



It's Time.



Green Policy Advocacy

Recommendations for Youth





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Introduction

Green advocacy is a way to raise awareness, mobilise action, and influence policies on issues that affect the health of people and the environment. Advocacy campaign is a complex of actions aimed at driving a positive change whether it is on a high level, such as convincing the government to ratify an international agreement or on a national and local level, including influencing the decision-making process relating to individual projects.

Why youth voice matters?

The driving force of any green advocacy campaign is people. The power of people standing for nature is able to overcome the financial and political interests of the few. Youth are the future of this planet and your strong voices today can shape a better tomorrow. Having a powerful voice bringing about creating solutions, youth can become a crucial element in bringing a positive change. These recommendations are called to help you to channel your energy and optimism in order to influence the decision-makers and advocate for our nature. So let's get started.



KNOW it

Before any advocacy begins, it is vital to do your research. You need to build an argument that is based on accurate, relevant, and accessible information. You must be sure your argument is based on true facts - not think, hope or feel, you must know it. Using strong data, being frank and reliable will help you to build good relationships and trust with your audience. For example, if your goal is to influence your government to reach the EU goal of designating 30% protected areas, you need to analyse relevant legislation, in this case - the EU Biodiversity Strategy for 2030, and define what are the national obligations of your country that you can advocate for. You will also need to understand the process of protected areas designation and know the relevant stakeholders. Supporting information and valid data will be helpful in convincing your target audience.

Here, we arrive at the next sub-step in your research - know your stakeholder. To effectively collaborate and influence your target audience, you need to use the language, formats, and channels that will reach them. In order to achieve this, it is important to conduct a stakeholder analysis to understand each of your stakeholder's positions, interests, and needs so that you can better plan your engagement with them. Try to answer the following questions: What are their priorities (economic gain, financial incentives, public health, reputation, etc.)? What arguments would convince them? Why should they care? What would they need to know? How can you communicate your position to decision makers? E.g. short summaries, position papers, participation in public consultation, direct communication, infographics, social media.

Depending on the issue and your goals, your target audience can be:

- Governments;
- National and local politicians;
- Private companies and lobbies;
- Funding institutions;
- Local communities;
- Other NGOs, etc.



Remember, your goal is to drive a positive change, therefore, opt for a collaborative approach and rather than simply criticising, propose viable and creative solutions and keep the room for dialogue with your stakeholder. It is crucial to remain transparent, accountable, and consistent in your communication and actions, demonstrating your motivation as an advocate for the environment. You want to be aware of your stakeholder's priorities and tailor your communication accordingly, creating a compelling narrative which your stakeholder can relate to.

As much as it is important to know your target audience, it is useful to think of your own strengths and weaknesses. This will help to be prepared for the dialogue and better advocate for your goal.

Be Smart

After research is done, starts the planning. The most well-known form of an advocacy action is an advocacy campaign (policy advocacy campaign is a complex of tools and actions which aim to initiate or support political change). To build a successful campaign, you may want to rely on some basic rules which would help not to get lost in the process and have a clear roadmap to follow. Since you have already defined the environmental problem you want to advocate, you need to break it down into smaller objectives and targets. Having this sorted, you will be able to establish your opportunities to intervene and take action – relevant events, policies, proposed laws or agreements, international negotiations, etc.

The best way to approach the planning of your advocacy campaign is to apply the SMART methodology, meaning that your goals should be:

Specific:

Be clear in what you are striving to achieve. For instance, if you want to advocate for cleaner air in the coastal city, instead of aiming to “call for cleaner air”, formulate your goal more specifically, such as “launch a media campaign to introduce the benefits of a shore-to-ship project in X harbour”.

Measurable:

You need to be able to measure your goal to evaluate the campaign’s performance at a later stage. Such as a number of signatures on your petition, the media coverage or number of social media posts, number of meetings with decision-makers, etc.

Achievable:

Being ambitious is good, yet don’t forget your time and resources have a limit, therefore your goal needs to be reasonably attainable. In terms of goal-setting, it can mean downscaling your campaign’s objectives or breaking a larger campaign into smaller sub-projects to be able to actually achieve what you want.

Realistic:

Meaning that your goal should be relevant and within reach.

Time bound

The timeline for preparing and delivering your campaign should be clear and realistic. It also will depend on your objective, such as if you are aiming at convincing the government to sign an important environmental agreement, the deadline will be quite precise and you should be able to develop and implement your campaign in time.

These questions can help you further to structure the planning better and tailor your messages and actions to an overgoal goal: What are the desired outcomes and impacts of your advocacy efforts? Who are the key stakeholders and decision-makers that you want to influence? Who are the potential partners that you want to collaborate with? Who are the target communities that you want to empower and mobilise?

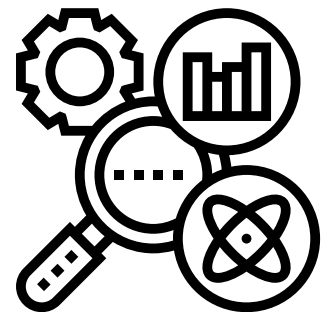
Team up:

Form a team of supporters and share the tasks depending on each person's set of skills. It can help if the roles are distributed from the beginning, including a leader who would organise the campaign and coordinate the team work, a fundraiser, volunteer coordinator, content creator, etc. Strong and motivated team is a vital foundation for a successful advocacy campaign. You can engage in advisory councils, youth parliaments, youth committees, exchanges and other initiatives which provide an opportunity to voice and discuss your concerns, expectations and share your opinion. Such platforms can be of great help in building and expanding your team.

Look for opportunities:

Policy advocacy is aimed at influencing decision-making processes, thus you need to chase relevant opportunities to deliver your message. Political arena is full of such opportunities, including:

- town hall meetings and discussions;
- signing petition;
- marches and rallies;
- participation in relevant public committees and councils;
- seminars, conferences and workshops;
- press-conferences of politicians;
- organising round tables with decision-makers;
- participating in public consultations and hearings, etc.



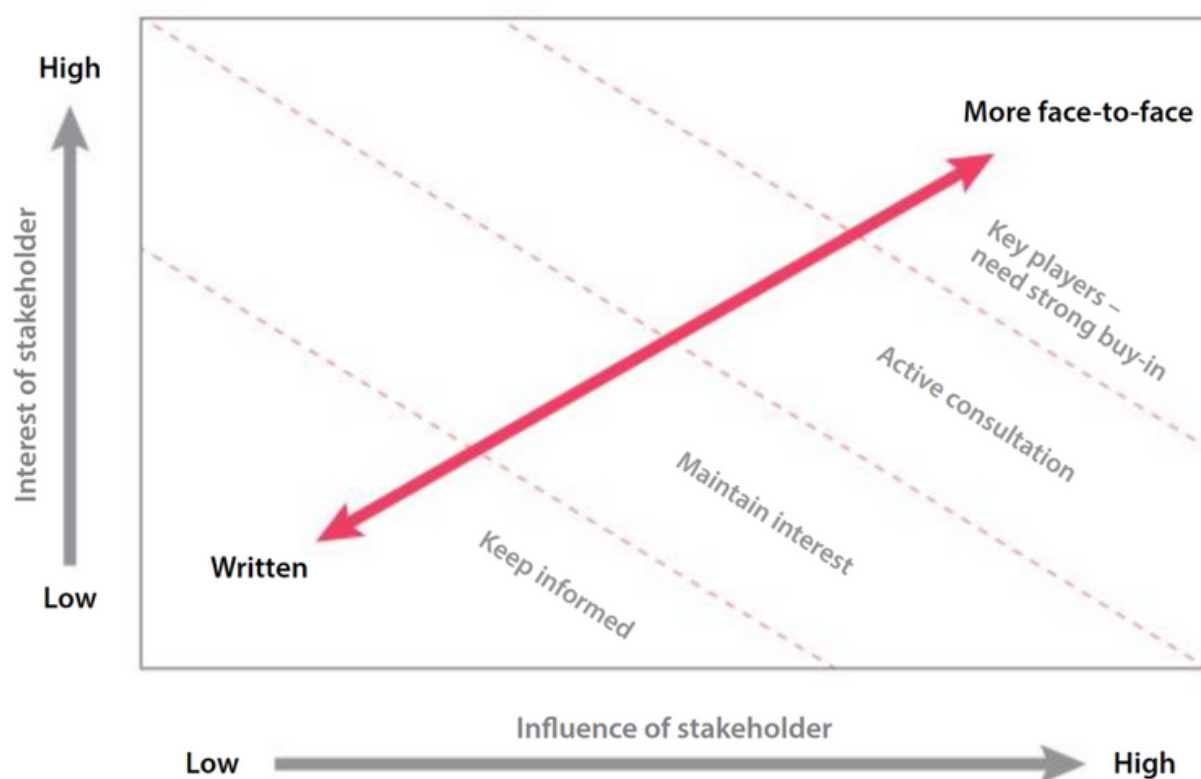
Depending on your goal and subject, your policy advocacy can target the following processes:

- International level: ratification and implementation of Multilateral environmental agreements implementation e.g. Convention on Migratory Species, Barcelona Convention, Ramsar Convention, UNFCCC, Nature Restoration Law, etc.;
- National level: national legislation, government policies, strategies, national planning and development;
- Local and regional level: local laws, project development, regional referendums or decisions.

Any individual who shares our mission to protect and preserve birds and their habitats, and who is willing to donate their time and skills, is eligible to become a volunteer.

Divide and conquer:

Sometimes, reaching your goal can be more difficult simply because the problem is complex and involves many stakeholders. In such cases, it is useful to break down the problem into different subcategories, depending on the stakeholder or the issue and address it in different campaigns, step by step. For example, if you want to advocate for a closure of a spring hunting season in your country or region, your stakeholders will include the governmental entities and local authorities, hunting community, farmers, local residents, and other interested parties. Each of them will have their own vision of the issue and different position, therefore your messages and channels of communication will need to vary to better reach your audience.



Another option to go around a complex problem is to identify the low-hanging fruits and start from those. For instance, if your campaign looks to achieve more sustainable planning and development policy in your community, look for existing regulations and think of potential amendments and revisions that you can propose, instead of calling for a brand new law.

Measure results

Evaluation of an accomplished advocacy campaign is as important as its planning. If you used a SMART methodology at an earlier stage, you will not have troubles assessing the results, since your target was measurable. The analysis of weaknesses and successes of your campaign will help you improve your advocacy skills and achieve more next time.

Know Your Rights

Most countries in Europe, for instance, are parties to the Aarhus Convention which was signed back in 1998, and gives us the right to access information, participate in decision-making and access justice in environmental matters. Look up for useful legislation in your country to help you develop a stronger position as an advocate for the environment.

What are you trying to achieve?

Policy steps



Advocacy goals

- What are the steps to achieve your objective?
- SMART goals: Specific, Measurable, Achievable, Relevant, Time-bound
e.g. legislation, policies, events, consultation periods, other levers such as a protected site designation (international or national), legal cases, international conferences, planned developments.

Key messages

- Set out what you propose to argue to secure your goals.
- What might others say in response?
- What are your opponents saying – how can you respond?

What advocacy documents are needed?

e.g. narrative/ story, one pager, key messages, draft letters/ emails of support, Q&A

What supporting evidence we need?

e.g. data from you or others (is the data reliable?), commissioned studies, peer review

WHO TO INFLUENCE?



- 1. Stakeholders**
- 2. Government**
- 3. Private and
finance sectors**
- 4. NGO's**
- 5. Communities**

Case studies

Malta

- 1.Cleaner beaches
2. Overturning the illegal spring hunting
- 3.Stop greenwashing
- 4.Reduce noise pollution
- 5.Work for better bus routes, schedules and electric transportation
- 6.Less plastic
- 7.Greener schools

Poland

Improvement of Polish cities structure to be more friendly towards birds

Argentina

Derogation of Santa Cruz's Provincial law

Czech Republic

Ban the hunting of common pochard in the new hunting law in the Czech Republic

Romania

Preventing urbanization in the Faget (Cluj-Napoca) area

Germany

Ecological design of solar plan in Southern Germany

1.Cleaner beaches

POLICY OBJECTIVE

- What are you trying to achieve?

Work with government to provide more enforcement and stricter laws when it comes to businesses capitalising on massive parts of our beaches. More accessible bins are needed, bins usually are full to the brim and the trash ends up in the sand. Restricting BBQ areas to areas, which are approved. Deck chairs on a beach should be limited to a reasonable area. Recently we have seen local businesses take advantage such as in Comino and consequently ruining both the experience of many tourists and the landscape of such an iconic beach. More enforcement therefore is needed even for the cleanliness of beaches and the prohibition of BBQ on the sand.

Advocacy goals

Campaign and spread awareness

01

Reach out to politicians with writing emails and letters

02

Have government, companies and communities take steps to improve this issue by 2026

03

1. Cleaner beaches

KEY MESSAGE



Malta has been experiencing overpopulated beaches, and more sunbeds are being set up ruining the beach itself. Not to mention that overpopulated beaches mean much more waste and so beaches should be cleaned more regularly to protect local and national environment. This way tourists get to enjoy cleaner beaches. So, this policy not only aims to have cleaner beaches but to improve Malta's tourism image as a nation that protects its interests.

• What are your opponents saying – how can you respond?

Government might not consider this policy as that important when it comes to taking action however this way tourists get to enjoy cleaner beaches. So, this policy not only aims to have cleaner beaches but to improve Malta's tourism image as a nation that protects its interests.

INFLUENCE STAKEHOLDERS



We need to influence people as they have the most important power no one else has, power to change and stand up for things



Our arguments showcase that cleaning beaches is very important because it also contributes to Maltese economy and tourism



This policy benefits not only every local person but also tourists which will contribute to local economy.



Government has the power to organise more cleanups and further restrictions.

1.Cleaner beaches

Advocacy documents needed:

Q&A with politicians would provide a good document to raise awareness and make governments decide.

What supporting evidence is needed:

The supported data of damage done showcasing the pollution of beaches would be supporting this case.

Who to influence?

Government

They can enforce more cleanups, provide more enforcement and stricter laws when it comes to businesses capitalising on massive parts of our beaches

NGOS:

QLZH Foundation, they organise annual events to clean up seabeds, last one took place in Isla.

Communities

Organise cleanups and take action

Private sectors

Promote cleaner beaches by spreading awareness to communities.

2. Overturning the illegal spring hunting

POLICY OBJECTIVE

- What are you trying to achieve?

To prohibit the trapping and hunting of birds during spring. Malta is one of the few countries in Europe that have not banned spring hunting, due to very influential groups of hunters located all over the island. Spring is when birds should be allowed to breed and enlarge their population however this is being threatened because spring hunting is legal. To highlight the negatives of spring hunting, convince audiences that spring hunting should be illegal and plead with government bodies to overturn spring hunting in Malta

Advocacy goals

Highlight the negative of spring hunting

01

Reach out to governments, stakeholders and address the issues

02

Have government put an end to spring hunting by spring season 2026

03

2. Overturning the illegal spring hunting

KEY MESSAGE



Locally we may not agree to illegalize spring hunting as a referendum was held in the last decade. Spring hunting is in fact damaging wildlife in Malta (rare species killed intentionally or unintentionally) and there is much proof to support this, with arguments from foreign countries who may have seen an improvement in bird wildlife in their country due to them banning spring hunting. This should be showcased to hopefully convince youths.

- **What are your opponents sayings – how can you respond?**

Local communities may find this policy as an attack against traditon however banning spring hunting isn't the end of hunting and tradition. Birds must have their time to migrate and breed, once that is done hunting can resume responsible

INFLUENCE STAKEHOLDERS



National government has to be convinced of our arguments and respect the advices of EU countries on this matter.



Government have the power as well as people do they can both be big influencers of decisions



This policy benefits the biodiversity and will contribute to conservation of Maltese nature



Arguments that this is an attack on tradition does not justify the damage of wildlife being done in Malta

2. Overturning the illegal spring hunting

Advocacy documents needed:

Campaigns compiling key messages and Q&A with politicians would raise awareness of this issue

What supporting evidence is needed:

Supporting statistical documents showcasing how the ban of spring hunting contributes to biodiversity

Who to influence?

Government

Can take actions and pose further restrictions on spring hunting

NGOS:

Birdlife, have worked to protect environments where birds in Malta live, offer their support to injured birds and the reporting of illegal hunting.

Communities

Communities can organise protest and further educate hunters on the negative of spring hunting

Private sectors

Retailers and banks can spread awareness and address this issue

3. Stop greenwashing

POLICY OBJECTIVE

- What are you trying to achieve?

On January 17, the European Parliament approved new legislation aimed at curbing greenwashing by businesses. The Directive on Empowering Consumers for the Green Transition will ban exaggerated and unfounded claims relating to a company's environmentally friendly actions, including carbon neutral claims. The regulations will take up to two years to go into effect in the European Union. While this is happening, we will raise awareness and make people understand how to analyse and not fall for these marketing traps. The goal is to significantly decrease the false presentation of marketing. Youth can do this through using digital campaigns (creating social media videos, guidelines, participating in a survey and petitions that will help spread awareness and make marketing in Malta more transparent)

Advocacy goals

Campaign and spread awareness

01

Create tools to help avoid marketing traps

02

Have youth boycott and campaign against companies that greenwash by 24 months period

03

3. Stop greenwashing

KEY MESSAGE



People and companies may strongly dislike this campaign since it does not benefit most of them and can damage their reputation, however the truth greenwashing is a serious issue and problem. In a study led by the European commission found in 2020 it was found that 40% of investigated environmental claims in European Union were baseless while 53% were ambiguous, deceptive, and unfounded. The reason that this is happening is clearly showcase that there is a lack of critical thinking and fact checking of information that is being distributed online. Our aim is to help people and learn how to avoid falling for traps based on greenwashing that companies and organizations use to manipulate the audience for their marketing purposes as well as learn to debunk myths. We aim to create digital tools such as guidelines created by youth and teach people to research and not take the information that they see for granted. This problem causes people to support and be tricked into contributing to the businesses that harm the nature and biodiversity themselves.

INFLUENCE STAKEHOLDERS



This issue can be improved by promoting companies that respect and factually label products that are eco-friendly meanwhile penalizing those that false represent



We will close communicate and explain to them on how they can benefit and why is it important.



This policy benefits not only every local person but also tourists which will contribute to local economy.



Our arguments are backed up by statistical data and they raise concern for action

3. Stop greenwashing

Advocacy documents needed:

A variety of documents are needed such as draft letters and drawing key messages that directly address this issue.

What supporting evidence is needed:

The data with conducting surveys to see patterns in falling for greenwashing traps will also help.

Who to influence?

Government

Governments can locally help by raising awareness of this issue and closely monitoring and punishing companies that false label .

NGOS:

NGO's can help spread awareness of this issue by helping in campaigns and creating guidelines

Communities

Employees can help by reporting companies that false-advertise

Private sectors

Private sectors can help by making marketing transparent

4.Reduce noise pollution

POLICY OBJECTIVE

- What are you trying to achieve?

As Environmental and Resource Authority ERA is seeking experts who will generate a study to propose various noise abatement measure and acoustic guidelines for both old and new homes, we encourage all the authorities to contribute to noise pollution matter more seriously and place stricter restrictions that will be obligated to be followed by law.

Advocacy goals

Spread awareness, campaign, protest

01

Have governments and companies take action

02

Lower noise pollution by
30% until 2026

03

4.Reduce noise pollution

KEY MESSAGE



This type of pollution is generated by humans and is a form of environmental degradation. It can serve as a source of stress on fauna, can have negative effects on animal welfare, and can even cause behavioural changes in birds. In fact, a research study shows that noise pollution significantly cause birds to exhibit less courtship relationships, produce less eggs and also causes fewer offspring to reach reproductive age.

- **What are your opponents sayings – how can you respond?**

Government might not consider this policy as that important when it comes to taking action however this way tourists get to enjoy cleaner beaches. So, this policy not only aims to have cleaner beaches but to improve Malta's tourism image as a nation that protects its interests.

INFLUENCE STAKEHOLDERS



People have most interest to combat this issue, especially elderly as they are at most risk



Our arguments showcase that noise pollution represents a serious problem to people and biodiversity



This policy benefits not only every local person but also environment



Government has the power to place stricter standards on companies

4.Reduce noise pollution

Advocacy documents needed:

We would need draft letters that display key messages

What supporting evidence is needed:

We can also conduct surveys by gathering public opinions and seeing how they are concerned of this issue.

Who to influence?

Government

They can built low - noise
asphalts, require construction
sites to have soundproofing
walls, control car bonking

NGOS:

NGO's can protest, create ,
organise educative
presentations in Driving schoolls
to raise awariness of how to
behave while driving.

Communities

Communities can start
petitions, create social media
video to raise awareaness,
organise planting days as
trees are tools that can be
used to reduce these issues.

Private
sectors

Raise awareness of this issue

5. Better bus routes

POLICY OBJECTIVE

- What are you trying to achieve?

To design better bus routes, for it to be more efficient and useful to its users. For example avoiding routes that are difficult for buses to go through or create traffic when they do. Better schedules are needed to promote the use of public transport, and finally to convert all buses electric to reduce the main source of pollution in Malta.

Advocacy goals

Start petitions to design better bus routes

01

**Campaign and contact politicians
via emails and letters**

02

Convert all buses to electric by 2029

03

5. Better bus routes

KEY MESSAGE



Malta has been experiencing intense traffic and there is a clear need to improve and think of more efficient bus routes

- **What are your opponents saying – how can you respond?**

By converting buses to electric which are economically friendly, would be a ray of hope not only for us but also for other countries to do the same. This is very achievable as we have fewer buses than other countries. We would also be tackling one of Malta's biggest problems which is traffic.

INFLUENCE STAKEHOLDERS



Government have most power in helping this issue and converting all buses to electric



Buses should be operating in roads where they can pass through without the need of causing traffic.



This policy benefits to every local person as they will experience less traffic and pollution



Better bus routes also mean higher use of buses by tourists

5. Better bus routes

Advocacy documents needed:

Writing letters and emails to politicians will make them aware and push them to act more

What supporting evidence is needed:

Support from communities will help and benefit this case

Who to influence?

Government

MPT (Malta Public Transport) should take into consideration of the discussed policies along with the national government.

NGOS:

Working with other ecological NGO's to support this idea will help.

Communities

Local employees that are bus drivers can further address this issue

Private sectors

Retailers can help by supporting the case and calling upon governments to act

6. Less plastic

POLICY OBJECTIVE

- What are you trying to achieve?

Push government to work on improving the taste of tap water while also encouraging people to drink tap water more instead of relying on the use of bottled water. This would be achieved by providing workshops, guidelines and surveys that will make students and people more aware of the risk and endangerment of promoting plastic use as well as debunk myths about the safety of tap water in Malta.

Advocacy goals

Reduce plastic intake

01

Raise awareness and concerns
over use of plastic bottles

02

Increase te tap water consumption
by 30% until 2027

03

6. Less plastic

KEY MESSAGE



Companies may not like this idea as it does not financially benefit them but statistic data says that Maltese consume the least amount of tap water in the European Union. In a statement by the Chief Executive of TAPP Malta Phil Richards explained how every household in Malta and Gozo consumed an average of 1,000 plastic bottles of water per year, or 200 million bottles throughout the country. If you ask many people, they will say that the tap water in Malta is not very safe and has toxic particles in it. Is this a myth or truth? Well according to all WHO and EU requirements the safety of tap water in Malta is good and there is no scientific data that says otherwise.

- **What are your opponents sayings – how can you respond?**

They try to dismiss this issue but the truth it that plastic polution is one of the biggest element that edangers Maltese biodiversity and we have to act and reduces.

INFLUENCE STAKEHOLDERS



We need to influence public by doing various workshops on the damage plastic does to the environment by influencing public companies



Plastic water consumption is a big problem as it takes 2L of water just to produce 1L of plastic bottle



We will support this message by having public speak and address these issues.



Government has the power to built better filters that will improve the taste of tap water and encourage tap water consumption

6. Less plastic

Advocacy documents needed:

We need different public opinion in order to deliver key messages.

What supporting evidence is needed:

Data showcasing statistics on how many people prefer plastic bottled water

Who to influence?

Government

Improve taste of tap water by building better filters

NGOS:

NGO's can work closely with others to organise marketing campaigns and increase education.

Communities

Organise cleanups and take action

Private sectors

Decreasing the promotion of bottled water and focus on tap water as an example.

7. Greener schools

POLICY OBJECTIVE

- What are you trying to achieve?

In this policy, we are trying to achieve a healthier environment for schools and learning environments by increasing their surroundings more by greenery. Children growing up in greener schools will most definitely appreciate more the natural environment they spend most of their early lives in and this will definitely help Malta in the future. Not to mention schools with more greenery are more aesthetically pleasing instead of concrete.

Advocacy goals

Involve and engage students

01

Increase the usage of school greenery

02

Have an average of 40% consisting of soft-landscaping in schools by 4 years

03

7. Greener schools

KEY MESSAGE



Malta has been experiencing overpopulated beaches, and more sunbeds are being set up ruining the beach itself. Not to mention that overpopulated beaches mean much more waste and so beaches should be cleaned more regularly to protect local and national environment. This way tourists get to enjoy cleaner beaches. So, this policy not only aims to have cleaner beaches but to improve Malta's tourism image as a nation that protects its interests.

- **What are your opponents saying – how can you respond?**

Teachers and staff of schools should support this idea as it contributes to healthier lifestyle of students and will make them more self-aware

INFLUENCE STAKEHOLDERS



We need to convince important individuals in the government such as the Minister of Education to implement this policy and gradual change.



BOV, great help throughout the years (Dinja Wahda etc.) the project of greener schools would be a great investment for them



This policy benefits students and will make schools more engaged in nature topics



Reach out to local councils

7. Greener schools

Advocacy documents needed:

Q&A with politicians would provide a good document to raise awareness and make Ministry of education take steps

What supporting evidence is needed:

The supported data of damage done by not being engaged in nature

Who to influence?

Government

Ministry of education can help and support this idea

NGOS:

Friends of the Earth can be valuable asset

Communities

Support and campaign for this idea

Private sectors

Help schools and provide support

Improvement of Polish cities

POLICY OBJECTIVE

- What are you trying to achieve?

Improvement of the Polish cities structure to be more friendly towards birds which will support biodiversity and make buildings more attractive to birds

Advocacy goals

Metanalysis research)

Communication and
co-founding
strategy

Meeting with OTOP's
advocacy leader

Monitoring condition of bird
and message to authorities

Evaluation of the policy
in Polish cities

Introducing bird friendly
certificate program

Improvement of Polish cities

KEY MESSAGE



Planting native plant species

- Less frequent grass mowing
- Hanging nest boxes for birds
- Glass surfaces protection

- **What are your opponents sayings – how can you respond?**

All people should support this policy as it ensures and contributes to improving biodiversity in polish cities

INFLUENCE STAKEHOLDERS



Improvement of Polish cities

Advocacy documents needed:

Narrative/story for the citizens and authorities

- Informative e-mails to authorities about the project

What supporting evidence is needed:

Scientific data (metanalysis) are needed for further support

Who to influence?

Government

Can support support this policy by placing regulations

NGOS:

Other NGO's can also work together to help this issue

Communities

Campaign and support this idea

Private sectors

Support and raise awareness

Derogation of Santa Cruz's Provincial law

POLICY OBJECTIVE

- What are you trying to achieve?

Derogation of Santa Cruz's Provincial law n3692 that prohibits natural protected area creation.

Advocacy goals

Visibilize the problematic with strong communication campaign

01

Make presentations about this problematic situation at Mercosur and United Nations

02

Present a cause at the Supreme Court of Justice as this measure with political lobby with deputies and senators.

03

Derogation of Santa Cruz's Provincial law



KEY MESSAGE

Santa Cruz Province is world-known because of its natural beauty. Local ranchers lobby at provincial politics came out with an anachronistic law that violates not only the human right of a healthy environment but also compromises the future of tourism based economy and the future of next generations.

INFLUENCE STAKEHOLDERS



We need to influence people and governments
as they have the power



Gather public opinion that will influence the
stakeholders



This policy benefits every local person as
it protects the environment and
biodiversity



Government has the power to make the biggest
impact

Derogation of Santa Cruz's Provincial law

Advocacy documents needed:

Presentation: Narrative, Key message,
Proposal, Contact

What supporting evidence is needed:

Productive alternatives to traditional sheep
cattle ranching

Who to influence?

Government

National, international

NGOS:

Ambientalist NGOs, National
Parks Administration, National
Institute of Agriculture

Communities

Nature lovers can
contribute

Private
sectors

Tourism sector

Ban the hunting of common pochard

POLICY OBJECTIVE

- What are you trying to achieve?

Ban the hunting of common pochard in the new hunting law in the Czech Republic

Advocacy goals

Research, talk to experts on this topic and the new law

01

Meet with the opponents to see their point of view on this topic (are there any common point for us?)

02

Meet with the law-making team at the ministry of agriculture, try to get more support from MPs

03

Ban the hunting of common pochard

KEY MESSAGE



Common pochard is globally decreasing specie and lost 1/3 of Czech population in last 30 years
Even after this decrease the are still legally hunted in the Czech republic
Common pochard doesn't make a significant part of the hunted ducks so it won't affect the total catch of ducks for hunters, it can still significantly affect the population trends of it

INFLUENCE STAKEHOLDERS



Ban the hunting of common pochard

Advocacy documents needed:

Story how our agriculture landscape is struggling with intensive use of it. Our ponds are getting destroyed by too many fish in them and all the waterbirds are disappearing.

What supporting evidence is needed:

Results of the bird census program

Who to influence?

Government

Ministry of agriculture – meetings with their team, explaining the case, using evidence based arguments, be a serious partner
MPs – same as above

NGOS:

Birdlife czech
CSOP (environmental organization)
Ceska Krajina

Communities

CMMJ - Czech hunters association – try to find common fields
Start a constructive discussion

Private sectors

Provide further support

Preventing urbanization in the Faget (Cluj-Napoca) area

POLICY OBJECTIVE

- What are you trying to achieve?

Preventing urbanization in the Faget (Cluj-Napoca) area

Advocacy goals

(local council meeting with the involvement of citizens, different specialists in ecology field, activists)

01

Local awareness, education outreach and social media outreach

02

Enhancing the targeted areas through cultural events and highlighting the ecosystem services offered to communities

03

Preventing urbanization in the Faget (Cluj-Napoca) area

KEY MESSAGE



The area can be exploited economically and alternatively through ecotourism (observation point, trails, birdwatching)

INFLUENCE STAKEHOLDERS

-  We need to influence people through campaigns and protests
-  Our arguments showcase that this policy can also contribute to ecotourism
-  This policy benefits not only every local person but also tourists which will contribute to local economy.
-  Government has the power to make more investments in this area and further restrictions.

Preventing urbanization in the Faget (Cluj-Napoca) area

Advocacy documents needed:

petitions, emails of support, interviews from citizens and experts, environmental reports

What supporting evidence is needed:

boycott,
pressure on the image of companies

Who to influence?

Government

They can enforce protests,
political pressure

NGOS:

interconnections of different
fields organization .

Communities

education,
awareness,
community leader,
entertainment

Private
sectors

boycott,
pressure on the image
of companies

Ecological design of solar plan in Southern Germany

POLICY OBJECTIVE

- What are you trying to achieve?

Ecological design of solar plant → avoid combination of solar plant and wind plant in the same area in Southern Germany

Advocacy goals

Before public consultation period: contact responsible institutions (eg. planning agency, company, regional and local legislation)

01

Bring up concerns and think about compromises

02

Implementation

03

Ecological design of solar plan in Southern Germany

KEY MESSAGE



Others: variety of different opinions

Opponents: persist on correctness of their work → intolerant towards criticism

INFLUENCE STAKEHOLDERS



We need to influence people as they have the most important power no one else has, power to change and stand up for things



Governments can also massively contribute



This policy benefits local community and biodiversity.



Campaigns, petitions and different workshops can be useful to influence

Ecological design of solar plan in Southern Germany

Advocacy documents needed:

Position papper

What supporting evidence is needed:

Supporting data would also be useful

Who to influence?

Government

Local and regional legislation →
law

NGOS:

Other environmental protection
organisations
("Friends of the Earth") → same
interests, similar
goals

Communities

Locals, neighbours,
farmers → facts

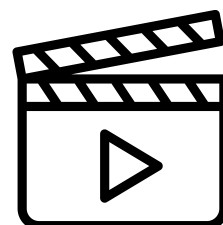
Private
sectors

Promote cleaners beaches
by spreading awareness
to communities.

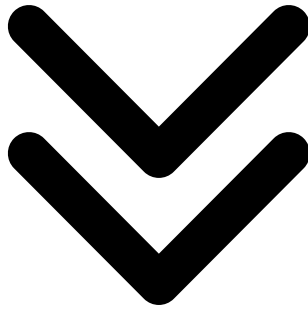
What are our Youth Leaders saying?



[Click here for
summary](#)



Voices of Youth



Hi, I'm Juan and I am a youth leader at BirdLife International!
You can [click here](#) to listen to problems biodiversity is facing in Argentina!

Hi, I am Abigail and I will speak on the environmental issues youth face in Malta!
You can [click here](#) to see the video!



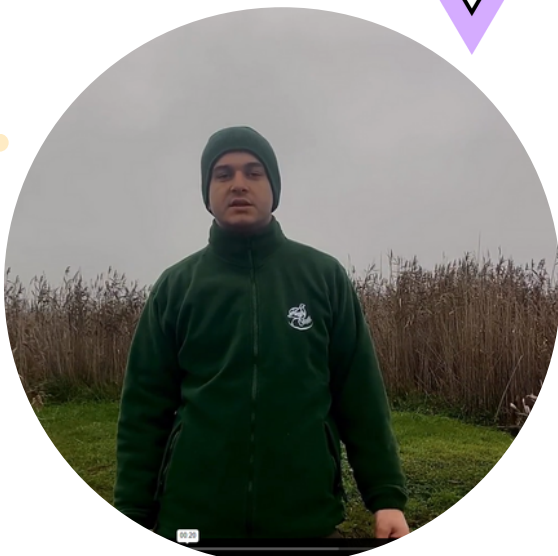
Hi, I am Marcin and together with other youth leaders from Poland I will speak on the issues affecting youth and environment. You can view [the video here!](#)



Michelle:
We can and should be naturalists!
You can view the [video here.](#)



Hi, my name is Mate: " Companies, governments it's time to act! "
You can view [the video here!](#)



My name is Ana. I will talk about the importance of nature!
You can view the [video here.](#)





It's Time.



Co-funded by
the European Union



It's Time. is an Erasmus+ funded project that aims to involve young people in the fight against the climate and biodiversity crises by providing them with tangible ways to take action. This project is led by BirdLife Malta in collaboration with BirdLife International, Romanian Ornithological Society (BirdLife Romania, SOR), the Polish Society for the Protection of Birds (BirdLife Poland, OTOP), and Station Europe.

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