

AVAAZ



Movement Building  
TO  
transform politics

# Avaaz: who we are



Avaaz —meaning "voice" in several European, Middle Eastern and Asian languages— launched in 2007 with a simple democratic mission: organize citizens of all nations to close the gap between the world we have and the world most people everywhere want.

Avaaz empowers millions of people from all walks of life to take action on pressing global, regional and national issues, from corruption and poverty to conflict and environment. Our model of Internet organizing allows thousands of individual efforts, however small, to be rapidly combined into a powerful collective force.

The Avaaz community have 50 million members and campaigns in 15 languages, served by a core team on 6 continents and thousands of volunteers. We take action: signing petitions, funding campaigns and direct actions, emailing, calling and lobbying governments, and organizing "offline" protests and events to ensure that the views and values of the world's people inform the decisions that affect us all.

# Avaaz: biodiversity



- \* Bringing citizens into the CBD process
- \* Doing advocacy with governments
- \* Articulating strategy with civil society
- \* Pushing business to do their part
- \* Supporting indigenous peoples struggles
- \* Encouraging champions to do more
- \* Working with independent scientists
- \* Funding local successful initiatives

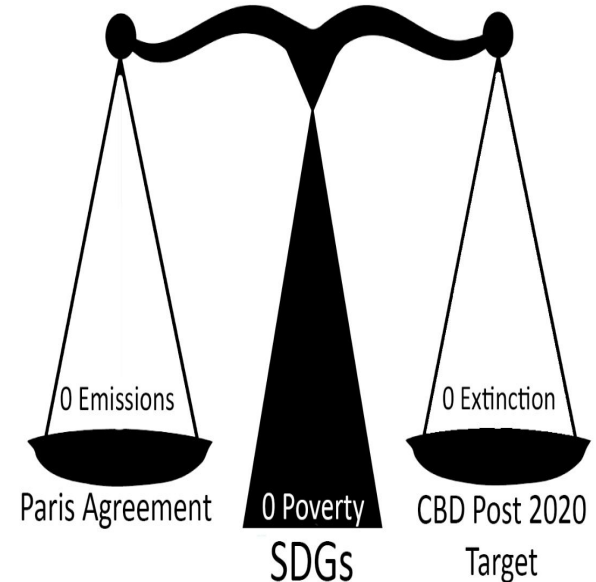


# CBD: calling for real ambition

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- \* **A strong 2050 Vision for Biodiversity with a north star to restore and protect half the Planet, and sustainably manage the whole planet.**
- \* Ambition to agree a Global New Deal for Nature in 2020
- \* Creation of a High-Level Panel, like the Sustainable Development Goals (SDGs) High-Level Panel (HLP) to ensure highest political attention is brought to this crisis.
- \* Support for the CBD Secretariat in its appeal for a Heads of State Summit for Nature at the 75th UNGA.
- \* Innovative finance solutions to ensure the most bio-rich regions can address the collapse of biodiversity.

3 Processes Deliver a 2020 Vision to Restore  
Balance Between People and Planet



# Building a movement

## GUIDING PRINCIPLES

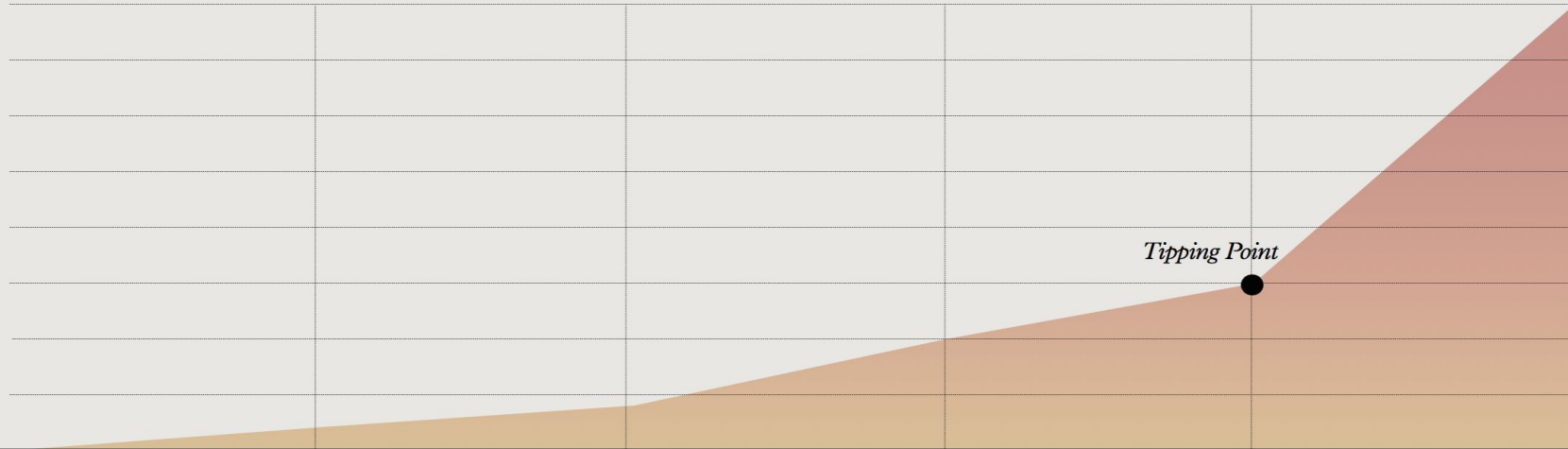
- (1) **Build unity from culture:** focus on what we have in common, not on differences.
- (2) **The more you go into complexity the more you lose emotive core**, and it is emotions that inspire people to act. Tell a story, and allow people to find their place in it.
- (3) **Short and snappy is the key:** cut the jargon! Put forward the inspiring vision in memes that are sticky and travel: “Half Planet/Nature needs half”; “Water is life”
- (4) **We need grassroots and grasstops** -- the inside and the outside.
- (5) **Define, shape and own the zeitgeist** -- and aim big and go political!



# Building a movement: 5 steps

**AVAAZ**

*Level of  
engagement*



*Movement Stages*

**SET THE STAGE**

**MOBILIZE THE TROOPS**

**CALL TO ACTION**

**REINFORCE MOMENTUM**

**SCALE**

*Campaign Design*

**POSITION MESSAGE**

**TARGET AUDIENCE**

**DESIGN ENGAGEMENT**

**DEEPEN RELATIONSHIP**

**EXTEND REACH**

*Design Principles*

1. Frame Problems as Opportunities
2. Tap Into What Matters

3. Pick a Leader Who Rallies
4. Leverage Influencers and Influential Communities

5. Extend Invitations
6. Break Down Big Actions Into Small Steps

7. Build Symbols of Belonging
8. Making Impact Tangible

9. Focus, Focus, Refocus
10. Design For Mass Activism



# 1. Building a movement

**AVAAZ**

*Level of  
engagement*

**HERE!**

*Tipping Point*

<i>Movement Stages</i>	SET THE STAGE	MOBILIZE THE TROOPS	CALL TO ACTION	REINFORCE MOMENTUM	SCALE
<i>Campaign Design</i>	POSITION MESSAGE	TARGET AUDIENCE	DESIGN ENGAGEMENT	DEEPEN RELATIONSHIP	EXTEND REACH
<i>Design Principles</i>	1. Frame Problems as Opportunities 2. Tap Into What Matters	3. Pick a Leader Who Rallies 4. Leverage Influencers and Influential Communities	5. Extend Invitations 6. Break Down Big Actions Into Small Steps	7. Build Symbols of Belonging 8. Making Impact Tangible	9. Focus, Focus, Refocus 10. Design For Mass Activism


# 1. Setting the stage

In 2016, during the Cancun talks, we launched a petition to protect half of the Planet, with the support of indigenous peoples and local communities. So far, we got more than 2 million signatures from everywhere.

## The petition is asking to:

- (1) Meet existing targets to protect biodiversity;
- (2) Forge a new agreement so that at least half of our lands and oceans are protected;
- (3) Ensure our whole planet is completely sustainably managed;
- (4) Take into consideration the needs of human development; and
- (5) Ensure the active support of indigenous peoples.

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## WORLD LEADERS: PROTECT HALF OUR PLANET

**To world leaders:**

"We global citizens are deeply concerned by scientists warning that ecosystems critical to sustaining life on Earth could collapse in our lifetimes. We call on you to meet existing targets to protect biodiversity, forge a new agreement so that at least 50% of our lands and oceans are protected and restored, and ensure our planet is completely sustainably managed. This must take into consideration the needs of human development and have the active support of indigenous peoples. This long-term goal for nature can restore harmony with our home."

**More information:**  
By 2020, two-thirds of wild animals will be gone. Life is being extinguished as fast as when the dinosaurs disappeared -- and it's happening because humanity is taking a chainsaw to the tree of life.

Unless we stop this tragedy, the Earth's delicate biodiversity could completely collapse, leaving our planet deathly silent and uninhabitable for humans. But there's hope - **top scientists are backing an ambitious plan to put half our planet under protection and restore harmony with our home.**

They say if we do it wisely, in a way that protects indigenous people from exploitation and land grabs, **we can save 80-90% of all species!**

Let's make this solution so famous, our leaders can't ignore it. **Join the resounding chorus of human voices behind the plan to stop the mass extinction before the Earth falls silent.**

**Enter your email address:**






Email

**SIGN**

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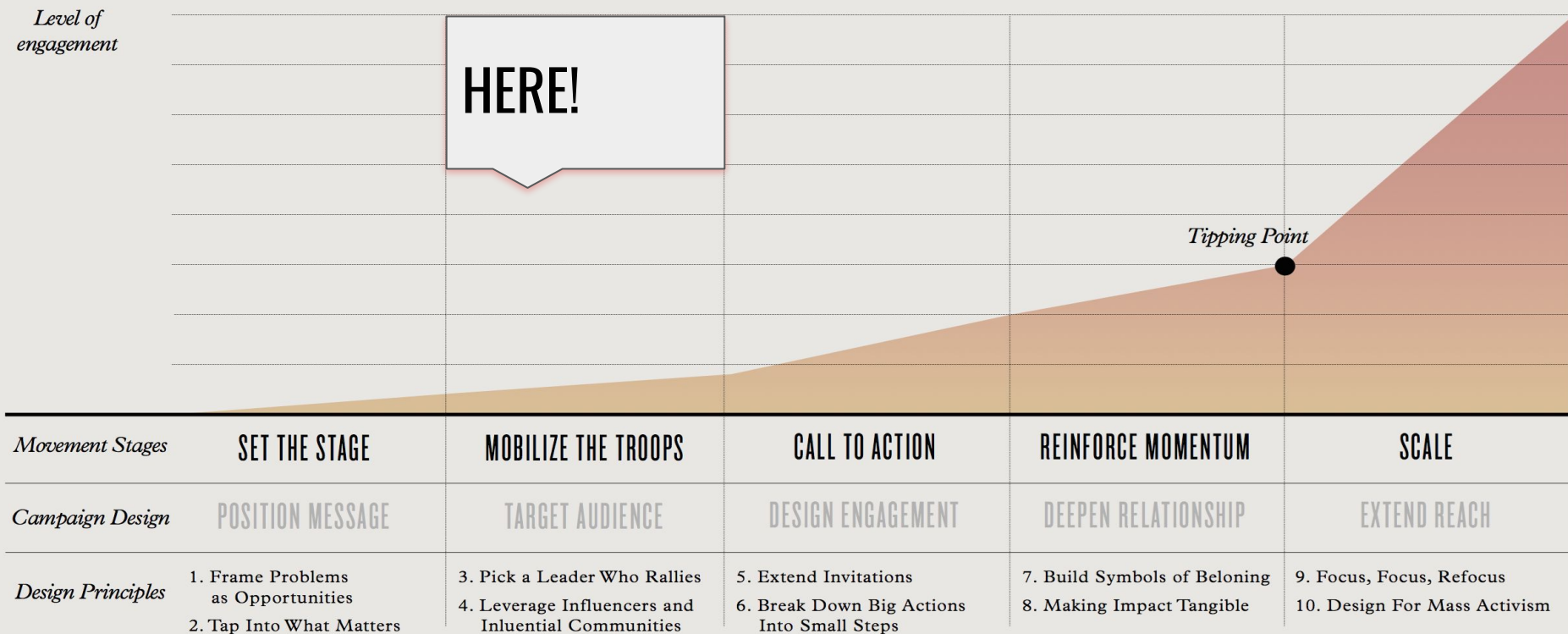
**2,252,746**

**2,252,746 have signed. Let's get to 2,500,000**

34 seconds ago		HΑΙΔΥΑ Α. Greece
6 minutes ago		Natalia Mexico
9 minutes ago		José L. Mexico
14 minutes ago		Rafaela M. Spain
16 minutes ago		Ceejay Q. Canada

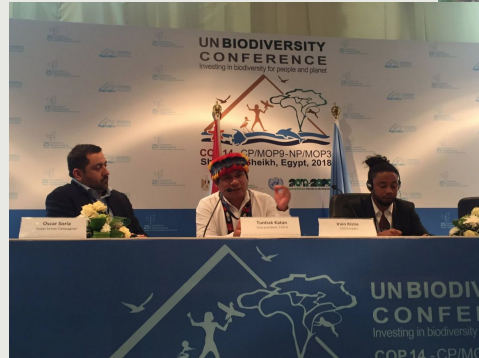


# 2. Building a movement



# 2.Encouraging leadership

We work closely with indigenous peoples and local communities on the ground, and also with other leaders in all sectors (youth, women, media, business, science, academy, churches) to make their voices heard. We're all called to be leaders for our times!





A past example:  
all united, all  
building power





# Hurricane Sandy Survivors









Labor





# Housing Rights





Tarsands





Students





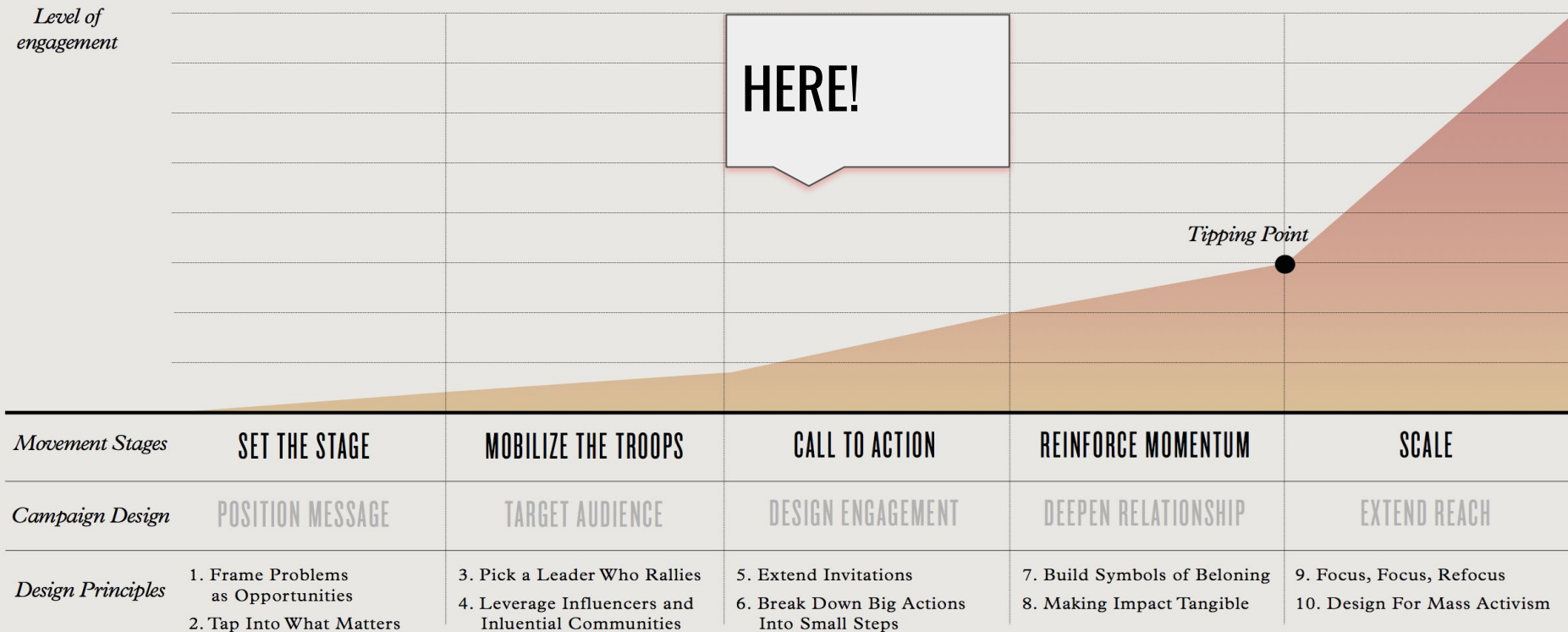




# Scientists



# 3. Building a movement



# 3. People's power at CBD



A simple ask, big impact. Thousands of Avaaz members are writing to elected leaders like Justin Trudeau, Ivan Duque, Carlos Alvarado, Andrés Manuel López Obrador or His Holiness, Pope Francis

LETTERS  
FOR LIFE  
ON EARTH



**AVAAZ**  
THE WORLD'S LARGEST











العربية DEUTSCH РУССКИЙ FRANÇAIS ESPAÑOL PORTUGUÊS 한국어  
繁體中文 日本語 NEDERLANDS ITALIANO עברית TÜRKÇE POLSKI  
ROMÂNĂ EAHHNIKA

START A PETITION

## Write a letter for life on Earth

Thank you for joining this important effort to protect our mother earth. With one year left until key UN nature talks, we've identified 10 key leaders who could back an ambitious plan to protect half the planet, and save life as we know it.

Let's send them inspiration from around the world, calling for their leadership.

 <b>Antonio Guterres</b> UN Secretary General <a href="#">Write your letter now</a>	 <b>Emmanuel Macron</b> President of France <a href="#">Write your letter now</a>
 <b>Angela Merkel</b> Chancellor of Germany <a href="#">Write your letter now</a>	 <b>Jacinda Ardern</b> Prime Minister of New Zealand <a href="#">Write your letter now</a>
 <b>López Obrador</b> President of Mexico <a href="#">Write your letter now</a>	 <b>Ivan Duque</b> President of Colombia <a href="#">Write your letter now</a>
 <b>Carlos Alvarado</b> President of Costa Rica <a href="#">Write your letter now</a>	 <b>Abiy Ahmed</b> Prime Minister of Ethiopia <a href="#">Write your letter now</a>
 <b>Justin Trudeau</b> Prime Minister of Canada <a href="#">Write your letter now</a>	 <b>Pope Francis</b> Head of the Catholic Church <a href="#">Write your letter now</a>



# 3. People's power at CBD

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President Duque (above), Prime Minister Trudeau (right)



# 3. Consumers power

Public campaigning is not only targeting politicians to do the right thing, but also a call to action to our own consumer behaviour. Small personal actions could complement well with campaigns that targets politicians. We make this personal. Because personal is political!


# AVAAZ

**AVAAZ**  
THE WORLD IN ACTION

العربية DEUTSCH РУССКИЙ FRANÇAIS ESPAÑOL PORTUGUÊS 한국어  
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ROMÂNĂ ΕΛΛΗΝΙΚΑ

DONATE

## Join the global pledge to eat less meat



535,385 750,000

535,385 have signed. Let's get to 750,000

**56 BILLION** animals are crammed into filthy, windowless cages and slaughtered every year to feed our meat addiction.

It's truly horrible, and it may take years to shut down these factory farms, **but there's one thing we can all do today** that could accelerate their end: **eat less meat.**

Avaaz is 46-million-strong and global. If we each **pledge to go meat-free just one day a week**, even if we are already vegetarian or vegan, then invite our friends, celebrities and companies to join, we could help build the **largest global pledge ever!**

Let's send a signal to industrial meat producers that the tide is turning.

**TAKE THE PLEDGE**

**PLEDGE:**

“As a citizen concerned about animal welfare, climate change, and biodiversity, I pledge to eat less meat (or no meat at all), and encourage workplaces, schools, supermarkets, and restaurants to join in helping spread this critical culture change more widely. This will help animals, the planet, and my health, and contribute to keeping our world sustainable for future generations.





**Enter your email address:**

Email

**SIGN**

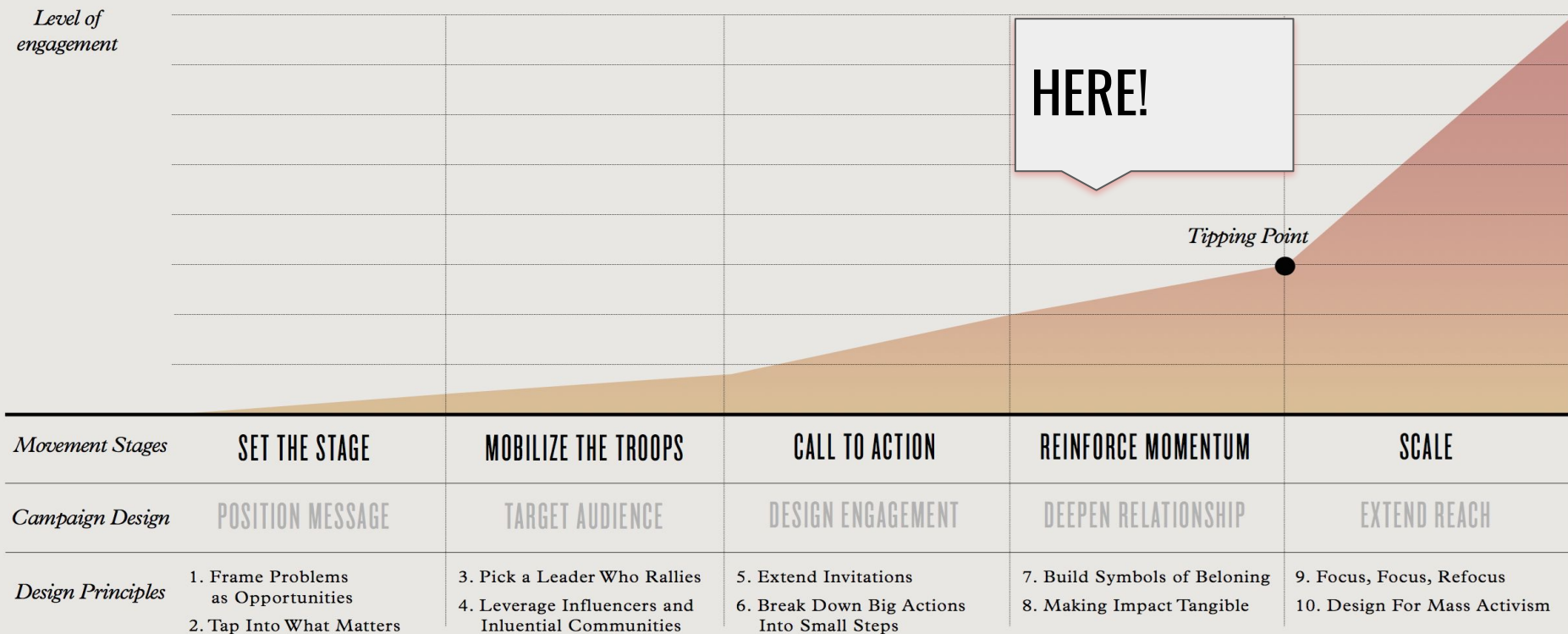
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**RECENT SIGNERS**

11 hours ago		Paulina O. Poland
17 hours ago		Agnese C. Italy
yesterday		Łukasz K. Poland
yesterday		Valentina Italy



# 4. Building a movement

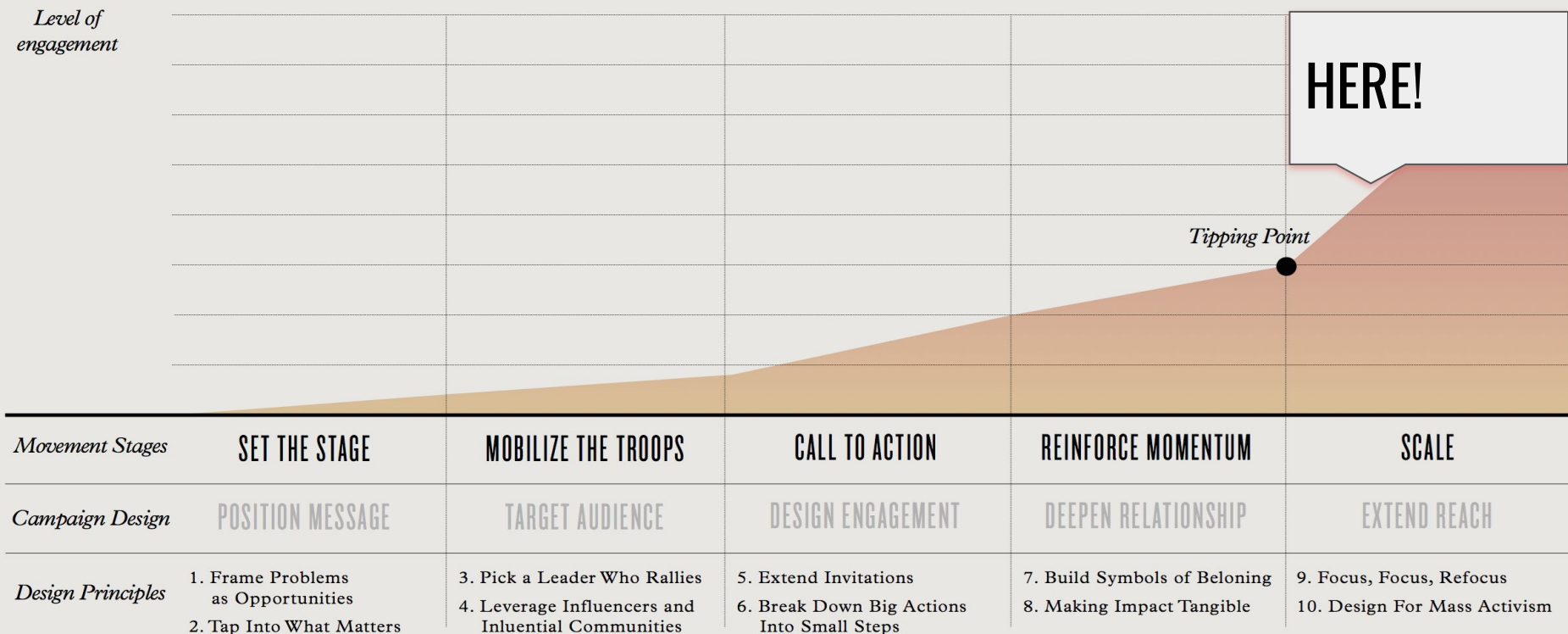


# 4.Togetherness...

Facilitating and supporting the work of indigenous leaders in building is the Sacred and Territorial Biocultural Corridor connecting the Andes, the Amazon to the Atlantic, covering almost 200 million hectares, uniting more than 400 cultural and spiritual identities. The map of the Amazon is the symbol of togetherness.



# 5. Building a movement

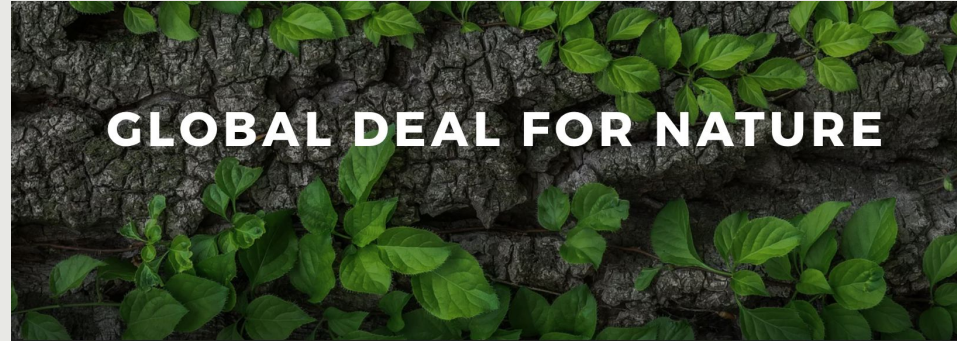


# 5. Movement is scaling up!

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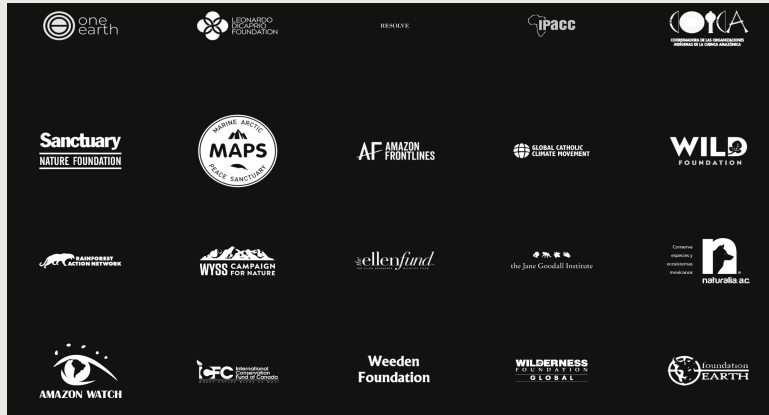
We're open source and yet we stay on message, working with organizations to change the conversation from burden to opportunities, working with everyone in finding a role to play in the solution:

<https://www.globaldealornature.org/>



To World Leaders,

I urge you to support a Global Deal for Nature that safeguards half the Earth with a milestone of protecting 30% of lands and oceans by 2030. Scientists say this bold target is needed to prevent the extinction crisis, halt runaway climate change, feed the world, and ensure a healthy planet for future generations. The agreement must ensure our living planet is sustainably managed; must have the active support of indigenous peoples; and must address the needs of human development.



# Open source organising



**1. Big Tent** - Once there is common goal and other basic common elements, for instance a commitment to non-violence, those who support that goal are welcome to contribute to the effort.

**2. Distributed Leadership and Autonomy** - While parts of the movement may offer tools, processes and ideas that are valuable to others, there is no single central authority that has power over the whole. All are welcome to take leadership and contribute in the ways they choose. Each person, organization, or group of organizations is free to contribute as they feel is right for them.

**3. Non-Zero Sum Thinking** - Open source movements work well when participants celebrate and embrace the contributions of others to the common goal. Each contribution is seen as adding to, not threatening or diminishing, other contributions.

**4. Pluralism** - many organizations and individuals will choose to associate into groups around common goals within the overall mission. Different structures with different sets of rights and obligations will work best for different groups, and a plurality of these is a strength of the movement.

**5. Common Goods Stewardship** - Common goods, such as the goal, are ideally decided at the outset. Movements also benefit from common goods like communication channels or 'open spaces' in which to share ideas, as well suggestions for strategy and coherence. Anyone should be able to offer these goods, but they should be offered in a way that protects the open source spirit of the movement



# Open source communication



1. Nominate a group of trusted people the task of a broadest overview of the entire political ecosystem, while connecting the 'inside' and the 'outside'
2. Network of communication people in all key countries (from various organizations and specializations).
3. Mix of campaigners, policy experts, political analysts and communication people can coordinate briefing journalists, making the connections between all the work going on.
4. Interpret multiple messages into one theme - giving our narrative cohesion (it helps having common goods: briefings, calendars, talking points).
5. Capture and convey the Zeitgeist -- "this is inevitable". And use the process to send a signal to the markets.



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