

THE PEOPLES CLAIM CAMPAIGN

OUR LAND
OUR VOICE
OUR FUTURE

A People-Centred Campaign for
Just Critical Minerals Governance
and a Just Energy Transition

The land remembers. The people speak.
Together, we make the Peoples Claim.

Stand with communities.
Build collective power.
Demand a Just Transition.



THE PEOPLE'S CLAIM CAMPAIGN

The People's Claim Campaign is a community-led campaign strengthening the power of communities affected by mining and extraction to shape decisions about their land, livelihoods, environment and futures.

We bring together grassroots organising, storytelling, evidence-building and collective action to challenge extractive governance systems that place communities at the margins.

1

OUR LAND. OUR VOICE.

Development and extraction cannot be decided without the people who live on and depend on the land.

2

OUR LIVELIHOODS. OUR FUTURE.

Mining and energy shifts must create fair, sustainable and locally rooted economic opportunities.

3

OUR LIVELIHOODS. OUR FUTURE.

Communities have a right to a safe, healthy environment. Environmental justice is not a trade-off for development.

4

OUR MINERALS. OUR FUTURE.

The future of South Africa's critical minerals cannot be shaped solely by corporate or economic interests.

5

OUR PARTICIPATION. OUR POWER.

A Just Energy Transition must address inequality, sustain livelihoods and ensure no community is left behind.



THE PEOPLE'S CLAIMS

We believe communities affected by mining and extraction must have a meaningful voice, the power to influence decisions, and the right to Free, Prior and Informed Consent (FPIC) in decisions affecting their rights, land and futures.

OUR COMMUNITIES ARE NOT SACRIFICE ZONES.
OUR VOICES ARE NOT OPTIONAL.
OUR FUTURE IS NOT FOR SALE.

WE ARE CALLING FOR:

- **A meaningful voice for communities** a meaningful voice for communities in decisions about critical minerals, mining and the energy transition.
- **Protection of land, water and livelihoods** a meaningful voice for communities in decisions about critical minerals, mining and the energy transition.
- **Decent jobs, skills and local economic opportunities** a meaningful voice for communities in decisions about critical minerals, mining and the energy transition.
- **Accountability from government and companies** for the social and environmental impacts of mining and energy investments.
- **A people-centred Just Energy Transition** that puts climate justice, equality and community wellbeing before profit.

ADD YOUR VOICE

SIGN THE PEOPLE'S CLAIM.

STAND BEHIND THE COLLECTIVE DEMANDS OF
COMMUNITIES FOR A JUST AND EQUITABLE
TRANSITION.
JOIN THE ACTION.

TAKE PART IN COMMUNITY DIALOGUES, SPEAKOUTS
AND COLLECTIVE ACTIONS CALLING FOR CHANGE.

SCAN HERE!



Scan the QR code to
explore our work.

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WHAT MAKES THE CAMPAIGN DIFFERENT?

THE CAMPAIGN DOES NOT SPEAK
FOR COMMUNITIES.

We create the platforms, tools and relationships that enable communities to speak for themselves, organise and influence decisions.

Affected community members are not passive participants they are knowledge holders, rights holders and the primary agents of change.



Their
experiences
identify the
problems.



Their
knowledge
generates
evidence.



Their voices
shape the
demands.

THEIR COLLECTIVE ACTION CREATES THE POWER TO INFLUENCE CHANGE.

ADD YOUR VOICE.
BUILD COLLECTIVE
POWER. DEMAND A
JUST TRANSITION.

THE FUTURE OF CRITICAL MINERALS AND OUR ENERGY
SYSTEM MUST BE SHAPED BY THE PEOPLE WHO LIVE
WITH THE CONSEQUENCES.



HOW THE CAMPAIGN WORKS?

We connect lived experiences with evidence, public campaigning and collective action to build community power through five pillars:



FACE-TO-FACE ENGAGEMENT:

Creating community spaces to identify common concerns and strengthen local leadership.



WHATSAPP VOICE DIARIES:

Enabling community members to document extractiveharm and lived realities in their own words.

COMMUNITY-GENERATED EVIDENCE:

Enabling community members to document extractiveharm and lived realities in their own words.

CREATIVE PUBLIC CAMPAIGNING:

Using community radio, digital platforms and audio storytelling to amplify local voices and bring community perspectives into wider public debate.



MOVEMENT BUILDING:

Connecting women, youth, and allies to build solidarity and collective action across struggles.

“THOSE WHO LIVE WITH THE CONSEQUENCES OF
DECISIONS MUST HAVE THE POWER TO SHAPE THEM.”