



INSTITUTIONAL ADVOCACY

DIGITAL ADVOCACY PACK

Intersectional Rights & Environmental Policy Toolkit

Empowering Global Leaders to Center Gender and Disability.

Strategic Mobilization

A framework for transitioning from workshop awareness to institutional influence.

CORE INTERSECTIONS



Gender Neutrality Fallacy

Environmental policies often assume a neutral beneficiary.

Advocacy must highlight that women are **14 times more likely** than men to die during climate disasters due to systemic inequalities.



Eco-Ableism Risks

Green initiatives that overlook accessibility violate the human rights of the **15% of the population** living with disabilities.

e.g., car-free zones without mobility exemptions.

THE ADVOCACY PILLARS



Human Rights

Framing environmental health as a non-negotiable legal entitlement under international law.



Climate Finance

Directing ESG and climate adaptation funds to intersectional grassroots organizations.



Governance

Ensuring marginalized voices lead the decision-making process at every level.

| THE REPRESENTATION GAP

79%

POLICY EXCLUSION

NDC Omissions

79% of current climate commitments (NDCs) fail to mention persons with disabilities.

This oversight leads to life-threatening gaps in emergency warning and evacuation infrastructure.

ADVOCACY CHANNEL STRATEGY

Channel	Target Audience	Key Message
LinkedIn	ESG Directors	Inclusive Earth is high-ROI sustainability.
X / Twitter	Policy Influencers	Rights-based climate action cannot wait.
Internal Briefing	C-Suite Execs	Universal accessibility is a legal mandate.

INCLUSIVE CONTENT RULES



Alt-Text Documentation

Mandate descriptive text for all visual advocacy assets to ensure screen-reader accessibility.



Sans-Serif Priority

Utilize high-contrast fonts (e.g., Inter) for readability across all digital platforms.



Standard Captions

All video content must feature burnt-in captions for hearing-impaired accessibility.

“

"Environmental justice is not a singular struggle; it is an intersectional mandate."

FRAMEWORK CONCLUSION

Core Values

Justice for All

Climate action is only effective if it centers the most vulnerable.

Let's move beyond sustainability to equity.



BUILDING FOR ALL

Universal design is not an option;
it's a fundamental human right.

Let's make our green cities
accessible.



Impact with Purpose

ESG Investing

Targeted climate finance for gender and disability inclusion is the next frontier of ESG.

Are you ready?

INCLUSION IS A DECISION

Every "green" policy that ignores disability is an active choice to exclude.

Let's re-center our strategy.

#InclusiveEarth

CO-DESIGNING RESILIENCE



**Nothing about us
without us.**

Policy created without marginalized voices will always fail the real-world test. We build together.

SMART & ACCESSIBLE

Data saves lives.

Utilizing high-tech monitoring to ensure climate hazards never surprise the most vulnerable.

THE NEW VOICES

Leading the Transition

The next generation of environmental leaders is diverse, intersectional, and refuses to leave anyone behind.

[JOIN THE MOVEMENT](#)

HEALTH IS A CLIMATE RIGHT



The Pulse of Future Wellness

A sustainable planet must include accessible healthcare. Clean energy is the foundation of a healthy society.

PRIORITIZE EQUITY