

# How linking local, national and global advocacy levels can strengthen the position of environmental defenders

Your family has lived in Tambopata Forest Reserve in Peru for generations. Your forest is being raided by illegal logging and goldmining. You decide to speak up against these criminals to defend your forest.

You receive a text message. "Back off. If you cross us one more time, we will hurt your family."

You're scared, but you know you have the right to protect your forest. You decide to voice your rights and use different levels of influence to advocating for safety of environmental defenders like yourself.



## START

First you focus on your community.

LOCAL



**BUILD STRONG NETWORK** You strengthen communication between the different actors in Tambopata. Community members keep an eye on each other and alert each other in case of risk.

**UNDERSTAND RIGHTS** You raise awareness with community members about their rights. It is against the law to cut trees in their territories without their permission. Knowing this, they feel empowered to stand up.

**FORMULATE OBJECTIVES** Together, you identify your advocacy objectives. You want (1) stricter law enforcement to stop the illegal logging and mining; and (2) receive protection to be able to safely defend your forest.

Next, you bring your message to the national government.

## ENGAGE IN DIALOGUE

**INCREASE UNDERSTANDING** You explain the situation that you and your community are facing in Tambopata to your national government representatives. It increases their understanding and motivation to ensure your rights are respected.

**GIVE ADVICE** You give advice on what actions are needed to guarantee the protection of the forest and people of Tambopata.

YES

Well done! You can now help in actually realizing your objectives.

ARE THEY LISTENING?

NO

Time for a different approach

## VOICE DEMANDS

**DEMAND TO BE HEARD** You mobilize your community, organize marches and petitions to ensure your demands are heard.

YES

ARE THEY LISTENING?

NO

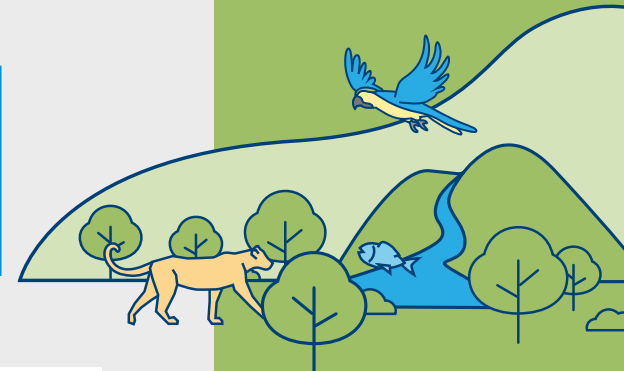
You bring your message to the international arena.

**HOLD ACCOUNTABLE** Finally, you get the opportunity to voice your concerns and be heard. You confront your government with the international obligations they agreed to and point out their lack of progress.

You go back to your national government. With international support behind you, doors are opening for you.

## SUPPORT IMPLEMENTATION

Using both your local knowledge and your knowledge of international agreements and conventions, you help implement actions that keep Tambopata and its communities safe.



INTERNATIONAL



**EMBED IN INTERNATIONAL LAWS & SYSTEMS** - Strengthen your message. You learn about international safeguards and laws that are designed to protect people like you. You learn for example that Peru has internationally agreed to fulfil human rights obligations. This makes your advocacy message stronger.

**EXERT INTERNATIONAL INFLUENCE** - Ally with a powerful messenger. You explain your advocacy objectives to high level diplomats and representatives from the global arena. Using their influence and mechanisms helps you to open doors at your national government.

## READY TO TAKE ACTION?

You are not alone! A range of international organizations, bodies and mechanisms, and non-governmental organizations, exist to protect the rights and support the work of environmental and human rights defenders. IUCN NL can help you navigate. Contact us at [www.iucn.nl](http://www.iucn.nl)