

#FEMINISTS WANT SYSTEM CHANGE

OUTREACH PLAN

COP25, Santiago & Madrid (2019)

Main objectives

This document is to guide the **Women & Gender Constituency** (WGC) members' outreach during the climate negotiations 2019, focusing on making a connection between the civil society actions in Santiago and Madrid. The aim of our campaigning is to ensure that decision-makers hear us loud and clear, to amplify our feminist demands from our position paper that represents the collective voice of our membership.

WGC position paper

bit.ly/COP25-WGC-key-demands

Graphics folder

bit.ly/COP25-feminist-graphics

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#FEMINISTS WANT SYSTEM CHANGE

1. Listserv

The Women and Gender Constituency hosts an ‘**advocacy list**’ which is open to members of civil society who would like to engage in developing positions on all aspects of international climate policy. To join this list, **you have to complete this form**, including the Advocacy List agreed principles and guidelines. There is also a “**general list**” where allies, e.g. from UN agencies and member states, can follow our latest activities. On the general list we share finalised positions, events and invitations to solidarity actions. You **join it by filling in the embedded form** on our website.

2. Whatsapp

We have Whatsapp group for COP25 for quick and urgent communication on logistics, interventions or if you want to express e.g. feelings about the ongoing negotiations. It is a safe space for communication, that means that if you want to engage in these groups you have to use a supportive, friendly and constructive tone; please attack the problem, not the person. It is not a space for spamming or personal messages, bilateral discussions should be conducted individually, and not via the group, in order to be respectful of the 100+ people who are on the Whatsapp group. After COP25 we will close the group. To ensure that this is a functioning space, in accordance with the values and principles of the WGC, the admins reserve the right to remove any participants from the group that do not adhere to our rules of engagement.



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3. Tweets

We have drafted some sample tweets based on our key demands that you are free to use. We also encourage you to add your own messages as well as translating these into your own language.

- English tweets - bit.ly/WGC-COP25-Tweets
- French tweets - bit.ly/COP25-WGC-tweets-french
- Spanish tweets - bit.ly/COP25-WGC-tweets-spanish

4. Hashtags

Below are our main hashtags for COP25. Remember to always use #FeministsWantSystemChange and the main COP25 hashtag in all your messaging, so that we can more easily find your posts and amplify them.

#FeministsWantSystemChange

We believe that we must fight discriminatory intersecting structures of inequality. To achieve these we need to have a "system change" of society, e.g. move the money from military to social welfare, degrowth instead of growth etc (redistributive justice). This hashtag is linked to the bigger women's rights and gender equality agenda, Beijing Platform for Action.

#WomenClimateJustice

WGC provides a space for women and non-binary persons to raise their voices on issues of women's rights, gender equality within the UNFCCC policy framework. Get our member's latest updates by following this hashtag.

#OurSolutions

This campaign is tied to the gender just climate solutions award and it highlights the work women already do to challenge and transform gender roles and fight climate change.

#StopTheWorld

We are endorsing the call for a **Women's Global Strike** (#WomensGlobalStrike) on 8 March 2020, and we will amplify this campaign during HLPF, as it ties in very well with all the SDGs under review. There will be a sign which you can take photos with, and post on social media together with why, according to you, the world stops if women stop. When recording a video please use the following format: "My name is ABC. I am from XYZ country. I am striking on 8th March 2020 because ..."

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5. Other campaigns

These campaigns aren't necessarily by our membership, but could be a good to check them up

UNFCCC's	Misc		
#COP25	#NoMoreCoal	#HowDareYou	#FemGND
#COP25madrid	#ActNow	#ClimateStrike	#GreenNewDeal
#COP25chile	#ClimateResisters	#GlobalStrike	#EuropeanGreenNewDeal
#ActOnTheGap	#ClimateJustice	#ClimateEmergency	#EnergyJustice
#TimeForAction	#EndCoal	#ClimateChaos	#JustTransition
	#NotWithoutUs	#WeWillRise	#FeministFossilFuelFreeFuture
	#MoveTheMoney	#GlobalClimateStrike	#ClimateEmergency
	#StandWithDefenders	#CumbreDelClima	

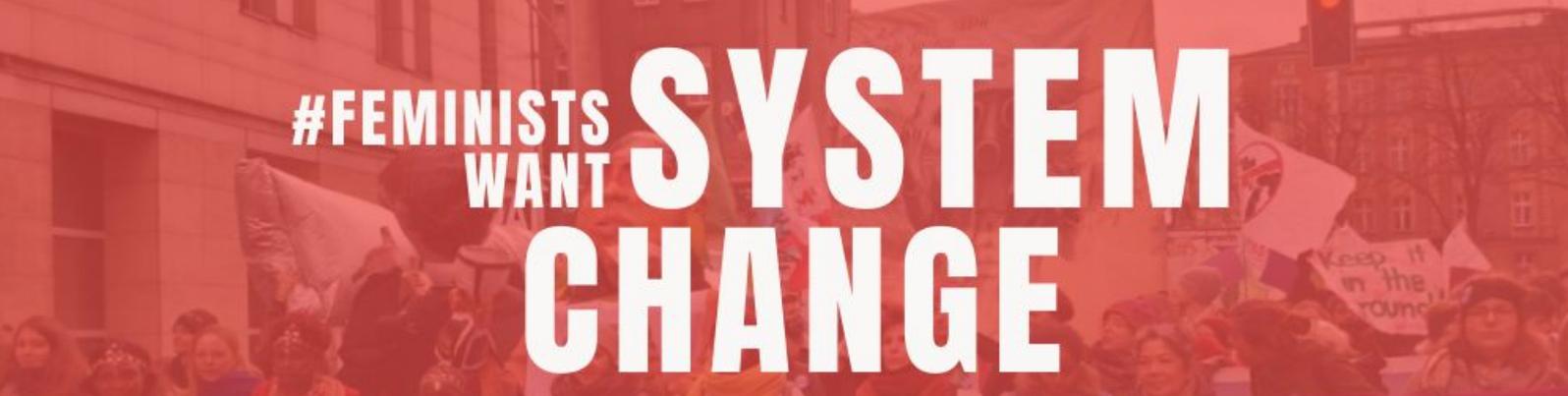
6. Twitter list

We have set up a twitter list with our members! Keep yourself up-to-date on our member's fierce ecofeminist analysis of the climate negotiations and climate action. Hear our roar, climate justice for all! Follow them here:

Follow

twitter.com/WGC_Climate/lists/climate-feminists





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7. Photos

There are several platforms with professional photos. [UNFCCC has a flickr](#), where you are allowed to use the photos as long as you credit the photographer. [IISD's photos](#) of the forum are also available to recirculate, as long as you credit them: "Photos by IISD/ENB | Kiara Worth". Annabelle Avril is joining us as well, and the link to her photos of the Women & Gender Constituency will be shared later, you are free to use them as long as you always credit them "Photos by Annabelle Avril / WECF".

8. Actions

You apply for actions inside the COP25 venue [here](#). Please note make sure that you have also read the "[Guidelines for the participation of representatives of non-governmental organizations](#)". You need to apply for an action at least 24 hours before you want to hold it.

9. Press releases & conferences

Press releases

Submit your press release to the UNFCCC secretariat by sending an email with the direct online link to the document (so you must first publish it on your website) to this address: releases-COP@unfccc.int. All submitted press releases are published here: unfccc.int/cop25-submitted-releases

Press conferences

The schedule for the press conferences can be found [here](#). To request a press conference, you need to [fill in this form](#) and send it to pressconf@unfccc.int. All live streams of plenary events and press conferences can be found [here](#).

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10. Strategic events

We encourage you to share info about your work, events and analysis in your communication. In addition, it might be a good idea to keep an eye on what media is reporting on and what is happening outside the “UN bubble”:

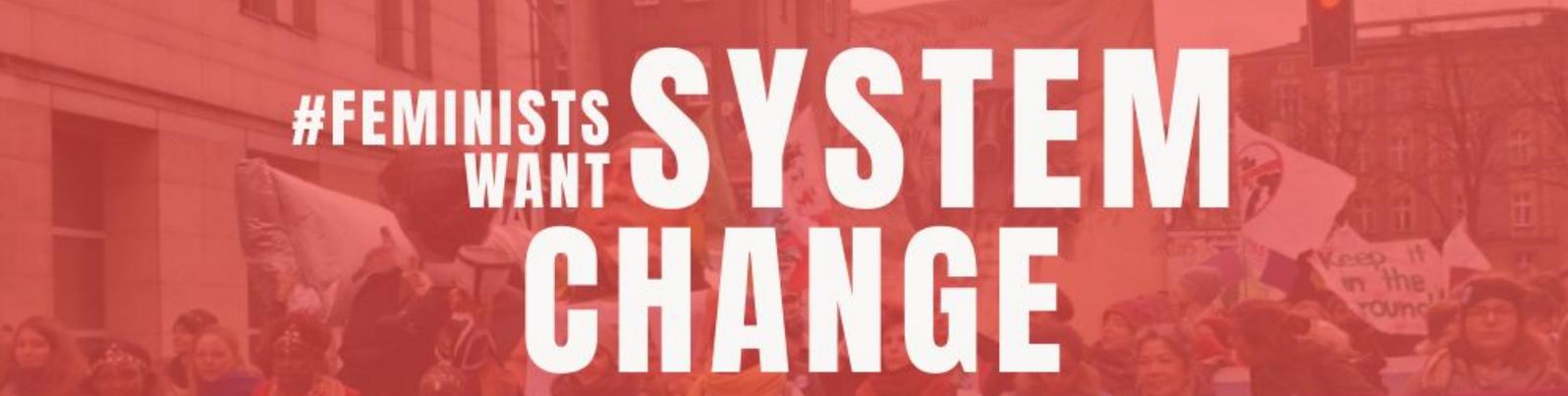
- Climate march, Friday 6 December 2019.
- Gender Just Climate solutions - [help us share these messages](#)
- Meetings on GAP

Solidarity with Chile

- Facebook - [@SCAC.Chile](#)
- Twitter - [@SCAC_Chile](#)
- Instagram - [@scac_chile](#)
- Website - www.porlaaccionclimatica.cl
- Graphics - [download templates and add your own messages](#)
- Hashtags: #CumbreSocial #AcciónClimática #COP25Paralela #CumbreDelClima

Solidarity with the People's Summit in Madrid

- [Website](#)
- [Women's tent](#)
- [Programme for women's tent](#)
- [Women tent's press release](#)
- Twitter - [@cumbrepueblos19](#)
- Facebook - [@cumbrepueblos19](#)
- Instagram - [@cumbredelospueblos.2019](#)



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11. When and where to post

- Twitter: use for live reporting, tweet good quotes, figures and photos etc.
- Facebook: requires content that is a little bit more engaging, perhaps an interview you have done, or something a bit more conceptual where you explain a little bit longer what is happening at HLPF and why it matters. Also short catchy posts with slogans are successful, as well as news articles.
- Instagram: the same as for facebook, but you should focus more on personal content. Instagram is becoming increasingly popular during UN conferences, but pay attention to the quality of the photo, a low quality photo can lead to a drastic drop in followers. You should also avoid spamming your instagram feed, but you can use instagram stories for quick and short updates. Remember to add the #HLPF hashtag in your story and all the relevant hashtags in your posts.
- Blogs: It can also be a good idea to write opinion pieces and try and have them published on news outlets and online magazines. E.g. consider drafting a post for [CAN's ECO newsletter](#).

12. Resources

- [Women2030 media toolkit](#)
- [Activist toolkit: ICT's for feminist movement building](#)
- [25 Instagram Tips for the Modern Nonprofit](#)
- [8 New Ways to Get More Instagram Followers in 2019](#)
- [10 Twitter Best Practices for Nonprofits](#)

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Misc tools	Canva	canva.com
	Meme maker	kapwing.com/meme-maker ;
	Gif Maker	giphy.com
	Facebook Live	Start a “live session” where you compose posts
	Periscope Live	pscp.tv
	Petitions	change.org ; petitiononline.com ; openpetition.com
	Thunderclap	thunderclap.com
	Doodle	doodle.com
	Google Form	docs.google.com/forms
	Twibbon	twibbon.com
	Pxlr	pixlr.com
Scheduling	Tweetdeck	tweetdeck.twitter.com
	Buffer	buffer.com
	Later	later.com
	Hootsuite	hootsuite.com
Analytics	Keyhole	keyhole.co
	Twitter analytics	analytics.twitter.com
	Facebook insights	Go to the page you manage, click on “insights” at top
	Google analytics	google.com/analytics
	Google trends	trends.google.com
	Flwrs	flwrs.com
	Bitly	bitly.com
Stock photos: free	RiteTag	ritetag.com/dashboard
	Pexels	pexels.com
	Pixabay	pixabay.com
	Unsplash	unsplash.com
	WOCinTech	flickr.com/photos/wocintechchat/25900705292
Stock photos (diverse but not free)	Nappy	nappy.co
	Blend	blendimages.com
	Climate visuals	climatevisuals.org/images
	Rep. matters	representationmatters.me
Apps	TONL	tonl.co/collections
	Prisma	prisma-ai.com
	VSCO	vSCO.co/store/app
	Magic Eraser	In your mobile app store
	Boomerang	In your mobile app store
	Canva	In your mobile app store
	FilmoraGo	In your mobile app store
iMovies	www.apple.com/lae/imovie	

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13. Follow us online

Website	womengenderclimate.org
Twitter	https://twitter.com/WGC_Climate
Instagram	https://www.instagram.com/explore/tags/feministswantsystemchange/

14. Contact details

Facilitators of the WGC's outreach group during COP25:



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