



## Key Area 5 Media & Advocacy

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How do faiths communicate their message? There are many methods, but the secular media are often a useful partner. There is often a ready audience to hear positive news on faiths which are advancing the environmental agenda – but how can that audience be engaged? The faiths have an opportunity to raise their voices and share the environmental action they have been and continue to take.

These guidelines provide you with simple questions to consider as you decide how to share your message and engage more communities in action for the benefit of people and planet.

### Steps and questions to consider as you develop your Faith Plan

<i>Name of faith community/group/organisation</i>	
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### Outreach

<i>First steps: Assess your platforms</i>	
<b>Questions</b>	<b>Space for notes and comments</b>
1. Have you identified the media platforms you manage which may help you engage in advocacy and outreach to your community and beyond?	
2. To what extent are your media outlets engaging in environmental issues?	

<p>3. Do your newsletters, radios, newspapers, TV stations, websites and social media outlets have sections on ecology? Are they using their editorial authority to promote simpler living, and looking after the natural environment with more care?</p>	
<p>4. Could your website have a special section, blog, or picture gallery on the development of your Faith Plan?</p>	
<p>5. If you do not have access to digital media platforms, how will you creatively go about sharing your work and progress? Is there a way to access partnerships with local radio stations or newspapers, for example?</p>	

<p><i>Next steps: Engage the media and your own people</i></p>	
<p><b>Questions</b></p>	<p><b>Space for notes and comments</b></p>
<p>1. Have you thought about both internal and external advocacy within and outside of your faith community?</p>	
<p>2. Are your faith values clear in what you publicly advocate?</p>	

3. Have you thought about the audience you wish to reach and inspire?	

## Influence

Questions	Space for notes and comments
1. Have you thought of the influence you could have at higher levels? How do you influence your community/organisation's leadership?	
2. Going further than this, could you influence your local council or government on its environmental priorities?	
3. Do you have any level of media access to national broadcasting networks where you could raise these issues in, for example, a weekly religious affairs programme?	

<p>4. Is there capacity for a specific influencer role within your plan, someone who can concentrate on working with national/local authorities on environmental action?</p>	
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## Advocacy

Questions	Space for notes and comments
<p>1. This section is guided by a Confucian saying: “First practise what you want to preach; then preach about what you already practise.” Now that you are active, you are in a position to ask others to be active as well and take these issues as seriously as you do. Could you lobby your politicians – whether local, national or regional – as well as your directors, head teachers, and religious leaders to help stop climate change and the destruction of the natural environment?</p>	
<p>2. Have you thought about writing a letter or statement asking to see change?</p>	
<p>3. How will you make your environmental theology and work understandable to those of non-faith backgrounds, so they too can engage with your action?</p>	

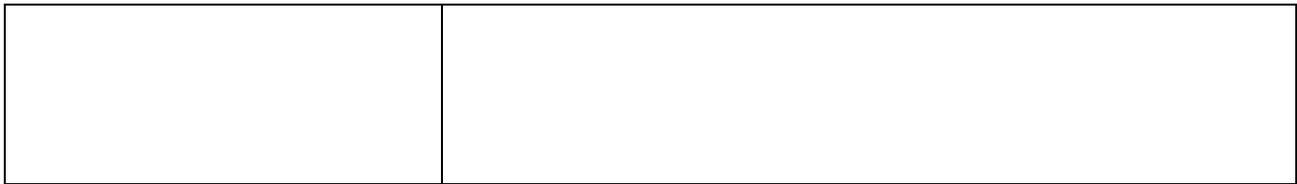
4. Will the advocacy work you engage with involve extra funding? If so, where will this be sourced?	

## Guides and Handbooks

Questions	Space for notes and comments
1. Could you draw together, from your audits and educational materials, guides or handbooks (on paper, on the web, on mobile phones or on audio or video) for the faithful on how to live more simply and environmentally – with practical suggestions drawn from your experience?	
2. How could guides and handbooks be developed and accessed through your publishing houses or through your websites?	
3. Have you considered the geographical extent of your faith community or organisations you engage with? Have you considered producing content in several languages to be inclusive of a wider group of people?	

## Materials

Questions	Space for notes and comments
<p>1. What more could your media – newspapers, newsletters, radio stations, websites and social media output, and the printers of your holy books, pamphlets and brochures – do to protect the natural environment in terms of the materials they use? For example, some 125 million New Testaments, 72 million Bibles and at least 10 million copies of the Qur'an are printed each year, so an environmental strategy in printing and distribution would have a powerful impact. If you have publishing houses, have you examined their impact on the environment?</p>	
<p>2. Do you know about the environmental impacts the materials you use have on the planet?</p>	
<p>3. Have you carried out an assessment of where your materials are coming from? Could they be sourced more locally or your publications and resources be made into digital versions?</p>	
<p>4. How might changing materials impact your finances?</p>	



## For more information...

To learn more about possible action you can take, watch the Faith Plans webinars on [Media](#) and [Advocacy](#), and access links to key resources from experts.

You may also wish to explore in more detail, the resources provided by our partners.

On media:

- Baha'í International Community [www.bahai.org](http://www.bahai.org)

On advocacy:

- Faith Alliance for Climate Solutions (FACS) <https://faithforclimate.org/advocacy/>
- Stop Ecocide Foundation [www.stopecocide.earth](http://www.stopecocide.earth)

## Case studies

- Bahá'ís explain how they make use of the media for the good of wider humanity
- [Indonesian Muslims achieve global acclaim for fatwa on wildlife trade](#)

## Bahá'ís explain how they make use of the media for the good of wider humanity

### The Baha'í Community

The Bahá'í community is very dispersed, reaching out to around five million people in 100,000 places globally. So how it communicates with its members is critical in building a sense of community.

Bahá'ís are sophisticated users of all forms of media, from newsletters, publications and websites to radio stations and even film. But disseminating information to their own community is not the only – or even the main – reason why Bahá'ís use different forms of media, both internally and externally.

Their overarching goal is to advance human progress, and they believe the media is a critical part of this process. 'The starting framing for all the activities of the Bahá'í community is based on an orientation of service,' explains Daniel Perell, the Bahá'í International Community's representative to the United Nations. 'In this regard, the media is another way of advancing the development efforts of our community.'

And several Bahá'í writings support the use of media to contribute to societal harmony and to stimulate discussion.

## Indonesian Muslims achieve global acclaim for fatwa on wildlife trade

How Indonesian Muslims created a fatwa against the illegal wildlife trade The global decline in endangered species has preoccupied wildlife groups for decades, but has not been seen as a subject for faith groups to debate until relatively recently.

With growing awareness of the crisis facing our climate and biodiversity, religions are increasingly concerned to do what they can to limit the harm human beings are doing to the planet. Hence the move by Muslims in Indonesia, one of the nations with the richest diversity of wildlife on the planet, to take a stand against the exploitation of rare species. This was to be no mere discussion but a fatwa – an instruction telling all the faithful that this exploitation must stop.

[Click here](#) to read the full story!