

# Strategic Communications

Shifting Dominant Narratives and  
Mobilizing Public Action

*Photo: Priscila Tapajowara / Mídia Indígena*



Forests, People, Climate (FPC) is a collaborative of philanthropic funders, civil society, and community-based organizations seeking to halt and reverse tropical deforestation while supporting just, sustainable development. We focus on equitable and enduring solutions that safeguard tropical forests and support those stewarding them, in particular Indigenous Peoples, Local Communities, and Afro-descendants in tropical forest countries. For more information, please contact us at [info@forestspeopleclimate.org](mailto:info@forestspeopleclimate.org)

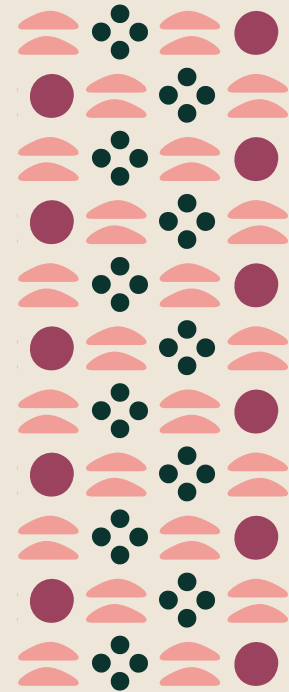
# Why Strategic Communications?

Success in halting and reversing tropical deforestation requires changing the political calculus to favor standing forests for people and the climate. Government and business leaders will only push policies and priorities designed to cut climate pollution in half and end tropical deforestation by 2030 – the goals scientists say are crucial to avoiding the worst climate impacts and terrible suffering – if their constituents, investors, and customers demand it.

Sharing facts, science-informed recommendations, and technical solutions is important but not enough. Raising awareness and general understanding will not automatically translate into a strong social mandate to implement these critical solutions. Inertia and the status quo are powerful forces.

There is a need to be strategic and persistent, mobilizing support for progress and mitigating the impact of the destructive tactics delivered by entrenched interests defending the status quo. Engaging hearts and connecting with peoples' own priorities is crucial. Attentive to an ecosystem of actors advancing a cacophony of dynamic interests, momentum for change has to be constantly built and vigilantly maintained, or it risks sliding back with shifting, shorter-term political tides.

Fortunately, there are many opportunities for philanthropy to help scale up strategic climate communications efforts that turn growing public concern into lasting action – in each of the Forests, People, Climate (FPC) geographies as well as on a global scale in line with FPC cross-cutting strategies. Despite the small current philanthropic investment, innovative initiatives and campaigns are now testing and successfully implementing world-class communications strategies mobilizing support and action for solutions that benefit forests, people and the climate.



Forests, People, Climate (FPC) supports civil society, academic, media, and networked organizations with the aim of motivating collective action toward achieving an overall global goal of halting and reversing tropical deforestation while supporting just, sustainable development.



Photo: Joel Redman / Archive by If Not

# Our Goal

Shift dominant narratives, mobilize public action, and build political will for equitable, enduring solutions that safeguard tropical forests and support Indigenous Peoples, Local Communities, and Afro-descendants (IP, LC, & AD).

Achieving this goal requires targeted investments to strengthen aligned social movements, promote healthy media ecosystems, mobilize public action, and grow support for IP, LC, & AD, and sustainable forest economies in both tropical forest countries and globally connected markets.

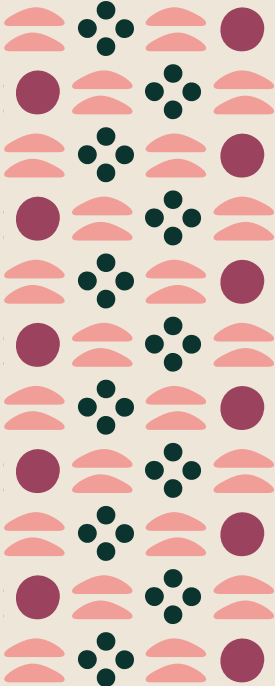


Photo: Guenther Guni

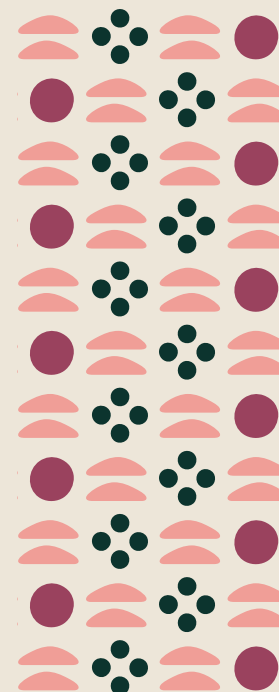
# Focus Areas

FPC strategic communication's priorities focuses on five interlinked strategic pillars:

- 01. Strengthen Social Movement Capacities and Defend Civic Space** Strengthen aligned social movements and non-governmental organizations' (NGOs) strategic communications and organizational capacities, and defend civic space.
- 02. Promote Healthy Media and Digital Media Ecosystems** Promote healthy media and digital media ecosystems by amplifying civil society voices and constructively shifting narratives while mitigating misinformation.
- 03. Build Campaigns and Public Action** Mobilize public action and build political will with campaigns across different key audiences, rallying allies, and engaging new audiences.
- 04. Mobilize Support for IP, LC, & AD Rights** Invest in IP, LC, & AD and their allies' strategic communications capacities, and grow support in society for the recognition and defense of their land and resources rights.
- 05. Shift Narratives and Grow Support for Green Economies** Invest in strategic communications initiatives designed to increase support for sustainable, inclusive forest economies and just, healthy food systems with deforestation- and exploitation-free production and supply chains.

# Further Information

*This overview of FPC priorities for Strategic Communications draws on a longer strategy that was developed through a widely participatory process with a focus on including representatives from tropical forest countries, and discussions with more than 50 of the world's leading experts on strategic communications, philanthropic strategists, academics, grassroots leaders, and others.*



## **About FPC Strategies**

FPC has nine strategies – three regional strategies in the Brazilian Amazon, Congo Basin, and Indonesia, and six cross-cutting thematic strategies: Enabling Conditions, Indigenous Peoples, Local Communities, & Afro-Descendants (IP, LC, & AD), Supply Chains, Strategic Communications, Private Finance, and Carbon Markets Integrity.

The primary purpose of the FPC strategies is to provide a roadmap for grantmaking, action, monitoring progress, and learning. The strategies are also a tool to align a number of actors around strategic goals, whether it's where FPC focuses implementation or funding. These are 'living strategies' that FPC intends to iteratively update to respond to changing contexts.