## **Table of Contents**

Foreword	i
Acknowledgement	iii
Abbreviations	iv
MODULE 1: Definition and Scope of Advocacy and Lobbying	1
Session 1.1: Advocacy Lobbying and the UNDRIP	3
<ul><li>1.1.1. What is Advocacy? What is Lobbying?</li><li>1.1.2. Why is the UNDRIP and the Human Rights-Based Approach important in Advocacy and Lobbying?</li></ul>	4
Session 1.2: Why is Lobbying and Advocacy Needed in REDD?	11
1.2.1. Lobbying and Advocacy in REDD+ 1.2.2. How can Indigenous Peoples engage in the decision	11
making process of REDD+?  1.2.3. What information is needed for Advocacy relating to	18
Indigenous Peoples, Climate Change and RFDD+?	24

MODULE 2: Planning an Advocacy and Lobbying Campaign	27
Session 2.1: Advocacy Campaign and Planning	30
<ul><li>2.1.1. What is an Advocacy Campaign? What are its characteristics?</li><li>2.1.2. The Advocacy Cycle</li><li>2.1.3. What are the Initial Steps in Advocacy Campaign</li></ul>	30 32
Planning? 2.1.4. Formulating the Advocacy Action Plan 2.1.5. Implementing Actions 2.1.6. Monitoring, Evaluation and Feedback	33 48 49 50
Session 2.2: Consideration in Planning Advocacy Campaign: The Basic Information that is Needed	53
MODULE 3: Strategies, Skills, and Methods in Advocacy Campaigns	59
Session 3.1: Getting the Message Out	62
<ul><li>3.1.1. What is Messaging?</li><li>3.1.2. What are the various forms of disseminating your message? Media and Other Forms</li><li>3.1.3. Giving public speeches</li></ul>	62 63 65
Session 3.2: MEDIA ADVOCACY: Going Public with the Issue and the Message	71
3.2.1. Why use the Media? 3.2.2. General Approaches to working with the Media 3.2.3. Media tools for getting your message out 3.2.4. The Interview	71 72 73 74
Session 3.3: Awareness-Raising and Capacity Building	77
3.3.1. Building community awareness and strengthening IPs organizations for advocacy and lobby work 3.3.2. Strengthening IPOs	77 78

Session 3.4: JOINING FORCES: The Importance of Bulding Alliances and Networks	79
3.4.1. What is Building Alliance? 3.4.2. Why Network and Build Alliances? 3.4.3. With whom should IP leaders/organizations/	79 80
communities Build Alliances and Network?  3.4.4. Informal networking  3.4.5. How do you sustain allies and networking relationships?	81 85 85
Session 3.5: TAKING A SEAT AT THE TABLE: Lobbying and Participation in Government Decision Making	86
<ul><li>3.5.1. Why do you need to participate in government decision making process?</li><li>3.5.2. What is lobbying and how to lobby?</li></ul>	86 87
Session 3.6: MASS ACTION: Show of Strength and Flexing Political Space	93
References	97
AIPP Publication Feedback Form	99