



Co-funded by
the European Union



European Heritage Masterclass "Climate Heritage Digital Advocacy"

European Masterclass 24 September 2022 in Prague

Masterclass Facilitators:

- Pravali Vangeti, Climate Heritage Network Youth Forum and Comms Task Team
- Hana Morel, ICSM CHC Scientific Coordinator (ICOMOS | UNESCO | IPCC)

Manual

OVERVIEW

Advocating for heritage-based climate action: why is it important?

Climate change and heritage have always been very closely intertwined, but for far too long, the focus has been on one end of the narrative: the adverse impacts of Climate Change on our heritage places (comprising natural and cultural heritage, tangible and intangible heritage).

We have often focused on the statistics that highlight the negative narrative, such as: one in 3 natural sites and one in 6 cultural heritage sites are impacted by Climate Change; 60% of

the UNESCO WH forests are impacted by Climate Change. 1/3rd of the World Heritage cities are coastal cities, impacted by Climate Change.

The examples in the heritage community often attest to this side of the narrative – how climate change has impacted/endangered tangible and intangible heritage. However, the need of the hour is to bring to fore the solutions offered by our cultural heritage towards tackling climate change, and present the alternative narrative to the interlinkages between heritage and climate change.

Here is an example of one such positive narrative, quantifying the climate benefits from World Heritage forests, developed by UNESCO:

https://www.youtube.com/watch?v=aCf_8P2yJNk&t=4s

OBJECTIVE: The manual aims to highlight the positive narratives as mentioned above, and enable heritage professionals to advocate for culture-based climate action, particularly geared towards policymakers. The following section details tips on advocacy planning and message development, both for print and digital channels, focused on an appeal to those working in governmental organisations and institutes responsible for policy making.

DEVELOPING YOUTH LED ADVOCACY

Inputs from the **Climate Heritage Network Youth Forum**

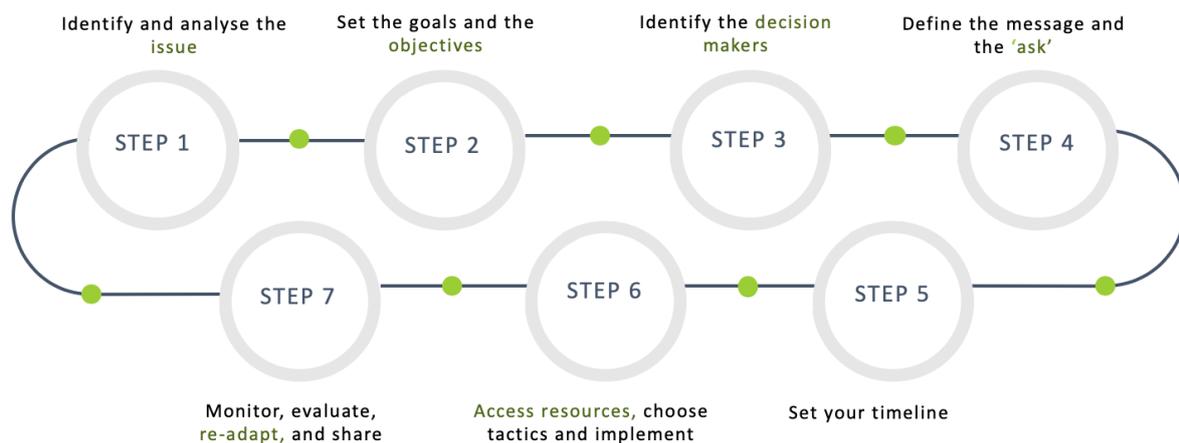
Why should you be an advocate for Climate Heritage Action?

- Heritage can't advocate for itself
- You are an expert in your field
- Your audience (policymakers) may not recognize the value of cultural heritage, the threats it faces, and the solutions it can provide
- You can bring agency to heritage
- You're committed to building sustainable, climate-resilient futures.

Where can you advocate?

- **On social media:** Raise awareness and invite further conversation
- **At work:** Initiate informal discussions with colleagues
- **To managers:** Pitch related projects, ask for support, suggest joining networks like CHN and others.
- **To decision and policy makers:** Make a case to include culture and heritage in local climate action plans, amplify local heritage projects
- **During networking events:** Get the conversation started with heritage professionals and beyond

COMMUNICATION PLANNING: THE ADVOCACY CYCLE



TIPS ON ADVOCACY PLANNING

- **Find your 'WHY'**
 - *"Because cultural heritage has powerful solutions that are not well addressed by current approaches"*
 - *"because heritage provides empowering examples of how humans have thrived in the past, while being good stewards of the environment"*
- **Define your goals and objectives**
 - *Goal: Integrate a heritage element to my city's climate action plan*
 - *Objectives: Get the heritage site managers more actively involved in climate action planning; secure a meeting with local govt. leaders to talk about heritage's role in climate action.*
- **Observe others and note the style**
 - *If there is a policymaker or politician whose style resonates with you, notice how they structure their arguments and thoughts.*

- **Practice**
 - *Have your favourite 'go-to' statements ready to redirect the conversation, if a challenger disagrees with you*
- **Be ready to try again**
 - *Even if the first approach is unsuccessful, be respectfully assertive, and leave room for future discussions*
- **Determine audience-specific values**
 - *Policymakers may want to know if other policymakers have supported these issues and what their experience was*
- **Identify decision makers who could make a difference**
 - *Approaching decision and policy makers with a strong advocacy argument and "ask" can help inspire action.*
 - **The local level:** *local government representatives, community leaders*
 - **The national level:** *Civil society, private sector partners, politicians and representatives*
 - **The international level:** *UN agencies, international NGOs and networks*

MESSAGE DEVELOPMENT

- **Key message + proof point**

A strong key message + a supporting message that expands on your key statement, supporting its importance and validity. For instance,

 - **Key Message:** *Access to cultural heritage provides examples of alternatives with lower environmental and climate costs, as well as positive social and cultural benefits.*
 - **Proof Point:** *Structures built to function without power have natural heating and cooling abilities that we can learn from. Using these traditional techniques can help us limit our energy usage.*
Museums, archives, and libraries are places for learning and cultural exchange, which hold knowledge of traditional practices and ways of life from communities past and present.
- **Key Message: should always follow the IMPACT model**
 - *Inspirational*
 - *Memorable*
 - *Positive*
 - *Attention Grabbing*
 - *Clear*
 - *Taken from Experience*

TIPS ON MESSAGE DEVELOPMENT

- **Audience Check**

- *When speaking with policymakers, data on public support, solid evidence of cost savings, and clear understanding of how to manage public perceived negatives, might be values you could address.*
- *If a policymaker is risk averse, examples of peers doing the same work could inspire confidence.*

- **Ride on the momentum of existing events and initiatives**

When designing an advocacy campaign, look out for important international events and international days (such as with the UN or EU). For instance, in 2022, we had:

- *International Day for Monuments and Sites 2022: Heritage and Climate*
- *Mondiacult 2022*
- *Pre-COP and COP 27*
- *The Ministers' Meeting on Culture, G20*
- *European Year of Youth*

ADVOCACY ASK

- *Make a clear tailored request or recommendation to address an issue. Create simple brief packs with your key messages and data*
- *Address your proposal to suit different decision makers, target the policies and practices they have influence over*
- *Clearly state the change in policy or practice that you wish to see*
- *Use key words and phrases, such as:*
 - **Build Back Better:** *First officially used in the Sendai Framework for Disaster Risk Reduction. This concept urges policymakers to turn potential ill effects of climate change into opportunities to create more resilient societies*
 - **Net Zero:** *A state achieved by balancing CO2 emissions*
 - **Carbon Mitigation:** *Efforts to mitigate GHG emissions and achieve a net zero carbon future.*
 - **Co-benefits:** *With multiple crises occurring simultaneously, these are solutions that solve multiple problems at once.*
 - **Thrive:** *People enjoying just and sustainable livelihoods*

TIPS FOR DIGITAL CONTENT

- *Verify translation*
- *Ensure that your videos are taken in landscape mode and not over 59 sec. long*
- *Maintain the golden ratio for images*
- *Verify copyright and sources*
- *Maintain a maximum of 3 hashtags for your campaigns: one that is generic to your organisation, and one that is perhaps particular to the initiative at hand (such as: #Youth4Heritage #Youth4Climate)*

While the advocacy tips above are tailored specifically towards policymakers, the Climate Heritage Network's publication, ***Communicating Climate Action: A Guide for Climate Heritage Advocates*** details advocacy tips for other stakeholders such as colleagues, friends and families and peers. The publication was developed by Claire McGuire a member of CHN from the International Federation of Library Associations and Institutions, and with the kind support of the CHN Secretariat, led by Andrew Potts.