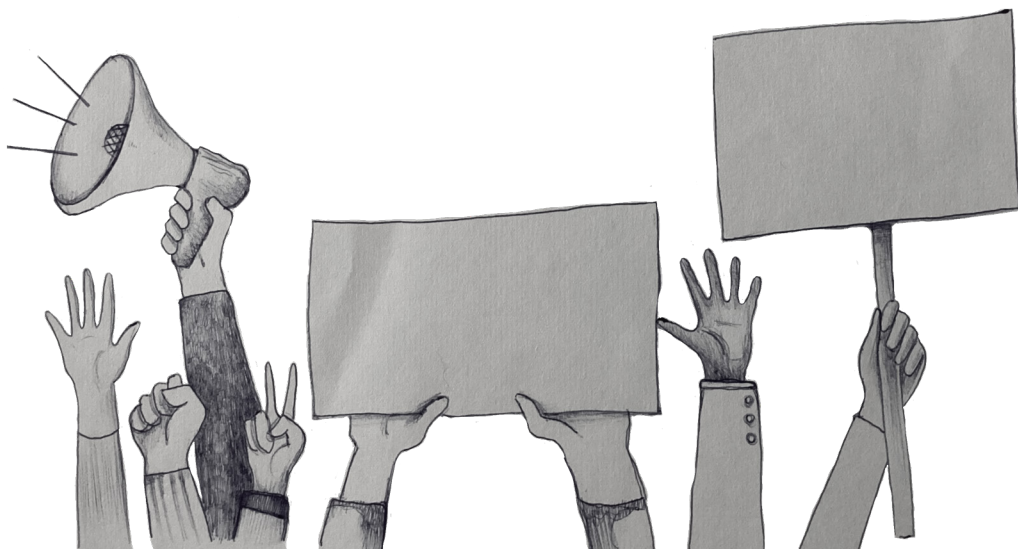


Ecological Future
Diverse and Inclusive



CAMPAIGNING SET

EFDI – Ecological Future Diverse and Inclusive

Project number:

2021-1-AT01-KA220-ADU-000035262

Program:

Erasmus+

Duration:

January 2022 – December 2023

Project partners:

LebensGroß GmbH (Coordinator) – AT
agado – DE
Sibirka – SK
A.R.T. Fusion – RO

<https://efdi-project.eu/>

Cover: Desislava Königsberger

Layout and illustrations: Iulia Ignat



Co-funded by the
Erasmus+ Programme
of the European Union

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Project partners

LebensGroß



www.lebensgross.at

agado
Gesellschaft für
nachhaltige Entwicklung



www.agado.org


SIBIRKA
CENTRUM SOCIÁLNYCH SLUŽIEB



www.sibirka.sk

a.t.f. fusion




www.artfusion.ro

EFDI – Ecological Future Diverse and Inclusive

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R3 - Campaigning set



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Foreword

The Campaigning Set was developed as part of the project EFDI – Ecological Future Diverse and Inclusive. The project received funding from the European Commission, within the framework of ERASMUS+.

The EFDI project – Ecological Future Diverse and Inclusive – aims to make knowledge, skills and opportunities for participation on the topics of climate protection and sustainability easily accessible for people with intellectual and/or complex disabilities.

The overall aim of the project is to enable people with disabilities to have a voice and to participate in the response to climate change.

Climate Change is one of the biggest dangers for the planet. Its consequences threaten people all over the world now and endanger the life of future generations as well.

Consequences are various: the ice of the earth is melting, sea levels are rising, weather extremes are increasing and ecosystems are being destroyed.

In the year 2015 the United Nations (193 member states) adopted the “2030 Agenda for Sustainable Development” in order to provide guidance for a sustainable and equitable future.

The 2030 Agenda for Sustainable Development of the United Nations is a plan of action for people, the planet and prosperity. It defines 17 Sustainable Development Goals (SDGs) that are also part of the EU Agenda 2030 to build a better world for people and our planet. One goal is to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

EFDI developed, by means of inclusive education, tailor-made offers for people with learning difficulties or intellectual disabilities and/or complex disabilities. Additionally, the project will bring benefits for many other people who depend on simple language for other reasons.

The EFDI project was carried out by four organisations from European countries:

LebensGroß GmbH, Austria is a non-profit organisation that accompanies people in different life situations. LebensGroß offers services for people of all ages, people with and without disabilities, young people, people with barriers in the labour market, people with mental illness, refugees.

agado – Association for Sustainable Development, Germany is focusing on education for sustainable development. Via projects, campaigns and events, agado aims at empowering people to live and work increasingly sustainably. agado informs about causes and background of global challenges and develops practical approaches for individual and societal actions.

A.R.T. Fusion, Romania is an organisation that changes the attitudes of the people in our global community, together with other society members, to find solutions on the focus of social responsibility and global responsibility. The methodology that is used includes participative arts methods, living library, street campaigning and global education.

Center of Social Services Sibirka, Bratislava works in a residential form with adults with multiple disabilities. One part of social service is a lifelong learning in the social sphere where the independence of people with disabilities is supported in self-care, and with basic social activities in cooperation with the community. The other part of the services includes work routines and opportunities for activities like elements of art therapy, music therapy and drama therapy.



RESULTS

EFDI Curriculum

The Curriculum addresses all target groups in terms of ecological knowledge and has a special focus on the needs of people with intellectual and/or complex disabilities. The curriculum covers the topics: Food, Mobility, Consumption and Biodiversity and the overarching topic Climate. It contains a collection of methods and serves as a curriculum for inclusive work.

EFDI Guidelines for Community Experiences

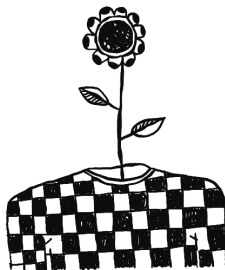
The Guidelines for Community Experiences offer a didactical framework in order to work on ecological topics based on experiences and studies in the community. The bridges between people with disabilities and communities that are built in this way enable to learn and understand ecological or sustainable processes.

EFDI Campaigning Set

The Campaigning Set empowers people with intellectual disabilities to launch campaigns for a better ecological future in order to engage as active problem solvers. Therefore, it creates opportunities for people with intellectual disabilities to get active, be heard, and participate in democratic life.

EFDI Multisensory Art Book and Toolbox

The Multisensory Art Book and Toolbox provides a sensory-orientated learning edition for the topics of ecology and climate protection. It enables people with intellectual and/or complex disabilities to learn and understand on an emotional and sensory based level.



C1 - WHAT IS CAMPAIGNING? WHY DO WE NEED CAMPAIGNS?

What is a campaign?

A campaign is an organized process, with a variety of actions and activities, which targets a specific problem that affects people from a certain community directly or indirectly.

For example a group of people that are living in a neighborhood can organize a campaign to raise awareness about how to recycle their waste.

The purpose of a campaign is to generate a positive change regarding that specific issue.

When we talk about social change, we use campaigns in order to send different messages about the topics we care about, such as a more ecological and inclusive future.

As citizens, as activists or as civil society groups, we use a variety of approaches to reach people and “change” something that we see is not working well.

We go to schools, communities, institutions, festivals; we organize workshops, conferences, games or movie evenings, theater performances, exhibitions - all aiming to make a change.

The team involved in preparing and delivering such campaigns should be motivated by the change they want to bring about.

Examples of problems, issues that are often targeted in campaigns:

- Human-rights-related topics: different types of discrimination, low level of tolerance, refugees, violations of workers' rights, children's rights, etc.;
- Environmental problems: pollution, climate change, waste, sustainable lifestyle, mining, land degradation, deforestation, etc.;
- Social exclusion;
- Social and/or global injustices: inequalities, poverty, power abuse, etc.;
- Violence: against women, against minorities, school bullying, mobbing, etc.;
- Health-related issues: substance abuse, mental health, healthy lifestyle, etc.
- Consumption: responsible consumption, critical thinking, boycotting, etc.;
- Lack of participation, volunteering in a community, social apathy.

Campaigns usually take place in public spaces - on the street, in a market, in parks, at bus stations, in a school, in front or inside of a public institution, but they can also be done online or via post/ email.

10 good reasons to organize a campaign:

- To build people power and create a sense of community;
- To communicate messages or demands and influence public policies;
- To give people the opportunity to participate in public decisions;
- To show concern about local, national or global issues;
- To build pressure on non-ethical companies or local authorities;
- To draw attention to a particular campaign issue or demand;
- To inspire and build a network of people that can change their neighborhood, city, country;
- To provide solutions for common issues that trouble and influence your life;
- To support other organizations or groups that are affected by a similar issue;
- To go on an adventure and have fun together.



Organizing a campaign requires reaching the feelings of the people in order to make them get involved.

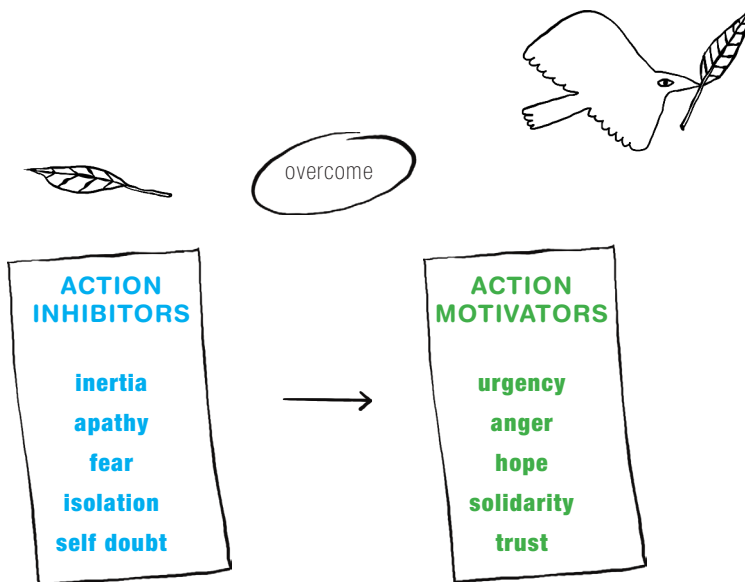
Living in society sometimes means being affected by issues that may only be resolved through collective action. You taking action together with other people from your building, neighborhood, district, city, country can have a very positive impact.

As the chart below illustrates, while inertia – the security of habitual routine – can blind us to the signs of a need for action, urgency and sometimes anger get our attention.

For example, if somebody goes to a park and finds garbage on a bench, they will probably not sit there, but find a clean one to sit on. So, they will be indifferent to the fact that one bench in a park is dirty.

But if someone finds garbage on all the benches in a park, they will be angry that they can't sit anywhere and probably will want to make a complaint about it.

On the other hand, hope can inspire us and also enhance our self-esteem ("You can make a difference" or "Have trust in yourself") and solidarity (love, empathy), can enable us to find the courage to respond mindfully and make a change in our communities.



C2 - HOW TO INFLUENCE PUBLIC POLICIES

Citizens can influence the work of representatives of public institutions as well as have a direct role in influencing public policies.

Ways of being involved:

- **citizens have a big role in elections**, voting for local officials, volunteering for political campaigns, giving campaign contributions, or running for office themselves.
- **citizens can engage in the policy-making process directly**, asking officials to take desired policy actions (advocacy and/or lobby for issues of their interest).
- **citizens can attend city council meetings**, organize protests, circulate petitions or engage in other activities.
- **citizens can address community issues** through civic organizations, working with their fellow citizens to make positive improvements to their communities outside of the formal channels by organizing different actions.

Actions and big actions

An action is a campaigning tool. Actions come in many shapes and sizes: from rallies and marches to banner drops and stunts.

All kinds of actions can make a big contribution to the success of your campaigns, on a local, national and international level, from small campaign actions and photo calls to big mass mobilization actions.

Types of different actions

- **Street action:** any action done on the street (such as a peaceful march);
- **Flash Mobs**
- **Community meetings;**
- **Animation:** an action which aims to animate/entertain people around;
- **Campaign art:** an action which aims to perform art or introduce art to an audience whilst also delivering a message to them;
- **Show:** an action which aims to entertain the audience and also deliver a message or agitate them in order to get them involved in the campaign;
- **Photo exhibitions**
- **Postcard campaign**
- **Online awareness campaigns**

A street campaign will incorporate a variety of the actions above, depending on the location, target group, the gravity of the problem itself, the desired effects in the community and many more.

Why do actions?

Actions can have enormous benefits for our campaigns and help us explore creative and inspiring ways of getting our messages across.

They poke into a live agenda and help us deliver on our campaign aims. At the same time they help build and reinforce our values – of participation, citizen action, protection of the environment and political lobbying.

An action can be designed primarily to raise awareness about a particular issue. More actions can form a big campaign.

A campaign can also focus on attracting the media and influence decision-makers.

For example, if you and your neighbours love nature and spend a lot of time in a park and hear that a company wants to cut the trees in the park you can organize a campaign with 3 actions:

- inform the citizens about the benefits of trees and nature
- write letters to your city hall representatives and inform them that you don't agree with cutting the trees
- make a playful gathering in the park with banners and posters informing the company that you don't want them to cut the trees.

Actions are also great for alliance building, providing opportunities for people to participate and creating strong visual images.

C3 - How to develop a campaign step by step

Steps for developing a campaign in general

1. The Need for a Campaign
2. The Team
3. Research and Documentation
4. Aim and Target Group
5. Objectives
6. Activities
7. Preparation
8. The Campaign
9. Evaluation and Impact Assessment
10. Follow-up



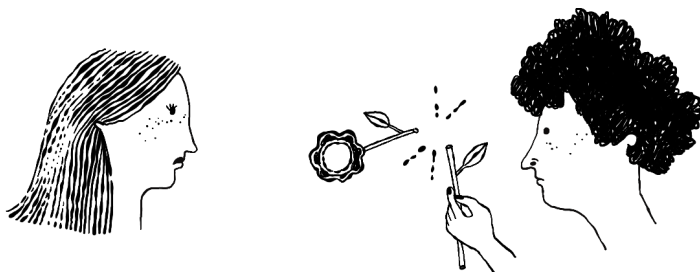
Step 1 - The Need for a Campaign

The need refers to a specific problem of the people from a certain community, which affects them directly or indirectly.

The community members might or might not be aware of the problem, which doesn't make it less of a possible issue to be tackled in a campaign.

How to identify a potential problem or issue:

- It's a topic which worries people, they talk about it and express their --**concerns towards it;
- It's a topic of which people hear a lot of from the media (news, shows, interviews, etc.);
- Research, statistics, analyses done in a certain periods and communities can show some of the important issues which could be tackled;
- Projects of other active organizations in a specific area of topic or in the community can also reveal or point out possible problems to be tackled.



Step 2 - The Team

At this step it should be clear who is going to do the campaign, who is involved in all the processes. This is influenced by the experience and expertise of team members, the available financial resources, involved partners and the aim of the campaign.

The competencies one might have before getting involved in a campaign will differ from person to person and people have different skills that can be used in organizing a campaign. Every person is invited to share and use the skills they have, both when organising and implementing the campaign, such as: painting, cutting objects, creating objects, communicating with people, researching, taking pictures and so on.

Anyone can be a part of your campaign organising team: volunteers, friends or family members of the people already involved, volunteers from schools, universities, youth centers, online groups, etc. You can also reach out to people from different organizations or activist groups (active in the topics of the campaign or similar ones, working, as well, with campaigning, having similar visions).

Step 3 - Research and Documentation

In this step the team should first and foremost research and find answers to the following points:

What is the situation in the country, city, and community regarding the issue? Are there any studies or statistics showing the progress, changes and projections for the future?

Who are the groups and people directly affected by the problem? What about the ones affected indirectly?

Who are the people/institutions who influence (either positively or negatively) the context of the problem?

What other projects have been done in this regard? In which way did they approach the topic? What were their results? Is there any outcome you can use for this campaign?

Once we have the basic information of the project, there are a couple of other administrative things you should look at and questions you should discuss in your team:

What type of campaign should the team choose

Outdoor campaign (street campaigning)

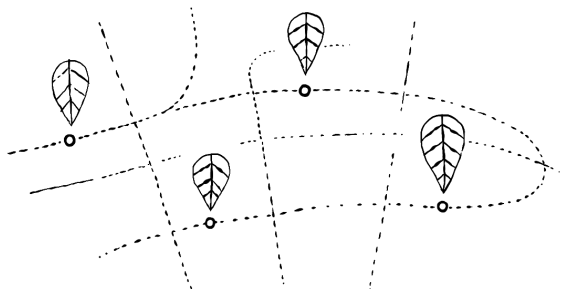
Online campaign

Location

What are the potential locations for the campaign? Which are the areas of the community with a big flow of people?

What locations could be used as back-up places in case of unsuitable weather conditions? What are their characteristics in terms of potential traffic of people?

Who is the owner of the potential places for campaigning? Public authorities or private companies?



Legal aspects

What approvals or payments are needed to make the campaign possible? To which institutions do you need to address your request? How much time do they require in order to issue the approvals needed? What documents are required in the process? Are there any costs involved?

Usually you can get these answers from the city hall information desk or you can email them.

Connecting with other events, campaigns

What other events (of any nature: musical, political, marches, protests, etc.) or campaigns are planned to happen in the next period in the targeted community?

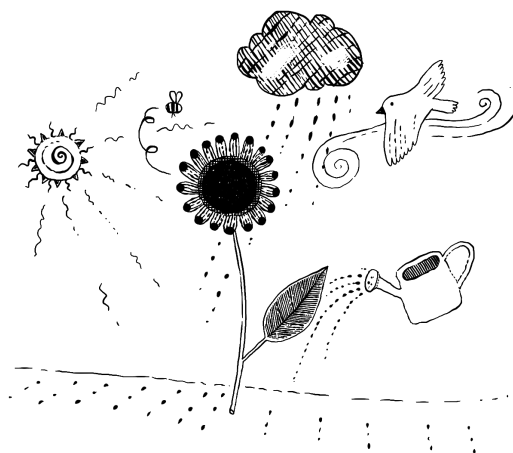
In which locations are they planned? How strong is their promotion and visibility and what is the projected number of their audience?

Are any of them connected to the topics of your campaign?

Connecting with potential partners or allies

Who could be interested to join forces and be a partner in making this campaign a reality? Which organizations are working on the topic of your campaign? What about the media, other institutions, activist groups, authorities, etc.?

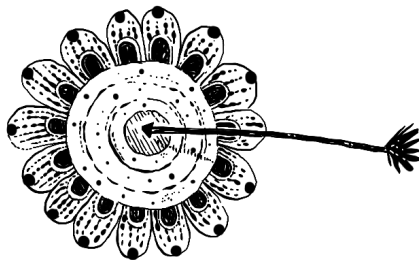
What public or private entities could be motivated to support the campaign? What company is based or active in the community?



Step 4 - Aim and Target Group

In this step we analyze all the data and information collected in the previous step and decide on the following issues:

- Aim of the Campaign
- Target Group
- Location - outdoor or indoor campaign/online campaign



An aim will include the issue we want to address, the change intended towards the issue and the target group that we want to address the campaign to.

The target group of a campaign is linked with its aim; the desired change concerns the members of a certain community. The problem you choose to focus on affects certain people, either directly or indirectly, and through your campaign something should be different in their lives.

For example, if we notice that citizens in our area use their car a lot and not the bus, we can decide to make a campaign that will have the aim to raise awareness about the pollution that comes with driving a car every day and our target group will be the citizens that drive cars. The location can be outdoors on a street where there is big car traffic.

Every problem is complex and has many layers; through our campaign we can tackle only one side of it, so we bring a change only to some parts. At the same time, it's a fact that not all community members will participate in our campaign.

When developing the aim and objectives, try to use a measure of change such as: reduce, increase, contribute, raise, etc. depending on the angle of approaching the problem of the campaign (e.g. "To reduce the level of waste in a certain area", "To contribute to a more sustainable community", "To increase the level of awareness regarding discrimination of minorities").

Do not use absolute terms such as eradicate, stop, complete, all, etc. (e.g. "To stop discrimination in all its forms", "To make our environment clean again"). It's impossible for a campaign, regardless of how big it is, to have such results.

Step 5 - Objectives

Deciding on the objectives can be a group process or a combination of small group work and whole team decisions.

Some objectives will be easier to reach, while some will be more difficult. For example, informing people about pollution is easier to achieve than making people aware or conscious about how plastic should be reduced or not used at all in order to reduce pollution.

It is recommended to have 2 objectives and no more in order to be clear with your message and focus on it.

For each objective, the team has to decide on the number of people they want to reach; very often this number is a part of the objective itself. For example: "to inform at least 50 people about the effects of using a car to go to work every day".

In order to make sure the objectives are clear, specific and concrete, it is recommended to make sure any proposed objective passes the SMART test. This is an acronym to help a group revise and formulate good objectives or, as it says, **SMART** objectives.

S stands for specific

M for measurable

(anything stated should be able to be measured, in order to see if it was achieved or not)

A for achievable

(in the context of the team, date, available resources, can it actually be achieved?)

R for relevant

(this is strongly connected with the aim and the tackled topic)

T stands for being time delimited

(which usually comes along with being specific and measurable, and in the context of a street campaign, the time frame is pretty clear).



Step 6 - Activities

When preparing the activities, the number of people (in the audience and in your team) should be central in your mind. The campaign should have enough types of activities for the audience you are planning for to be engaged, but not so many that the number of people in the team get tired.

Decisions should be taken as a group and, as much as possible, by using consensus. Building a campaign is a shared process and the group should have the ownership of it. This will increase their motivation to invest their time and efforts.

In this step the campaigners don't know which roles they will have in the campaign yet. The role division will take place at a later stage, not to influence the way team members engage in the process.

Everyone's input, opinions and efforts are required for all the activities and processes, regardless whether they will be in charge of them or not.

Go to chapter 4 in order to get some examples of possible activity tools that you can use.

Step 7 - Preparation

In this step, all the work is finalized. By now, all the important elements have been decided: the team, time, location, aim, objectives and which activities will be used.

All the logistics, practicalities and details are handled in this phase of the process. The tasks that should be concluded in this step are listed below.

Activities

- Finish the concept and structure of all activities;
- Design, produce, develop, buy, all needed materials;
- Create and rehearse all the acting/performing activities;
- Practice methods of attracting attention;
- Study topic-related materials/documents;
- Analyze the location, plan the use of space and the distribution of activities.

Authorisations

- Prepare all documentation required to get the needed authorisations;
- Get the permissions in time.

PR work

- Prepare press-releases, articles, posts for online communication/promotion;
- Set up an event page on social media networks like Facebook or Instagram ;
- Design flyers, t-shirts, bags, banners, gadgets, any other promotional materials which will be used in the campaign - try, as much as possible, to use sustainable materials or social businesses;
- Inform and partner with media organizations that can cover the event;
- Communicate with venues from the location of the campaign (if there are any), such as shops, restaurants, etc.;
- Promote the campaign to all relevant people, institutions, partners and others.

Networking

- Contact all potential partners and engage them in the campaign;
- Get in touch with other institutions connected to the topic of the campaign.

Logistics

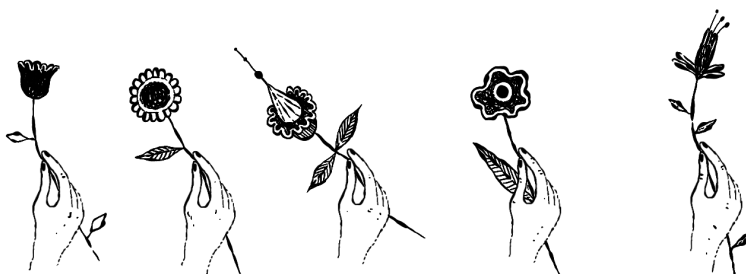
- Organize transportation (if needed) of the campaigners and materials;
- Make arrangements for providing the campaigners with food and drinks during the campaign.

Role distribution

The role distribution should be done when most of the work regarding the concept and materials needed for activities is done.

It's recommended to do it this way, so the team members engage in preparing all activities to achieve their full potential, regardless if the team members will end up implementing those activities.

This will also make it easier for team members to switch among tasks in the campaign, and take over responsibilities in other sections, if it is needed. In addition, it also gives a deeper understanding of the campaign concept, message and potential, which enriches their performance in the campaign.



Step 8 - The Campaign

All the previous steps and efforts were made fully in order to make this big day(s) happen. There are lots of expectations and excitement from the campaigners and that's not all.

All the hard work that has been invested, was invested to make this day(s) the best possible, to reach more people than initially aimed for and to make a change even bigger than the one hoped for.

Depending on the country where the campaign takes place, there can be more or less importance given to the safety aspects. If there are legal liabilities for any accident or injury happening to a campaigner or audience members, extra caution has to be taken.

The campaign should have a coordinator who will lead the group and who can also decide if some actions will happen or continue to happen, regardless of whether the team is willing to do them nevertheless.

The way the campaigners present themselves visually contributes to approaching the audience more easily. A group of people dressed in a similar way (same T-shirts, bags, gadgets, colors, etc.) will raise the curiosity of the audience, send the message that this is an organized event and it will facilitate contact with the audience.

After the outdoor campaign is over, it is important to make sure all the materials or installations are collected from the location and that there is no trash left behind. The location should be left the way it was found.

Duration of a campaign

A campaign can take a few hours to a full day, a couple of days and even a full month. The duration of a campaign is heavily influenced by the available resources (or possibilities), regardless of whether they are financial or human ones. It also influences or is influenced by the objectives of the campaign and number of activities.

Getting demotivated by negative reactions fast

Sometimes the people we are trying to attract and talk to will not be very receptive - they might not want to stop to talk to us or disagree with our message. If some campaigners are aware that they can get demotivated by some reactions, it is preferable to place them in teams with people who can handle such cases better and boost their morale during the campaign.

We can also prepare some answers for people that are going to help us not get demotivated, such as:

"You can get more information at this website if you are in a hurry now."

"Thank you for stopping and listening to our message."

"Can you just read our message, you don't have to share if you don't want to."



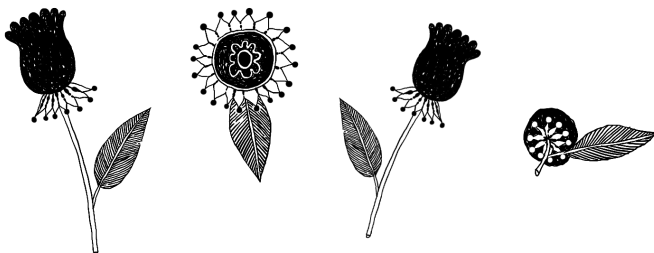
Step 9 - Evaluation and Impact Assessment

In this step, the work done in the previous steps is analyzed from different points of view. Different types of conclusions are extracted regarding the process, the results and impact of the street campaign (short-term and long-term), which are relevant for the decisions in the last step of a street campaigning process.

The work done in this step will give clear information on the degree of change achieved by the campaign, the level of achievement of the objectives, the process that led to the results and indications on what to repeat or not, next time such a campaign takes place.

The evaluation must be planned thoroughly, in order to extract accurate data and information, targeting various aspects:

- The level of achievement of the objectives and the aim;
- The short-term and long-term impact on the target group;
- The additional effects of the campaign (not planned, but still triggered);
- The process of the team work and designing the campaign;
- The impact (short-term and long-term) on the campaign team;
- The information that needs to be collected is divided in two categories. One category includes everything regarding the impact of the campaign on the target group in relation with the planned objectives. The second category looks at the details concerning the team, their process and the impact on them.



The evaluation can be:

1. Quantitative - do it just after the campaign took place and look at:

- The number of people who took part in the campaign activities;
- The number of people the team talked to;
- The number of people who asked questions or wanted more information (during and after the campaign);
- The average age of the public;
- Which activities reached/attracted the most people;
- The number and type of partners engaged in the process;
- The number of external people (that were not in the campaign) who got to know about the campaign.

Suggested tools:

- Monitoring sheet - *example below*

Activity name	Name of the people responsible of the activity	How many people did you have a conversation with	How many people passed and just wanted to ask what it is about
Game 1	Matei and Irina	12	22
Game 2	Iulia and Ana	4	7
Photo exhibition			
Communication with banners			
Attracting attention with poi-poi			
Total:		total number of people impacted	total number of people informed

- Individual reports from campaigners: ask your group to answer some questions about the campaign;
- Partnership evidence (contracts, lists, etc.);
- Received emails; online reports (such as numbers of views, reactions, comments, shares, etc.).

2. Qualitative (short-term) - we can do this 2-3 months after our campaign

- Reactions of audience members (curiosity, indifference, aggression, arrogance, support for the cause, etc.); which ones were predominant?

- Which activities contributed to reaching the objectives the most;
- Changes declared by people from the campaign regarding the topics.

Suggested tools:

- Individual reports from campaigners: send a form to your group and ask them what they remember about the campaign;
- Media coverage of the event (usually including feedback received from people you know)
- you can search the social media in order to see what people posted about the campaign.

3. Qualitative (long-term) - we can do this 6 months after our campaign

- Memory of the campaign: we can ask the people that participated what they still remember from it;
- Impressions about the campaign in general (among the community where the campaign took place, who were involved);
- Long-term changes of people's behavior as a result of the campaign.

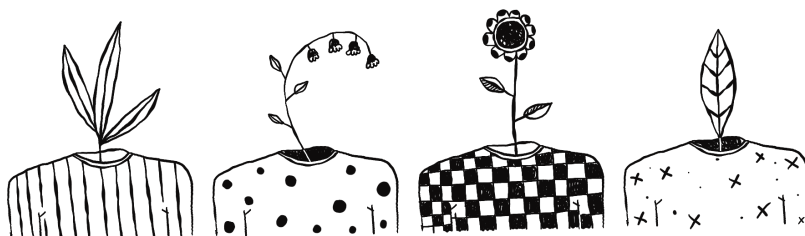
Step 10 - Follow-up

After the campaign, does the issue still exist? Probably yes. It is very unlikely that, after one campaign, a problem will just disappear. In fact, it will require multiple actions done by a multitude of people over a longer period of time for any specific issue to be fixed.

Hopefully, the campaign did have an impact on the situation. Based on the answers you got from people that took part in your campaign, you should decide how to continue bringing about change to the problem you are targeting.

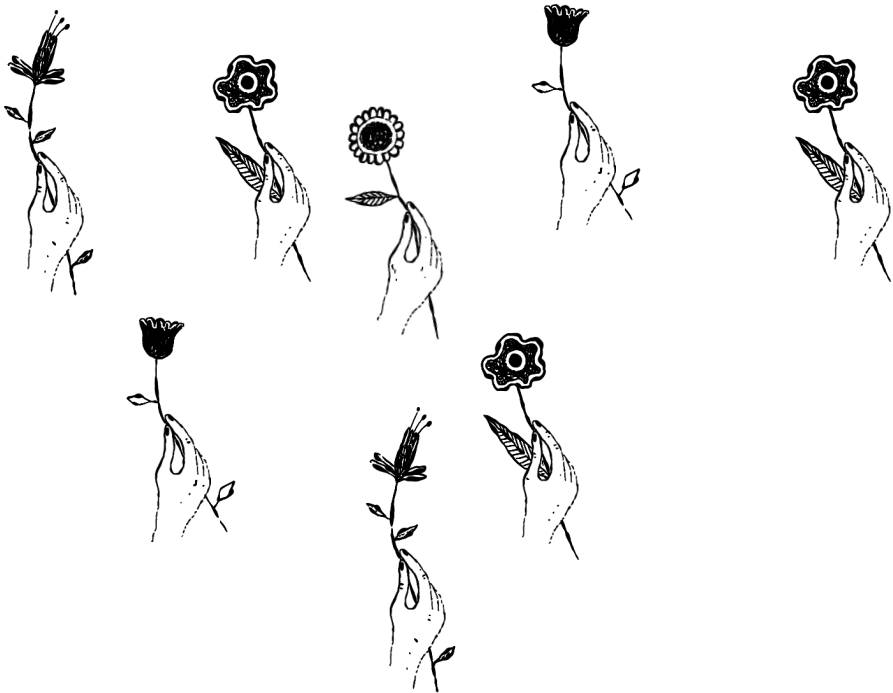
Follow-up can include any of the following options:

- To repeat the campaign in the same/a different location for the same target group;
- To repeat the campaign in a different location for a different target group;
- To develop another type of initiative for the same/a different target group/ community on the same topic.



Impact of a campaign

- It can reach a large number of people in a relatively short amount of time;
- It helps campaigners reach people who we maybe wouldn't be able to reach with other approaches;
- It's very diverse in terms of types of methods and interaction with an audience;
- It offers a great space for creativity and innovation in sending across various messages;
- It can be implemented anywhere we want (and we are allowed);
- It activates a large spectrum of competencies among the campaigners;
- It's very visible and attractive for the community;
- It has a strong fun/enjoyable element which engages both the audience and the team members;
- It can interact with decision makers that are usually not aware of different community needs.



C4 - Tools and methods

Games

Educational games can be created or designed in such a way that they are suitable for any age group, topic and location. Many games use information, details and facts from the topics of the campaign.

Any game that is used with the purpose of spreading the message should have a strong educational dimension, which has to be seriously taken into account while designing the activities.

They can be childhood games, non-formal learning methodology, sport competitions, role play, etc. Educational games are always interactive and should be accessible to all types of people that are joining the campaign.

Type of games that can be used:

- Missions - individual or as a group
- Treasure Hunts
- Role-Plays
- Simulations
- Storytelling
- Guessing/ Matching/ Ordering Games
- Quizzes/ Tests
- Hopping Games
- Competitions/ Races
- Board Games



Short Theater

Acting and performing different situations (inspired by reality or just invented) is the essence of what theater stands for. Theatre touches the hearts and minds of people and, because of that, people will be able to retain the message of a certain performance for a longer time.

This is one of the main reasons why it is such a powerful and commonly used method in street campaigning, specifically for informing and creating awareness on certain issues.

Posters/ Banners

Can illustrate relevant information, statistics, questions, messages, images, graphics, etc.

Interactive Boards

Can either present a trigger question, to which audience members have to provide answers, a trigger word, which they make free associations with, community discussions about certain topics, an exchange (the participants can take something from the board in exchange for something else), etc.

Hanging Messages

Depending on the location, one can use some supporting systems (ropes, pipes, pillars, etc.) to hang various messages. They can also be interactive, by offering audience members the possibility to add more messages or take some with them.



“Human Posters/ Lines”

Team members can be covered with posters, with information on both sides, and they can interact directly with the public. There can also be a “human line”, made by a specific number of team members with messages in their hands or on their bodies, messages that could be fixed or could change in time. Each person can have a set of info-boards, which they can change regularly.

Exhibitions

Are public displays of works or items concerning the campaign topics: they can be made up of photos, maps, postcards, drawings, graphics, articles, quotes, cutouts from magazines/newspapers, products made from various materials or handcraft. The exhibitions can be passive or interactive; the audience can just observe or actually work with the items, while the team observes their reactions, etc. Combined with “living statues”, you can also have “human exhibitions”.

You can also use face/body painting in order to show the messages that you want.

Energizers

Usually used to energize groups in certain moments in the process. They have a short duration, can include a song, simple movements, gestures, sounds or small traditional games. Some childhood games from various regions can be adapted and used as energizers because people know them and it makes it easy for people to connect. Some examples can be: dancing chairs, pass the beat, catch and release or ball games.



Animation with juggling props

Poi-poi, juggling balls, hula hoops usually refer to the skills of tossing around at least 3 different objects (balls, clubs, rings, etc.). As a non-written rule, the more objects tossed, the more impressed the audience is. Another popular type of object manipulation is called poi-poi, which is inspired by a type of performing art originating from the Maori people (from New Zealand). To manipulate poi-poi means to swing two objects of similar weight through a variety of rhythmical and geometric patterns. Since they are more and more popular, we add, as well, devil sticks, diabolo, plates spinning and hula hoops.

Dance and music

They are usually part of street shows, animation, open air campaigns as they are catchy. People are naturally drawn to places where they think such events will happen.



Flashmobs

Are often associated with something fun or atypical, done in various public places (for example dancing a specific choreography, slow walking or freezing , everybody eating an apple at the same time, etc.). In street campaigning, the idea is to use such actions and to transform them into a meaningful message. The bigger the number of team members, the bigger the impact of such actions. It's more suitable for a team bigger than 10 people.

Book signs and letters

With this method you can very easily write the message that you want for the audience to see. It can be done by hand or you can print it in many shapes and sizes. Writing letters is a very popular way of demanding something from local authorities or main institutions that you target with the campaign.

C5 - Examples of topics for campaigning on Mobility, Food, Consumption and Biodiversity

1. Mobility

This is a very important topic that has a direct impact on the environment and that usually is not so easy to organize sustainably if the city or neighborhood that we live in does not provide different alternatives.

Usually, to move around in a city, people can use the way of transportation that the local authorities and transport companies provide, such as buses, trams, trains, subways, bicycles, ferry-boats, taxis or car-sharing companies. If people want to move from city to city, or even to another country, they also have the option to use planes, ships, and coach buses.

It is very important to have in mind that many people also decide to use their own car in order to move. The streets are usually full of cars and pollution can be easily noticed in many forms, such as: the smell of the air, the noise of the cars, oil spots on the streets, trees that have been cut and replaced by parking spaces and so on.

Unless we act now, the global transport sector will be the biggest source of new greenhouse gas emissions over the next 30 years. Delivery vehicles alone account for 19 million metric tonnes of carbon emissions in the 100 largest cities around the world. While some companies and governments have made promises for action, targets remain far too low and far too slow.

Many people want cities where the air is clean and safe, where companies are accountable for their impact and where people come before profit. By organising a campaign on the issue of mobility, we can drive the change needed to let our communities and our planet breathe.

Some examples of community campaigns on mobility issues can be:

- Asking local authorities that are in charge of public transportation to provide green alternatives for public transportation: more electric buses instead of fuel-based ones, more trains instead of coaches.
- Asking local authorities to create a good and accessible bicycle route in the city.
- Asking local authorities to insure good and accessible walking routes in the city.
- Asking local authorities to make all means of public transportation accessible for people with physical and intellectual disabilities.
- Asking local authorities to have one day on which cars are not allowed in a very polluted part of the city.

- Asking local authorities to have an air/noise pollution limit in the city.
- Promoting and encouraging people to use Slow travel and tourism - this is a concept that encourages people to take their time while exploring local heritage and history, and to keep an eye on how their travel and activities impact the local community and the environment. Sustainable and active mobility is an important part of slow travel because it helps to reduce emissions and save energy. This could mean choosing to take the train for several hours to your destination of choice, instead of opting for a one-hour flight. Or it could mean planning a bike trip to a nearby town or heritage site, instead of renting a car.

2. Food

Food is the most common topic that mobilizes people to organize a campaign in their areas. Food is part of our daily lives and the way that we use it has a direct influence on the environment as well as on our health.

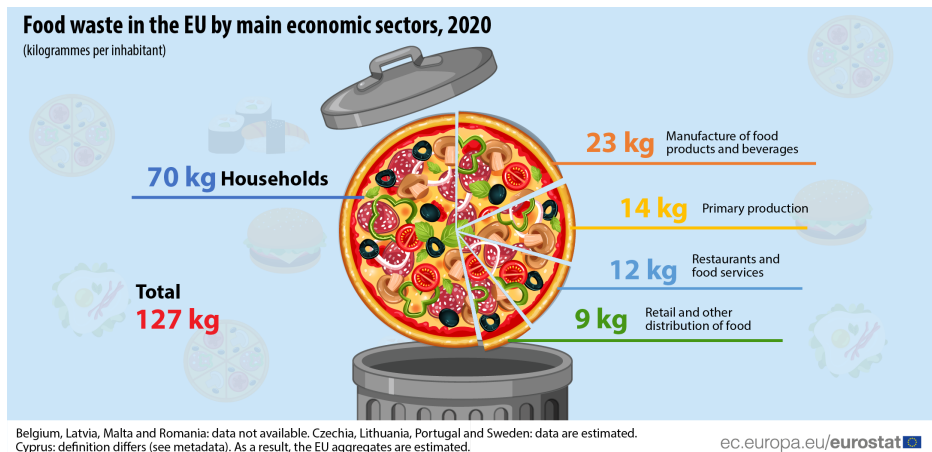
Food needs to be grown and processed, transported, distributed, prepared, consumed, and sometimes disposed of. Each of these steps creates greenhouse gases that trap the sun's heat and contribute to climate change. **About a third** of all human-caused greenhouse gas emissions is linked to food.

This means that wasting food is not only an ethical and economic issue, but it also influences the environment that is limited in natural resources.

In the EU, households generate more than half of the total food waste (53%) (Eurostat, 2022).

For their part, people do not always have options or are not informed about the alternatives that they have when they choose what and from where to buy their food.

However, just as big a responsibility lies with companies in the food industry and supermarkets themselves, who are a big contributor to this issue.



Some examples of community campaigns on food issues can be:

- How to reduce food waste;
- How to organize a community garden;
- How to make composting areas in the neighborhood;
- Asking local authorities to have a public policy on composting;
- Asking local authorities to give spaces for roof gardens;
- Asking companies to have product labels informing about the CO2 footprint of animal products.

3. Consumption

The consumption of products and services can impact the environment in many different ways. For example, the things we buy contribute, directly or indirectly through the product life cycle, to climate change, pollution, biodiversity loss and have a negative impact on resource supply in Europe and other regions.

Consumption also includes the indirect use of water. For example, a cheeseburger requires approx 2,400 liters of water to be produced, including the bread, beef and cheese.

Everything you eat or wear, or every time you drive, you add to the global total emissions. So this topic is a more complex one than stopping using or buying products.

One of the United Nations Sustainable Development Goals is that Governments and all citizens should work together to improve resource efficiency, reduce waste and pollution and shape a new circular economy.



Some examples of community campaigns on consumption issues can be:

- Asking local authorities to have and implement local strategies on Agenda 2030 and the SDGs;
- Organising a protest in front of an unethical store;
- Informing the community about the effects of consumerism and unethical practices of companies;
- Asking the local authorities to provide free and accessible recycling spaces for all type of products that can be recycled;
- Informing the community on the benefits of reusing objects/clothes instead of buying new ones;
- Asking local authorities to provide spaces for local flea markets.

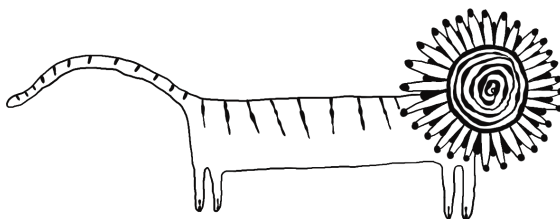
4. Biodiversity

Biodiversity is essential for the processes that support all life on Earth, including humans. Without a wide range of animals, plants and microorganisms we cannot have the healthy ecosystems that we rely on to provide us with the air we breathe and the food we eat.

In a landmark study published in 2017, a group of researchers discovered that nature can deliver at least 30 percent of the emissions reductions needed by 2030 to prevent climate catastrophe. Protecting biodiversity plays a crucial part in achieving these emissions reductions.

The destruction of forest ecosystems is responsible for 11 percent of all global greenhouse gas emissions caused by humans. Therefore, conserving forests would stop the release of these gasses into the atmosphere. Trees and plants also store carbon, making it even more necessary to protect them.

Millions of people also depend on nature and animal species for their day-to-day life. This is particularly true for people who often turn to high-biodiversity ecosystems as their source of food, fuel, medicines and other products made from natural materials, for their own use and/or as sources of income. Nature-related tourism is also a significant income generator for many people.

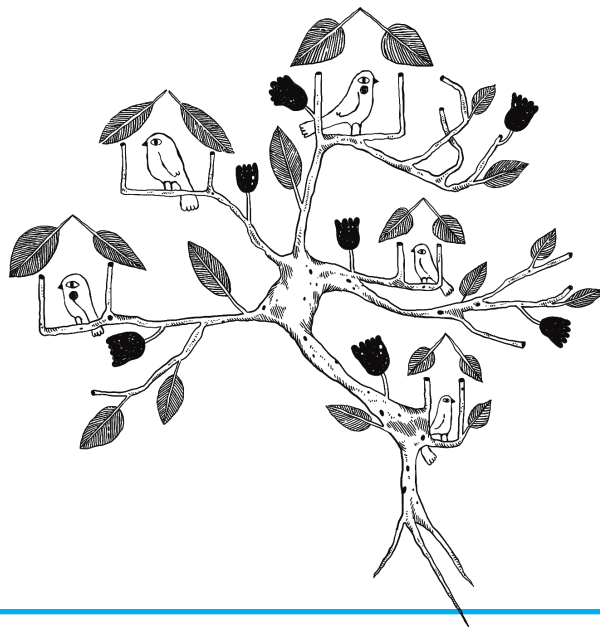


Species are frequently integral to religious, cultural and national identities. All major religions include elements related to nature and 231 species are formally used as national symbols in 142 countries. Unfortunately, more than one-third of those species are threatened with extinction, but the bald eagle and American bison are examples of conservation successes because of their role as national symbols.

Ecosystems such as parks and other protected areas provide recreation and a source of knowledge for visitors, and biodiversity is also a frequent source of inspiration for artists and writers.

Some examples of community campaigns on biodiversity issues can be:

- Raising awareness on what biodiversity means and how it is a part of people's life;
- Asking the local council to protect a natural area that you discovered to be very polluted or dirty with waste;
- Informing the community on how to build houses or buildings without destroying biodiversity;
- Informing the community about the importance of trees in reducing CO2 emissions;
- Asking your city council representatives to organize more planting actions in the city;
- Informing schools and universities about the biodiversity that is around their buildings and creating campaigns together to protect it.



Examples of campaigns in the EFDI project

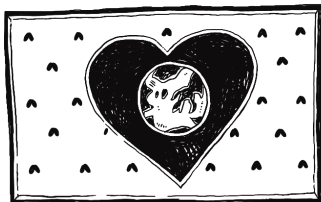
In order to reach its aim to enable people with disabilities to have a voice and to participate in the response to climate change, the project included a Learning, Teaching and Training Activity, which took place in Bucharest in June 2023. The training was attended by 18 people, persons with disabilities from Romania and Austria and persons working with people with disabilities from the four partner countries in the project.

The training approach was designed as follows:

1. **Day 1, Arrival.** Participants were given a small homework to prepare before arriving - taking pictures with their phones on their way from the airport to the hotel of examples of nature and accessibility in the city.
2. **Day 2** was dedicated to introductions, team building activities and interactive sessions on the main themes of the project - sustainable lifestyle, mobility, food.
3. **Day 3** introduced participants to the world of street campaigning. Participants used different objects (poi-poi, juggling balls, other animation tools) and practiced campaigning methods (attracting attention, spreading the message).

Participants also learned about examples of campaigns and used the pictures taken on the first day to create a postcard campaign (by writing messages for the local community on the back of the printed pictures).

4. **Day 4** was dedicated to developing and organising a small street campaign in Bucharest. Participants used the knowledge and skills acquired during the previous days to prepare the campaign using printouts, painting and drawing messages. They divided roles and then spent some time interacting with the local community in a central square in Bucharest.



Finally, participants evaluated the campaign and the entire training activity and finished the day with a study visit in one local center that works with people with complex disabilities.

Following the training activity in Bucharest, the participants from LebensGroß, Austria, together with more of their colleagues and beneficiaries, developed a postcard campaign.

They then also took the postcard campaign in the street, participating in the September 15th global climate strike, where participants could share their messages to the wider community in Graz.

Participants also used the opportunity to draw more attention by distributing flyers and taking pictures of things that had to do with sustainability for them to use in future activities.



We hope that these guidelines will help support you in your process of organising street campaigns.

Most importantly, do not forget to have a good time!

Together, we can make a difference.

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