



The Climate Reality Project[®]

ADVOCACY MOBILIZATION ROADMAP

There's no secret to how we stop rising temperatures and build a more just world for all.

We all want to stop global warming before it's too late. We all want a better future. For ourselves. For our families. For all the people we love.

What's in the way? Fossil fuel companies and their allies polluting our air and water, destroying our climate, and creating a world of rampant inequality.

We can do better. *Much* better.

Five critical areas of life and business hold the key to slashing climate changing emissions and transforming the energy systems poisoning our communities.

Change these, and together we can both prevent catastrophic change and open the door to a better life for billions.

To succeed, our activists and advocates work through The Climate Reality Project Chapters Program in the US and The Climate Reality Project Branch Program globally.

Launched in August 2017, the Climate Reality Project Chapters Program is leading the fight for just and equitable climate solutions across the United States, with over 18,000 activists in more than 120 community chapters and 25-plus Campus Corps chapters in 39 states.

Meanwhile, nearly 19,000 Climate Reality Leader activists and advocates are working for change through our International Branch Program, with offices in 10 key countries and regions – Africa, Australia & the Pacific, Brazil, Canada, Europe, Japan, Latin America, India and South Asia, Indonesia, and the Philippines – and a media partnership in China. Each branch establishes its own programs, projects, and campaigns for climate action based on local objectives and opportunities for emissions reduction.

For the past four years, US chapter members and branch Leaders alike have educated their communities on the impacts and solutions to the climate crisis, and pursued regional and local opportunities to move the needle towards zero-emissions societies. Both have been instrumental in major wins, including:

- Helping push the city of Chicago to commit to renewable energy.
- Helping ensure justice is central in EU climate goals.
- Mobilizing young Filipino activists to work for a sustainable future.
- Working alongside Black and brown activists to halt the build of a petrochemical pipeline in Memphis, Tennessee.

Now, to capitalize on the momentum built over the past four years, this is our moment to champion policy narratives, community action, and advocacy initiatives that embody our global nature and need for environmental and climate justice. These five areas of impact represent a more focused guided framework with action opportunities at the intersection of climate change, environmental protection, and social justice, providing opportunities to connect cultures and highlighting the urgency of this moment.

The time is now to pursue a just and equitable transition to a clean energy economy that nurtures healthy and sustainable communities and ecosystems for all people.

This is **our** climate moment.

****Note: The examples provided under each area of impact are not all encompassing of the work you and your US chapter or branch may be doing, and if you have a question about which area of impact your campaign or work falls under, for US chapters contact your regional organizer or email chapters@climatereality.com. For Branches, contact international@climatereality.com.*



1. AREA OF IMPACT ONE ONE: JUST TRANSITION TO CLEAN ENERGY

Climate Reality programs around the globe are working for policies that promote a transition to clean energy that overtakes the global energy share of coal by 2026 and oil and gas by 2030. These programs also aim to create sustainable development, millions of good jobs, and healthy communities worldwide.

What could this look like for branches or US chapters in action?

- Supporting local, district, and national renewable electricity initiatives.
- Advocating for clean energy installations and incentives.
- Pushing back against new fossil fuel infrastructure.
- Researching and promoting programs that help affected workers find good, dignified jobs with a future.



2. AREA OF IMPACT TWO: ZERO-CARBON TRANSPORTATION

Many urban areas around the world rely on dirty and inequitable transit systems that lead to poor air quality and rising greenhouse gas emissions. We're working for policies that transform the sector, shrink emissions, and make clean transport options such as electric vehicles and buses and rapid transit choices available to all.

What could this look like for branches or US chapters in action?

- Supporting advocacy measures through research, data collection, and fostering competition between cities.
- Providing education opportunities that show the link between dirty transport and the climate crisis.
- Demanding increased accessibility to public transit and infrastructure for underserved communities.



3. AREA OF IMPACT THREE: CLIMATE JUSTICE AND PUBLIC HEALTH

We're working for an equitable transition that prioritizes vulnerable communities, Indigenous communities, and the economically disadvantaged who are disproportionately affected by the climate crisis, environmental injustices, and fossil fuel pollution. This means fighting to assert local control over resources and seek justice for the poisoning of our families to ensure *all* global citizens have clean air, safe water, and clean land.

What could this look like for branches or US chapters in action?

- Working in partnership with other international branches or US chapters to highlight the impacts that one region's actors have on another.
- Using research and media to build public awareness of climate and environmental justice and steps one can take in their community.
- Working in partnership with local community organizations and public health organizations to integrate climate change into joint action campaigns.



4. AREA OF IMPACT FOUR: BUILDING GREEN COMMUNITIES

We work for a new community-led approach to building the neighborhoods, towns, and cities we call home. We work with businesses, faith groups, and local communities to foster collaboration and be the change we want to see.

What could this look like for branches or US chapters in action?

- Supporting ambitious local climate action plans that emphasize resilience and smart growth.
- Teaching municipalities how to include climate action in their development plans.
- Equipping local communities with the knowledge they need to build the action plans right for their circumstances and their lives.



5. AREA OF IMPACT FIVE: NATURE-BASED SOLUTIONS

As the danger of the climate crisis grows, our natural spaces are shrinking. Forests sequester carbon and house biodiversity, making them an essential element of tackling the climate crisis and protecting life on Earth. We work to preserve and rebuild native ecosystems, educating communities and putting our hands directly into the dirt.

What could this look like for branches or US chapters in action?

- Rebuilding coastal resiliency with native vegetation with Climate Reality Leaders and the general public.
- Leading education campaigns on forest and soil health.
- Amplifying the voices of Indigenous communities and other land defenders.
- Advocating for policies that protect crucial ecosystems.

ADVOCACY ACTIONS

Choose where and how you want to make a difference. Below is a list of suggested advocacy actions that you can take immediately to get you started on your journey as a Climate Reality Leader – often in partnership with your local branch or US chapter. We're here with the tools, the training, and the network to help!

ADVOCATE

Contact a Decision-Maker about the Climate Crisis

- Call a decision-maker
- Meet with a decision-maker
- Send a letter or email to a decision-maker
- Attend or speak at a public hearing.

ACTIVIST

Contact Peers about the Climate Crisis

- Participate in a phone or text bank
- Canvas door to door
- Gather petitions
- Send emails, letters, or postcards

CONTENT CREATOR

Write or Create Content about the Climate Crisis

- Write a letter to the editor
- Write an op-ed
- Write an article or blog post
- Create a resource, graphic, video, or piece of art

COMMUNICATOR

Speak about the Climate Crisis

- Appear in the media (TV, radio, podcast, etc.)
- Participate in a social media campaign
- Give a Climate Reality presentation
- Speak at an event

ORGANIZER

Participate in an Event about the Climate Crisis

- Plan or attend a chapter or branch meeting
- Plan or attend an event (fundraiser, march, protest, etc.)
- Plan or attend a volunteer activity (cleaned up trash, planted trees, etc.)
- Participate in a coalition call or meeting

MENTOR

Provide Mentorship

- Mentor at a Climate Reality Leadership Corps Training, in-person or virtually
- Meet one-on-one with a Climate Reality Leader or prospective Leader
- Recruit others to a Climate Reality effort (like attending a training, joining a chapter, or participating in a US chapter or branch event)