

Proposal for a Joint Campaign of tdh and its project partners, submitted by the Delegates of the International Youth Network and amended at the DC 2018

<p>Group/region: Youth Delegates <i>Amended at the DC 2018, integrating the motion by the staff delegates</i></p>	<p>Motion 3 Date: Submitted on 8 May 2018 <i>Amended on 22 June 2018</i></p>
<p>Proposed Joint Campaign: Promoting Environmental Child Rights (ECR)</p> <p>From 2018 to 2023, terre des hommes and its project partners – children, youth and adults – conduct an international campaign to promote children’s environmental rights. They join forces to</p> <ol style="list-style-type: none"> 1. mobilize for the adoption of eco-friendly behavior and sustainable lifestyles through community-based activities, 2. raise awareness on the effects of environmental destruction, degradation and pollution on children by presenting case studies and denouncing violations of the child’s right to a healthy environment, and 3. advocate for the establishment of binding local, national, regional and international legislation that respects, protects and guarantees the environmental rights of children and future generations, as well as monitor its enforcement by the states and compliance by the business sector. As one of the campaign goals, terre des hommes and partners work towards international agreements that acknowledge a child’s right to a healthy and sustainable environment. <p>In order to be most effective and visible, the campaign ...</p> <ul style="list-style-type: none"> ○ conducts activities related to the three campaign goals throughout the year, culminating in the month of November which is known and continued as the Global Action Month – referring to the anniversary of the UN Convention on the Rights of the Child. In the month of November, <i>special</i> attention and global spotlights of tdh’s communication are directed towards the campaign activities. ○ builds alliances and acts as a convening space for children, youth and adults within tdh as well as from other organizations and backgrounds to initiate a strong and publicly visible movement for promoting children’s environmental rights. Convening spaces are both face-to-face and virtual – including South-South exchanges on challenges and good practices. ○ lobbies coherently on different levels by strengthening local, national, regional and international advocacy efforts (e.g. CRC General Comment/Optional Protocol, ombudsperson for environmental rights and future generations, etc.) towards achieving the campaign goals. The advocacy work is supplemented by public action, e.g. by volunteers and in the media. ○ develops a joint campaign framework and strategy for mobilization, communication and advocacy – with the participation and ownership of children and youth, tdh partners and volunteers. ○ provides adequate resources towards the achievement of the campaign goals, such as funding for campaign activities, personnel for the global and regional coordination of the campaign, a global campaign slogan and logo, and capacity building on campaigning skills among staff, partners, youth and volunteers. 	

Rationale:

Children are especially dependent on their natural environment. Clean water, air and soil, an intact and balanced ecosystem that preserves natural resources and biodiversity as well as healthy food and a hazard-free livelihood are profound prerequisites to children's development. While terre des hommes has been advocating for the environmental rights of children today and of generations to come, partners have demonstrated in numerous projects and campaigns how both a sustainable economy and lifestyle can be achieved. In this respect, children and youth are strong agents of change who are personally affected by the consequences of environmental pollution, degradation and climate change *and* are engaged in protecting and preserving their own livelihoods through awareness-raising, advocacy and hands-on community-based activities.

terre des hommes and partners have developed an opinion leadership on children's environmental rights which should lead to further mobilization and visibility through this campaign. tdh's efforts are thereby strengthened by new international policy frameworks such as the 2030 Agenda for Sustainable Development with the Sustainable Development Goals (SDGs) and the UN Special Rapporteur's 2018 report on children's rights and the environment ([A/HRC/37/58](#) – [child-friendly version](#)).

Most importantly however, the campaign does not only call for a child's right to a healthy and sustainable environment, but also leads to tangible improvements to environmental protection and preservation through community-based activities. terre des hommes, partners, children, youth and volunteers lead by example and showcase good practices of sustainable livelihoods which are expected to be observed and adopted by other children, youth and adults in the communities. While the campaign activities are conducted year-round, directing special attention to the promotion of children's environmental rights in the month of November builds on the meanwhile well-established and sweepingly successful format of the Global Action Month (DC 2013/Motion 7).

The campaign on environmental children's rights aims at an ambitious, yet important goal – all children worldwide should have the right to a healthy and sustainable environment and to protection against environmental hazards. This right should be as widely respected and as legally binding as possible. At the same time, such a challenging goal serves as an instrument for mobilization and formation of a joint identity. The campaign provides an opportunity to work together on an important cause, a cause to which everyone can contribute, no matter from where or whether as a partner, child, youth, volunteer or staff.

Suggestions for Operationalization:

- Documentation of shared experiences and good practices from the exchanges and making it accessible within tdh, among youth networks, volunteers, partners and beyond.
- All stakeholders of tdh (youth, partners, staff, volunteers) should participate in the design of the campaign (esp. the selection of slogan and logo).
- Consider the steps of implementation outlined in the former proposal by the staff delegates which has been integrated into this motion.