



PETITION CAMPAIGN TOOLKIT

Strengthen the Human Rights of Peasants

www.peasantsrights.eu

Introduction (as a reminder)

- **GOALS**

The aim of the petition is to generate citizen support/pressure for a change in the EU's attitude towards the Peasant Rights process at the Human Rights Council in Geneva. Our objective is to have as many signatures as possible.

- **AGENDA**

27 March: launch of the petition

27 March – 15 May: massive dissemination of the petition

15-19th May: 4th session of the Open-Ended Intergovernmental Working Group (OEIWG)

11-29 September: 36th session of the Human Rights Council

- **RECIPIENT OF THE PETITION**

The EU speaks as one voice during UN meetings and is not in favour of this Declaration. We need to target more specifically at European level, COHOM delegates (representatives from the 27 Ministry for Foreign Affairs), who coordinate the positions of EU member states at the UN Human Rights Council.

- **TARGET AUDIENCE**

Each organisation in each country will have its own target audience. So think who is your audience and how to reach them in order to make them sign and share the petition. The right of peoples to food sovereignty is everyone's concern so don't hesitate to contact your usual allies but also other organisations that might be involved in the food sovereignty movement. Encourage your allies and partners in your country to share the petition to their members (via their website, newsletter, social media, events, ...)

- **KEY MESSAGES**

Keep in mind that the points to stress in your communication are 1. « Sign the petition » and 2. « Share this petition »

The key messages are 1. We must strengthen the human rights of peasants 2. Peasants Rights must be recognised (by the EU and its Member States)

DISSEMINATION

To have a more efficient and attractive communication, you can use visual materials adapted to different media:

- A header: to use for press release, just below your widget, on websites, newsletters, ...
- A Facebook banner: to use as cover picture, but also in case you need a 2,5:1 ratio
- A simple image: to use for articles on your websites, in Facebook posts, ...
- An email signature

Download it [here](#).

Don't hesitate to ask for modifiable file to adapt it or translate it by sending a mail to louise@fian.be.

1. Petition on your website

The petition can be easily embedded in websites. Even for third parties that want to support the cause. Just follow the step-by-step instructions !

How to integrate the petition widget (the big box) on your website ?

1. Click on the « embed this » button : in the lower-right corner
2. You will now have to register your widget by giving your email and the name of your organisation
3. You will receive a confirmation email (with more instructions for next steps if needed)
4. Embed your widget into your webpage, simply by inserting the embed snippet where the widget should appear

2. Dissemination via newsletter and/or mailing lists

Email is the most important way to get people involved in our petition.
Include the Call to action to your communication:

A large coalition for Peasants' Rights asks the EU and its Member States to actively participate in good faith in the elaboration of the "UN Declaration on the Rights of Peasants and other People Working in Rural Areas".

Demand the right of peoples to food sovereignty now by signing this petition:

<https://peasantsrights.eu>. Without peasants, there is no food. Let's grow their rights!

*Find all the translations of this Call to action in annex 1

*Don't hesitate to adapt this Call to action to national context and/or to link it to your events and activities

3. Social media

You can use visual materials available here : <http://www.fian.be/Online-Petition-Tools>

You can also share [the different video](#) explaining the Declaration and its issues

To facilitate retweet between us and to centralize all the tweets, use preferably the #PeasantsRights hashtag.

You can also use hashtags like #RightsofPeasants #HumanRights #FoodSovereignty

Mention some of your partners to gain visibility (with @)

Target the accounts of your Ministry of Foreign Affairs and members of his/her staff

4. “Matriochka strategy”

Each European partner must share informations with his national partners, allies, platforms, and organisations, who will do the same in their networks and to their members, who will do the same in their networks, etc.

Not only the petition but all the information about it (how to embed it on website, ...).

It is also important that each partner do a follow-up on dissemination by his partners, and if possible that everyone use all his channels and media to disseminate the petition (website, newsletter, social media, event, etc)

ANNEX 1

FR

Rejoignez le mouvement pour les droits des paysan-ne-s et demandez à l'UE et ses États membres de participer activement et de collaborer de bonne foi à l'élaboration de la « Déclaration des Nations Unies sur les droits des paysans et autres personnes travaillant dans les zones rurales ». Exigez le droit des peuples à la souveraineté alimentaire maintenant en signant cette pétition : <https://peasantsrights.eu/>
Sans paysans, on ne mange pas. Cultivons leurs droits!

NL

Sluit je aan bij de beweging voor de rechten van boeren vraag de EU en haar lidstaten om actief en in goed vertrouwen deel te nemen aan de uitwerking van de UN Declaration on the Rights of Peasants and other People Working in Rural Areas. Onderteken nu de petitie en ondersteun het recht op voedselsoevereiniteit: <https://peasantsrights.eu>
Zonder boeren geen eten. Laten we hun rechten cultiveren!

ES

Únete al movimiento por los Derechos de los campesinos y pide que la UE y sus Estados miembros participen activamente y de buen grado en la elaboración de una "Declaración de la ONU sobre los derechos de los/las campesinos/-as y de todas las personas que trabajan en las zonas rurales". Exige el respeto del derecho de los pueblos a la soberanía alimentaria ahora ya al firmar esta petición: https://peasantsrights.eu/es_index.html
Sin campesinos y campesinas no hay alimentos, ¡cultivemos sus derechos!

DE

Sei Teil der Bewegung für die Rechte von Kleinbäuerinnen und Kleinbauern und fordere die EU und ihre Mitgliedsstaaten auf, sich aktiv und aufrichtig in die Erarbeitung der "UN-Erklärung für die Rechte von Kleinbäuerinnen, Kleinbauern und anderen Personen, die am Land arbeiten" im Menschenrechtsrat einzubringen. Fordere das Recht der Menschen auf Ernährungssouveränität, indem Du jetzt diese Petition unterzeichnest :

<https://peasantsrights.eu>

Ohne Bäuerinnen und Bauern kein Essen. Stärken wir gemeinsam ihre Rechte!

IT

Unisciti al movimento per i Diritti dei Contadini e chiedi all'Unione Europea ed ai suoi Stati Membri di partecipare attivamente all'elaborazione di una "Dichiarazione delle Nazioni Unite

per i Diritti dei Contadini e di altri Lavoratori nelle Aree Rurali". Richiedi ora il diritto dei popoli alla sovranità alimentare firmando questa petizione : <https://peasantsrights.eu>

SV

Arbetet med att jobba för FN:s Deklaration om småbrukarens och andra lantarbetares rättigheter syftar till att skapa ett internationellt juridiskt bindande instrument. Det skulle stärka skyddet av dessa gruppers mänskliga rättigheter. Det syftar också till att skapa uppmärksamhet kring de hot och den diskriminering bönder och människor som är involverade i småskalig matproduktion utsätts för runt om i världen:

<https://peasantsrights.eu/>

Inga bönder- ingen mat. Få deras rättigheter att växa!

HU

Csatlakozz a gazdák jogaiért küzdő mozgalomhoz, és kérd, hogy az EU és annak tagállamai vegyenek részt aktívan és jóhiszeműen „A gazdák és más, vidéken dolgozó emberek jogairól szóló ENSZ nyilatkozat” kidolgozásában. Követeld az emberek jogát az élelmiszer-önrendelkezéshez azzal, hogy aláírod ezt a petíciót most: <https://peasantsrights.eu>

Ha nincsenek gazdák, nincs mit enni. Adjunk a gazdáknak jogokat!