

TAI Advocacy and outreach strategy
August 2013-december 2014

Objectives, key actions, responsibilities and deadlines.

1. Increase the number of Caribbean countries that have signed the P10 Declaration
 - a. Publish op-eds about the P10 LAC Process and inform the public about the important of more Caribbean countries joining the process.
 - b. Send a letter to key Caribbean governments asking them to attend the III Focal Points Meeting held in Lima from Monday, October 28th to Friday, November 1st.
 - c. Prepare a brochure for the Caribbean region that informs on the process and asks governments to join.

Responsibilities and Deadlines:

TAI Global Secretariat and Jamaica Environment Trust (JET)

August- September 2013.

2. Strengthen Focal Points, request more political support from politicians.
 - a. Each partner sends a letter to Foreign Affairs and/or Environment ministers asking: for: (i) political and institutional support for the Focal Point, (ii) prepare a national plan for the implementation of the Plan of Action that was agreed on in Mexico and (iii) organize opportunities for other public agencies to be informed about the LAC process.
 - b. Hold meetings on the Focal Points (at least one) and other government institutions to garner support, through partners in each country, by the government for the implementation of the Plan of Action 2013-2014.
 - c. Organize (in coordination with the Focal Point) a meeting between public officials and civil society organizations to inform on the LAC process, the modalities for participation, and present the national plan for the implementation of the Plan of Action (if it has been prepared by the Focal Point) and agreed on next steps.

Responsibilities and Deadlines:

The letters will be prepared by TAI Global Secretariat (GS) and Core team (CT) and then sent to the TAI partners. A letter will be sent to partners by August 31st.

TAI partners are responsible for meetings at the country level.

Hold at least one meeting before III Focal Point Meetings (probably Lima October 28th)

One workshop with public officials and CSO's before III Focal Point Meetings (probably Lima October 28th)

3. In 2014, governments should agree to start a negotiation process for a legally binding convention.

- a. Prepare two brief position papers to advocate for a legally binding convention and the key elements that it has to include.
- b. Organize an online petition to collect signatures for a legally binding convention.
- c. If there is funding available, create a name and image/logo of the process.¹ .
- d. Prepare a regulatory documents detailing standards
- e. Detail actual cases that help advocate for a legally binding convention.

Responsibilities and Deadlines:

Positions papers: Coordinate CIEL. Also includes TAI-GS and Article 19. First draft August 31st. The first position paper will be distributed at the III Focal Points Meeting. October 28th The second one will be ready in late November.

Online Petition: Coordinates CIEL, also includes TAI-GS, Ambiente y Sociedad and Unes. Start petition on September 30th.

Document containing norms on rights: Academic Coordinator FIMA, December 2014.

Detail four cases: CEDA, UNES, CIAM y GAIA.

TAI-GS coordinates this initiative. Each organization prepares a case.

CEDA: December

UNES: Didn't set a date.

CIAM: September 20th

GAIA: Didn't set a date

¹ Some ideas: Access Convention or Access Rights Convention.

4. Enroll more registrants and participants in ECLAC's register for the LAC process.
 - a. Each partner adapts the brochure that the GS will send.
 - b. Each partner enrolls 10 registrants by October 10
 - c. Meet with NGO's and enroll at least 4 in the process to participate. Before the III Focal Points meeting, organize an action in order to release a statement to all the NGO's on the region.

Responsibilities and Deadlines:

Brochure: TAI-GS and CT send to partners in English and Spanish.

Each partner adapts the brochure and uses it for registration of people and organizations. Due October 15

Each partner organizes one meeting with NGO's to enroll 4 registrants to participant in the process

TAI-GS will be in charge of preparing the statement and sending it to partners to get signatures of the 4 NGO's before the III focal point meeting.

The following are other actions that TAI partners will implement at the national level:

- Create a section on the TAI website for the LAC process for P10.
- Inform on the LAC process on their websites and link them to the TAI website.
- Distribute information on the LAC process in regional meetings (if there is an opportunity)
- Inform on the process through social media.
- Update database and send out information about the LAC process.
- Inform various networks about the process.

Fundraising Strategy.
The Access Initiative (TAI-LAC)
August 2013 - December 2014

It was agreed upon that the strategy should continue to be implemented in the same form.

Results show that obtaining funding for a Secretariat will be the most challenging task.

Partners are committed to more actively seeking out funding opportunities.