



Welcome to End Ecocide on Earth!

End Ecocide on Earth is a grassroots volunteer-led organisation. We work in partnership with [Stop Ecocide International](#), our joint mission being the creation of a new crime of ECOCIDE as an international crime (alongside genocide, crimes against humanity, war crimes and crimes of aggression) in the Rome Statute, the governing document of the International Criminal Court (ICC). This new law would act as a significant deterrent to activities that cause significant harm and damage to ecosystems.

Our Facebook and Twitter platforms are available for you to use for this purpose. We invite you to share relevant posts and information in your language, about the benefits of making ecocide a crime at the international level and how the public can support this campaign. We also invite you to share content from other relevant sources (see below).

How we describe what we do is very important:

- Our tone (how we say things) is **high-level, serious and positive**.
- Our visual style (how it looks) is **clear, understandable and inspiring**.
- Our core narrative (key content of what we say) is **inclusive, reassuring and empowering**.

Due to the legal and diplomatic nature of our work, we must tread carefully with both our narrative and tone on all our public facing resources and digital media platforms.

We need to be increasingly careful to avoid posting anything that is political, we want to bring all political parties and governments with us so that they feel safe to engage in this conversation.

We have a hugely diverse audience and need to be aware that our public facing narrative could be viewed at any time by diplomats, international legal experts, politicians, influential activists, as well as members of the public.

Please post or share regularly to keep your account interesting and engaging.

Feel free to post about the following issues:

- Benefits of making ecocide an international crime
- Positive Ecocide Law news from around the world that reflects the International Expert Panel definition*[Legal definition of ecocide drafted by Independent Expert Panel — Stop Ecocide International](#)
- Rights of Nature

Remember that ecocide is atrocity scale environmental destruction. We ask that you don't say that a particular event **is definitely an ecocide... it will be up to the judges at the ICC to decide that, but we can suggest that it might be considered or ask the question "Could this be an ecocide?"*

EEE/SEI Digital Media Channels

We have many different digital media channels in many languages that you can like, follow, comment on, share posts from, etc....

Please do:

- Regularly (at least 2 or 3 times/week) share news, articles, events, etc from the following accounts End Ecocide on Earth ([facebook](#)) and Stop Ecocide International channels ([facebook](#), [Instagram](#), [twitter](#)),
- Ask to join the Whatsapp group "SEI Social Media" where there is always a steady flow of prepared posts/articles/news/comment/events in many languages which can easily be shared,
- Share news into your online groups,
- Make it clear that human rights and the rights of indigenous peoples are a fundamental part of environmental rights,
- Only post information you are happy for everyone to see,
- Keep comments/messages on-topic,
- Be aware that extreme right wing groups have been attempting to infiltrate environmental groups with extreme and racist ideologies, please check any posts you share to make sure they don't reflect extremist or racist views,
- When sharing or cross posting information from a source that has not previously been referenced by End Ecocide on Earth or Stop Ecocide International do check with us if you are unsure about the message or purpose of the source,
- Where possible if you can work with another volunteer to post on social media then you can help each other to check the suitability of posts.

Ask if you are not sure about something or need further clarification
lucy@endecocide.org

Please don't:

- Post anything that is political criticising governments, we need to be able to talk to politicians from all sides,
- Post anything about specific cases or companies
- Post personal or confidential information,
- Use offensive, indecent or obscene language that could be discriminatory,
- Don't incite, condone or encourage conduct which could result in a criminal offence, civil liability, or breach any laws,
- Post anything that could be considered defamatory or embarrassing, or damaging to an individual, company or entity's reputation,
- Post links or direct others to sites containing viruses, corrupted files.
- Start another social media channel (either End Ecocide or Stop Ecocide) without checking in with us first - we may have one in progress.

In following these guidelines, you can use the End Ecocide on Earth logo and name. We can also dual-brand posts with EEE/SEI logos if that is helpful.

Please also make us an admin on your page so that we can support your work, manage messaging and add the Facebook page to our account.

No one should be subjected to online abuse so if you should experience any online abuse on your End Ecocide page please do let us know so that we can help you to deal with it.

Thank you

End Ecocide on Earth Team

Suggested Facebook Posts

We encourage you to share posts from [Stop Ecocide International](#) and [End Ecocide on Earth](#)

Examples of recent stories on these pages:

You can share international stories that you think will interest people in your country, for example:

- [Ecocide bill introduced to Italian parliament — Stop Ecocide International](#)
- [Ecocide bill introduced in Peruvian parliament — Stop Ecocide International](#)

Facebook Posts that you could use:

1. [Add your country name] could support the end of ecosystem destruction by supporting an ecocide law amendment of the Rome Statute, the document of the International Criminal Court. An amendment of this document to include ecocide

would prevent mass environmental destruction. To find out more and sign up in support visit www.stopecocide.earth/become

ADD Photo that represents your country

2.

Just 82 countries need to support the creation of an international law of ecocide to make destruction of ecosystems a criminal offence.[Add your country name] could be one of those countries. To find out more and sign up in support visit: www.endecocide.org/en/who-we-are2/

ADD Photo that represents in your country

3.

Tired of seeing environmental destruction repeated time and time again in [add your country name] and around the world? It's time to End Ecocide. To find out more and sign up in support visit www.stopecocide.earth/become.

4.

How can we prevent environmental harm to our country and people? The proposal for an international law of ecocide could help by making large scale destruction of ecosystems a criminal offence at the international level.

www.endecocide.org/en/who-we-are2/

5.

Deals and pledges from governments at the COP28 were non-binding. This is why we need a law to criminalise ecocide; to hold leaders to account, to prevent ecosystem destruction and to push forward climate action. For more information visit: www.stopecocide.earth

6. The COP28 resulted in some important pledges but for more than promises to deliver a safe operating space for humanity we need the rule of law. An international law of ecocide would be an enforceable deterrent to prevent large-scale destruction of the environment and it can be achieved through an amendment to the Rome Statute, the document of the international criminal court. To find out more visit: www.endecocide.org/en/who-we-are2/

Suggested Twitter Posts

If you also have a twitter account here are some suggested Regular Twitter posts – 280 characters or less

1. Will a law soon save the climate? Find out about an international law of ecocide and the journey to get it included in the Rome Statute: www.endecocide.org/en/who-we-are2/

2. International Criminal Court could prosecute crimes against the environment. To find out how visit: www.endecocide.org/en/who-we-are2/
3. Ask [Add your countries name] to support making ecocide an international crime. To find out more and support, sign the international petition: www.stopecocide.earth/become
4. International agreements made at COP28 aren't enough to limit dangerous global temperatures. We need a law to end ecocide. Visit: www.endecocide.org/en/who-we-are2/
5. An international law of ecocide would prevent mass destruction of ecosystems. To find out more and support, sign the international petition www.stopecocide.earth/become
6. International climate agreements are non-binding. Ecosystem destruction must be criminalised. Ecocide Law Now! www.endecocide.org
7. Climate change is an issue of profound injustice. Will a law provide justice required?: www.endecocide.org/en/who-we-are2/
8. Our law reflects an anthropocentric view of the earth. Will an international law of ecocide and the journey to get it included in the Rome Statute change this perception?: www.endecocide.org/en/who-we-are2/
9. How do we transition into a climate neutral society? Can a law of ecocide enable the shift? www.endecocide.org
10. Laws that are anthropocentric are aimed at protecting and benefiting humans, not the environment in which humans live or even the planet itself. Can the law of ecocide be the first ecocentric law ? www.endecocide.org

For Rome Statute signatory countries:

11. Did you know that (add your countries name) could prevent ecosystem destruction by calling for an international law to criminalise ecocide? www.endecocide.org/en/who-we-are2/