



30x30 Activist Toolkit: Protecting Lands to Fight Climate Crisis

C3: Administrative Asks

An Advocacy Toolkit to Help Protect Nature & Tackle Climate Change

30 x 30: Saving nature to fight the climate crisis

Scientists tell us that to halt mass extinction and solve the climate crisis we need to not only preserve existing wild spaces, but also protect more nature. In the United States, **we need to protect about 30% of lands and waters by 2030.** With only 12% of country's lands currently protected,¹ reaching that goal means more neighborhood green space, more wilderness, and everything in between.

Protecting wild places will keep drilling and logging from dumping new pollution into the air and suck existing climate pollution out of the air. It will provide protection from extreme weather, homes for wildlife, and opportunities for people to enjoy the outdoors together. But we need to act quickly before remaining wild places are lost.

To fight the climate crisis, we need to protect 30% of lands in the United States by 2030.

ORGANIZE! A PATH TO PROTECTION: ACHIEVING 30% OF PROTECTIONS BY 2030

FEDERAL LEVEL

There are many ways a presidential administration can drive the 30x30 effort, including:

- A moratorium on new oil and gas leasing on public lands.
- Protecting roadless forests through the forest planning process.
- Supporting the conservation and stewardship vision and priorities of Tribal Nations.

- Conserving more open lands and parks near communities of color and economically-disadvantaged communities.

STATE AND LOCAL LEVEL

State and local agencies can take strong action for 30x30 too, including:

- Implementing state-funded open space programs.
- Managing state lands to offset climate pollution.
- Designation of wildlife corridors that safeguard lands within them.
- Creation and expansion of state and local parks.

BRAINSTORM: How your community can lend support

1. What has your community accomplished in the past that contributes to efforts to protect 30% of land by 2030? What did you learn from the experience?
2. What locations in this state could help contribute to climate resilience and efforts to protect 30% of land by 2030?
3. What are the ways to achieve those protections (roadless areas, community partnerships, wilderness designations, protections from fossil fuel development?)
4. What stakeholders should have a seat at the table in these decisions (Tribal Nations, business owners, community groups, etc.)?

SPREAD THE WORD!

Messages:

- Right now, public lands and forests in the United States are contributing to the climate crisis—despite their immense value to work as carbon sinks that can reduce climate pollution significantly.
- Development—drilling and extraction—on public lands currently contributes to around 20% of our country's greenhouse gas emissions.
- We are losing a football-sized patch of nature every 30 seconds to industrialization, totalling 1 million acres each year.
- To combat this, we must keep fossil fuels in the ground on public lands, using lands to store carbon instead.
- Protecting public lands can both reduce existing carbon pollution and help decarbonize our economy.
- Studies have shown that smart land conservation and management practices could offset 21% of US greenhouse gas emissions.²
- Public lands present tremendous preservation opportunities. Sixty percent of lands in the continental U.S. are in or could be restored to a largely natural condition.

- It is our responsibility to step in and contribute to the climate solution, and ensure the survival of our lands, threatened species and communities.
- Protecting 30% of lands by 2030 is a critical step in the effort to act on climate.

30x30 Frequently Asked Questions

Additional messaging:

[30x30 and Public Lands Fact Sheet](#)

[30X30 and Endangered Species Fact Sheet](#)

[30x30 Conservation Blueprint](#)

Template letters-to-the-editor

LTE 1: Protect Public Lands, They Protect Us

Public lands—spaces that protect the health of people, wildlife, and the planet—are disappearing. Every year in the United States, we lose a million acres of nature to development. With the existential threat of climate change and one million species at risk of extinction around the world, we need decisive action now. Scientists tell us that in order to combat extinction and climate change, we need to protect 30% of the US's lands and waters by 2030.

The benefits of protecting public land are expansive. These lands can play a key role in combating climate change; in fact, forests in the US already store the equivalent of seven times our country's annual emissions. By combating climate change and preserving habitats, protecting these lands helps ensure the survival of threatened species.

[Your state] has the opportunity to set an example for the rest of the country. Our **[INSERT AGENCY HERE, ex: Michigan Department of Natural Resources]** can designate wildlife corridors, creating and expanding state and local parks, and implementing open space programs, we can protect this vital resource. The health of our community, wildlife, and planet are at stake. By contacting our state and federal agencies, and talking to people in our community, we can protect 30% of U.S. land by 2030.

LTE 2: Climate Action, Lands Protection Cannot Wait

The Trump administration has treated our public lands like they are bargaining pieces to give away. His administration has offered up over five million acres of land to the fossil fuel industry. At the moment, drilling and extraction on public lands contributes to around 20% of our country's greenhouse gas emissions.

Public lands should be a source of health, prosperity, and

pride — not a profit playground for fossil fuel companies. If we protect these lands, we can also help fight climate change and species extinction. Forests already store the equivalent of seven times our country’s annual emissions. Additionally, strategic land conservation and management practices could offset over a fifth of US greenhouse gas emissions. In order to fight climate change and protect endangered species, we need to protect 30% of lands by 2030.

On a federal level, we can protect these vital lands by placing a moratorium on new oil and gas leasing on public lands, supporting the conservation vision of Tribal Nations, and designating new national monuments. Let’s save our climate, outdoors and wild by protecting 30% of remaining lands and waters by 2030.

Sample social media posts:

- I’m joining activists across the country in an ambitious effort to protect 30% of public lands, waters and forests in the United States to fight the climate crisis. Are you in?→ sc.org/30x30 #30x30
- Scientists tell us public lands are KEY to fighting the climate crisis, and we need to protect 30% of lands and waters by 2030. Join us→ sc.org/30x30 #30x30
- Protecting forests WILL help us fight the climate crisis. Forests are effective carbon sinks, and a part of the mission to protect 30% of the country’s wild space by 2030. sc.org/30x30 #30x30 #ActOnClimate
- To protect wildlife and the places they thrive, we need to protect 30% of lands by 2030. Learn more about the initiative to fight the climate crisis and preserve our natural environment → sc.org/30x30 #30X30



MATERIALS:

[Stickers and Signs](#)

[Social Graphics](#)

[Rally Posters](#)

Endnotes

- 1 <https://www.americanprogress.org/issues/green/reports/2019/08/06/473242/much-nature-america-keep>
- 2 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6235523/>

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