

Kiwis in Climate

Advocacy process guide



Version one / March 2025

Starting with our 2021 open letter to NZ Rugby about their fossil-fuel-sponsorship, our community has been proud to stand up for strong and authentic climate action with advocacy initiatives (see kiwisinclimate.org/advocacy) that have been pioneered by passionate members.

We are steadily building the KiC brand presence as a tool to enable members to do submissions, open letters and the like with more ‘clout’, collaboration and inclusion. The brand ‘umbrella’ also allows those who cannot speak out under their own name, due to their public-service roles or perceived conflicts of interest, to take action and be part of something they believe in.

The key to our advocacy is **you**. KiC convenors facilitate, curate, and support members with their initiatives, while keeping an eye out for sticking to our professional, apolitical and science-backed kaupapa. We ensure that the wider membership gets a chance to input, so that whatever goes public with the KiC name on it represents our entire community.

But how do you get the ball rolling when there’s a burning issue you’d like to make some noise about? This document gives you an overview of the processes (to date, anyway).

Check out some examples of recent submissions:

[2050 Climate Targets open letter](#) - 2025

[Treaty of Waitangi Principles Bill](#) - 2025

[Regulatory Standards Bill](#) - 2025

[Fast Track Approvals Bill](#) - 2024 / and the subsequent [Verbal Submission](#)

[Offshore Oil & Gas exploration ban](#) (open letter) - 2023



Ideation

- A KiC member suggests the communications either in the WhatsApp chat or directly to a Convenor.
- If required a post is then made in the WhatsApp (WA) KiC Community chat asking for members to contribute and their opinion/support for the proposed communications.
- A judgement call is then made by the Convenors that there is enough support and offers to contribute across the members for it to proceed.
- A subgroup is formed on WA of those members who have indicated their willingness to be involved.



Working group

- An initial message is posted that:
 - o Shares this process (or a link to it) and the purpose and intent of the communications.
 - o Identifies the lead author(s) or request for volunteers for this.
 - o Outlines the initial plan e.g. an open letter sent to the Climate Change Minister and shared with local media with KiC members encouraged to share on their own channels.
 - o Outlines the initial timeline.
 - o Requests for thoughts, ideas, insights on the topic.
- A conference call is set-up so contributors can discuss the topic and the approach to the communications to provide lead author(s) with a clear sense of the group's position, key points, language, resources/citations etc. The initial timeline is sense-checked and confirmed. Other roles and responsibilities are confirmed e.g. requesting signatures from members and/or external stakeholders or contacting

media people. To achieve this, the group should fill out the [Advocacy Project Kickoff Sheet](#).

- A high-level update is provided to the KiC Whatsapp Chat.
- Lead author(s) draft the document (in the case of multiple authors they will need to have their own communications channel to collaborate on the draft). All comms should include the “who we are” spiel (see below), unless agreed otherwise.
- The first draft is shared with the subgroup for feedback and edits via a shared document (ideally Microsoft or Google).
- A judgement call is made by those in the subgroup whether a second conference call is required to work through any of the feedback and/or details in the first draft.



KiC community feedback

- The final draft is shared with the whole KiC group requesting feedback and any questions the Subgroup has, with a deadline for the cutoff for this (ideally a calendar week). Note – the Subgroup may decide to post in the KiC Community chat requesting input or clarification while writing/editing, or they may wish to provide an update on progress.
- Final edits are made following review of community feedback.
- KiC Convenors review and provide clearance to make public ensuring language is aligned with KiC values and brand.
- Any edits following convenor feedback are made.



The final document

Always finish with a high-level summation of the letter/submission/communications and a call to action.

For example:

We urge this government to take on the advice outlined in this feedback for New Zealand's second Nationally Determined Contribution, and remain willing and open to support further

policy development that will ensure a more resilient, just and hopeful future for New Zealand and all New Zealanders.

Submissions should include contact details of the author or nominated author from the working group.

Before submission or publication the KiC Convenors will apply some Kiwis in Climate branding and formatting for consistency and clarity. See examples of this [here](#) and [here](#)



Delivery

- Planned delivery is executed e.g. send to Minister and/or media, submitted via relevant website portal etc.
- Note that as the 'owners' of the idea, it is the responsibility of the author(s) to complete the final submission process, not the KiC convenors.
- Update and final document shared with KiC WA Community and via the KiC Blog.
- **Verbal submissions:** if invited by a select committee, the author(s) develop talking points. A convenor will assist and attend where possible to provide a brief introduction to who and what KiC is, before the nominated author takes over for the main verbal submission.

See how the KIC verbal submission on the Fast Track bill went, [here](#)

Open letters with signatures

Open letters are a bigger undertaking than submissions, if you are seeking to show a wealth of signatories. The 2023-24 Oil & Gas exploration ban open letter gained a great number of public signatures and resultant media coverage, but required a huge time, networking, [PR](#) and technical commitment to make happen (including having our google doc of signatures hacked!).

When 'going public' we have several PR experts in the group who have been instrumental in getting previous open letters in the media. Talk to the KiC Convenors/Coordinator about this when the letter is in the draft phase.

Take a look at the differences in the process with [this diagram](#).

At time of writing, please bear in mind we do not have a system firmly in place to repeat this, but are always happy to discuss the possibilities.

See an example of the web page set up at the time for the Oil & Gas bill [here](#)



Who is KiC??

All outreach and advocacy should include an introductory spiel to outline who KiC is and what we stand for, to increase our ‘clout’ and our brand recognition.

To ensure there is consistency and ensure we are accurately identified (and ideally, recognised) by the recipient of any external communications, please use the below text unless otherwise agreed between Subgroup and Convenors. This can appear at the start of a document (e.g. a submission) or at the end (e.g. a letter to a minister)

Kiwis in Climate (“KiC”) is a global professional network of New Zealanders working in climate and sustainability. Our members include executive leaders, academics, consultants, and experts from a range of fields including business, non-profit, science, law, engineering, and policy.

Our [kaupapa](#) is to share knowledge and insights that accelerate science-backed and evidence-based solutions for mitigating and adapting to climate change, while ensuring our economy, environment and communities are thriving and resilient.

The diverse make-up of KiC and cross-pollination of ideas gives us a unique view of Aotearoa New Zealand’s progress on climate change and economic development on the global stage as well as the opportunities and risks to New Zealand from collective global action (or inaction). Collective views are informed by world leading practice by Kiwis who are on the ground developing the solutions.

www.kiwisinclimate.org

linkedin.com/company/kiwis-in-climate

kiwisinclimate.bsky.social

At a glance...

(or [open as PDF](#))

