

STRATEGY:

Muslim faith-based climate alliances for COP30

APPROACH:

Presenting Solutions, Bridging interfaith work, and Demonstrating Impact

SLOGAN:

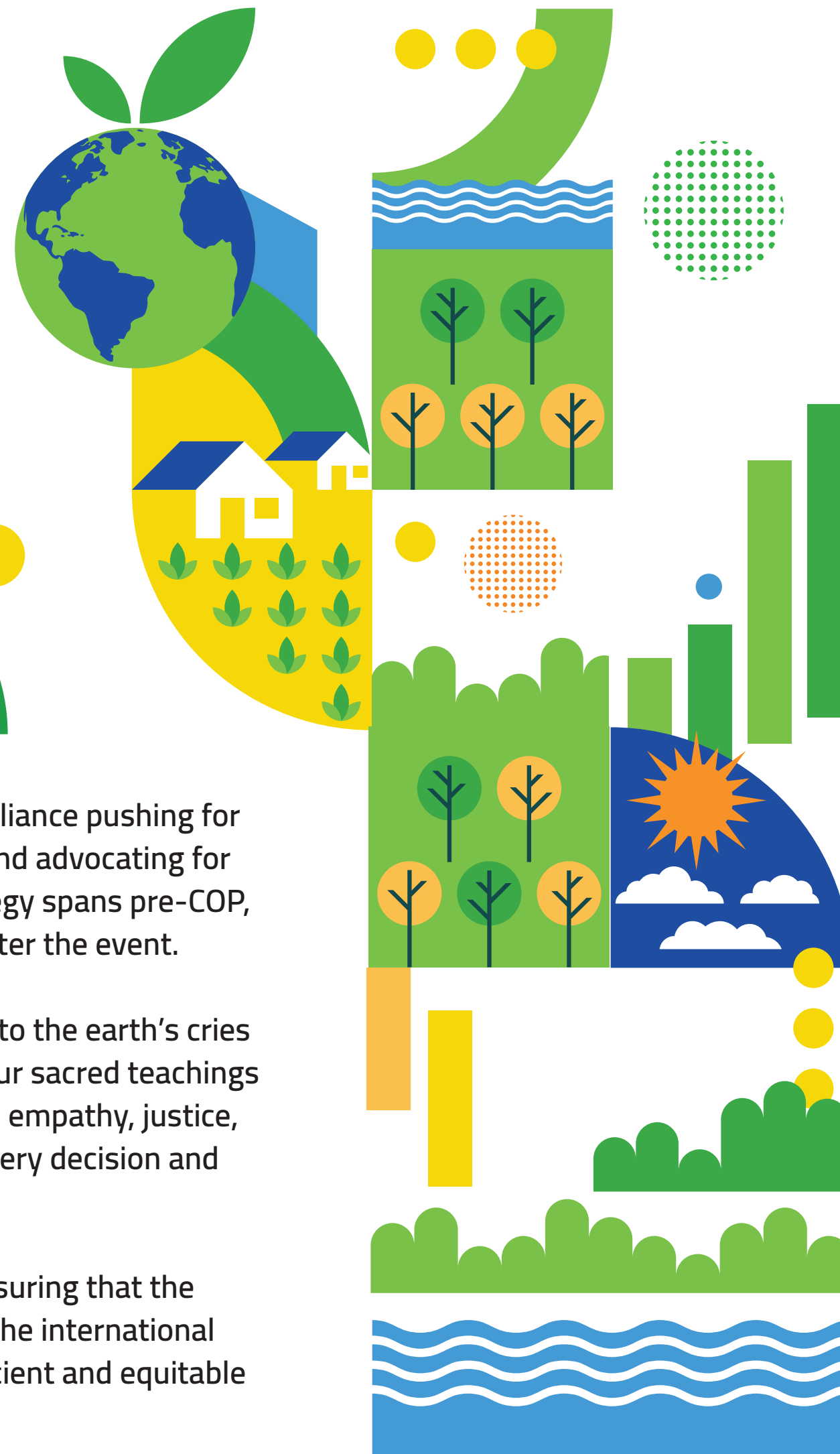
Finance a Climate Resilient Earth

Ummah For Earth Strategic Vision For COP30

Position Ummah For Earth as the leading Muslim faith-based climate alliance pushing for climate action that is fair and just by amplifying the grassroots voices and advocating for Islamic solutions for a just, equitable, and sustainable future. The strategy spans pre-COP, COP30, and post-COP engagements, ensuring sustained momentum after the event.

It is crucial for political leaders, communities, and ourselves to respond to the earth's cries and the urgent pleas of those most impacted by its changing climate. Our sacred teachings demand that we be responsible for creation. The values of stewardship, empathy, justice, equity, and solidarity, as enshrined in our faith traditions, must guide every decision and action that is taken at COP 30 in Brazil, Belém.

The COP 30 negotiation process must be inclusive and participatory, ensuring that the voices and needs of developing countries are adequately represented. The international community must work together to establish a framework ensuring efficient and equitable distribution of climate finance. This can be achieved by:



1

Faith-Based Climate Justice

Shift the dominant doom and gloom narrative in the global Climate debate to the Muslim values narrative and make the latter a lead player in the climate debate worldwide by introducing Islam's values as climate solution tools.

- Digital Storytelling: Emphasize Muslim youth, women, indigenous peoples, and religious leaders through the use of social networks, blogs, podcasting, and video serials.
- Interfaith Engagement: Stream online panels and debates through networks like Laudato Si, Al-Mizan, and Global South movements.
- Long-Term: Develop a climate faith resource database for continuous learning and advocacy.

2

Just Transition & Accountability

Advocate for fair, Shariah-compliant climate finance and balanced Just Transition policies.

- Islamic Finance Advocacy Programme: Share the Ummah For Earth's Islamic finance report broadly through side events and online; design infographics/videos explaining sukuk, takaful, and other Shariah-based products.
- Ethical Stocktake: To host a virtual world ethical stocktake showcasing commitments and gaps for frontline Muslim communities.
- Busting False Solutions: Reference why some "solutions" (e.g., CCS, geoengineering) are ineffective or unjust.
- Digital Advocacy: Develop open accountability dashboards of climate finance flows from local communities.
- Connection to Past Strategies: Reiterates earlier finance-related actions (COP29) and establishes explicit, practical instruments for long-term follow-up.

3

Grassroots Empowerment & Youth Leadership



Ensure youth, women, and frontline Muslims become drivers, not just contributors.

- Pre-COP Training: Virtual sessions in storytelling, advocacy, working with the media, and spiritual mobilization.
- Live Coverage & Takeovers: Frontline and youth leaders broadcast their COP30 experience in real time via social networks.
- Storytelling Campaigns: Video campaigns like "Voices from the Frontline" of the Global South and SEA/MENA communities.

4

Global Solidarity & Strategic Alliances



- Make solidarity agreements with Global South movements, interfaith networks, and civil society networks to oppose green colonialism and extractivism.
- Joint Efforts: Collaborate in developing content, joint statements, and advocacy campaigns with complementary organizations.
- Inter-COP Engagement: Reconnect with stakeholders involved in COP28-COP29 for continuity and collaboration.
- Advocacy & Lobbying: Lead online advocacy campaigns aimed at policymakers and Global South decision-makers.
- Link to Earlier Strategies: Extends COP29 coalitions into interfaith and Global South solidarity so that the collective voice is more powerful.

5

Peace, Demilitarization & Climate Justice



Weave human rights, ceasefire, and anti-ecocide communication into climate advocacy.

- Digital Awareness Campaigns: Highlight tensions that drive ecocide and link climate destruction and degradation and social injustice.
- Faith-Framed Storytelling: Emphasize Islamic principles of stewardship (khalifah), trust (amanah), and balance (mizan) as ethical imperatives.
- Interfaith Communication: Engage other religious actors in projecting moral responsibility and solidarity.

6

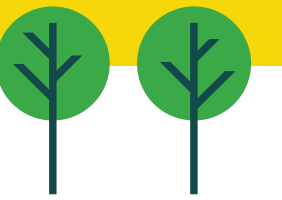
Global Goal on Adaptation key considerations and messages



- Adoption of clear indicators to track progress on adaptation targets transparently.
- Upholding the principle of Common but Differentiated Responsibilities (CBDR) for a fair effort-sharing approach and equitable outcomes.
- Support and prioritization of adaptation strategies that are led by local communities and combine scientific research with indigenous practices for more effective adaptation.
- Clear language and specific targets for means of implementation, including finance, technology, and capacity building for developing countries.
- Focus on implementation mechanisms, resource mobilization, and preventing diversion to other areas, such as loss and damage.
- Predictable and substantial adaptation finance to support the development and implementation of National Adaptation Plans (NAPs).
- Call for specific measures and financing to close the adaptation finance gap and deliver on the Global Goal on Adaptation, ensuring resources are secured to support the most vulnerable nations.

5

Digital Engagement Framework



Channels & Tools:

Platforms: Instagram, TikTok, X/Twitter, LinkedIn, YouTube, WhatsApp.

Series of videos, live panels, press releases, blogs, and webinars

Hashtags for the campaign: #UmmahForEarth
#FinanceForEarth
#أمة_لأجل_الأرض #تمويل_لأجل_الأرض

Analytics: Monitor reach, engagement, downloads, and coverage by media; make real-time decisions in tactics.

Cross-promotion through digital content: Utilize digital content for cross-promoting the COP30 and UNEA7 endeavors by highlighting the long-term perspective and system's approach.

COP30
BRASIL
AMAZÔNIA
BELÉM 2025