

# Forest protection and land rights

## Resources for your advocacy

### Rainforest Technology

*Monitor and share information on rainforests and land rights*

Explore online: <https://engn.it/rainforesttech>

Download the pdf: <https://engn.it/rainforesttechpdf>

Primer

Quick-start guide

### Rainforest Protection and Responsible Investment

*Improve companies' behaviour by influencing investors*

Download the pdf: <https://engn.it/rainforestinv>



Regnskogfondet  
RAINFOREST FOUNDATION NORWAY

THE ENGINE ROOM

## Planning your campaign

### Map out the field

List all the people and organisations that are involved in an issue. Be as specific as possible: avoid broad categories (like 'the public' or 'government officials') and choose specific sub-groups (like business journalists). Then group them into three categories:

**Allies** – people or organisations that already support what you do. You need to get these people to actively support your campaign.

**Neutral parties** – people who are not currently involved. You need to educate these people to turn them into allies.

**Opponents** – people who oppose the change you want to see. You need to counter these people – either by changing their mind or limiting the impact they can have.

### Identify allies

Any advocacy campaign needs a network of allies. Plan how to engage the groups you listed above, keeping them interested and involved. Think creatively about whether you can help each other: would your data be useful for them? Do they have contacts that you need?

### Choose a target audience

Choose one or more of these groups whose behaviour you want to change: they are your target audience. Do you want civil servants to change policy on land rights, or get a company to improve forest management practices? Avoid targeting very large groups: the more difficult it will be to craft relevant campaign messages.

### Figure out how to reach that group

Start with what you already know: where do they get their information? What are they interested in? What media do they use? What kind of change can they realistically influence? Fill in the gaps in your knowledge: go public meetings, scan social media or meet people directly.

# Advocate with your data

## Running your campaign

### Choose the right tactics for the situation

Use your knowledge of your data and target audience to decide which tactics you should use:

### Present data in a way your target audience can use and understand

Find out what information your audience needs. If your audience doesn't understand your data or work out what to do with it, they won't act on it. Sometimes you might want to target a particular newspaper's readers; at others, you might need input to policy documents.

**Think about both the words you use and the way you present them:** Choose the words you use carefully and think about developing different materials for different groups. Some groups might not know the technical terms involved in land rights negotiations, while others might only take you seriously if you use them. Using English might let you reach an international audience, but could limit your reach in your home country. Vary how you present your data according to your audience. Members of the public with limited time may only read a short summary of your findings, while policy-makers may need detailed reports.