



To all ACWW Members

Part of your involvement with ACWW means engaging with a network of rural women's organisations who share common policy goals and vision for women's empowerment.

This campaign pack has been crafted to help you raise awareness of ACWW's Environmental Policies among your society and community. We have included some guidelines for writing lobbying letters, which you can use to ensure that your local government is aware of the issues you care about and is acting in accordance with ACWW policy. We have also included infographics, factsheets, and action points.

The most important thing to note in your use of these campaign materials is that we need to hear from you. When you use these in a talk or meeting, please let us know how many people were present and what sort of reception you received. If you launch an awareness raising campaign in your community, please let us know when you begin, and any response along the way. If you do a talk in a school or place of faith, we want to know the number of people involved and their age range. If your group undertakes a particular initiative in response to an ACWW policy, please let us know about it. Not only does this enable member societies to learn from and inspire each other, it also help us to report to the UN and measure engagement and action over time.

You will also find a short survey on the issue of climate change included with this pack. It is vital that in raising awareness about the impacts of climate change, we also collect data on climate change in rural communities. Without this data, we cannot effectively lobby for rural women with UN bodies and national governments. This survey will run until 8<sup>th</sup> July 2019. If this is a matter of importance to you, or if you believe it to be a matter of importance for others, we need to hear from you.

ACWW's power is in its own network and its links with other NGOs and governments. With a representation of over 9 million women, ACWW has the capacity to affect incredible change through action and data collection, but the network must make its voice heard.

Read, share, empower, respond.

As always, please get in touch if there is any more information we can provide, or if you want further support in raising awareness in your community.

In ACWW Friendship,

ACWW Board of Trustees

## Writing an effective lobbying letter

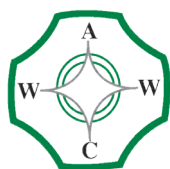
### The Basics

- Make sure you are writing to the most relevant person, and make sure you know their position on the matter you're writing about, if they have one. They probably have a website which explains their positions
- Ensure that you're writing at a relevant time for your subject- is there a debate or discussion coming up? Is there a vote related to your subject soon? If you are writing because you don't think there is enough action on your subject, make sure that you've done adequate research to claim inaction
- Include a subject line
- Make sure that your letter is addressed correctly when writing to government officials
- Keep it short if you want it to be read
- Feel free to use a high-resolution version of the ACWW logo on your letter, or get in touch if you want a word template for your letter

### Structure and Content

- First paragraph: say why you are writing e.g. in respect of policy passed by the Associated Country Women of the World (ACWW), an international NGO representing over 9 million women in more than 80 countries. Don't forget to include the Resolution text!
- Body of letter: develop your argument, backing it up with facts, figures, specific cases, quotes, relevant legislation. You can use the facts and figures from factsheets ACWW has created. Don't forget to include your experience in your own area, and the impacts you see locally.
- Final paragraph: state what action you would like the official to take, for example: send you information on their position, commit to ensure that the rights /environment / lives / livelihoods of rural women are protected as it relates to the subject of your letter, or even put them in touch with ACWW directly for more information.

Lobbying Letters can ensure that your local government is aware that there is a rural voice in their constituency, a rural voice which is backed by an impressive international organisation whose purpose is to ensure that your voice is heard. Don't forget to partner with your Area President when dealing with local government, and send her a copy of your letter and any response received. If your local government is not responding to the issues facing rural women, we need to know. Tell your Area President if you're facing issues making your voice heard.



# INTERNATIONAL DAY OF FAMILIES 15 MAY 2019

## A public statement from the Associated Country Women of the World, marking this year's theme: Families and Climate Action

The Associated Country Women of the World was instrumental in the conception, implementation, and promotion of the International Year of the Family in 1994. Then, we focused on the problem of global warming, and the uneven burden carried by rural women. As we mark the International Day of Families, we highlight the fact that since 1994, this burden has not been lightened or adequately addressed. In fact, rural communities are the most likely to suffer the consequences of climate change, despite contributing least to global emissions. Families all over the world are feeling the impact of a changing climate, and are at the mercy of both nature and national policy.

Rural areas are home to around 80% of the world's populations living in poverty. This poverty, and the lack of access that comes with rural living, means that rural populations are more vulnerable to the impacts of Climate Change. Whilst living in a non-urban area increases the challenges and susceptibility to climate-related risk, the impacts aren't limited to developing countries.

Highlighting some examples, the United States Census Bureau shows that 97% of land area is considered rural, and provides a home for 19.3% of the population. These rural communities rely on natural resources and climate patterns, which are inherently more vulnerable to climate change. Not only do rural communities rely on these at-risk resources, but urban and suburban areas rely on the productivity and health of these rural areas for food, energy, and water. This chain limits national resilience and puts all those in poverty at risk for catastrophic life change. To put this in context, a 2017 report from the United States Federal Reserve showed that 44% of adults could not cover an unexpected \$400 emergency expense or would rely on borrowing or selling something to do so. Combined, these precarious conditions illustrate just how global a problem this is.

Whilst initiatives to limit single-use plastic, reduce food waste, limit air travel, and take actions like switching from cars to bikes all help, the responsibility for large-scale, genuine action on climate change rests with national governments and big businesses. Corporate entities, fuel suppliers, and those that sell us food, are responsible for significant amounts of pollution, and are far more likely to take mitigating actions if pressured by their customers. Governments set national policies, and can incentivise corporate action through tax processes and legislation. As citizens, we each have a role in holding our governments to account, and can hold our service and goods providers to a higher standard of environmental responsibility.

Supporting local farmers and small businesses with lower carbon-footprints will do more to increase our resilience to climate change. We welcome the forthcoming Decade of Family Farming, and will be working to support ACWW's agricultural members with lobbying resources throughout this period. The Paris Agreement on climate change makes clear that vast amounts of mitigation and adaptation by existing communities is necessary, but cannot be the only solution. Whilst we all realise that change is slow, we must also realise that change is critically necessary. We must do all we can and, crucially, force those industries who rely on our custom, to do more, and do it quickly.

**Magdie de Kock**  
ACWW World President

### NOTES

<https://www.census.gov/library/stories/2017/08/rural-america.html>

<https://www.federalreserve.gov/consumerscommunities/shed.htm>

<https://unfccc.int/process-and-meetings/the-paris-agreement/what-is-the-paris-agreement>

### Associated Country Women of the World

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13 CLIMATE  
ACTION

# INTERNATIONAL DAY OF THE FAMILY:



## Families and Climate Action

### RAISE AWARENESS

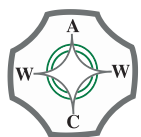
Work to ensure those around you, and the companies that supply you and your community know what they can be doing. Tell your elected representatives how important it is that they change national and international policies.

### MITIGATE

using new technologies and renewable energies, making older equipment more energy efficient, changing management practices and consumer behaviour.

### ANTICIPATE & ADAPT

using scarce water resources more efficiently, adapting building codes to future climate conditions and extreme weather events, building flood defences, developing drought-tolerant crops, choosing tree species and forestry practices less vulnerable to storms and fires.



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# INTERNATIONAL DAY OF THE FAMILY: Families and Climate Action

## RAISE AWARENESS

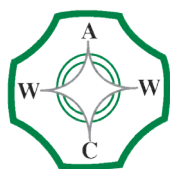
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# WORLD ENVIRONMENT DAY

## 5 JUNE 2019

### A public statement from the Associated Country Women of the World, marking this year's theme: #BeatAirPollution

Since 1970, the Associated Country Women of the World has worked to draw attention to the impact of pollution on the environment. This year, we mark World Environment Day and its theme, #BeatAirPollution, with a reminder that whilst many may assume air pollution and quality are urban issues, rural areas are also deeply affected. The emission of greenhouse gasses, and the ensuing damage done to the atmosphere is causing climate change and, as always, because of the poverty and remoteness often associated with rurality, rural people suffer disproportionately compared to their urban counterparts.

While primary pollutants are higher in urban areas, secondary pollutants like Ozone (not to be confused with the Ozone Layer) are concentrated in rural areas. This is caused by the sun's rays reacting with air pollutants as they travel away from urban areas. Ozone can damage crops, leading to lower crop yields. Unfortunately, this is especially true in developing countries, where crop yields can be reduced by up to 15%.

Of particular concern is the lack of data and research done to measure air quality, and the necessary adjustments in rural areas. Though studies have indicated that air particulates from agricultural practices can impact the health of farmers, exacerbating underlying chronic conditions, most research into the health impacts of air quality on health have been focused on urban areas. Recognising that this lack of research is likely an understandable exercise in cost benefits, we call on research bodies, Governments, and the United Nations to remember that agricultural people are the backbone of urban society. Preliminary research shows that rural people are suffering from airborne pollution, and it will take a concerted effort at every level to establish exactly the impact on Rural Communities. The move of industrial factories away from urban areas into rural areas in an effort to reduce urban pollution has simply moved the source of pollution, placing the burden of impacts on the part of society least able to carry it.

ACWW member societies in rural areas must act to educate their members on the effects of using solid fuels in their homes, recognising that chimneys and pipes directing smoke out of the home only displaces the pollution by a few feet and it is not a sustainable solution. Governments and research bodies must invest in sustainable and accessible sources of energy for rural families, especially those in developing countries. ACWW also calls on its members and Member Societies involved in agriculture and farming to ensure that whenever possible they are using technology and fuels that contribute as little as possible to air pollution in their area.

Magdie de Kock  
ACWW World President

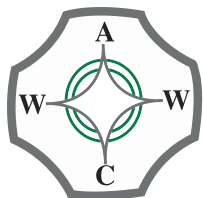
#### NOTES

<http://www.irceline.be/en/documentation/faq/why-are-ozone-concentrations-higher-in-rural-areas-than-in-cities>  
<https://research.msu.edu/studying-the-impact-of-air-pollution-in-rural-environments/>  
<http://ehs.sph.berkeley.edu/newsbefore2014/2015/1/26/rural-air-pollution-often-overlooked>  
<https://onlinelibrary.wiley.com/doi/epdf/10.1111/gcb.14381>

#### Associated Country Women of the World

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## RURAL WOMEN IN ACTION

80% of plastic  
pollution in the ocean  
comes from land  
sources

Every minute, the  
equivalent of one  
garbage truck of  
plastic is dumped into  
our oceans



Most plastic waste  
breaks down into  
microplastics,  
making cleanups  
more difficult

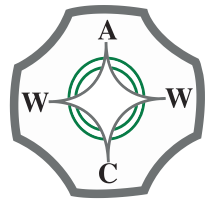
These microplastics  
are then ingested by  
baby fish, leading  
to early death for  
the fish and falling  
fishstocks.



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# Is there really a Plastic Problem?

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The amount of plastic in the ocean could increase tenfold by 2020



By 2050 there will be more plastic in the oceans than there are fish (by weight) if current trends continue



Plastic is found in the ocean as far as 11km deep, meaning that the impact of single-use plastic has reached far beyond areas of normal human activity.



Many marine organisms can't distinguish common plastic items from food. Animals who eat plastic can starve because they can't digest the plastic and it makes them feel full.



The likelihood of coral becoming diseased increases from 4% to 89% after coming in contact with marine plastic. It also damages the skin of coral, allowing infection. Coral reefs are home to more than 25% of marine life.



Sea turtles accidentally caught in fishing nets near patches of plastic have been found to have up to 74% (by dry weight) of their diets composed of ocean plastics.

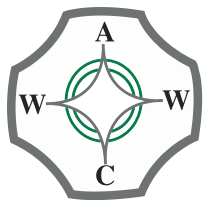


Many fish humans consume, including Brown Trout, Cisco, and Perch, have at one time or another, ingested microplastics.



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# How to make a difference

Most scientists agree that cleaning the oceans is not a simple endeavour. Large-scale clean-up efforts are logistically near-impossible and have come under criticism for the potential by-catch of plankton and other ocean organisms. Varying efforts, tailored to specific areas are vital, and we on land must focus on using less plastic ourselves, and pressuring our goods providers to have a more sustainable outlook. Ultimately, governments, local and national, need to focus on putting efforts into making sure that plastic never reaches our oceans.

With 8 million tonnes of plastic being dumped into our oceans each year, preventative measures can go a long way.

## Engage

with your community and take opportunities to educate your friends and family on plastic waste. Perhaps you can partner with a local farmers' market to have a stall, or maybe your local library could host community talks

## Pressure

your goods providers and businesses to provide plastic-free packaging options for the goods they sell. Lobby your local and national governments who can incentivise companies away from single-use plastic.

## Reduce

single-use plastic waste by carrying canvas shopping bags and buying local vegetables and meat from providers who will let you use your own containers. Buy second-hand clothes, and look for plastic-free alternatives for your hygiene and cosmetic items.

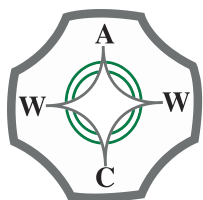
## Support

local initiatives to clean rivers and keep plastic pollution from entering the ocean.



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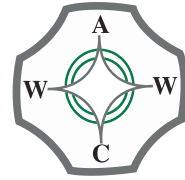
## The Danger of Old Landfills

Old coastal landfills present a significant risk to water sources and the health of those who use them. As water levels rise and coastal erosion increases, there is a risk that these landfills will be exposed and that their contents will spill into the water.

ACWW Members should enquire with their local governments whether there is the potential for the exposure of old landfills due to coastal erosion and then ensure that there is a plan in place to keep the contents of the landfill from contaminating local water sources.

Don't hesitate to check with your authorities whether they have accurate and up-to-date records of all landfills, coastal or otherwise, and that there is a recycling plan in place so that landfills become a thing of the past!

# POLLINATOR PROTECTION



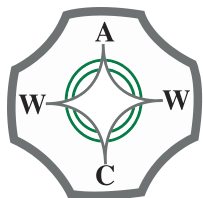
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Be it resolved that ACWW societies and members urge their governments and research institutes to continue to identify and reduce specific drivers of insect pollinator decline, develop agricultural pollinator friendly practices, and promote greater public awareness of the role of insect pollination in global food production

Pollinators  
like me are  
responsible for  
making sure that  
3/4 of your food  
crops can grow!

The good news  
is, humans can  
easily help save  
bees and other  
pollinators !

But, many factors  
are contributing  
to a steep decline  
in pollinators all  
over the world



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## Pollinator Facts



3/4 of our major food crops require animal-mediated pollination



80-95% of non-agricultural plants require animal-mediated pollination



Agricultural productivity relies heavily on wild pollinators, so an effort to restore habitats and create new environments in which pollinators can thrive is vital



While data on pollinator decline is readily available for North America and Europe, data from other countries is urgently needed to track global trends, and ensure that preventative and protective measures are put in place where appropriate

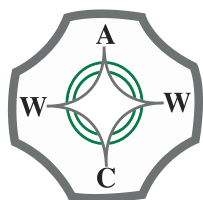


Plants have adapted to be able to benefit from a range of animal pollinators. Pollinators include bats, birds, bees, and even the wind and water.

### Sources:

<https://ento.psu.edu/pollinators/resources-and-outreach/what-are-pollinators-and-why-do-we-need-them>

[https://www.ipbes.net/system/tdf/spm\\_deliverable\\_3a\\_pollination\\_20170222.pdf?file=1&type=node&id=15248](https://www.ipbes.net/system/tdf/spm_deliverable_3a_pollination_20170222.pdf?file=1&type=node&id=15248)



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**You  
Can  
Help!**

## Limit Chemical Use on Your Property

Any synthetic chemical used outdoors has the potential to effect pollinators. Even chemicals that aren't obviously toxic can have negative secondary effects on pollinator health and resilience. Try natural alternatives before resorting to powerful chemicals.

## Plant a Pollinator Garden

Plant native flowering plants that bloom throughout the growing season. Make sure that there are areas for nesting and water available.



## Foster Relationships

with your local apiary or beekeepers association, and if you must use insecticides on your farm, let them know! Try to limit insecticide use to still, overcast days.

## Educate



yourself and others on the causes of pollinator decline, especially urban sprawl and habitat loss due to land use

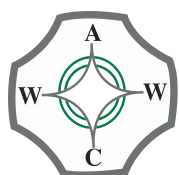


<https://ento.psu.edu/pollinators/resources-and-outreach/what-are-pollinators-and-why-do-we-need-them>

<https://www.nfuonline.com/bee-leaflet-web-version/>

<https://ento.psu.edu/pollinators/resources-and-outreach/what-steps-can-i-take-to-help-the-bees-and-other-pollinators>

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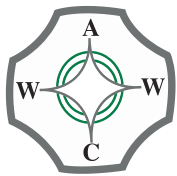
## RURAL WOMEN IN ACTION

Acting on any of ACWW's environmental policies can contribute to building community resistance to climate change, and generally reducing the human impact on the environment. ACWW members knew the importance of working with the environment, within the supply of natural resources, and respecting local knowledge then, and they continue to work for the preservation and protection of land and resources today.

### 13 CLIMATE ACTION



Conservation of Natural Resources	1953
Tree Planting	1953
Environmental Pollution	1971
Environmental Protection	1974
Reafforestation	1983
Trade in Dangerous Waste	1989
Agenda 21	1992
Global Warming	1992
Ozone Protection	1992
Waste Education	1998
Waste Tourism	1998
Energy for the Future	2007
A Sustainable Future for Environmental Change	2007
Stop Use of Plastic Bags and Reduce Use of Packaging	2010
Sustainable Energy	2016
Shale Gas	2016
Protecting the Supply of Water	2016
Registration of Old Landfills	2019
Protection of Shared Marine Environment, Sustainable Coral Reefs, and Fish Stocks	2019
Use of Plastics	2019
Action on Climate Change	2019
Pollinator Protection	2019



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# The Human Contribution to Climate Change

Certain gases in the atmosphere block heat from escaping. Long-lived gases that remain semi-permanently in the atmosphere and do not respond physically or chemically to changes in temperature are described as “forcing” climate change.

Carbon Dioxide concentration in the atmosphere has increased by a third since the beginning of the Industrial Revolution, directly related to human activities like deforestation, industry, and burning fossil fuels. Carbon Dioxide is one gas that, at current levels, keeps heat from escaping the earth’s surface.

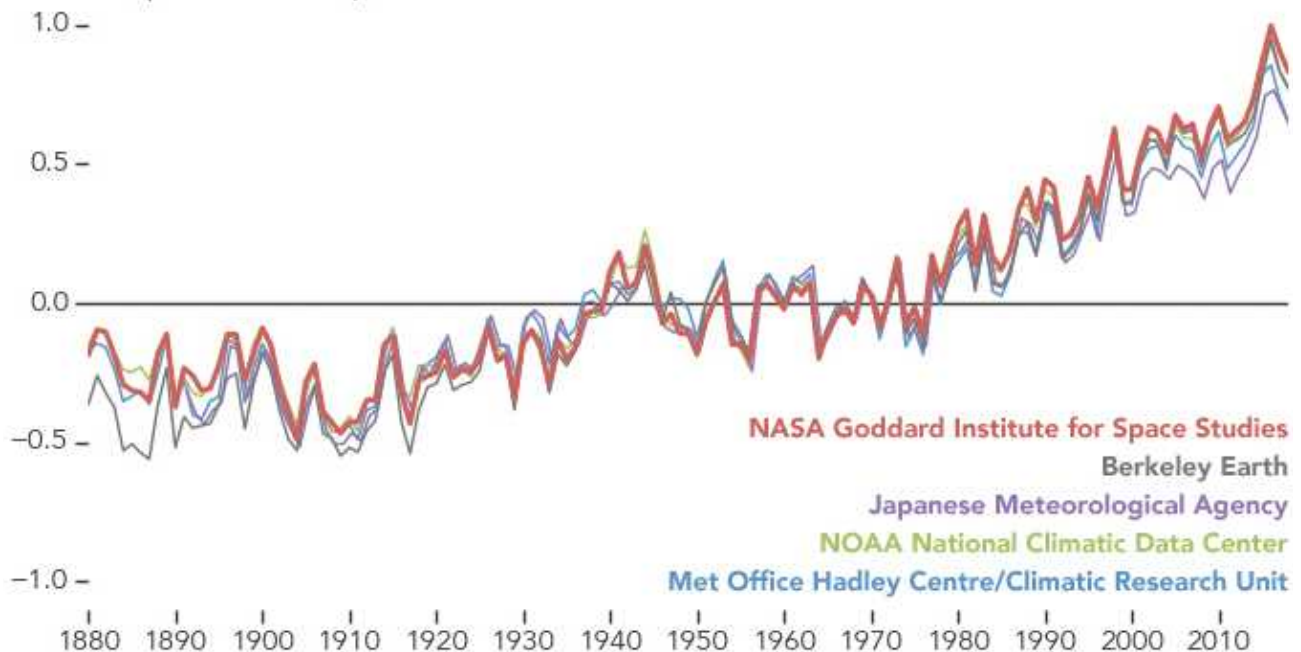
Methane is a gas produced by decomposition in landfills, agricultural practices like rice cultivation, and manure management associated with livestock. Though Methane is far less abundant in the atmosphere, it is a more active greenhouse gas than even Carbon Dioxide.

Nitrous Oxide is produced by the use of commercial and organic fertilisers, fossil fuel combustion, and biomass burning.

As you can see below, the scientific community agrees: The earth’s surface is warming, and the effects are potentially devastating. Communities must be made aware of the unique impacts of climate change on their specific area and ensure that they are resilient.

## A World of Agreement: Temperatures are Rising

Global Temperature Anomaly (°C)

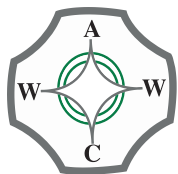


[https://climate.nasa.gov/system/internal\\_resources/details/original/1736\\_world-of-agreement-2018.jpg](https://climate.nasa.gov/system/internal_resources/details/original/1736_world-of-agreement-2018.jpg)  
<https://climate.nasa.gov/evidence/>

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13 CLIMATE  
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Below is ACWW's member survey on Climate Change. Please answer all the questions and return to Central Office by email ([un@acww.org.uk](mailto:un@acww.org.uk)) or post. The survey will run through 8<sup>th</sup> July 2019.

Country

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Do you think that the potential impacts of climate change are a threat to your community?

- ☐ Yes
- ☐ No
- ☐ I don't think they will effect my community, but I believe they have a global impact

Are you aware of how your community is building resilience to climate change?

- ☐ Yes
- ☐ No

If yes, what is your community doing?

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Does your national government have policies in place to build climate change resilience and lower future environmental impact?

- ☐ Yes
- ☐ No
- ☐ I'm not sure

If yes, do you feel that the policies are accessible and useful to you at a community level?

- ☐ Yes
- ☐ No

Do you feel that you are educated about the causes and potential impacts of climate change?

- ☐ Yes, I am
- ☐ Yes, I am but I need to know more
- ☐ No, I am not
- ☐ No, I am not but I need to know more

Any further comments about climate change and your community, your governments response to climate change in your area, or support that ACWW could offer member societies in raising awareness:

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