have successfully implemented your advocacy strategy and achieved all the previous actions, and now you are ready to get in contact with the policymakers you are trying to influence with your solutions and recommendations related to the NDCs process. It is critical now you can **develop an advocacy message** based on your advocacy goal and the minimum requirements you want to achieve. The message must be a concise and persuasive statement about your advocacy initiative that captures the following: the problem, the solution(s), the action you want your target audience to take and What change would it bring in your country.



PROBLEM



SOLUTION



ACTION



CHANGE





Communication plan

AMPLIFYING THE FARMERS' VOICE AT COP28

Intended goals

- Positioning farmers as key actors in the global climate debate
- Raising awareness of farmers' vital role in addressing and responding to climate change.
- Amplifying farmers' voice at COP28.

Overall strategy

- Secure farmers have prominent visibility at COP28.
- Amplify farmers' active participation in relevant official panels and roundtables and not.
- Expand the reach of farmers' priorities beyond COP28.

Strategic tactics

- Promote branded hashtags: #Farmers4Climate, #FarmersInAction.
- Create compelling visual content to support WFO's narrative at COP28.
- Align WFO's messaging with COP28 Thematic Days.
- Leading the organisation of an official COP28 side event (6 December, 11:30-13:00, SE Room 8) and an exhibition booth.
- Activate daily social media coverage of WFO's participation in events.
- Leverage Instagram and Facebook Stories for engagement.
- Energise audiences with live tweets of roundtable discussions.
- Encourage community interaction through retweets and social media mentions.

- Establish communications partnerships to widen WFO's message dissemination.
- Assemble a comprehensive media pack for the WFO Delegation to streamline media engagement.
- Provide media with interview opportunities with farmers' leaders and arrange media interviews, ensuring farmers' voice is heard in public discourse.

AMPLIFYING THE FARMERS' VOICE AT COP28

Follow Us: Keep up with our updates and announcements on social media



- **Spread the Word:** Since November 8, we have been actively posting about WFO's involvement at COP28. We encourage you to share our posts and spread the word.
- **Live Updates:** We will provide real-time updates from relevant events panels and roundtables, sharing insightful quotes from speakers as they present. Stay tuned and share these moments.
- **Tag & Mention:** When posting about COP28, don't forget to tag and mention WFO. Your engagement increases our reach and impact.

02.h MONITOR AND EVALUATE YOUR ADVOCACY STRATEGY

Internal Report and Follow-up Meetings

Monitoring and evaluation are essential to your advocacy strategy, enabling you to demonstrate that your advocacy is progressing. The ongoing monitoring of your advocacy will help you identify whether:

- The approach and the strategy are working in the current context.
- You need to change a few activities if the political context has changed since you first drew up your strategy.

Your activities revolve around interacting with external political actors you have very little control over. A slight change in the attitudes or actions of the key actors involved and the political context in which they operate can mean that your advocacy strategy must also change. That's why ongoing monitoring is so critical.

▶ **Don't just monitor policy outcomes** but track the progress in achieving the interim outcomes you set in your advocacy strategy.

▶ **Evidence can always be found** to demonstrate important advocacy outcomes – even if they don't seem very tangible. For example, you receive requests from policymakers to bring your opinions and points of view on the climate and agricultural agenda, or there is an increase in your national government's discussions/questions on farmers' issues.

▶ **Constantly monitor the context** and the outcomes of your advocacy.

▶ **Build data collection systems** into your farmers' organisation to monitor all engagement with the individual powerful actors you seek to influence.

▶ **Conduct short after-activity reviews** with your organisation or coalition after a significant international or national event to understand what worked and what can be improved in the negotiation process.

03. FINAL REMARKS

Advocacy is a powerful force for driving transformation, and with the knowledge, skills, and strategies contained in this toolkit, the farmers will be better prepared to defend their causes and advance the common good. The Advocacy toolkit will serve to **strengthen the farmers' capability to advocate** more effectively with their respective national governments, thereby facilitating the integration of their proposed solutions and recommendations into the Nationally Determined Contributions (NDCs) process. By means of the narratives derived from their experiences in the field, farmers have presented compelling evidence of their capacity to engage in negotiations and collaborations with the national governments. These interactions are crucial to facilitate the formulation of suitable solutions aimed at aligning with the overarching objectives of the Paris Agreement, with a specific focus on their contributions to the strategies to be outlined in the Nationally Determined Contributions. In addition, we believe that **farmers learn best from other farmers**, and this toolkit can also ensure that the successful experiences shared by the farmers of The Climakers Initiative can help improve other farmers' advocacy capacity to influence their national governments in including their efforts in addressing climate change.

04. NOTES

1. “The Paris Agreement is a legally binding international treaty on climate change. It was adopted by 196 Parties at the UN Climate Change Conference (COP21) in Paris, France, on 12 December 2015. It entered into force on 4 November 2016. Its overarching goal is to hold “the increase in the global average temperature to well below 2°C above pre-industrial levels” and pursue efforts “to limit the temperature increase to 1.5°C above pre-industrial levels”, in The Paris Agreement, United Nations Framework on Climate Change, 2016. Available at: https://unfccc.int/sites/default/files/resource/parisagreement_publication.pdf
2. “Nationally Determined Contributions (NDCs) embody efforts by each country to reduce national emissions and adapt to the impacts of climate change. The Paris Agreement (Article 4, paragraph 2) requires each Party to prepare, communicate and maintain successive nationally determined contributions (NDCs) that it intends to achieve. Parties shall pursue domestic mitigation measures, with the aim of achieving the objectives of such contributions”. Available at <https://unfccc.int/process-and-meetings/the-paris-agreement/nationally-determined-contributions-ndcs>.
3. <https://www.unicef.org/lac/media/28571/file/prepare-to-act.pdf>
4. <https://www.theclimakers.org/stories-from-the-field/>



theclimakers.org