

## Advocacy initiatives September 2024, Strasbourg, France



The following advocacy initiatives have been created and been presented during the study session “Advocacy in action: Safeguarding a peaceful and sustainable future” that took place from the 02<sup>nd</sup> to the 6<sup>th</sup> September 2024 in the European Youth Centre in Strasbourg (FR), in cooperation with the Youth Department of the Council of Europe.

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# Elevate: Unlocking Education and Job Opportunities for Migrants

Group members: Osama

<b>STEP 0: Title of your campaign</b>
"Elevate: Unlocking Education and Job Opportunities for Migrants"
<b>STEP 1: Analysis of situation</b>
<ul style="list-style-type: none"> <li>• What would you do to gather necessary information that you do not have yet?</li> <li>• Who could you approach for information?</li> </ul>
<ol style="list-style-type: none"> <li>1. I would first conduct extensive research into current situation of immigrants in terms of education and employment in the target area. This includes statistical data on unemployment rates, access to educational opportunities, language barriers and integration success.</li> <li>2. .. Local government authorities NGOs (Caritas, Diakonie) Language schools and continuing education institutions Immigrant communities and associations Employers who already employ migrants</li> </ol>
<b>STEP 2: Your issue</b>
<ul style="list-style-type: none"> <li>• Use the analysis of the situation you made by the group ('carpet exercise')</li> <li>• Describe the problem as clearly as possible (with numbers / evidence if you can find!) To reach the school</li> </ul>
<p>During the analysis, it may become apparent that many immigrants are motivated, but often do not have the language and professional qualifications to be integrated into the labor market. The lack of targeted educational opportunities and the complicated bureaucratic processes make access to work and education difficult.</p>
<b>STEP 3: Goals and objectives</b>
<ul style="list-style-type: none"> <li>• What change do you want to make?</li> <li>• Make sure your goal is realistic!</li> </ul>
<ol style="list-style-type: none"> <li>1. Provide more educational opportunities and language courses for migrants.</li> <li>2. A realistic goal would be to increase the participation of migrants in educational programs by 20% within the next 2 years</li> </ol>
<b>STEP 4: Policies and power</b>
<ul style="list-style-type: none"> <li>• What are existing policies (in the country / region / organisation...) that relate with your campaign?</li> <li>• What policies are missing?</li> <li>• Who can change them / influence them / introduce the missing ones?</li> </ul>
<ol style="list-style-type: none"> <li>1. Integration policy of the federal and state governments aimed at language courses and labor market integration. European support programs for the professional qualification of migrants</li> <li>2. Better recognition of qualifications acquired abroad. Financial support for companies that employ and train migrants.</li> </ol>

<p>3. Social Affairs and Integration. Local authorities responsible for implementing integration programs. Employers’ associations and trade unions.</p>
<p><b>STEP 5: Targets and influentials</b></p> <ul style="list-style-type: none"> <li>● This is your stakeholder map - write down responses to the four questions about your action (who can benefit?/ who can help?/ who can put in danger?/ who can help you communicate?)</li> <li>● Do not forget about those who might not be your friends!</li> <li>● Decide who of them has POWER / LEGITIMACY / INTEREST</li> <li>● Decide how will you work with them:             <ul style="list-style-type: none"> <li>○ What do you want from each stakeholder?</li> <li>○ What does each stakeholder want?</li> <li>○ What are my ways and arguments to convince them?</li> </ul> </li> </ul>
<p><b>Who can benefit from it?</b> Migrants who will get better opportunities for education and work. Companies that can benefit from a diverse workforce.</p> <p><b>Who can help?</b> Local integration authorities. NGOs working in migrant support. Educational institutions and employers.</p> <p><b>Who could jeopardize it?</b> Anti-immigration groups could try to discredit the campaign.</p> <p><b>Who can help you communicate?</b> Media, local newspapers, radio and social media platforms</p> <p><b>How do you deal with them?</b> With authorities: Through well-researched reports and concrete proposals. With companies: By educating people about the benefits of integration and possible funding. With NGOs: By cooperating to use shared resources.</p>
<p><b>STEP 6: Developing messages</b></p> <ul style="list-style-type: none"> <li>● Decide on the right language, depending on who do you target with your campaign (you should develop different messages for different stakeholders!)</li> <li>● Prepare slogans, statements, letters, communicates...</li> <li>● Make sure they are clear, interesting, persuasive and have a direct call to action.</li> <li>● It is good to include some data (evidence) in your messages.</li> <li>● Choose the tools and channels you will use to spread your messages</li> <li>● This step normally also includes the work on good visual identity for your campaign.</li> </ul>
<p>“Learning opens doors – your chance for education and work!” For companies: “Diversity in the team – an opportunity for your company!”</p> <p>“Education for all – integration through learning!” “Strong together – integration as a success for everyone.”</p> <p>Using: Social media (Facebook, Instagram, LinkedIn) Flyers and posters in community centers and educational institutions Local media (newspapers, radio stations)</p>
<p><b>STEP 7: Added strength</b></p>

<ul style="list-style-type: none"> <li>• Who / what organisations are working in this field already? Which networks can you use and how? How can you attract them?</li> <li>• What actions / activities / events you can use to increase your visibility? How will you use them?</li> </ul>
<ol style="list-style-type: none"> <li>1. Caritas, Diakonie, local integration centers, language schools, employment agencies.</li> <li>2. Cooperation with existing NGOs, through joint events and campaigns.</li> <li>3. Public events such as “open days” in educational centers for migrants. Job fairs specifically for migrants.</li> </ol>
<p><b>STEP 8: Action plan</b></p> <ul style="list-style-type: none"> <li>• What steps will you take to get this campaign going?</li> <li>• Who will be responsible for what?</li> <li>• Set the timing for each step!</li> <li>• What resources (money / people / time / material) will you need? How will you get them?</li> </ul>
<ol style="list-style-type: none"> <li>1. Step 1: Research and collect data. Step 2: Approach partners and supporters. Step 3: Develop materials (flyers, videos). Step 4: Start media and public relations work.</li> <li>2. Me and the other Organization that will I coop with.</li> <li>3. Budget for materials and media. Volunteers for distribution and organization. Partner organizations for support.</li> </ol>
<p><b>STEP 9: Monitoring and evaluation plan</b></p> <ul style="list-style-type: none"> <li>• How will you gather information that will show your progress?</li> <li>• What will be the timing of your evaluation?</li> <li>• What will be your indicators of success or failure? What will make you decide to re-launch your campaign or conclude it?</li> </ul>
<ol style="list-style-type: none"> <li>1. Through regular surveys among migrants and participating organizations. Tracking the number of participants in educational programs and job placement successes.</li> <li>2. Quarterly to regularly review progress.</li> <li>3. Increase participation in language courses and further training measures by 25%.</li> </ol>

## Luchonas

**Group members: Dariela & Rafael**

<b>STEP 0: Title of your campaign</b>
Luchonas
<b>STEP 1: Analysis of situation</b>
<ul style="list-style-type: none"> <li>• What would you do to gather necessary information that you do not have yet?</li> <li>• Who could you approach for information?</li> </ul>
<p><b>Demographic studies:</b> Understand the Latin American immigrant population in both Italy and Austria.</p> <ul style="list-style-type: none"> <li>• Government data</li> <li>• Immigrant surveys</li> <li>• NGO reports</li> </ul> <p><b>Scientific studies:</b></p> <ul style="list-style-type: none"> <li>• Academic research</li> <li>• Existing studies</li> </ul> <p><b>Approach to organizations:</b> identify and partner with national organizations working on immigration issues</p> <ul style="list-style-type: none"> <li>• Italy: ARCI, Caritas etc</li> <li>• Austria: Caritas</li> <li>• Latin America: reach out embassies and cultural association to involve them in the campaign</li> </ul>
<b>STEP 2: Your issue</b>
<ul style="list-style-type: none"> <li>• Use the analysis of the situation you made by the group ('carpet exercise')</li> <li>• Describe the problem as clearly as possible (with numbers / evidence if you can find!)</li> </ul> <p>To reach the school</p>
<p>We have found some specific data about the immigration to Italy and Austria.</p> <p><b>Italy:</b></p> <ul style="list-style-type: none"> <li>• Demographics: 60% of Latin American immigrants are women.</li> <li>• Employment: Predominantly in low-qualified jobs, often underpaid.</li> <li>• Poverty: This group represents one of the most marginalized and precarious groups.</li> </ul> <p><b>Austria:</b></p> <ul style="list-style-type: none"> <li>• Demographics: Latin American immigrants are mostly highly qualified men.</li> <li>• Origin: A significant portion comes from Brazil.</li> <li>• Socioeconomic Status: These immigrants tend to have high living standards, with access to resources (education, financial support) required for legal status.</li> </ul>
<b>STEP 3: Goals and objectives</b>
<ul style="list-style-type: none"> <li>• What change do you want to make?</li> <li>• Make sure your goal is realistic!</li> </ul>
<p><b>Awareness and Empowerment Plan for Immigrants</b></p> <p>Understanding Immigrant Needs:</p> <ul style="list-style-type: none"> <li>• Conduct surveys and interviews to identify the specific challenges and concerns faced by Latin American immigrants in Italy and Austria.</li> </ul>

<p><b>Develop Educational Content in Multiple Languages</b></p> <ul style="list-style-type: none"> <li>• Collaborate with Local Organizations</li> </ul> <p><b>Ensure Consistency of Content</b></p> <ul style="list-style-type: none"> <li>• <b>Regular updates:</b> Keep the educational content updated based on changes in laws and policies.</li> <li>• <b>Standardized Format:</b> Use a consistent structure across all platforms (e.g., written guides, videos, infographics).</li> <li>• <b>Fact-Checking:</b> Ensure that all content is accurate and verified by legal experts or human rights organization</li> </ul> <p><b>Create Accessible Content</b></p>
<p><b>STEP 4: Policies and power</b></p> <ul style="list-style-type: none"> <li>• What are existing policies (in the country / region / organisation...) that relate with your campaign?</li> <li>• What policies are missing?</li> <li>• Who can change them / influence them / introduce the missing ones?</li> </ul>
<p><b>Policies:</b></p> <ul style="list-style-type: none"> <li>• Policy papers of regulation for immigration to the EU</li> <li>• Asylum regulation</li> </ul> <p><b>Missing policies:</b></p> <ul style="list-style-type: none"> <li>• Labor rights</li> <li>• Anti-discrimination laws</li> <li>• Investment in education resources for immigrants</li> </ul> <p><b>Influential parties:</b></p> <ul style="list-style-type: none"> <li>• Find ally political parties to promote the accessibility of these processes to the Latin American population</li> <li>• Local governments</li> <li>• Migration agencies</li> <li>• Lawyers</li> </ul>
<p><b>STEP 5: Targets and influentials</b></p> <ul style="list-style-type: none"> <li>• This is your stakeholder map - write down responses to the four questions about your action (who can benefit?/ who can help?/ who can put in danger?/ who can help you communicate?)</li> <li>• Do not forget about those who might not be your friends!</li> <li>• Decide who of them has <b>POWER / LEGITIMACY / INTEREST</b></li> <li>• Decide how will you work with them:             <ul style="list-style-type: none"> <li>○ What do you want from each stakeholder?</li> <li>○ What does each stakeholder want?</li> <li>○ What are my ways and arguments to convince them?</li> </ul> </li> </ul>
<p><b>Who can benefit?</b></p> <ul style="list-style-type: none"> <li>• Newcomers: migrants planning to move to Europe will benefit from better information about their rights and opportunities.</li> <li>• Existing immigrants: they can support our campaign by sharing their experience and knowledge.</li> </ul> <p><b>Who can help?</b></p> <ul style="list-style-type: none"> <li>• <b>NGOs:</b> They can offer support with resources, partnerships, and outreach.</li> <li>• <b>Influencers:</b> Use their platforms to spread awareness and amplify your message.</li> </ul>

**Who Can Put You in Danger?**

- **Anti-Migration Groups/Racist Communities:** They may oppose the campaign, potentially creating public backlash.
- **Unpredictable Regulations:** Rapidly changing immigration laws can affect both your audience and your campaign’s credibility.

**Who Can Help You Communicate?**

- **European Court of Human Rights (Power):** Can lend authority to your cause through legal precedents and advocacy for migrant rights.
- **Local Officials (Power):** May help facilitate access to resources or public platforms.
- **Faith-Based Groups (Legitimacy):** Provide moral support and grassroots engagement with local immigrant communities.
- **European Parliament (Legitimacy):** Advocating for more humane migration policies.
- **Council of Europe (Interest):** Focused on human rights, they could be allies in promoting awareness.
- **MERCOSUR (Interest):** Their involvement can help in coordinating migration policies and protecting migrant rights from Latin America.

**Stakeholders:**

- Arguments: we are educating migrants and they will arrive better informed in Europe and will be able to integrate themselves better in society

**STEP 6: Developing messages**

- Decide on the right language, depending on who do you target with your campaign (you should develop different messages for different stakeholders!)
- Prepare slogans, statements, letters, communicates...
- Make sure they are clear, interesting, persuasive and have a direct call to action.
- It is good to include some data (evidence) in your messages.
- Choose the tools and channels you will use to spread your messages
- This step normally also includes the work on good visual identity for your campaign.

**Communication for our target group:**

- informal and motivational, visual and attractive, available in different languages (multiple languages project).

**Communication for the stakeholders:**

- formal. Collaboration for policy changes from the perspective of European Values, such as Digital education and solidarity, we will explain how our initiative will collaborate with community safety and the promotion of active citizenship, and finally, we will work together to reach more social justice.

**Slogan:**

- “Together for human rights, together for change.”
- “Solidarity across borders, justice for all.”
- “Know your rights, secure your future.”

Our channels will be mostly social media, Instagram, Youtube, LinkedIn and Tiktok.

**STEP 7: Added strength**

- Who / what organisations are working in this field already? Which networks can you use and how? How can you attract them?
- What actions / activities / events you can use to increase your visibility? How will you use them?

We will start the collaboration with all these organizations through a first contact with some of their

little delegations).

- Caritas (we can work with them through humanitarian support, we should highlight the importance of our work for them as well).
- Don Bosco.
- European-Network against racism (awareness campaigns and we have to present them all the data about this topic).
- Migrants rights NGOs (specialized in Latin America), we can build partners with organizations that are serving already in the territory by organizing seminars and workshops at a local level with focus on HR).

Cultural festivals, to celebrate Latin American culture and raise awareness on HR for the Latin American population).

Public awareness campaigns in Social Media for all our targets (share immigrants stories, Legal-tips and data on immigration issues).

**STEP 8: Action plan**

- What steps will you take to get this campaign going?
- Who will be responsible for what?
- Set the timing for each step!
- What resources (money / people / time / material) will you need? How will you get them?

STEP 1: Planning and developing of our proposal, GOALS & AIMS, research & identifying our message. Resources: smartphone, computer, time, internet. Around three people were needed for the first step. TIME: four months. Everyone will be involved on this step.

STEP 2: Create all our content for social media, at least for the upcoming three months. Resources: computer, smartphone, microphone, edition programs, Hard-Disk/common drive, time. TIME: six hours during the weekend, three on Saturday and three on Sunday, it will take us around three months. One person (At least) will record the videos/make the pictures, one person (At least) will do the research for all the info and one person (at least) will edit all the content.

STEP 3: Create and realize our social media profiles Resources: smartphone & computer. TIME: Maximum two weeks. One person will take this task to do.

STEP 4: Monitoring. Resources: Every person involved in the project. TIME: after six months and it will take around two months.

STEP 5: Build partnerships.

STEP 6: Start organizing and collaborating in public events.

STEP 7: Monitoring II (feedback).

STEP 8: Write applications for funding and search for donations (fundraising).

STEP 9: Finances.

STEP: 10 End of the first part of the project, meet to develop the following steps.

**STEP 9: Monitoring and evaluation plan**

- How will you gather information that will show your progress?
- What will be the timing of your evaluation?
- What will be your indicators of success or failure? What will make you decide to re-launch your campaign or conclude it?

**Surveys and Feedback forms** distributed online and at our events.

META-analytics.

Tracking engagement of followers.

**Organize a focus-group.**

**Timing of evaluation** – approximately every six months.



**Initial review:** After the first part of our advocacy.

**Mid-part evaluation:** after three months of the first evaluation.

**A first global evaluation** after we apply all the first projects we have been planning.

**Indicators of success:**

1. Increasing number of followers and engagement on Social Media.
2. Finding partners and developing common projects.
3. Positive feedback in the focus groups and surveys.

**Indicators of failure:**

1. Lack of interest and support from potential partners.
2. Minimal engagement
3. Empty events

The presentation can be found [here](#).

# The Reality of Complacency Amongst Maltese Young People

Group members: Aidan

<b>STEP 0: Title of your campaign</b>
The Reality of Complacency Amongst Maltese Young People
<b>STEP 1: Analysis of situation</b>
<ul style="list-style-type: none"> <li>• What would you do to gather necessary information that you do not have yet?</li> <li>• Who could you approach for information?</li> </ul>
I could consult with the internet, and look at already existing data and activities. I can also reach out to the Vocations Promoter and other experienced animators for assistance
<b>STEP 2: Your issue</b>
<ul style="list-style-type: none"> <li>• Use the analysis of the situation you made by the group ('carpet exercise')</li> <li>• Describe the problem as clearly as possible (with numbers / evidence if you can find!)</li> </ul> <p>To reach the school</p>
1/3 of people under 30 in Malta said that they will not vote in the next election. This removes their voice, gives more power to the blind followers of parties. We need young people to learn to stand up to authority when they feel that their Human Rights are being threatened. We need to escape the school mindset where we follow the teacher, because it only makes us sheep following a government that can corrupt us. Young people today are complacent, and so the situation will only get worse, we need to send a strong, united message so that the government feels compelled to make a change
<b>STEP 3: Goals and objectives</b>
<ul style="list-style-type: none"> <li>• What change do you want to make?</li> <li>• Make sure your goal is realistic!</li> </ul>
Make young people feel empowered enough to speak up, to stand their ground, and to unite to bring change. I want to start small, in my local reality, by helping young people realise that it is okay not to agree, and it is even more encouraged to discuss when you don't agree. So, the change I want to bring is to simply voice out your concern whenever you have one.
<b>STEP 4: Policies and power</b>
<ul style="list-style-type: none"> <li>• What are existing policies (in the country / region / organisation...) that relate with your campaign?</li> <li>• What policies are missing?</li> <li>• Who can change them / influence them / introduce the missing ones?</li> </ul>
<p>The government slowly discourages speaking up, and fosters the blind following of political parties. In our oratory we do encourage speaking up, but I feel like it does not happen enough.</p> <p>Missing policies: empowering young people in parliament more often. We need to make them feel like their voice matters, and that they are able to bring about change. Maybe having a parliament session every quarter where the young people can represent themselves.</p> <p>Who can change: if enough people speak up, and one connected message is sent, the government would be obliged to listen to the young people and empower them more, bringing about change.</p>

<p><b>STEP 5: Targets and influentials</b></p> <ul style="list-style-type: none"> <li>● This is your stakeholder map - write down responses to the four questions about your action (who can benefit?!/ who can help?!/ who can put in danger?!/ who can help you communicate?)</li> <li>● Do not forget about those who might not be your friends!</li> <li>● Decide who of them has POWER / LEGITIMACY / INTEREST</li> <li>● Decide how will you work with them:             <ul style="list-style-type: none"> <li>○ What do you want from each stakeholder?</li> <li>○ What does each stakeholder want?</li> <li>○ What are my ways and arguments to convince them?</li> </ul> </li> </ul>
<p>Who can benefit: youth          Who can help: local government and those in charge of young people in NGOs          Who can put in danger: politicians and policymakers who do not wish to give a voice to the people, so that their authority would not be threatened.          Who can help me communicate: other animators and Salesians in our local centre. When we then teach our young people the value of assertiveness and lack of complacency, then they will be about change on their own.</p>
<p><b>STEP 6: Developing messages</b></p> <ul style="list-style-type: none"> <li>● Decide on the right language, depending on who do you target with your campaign (you should develop different messages for different stakeholders!)</li> <li>● Prepare slogans, statements, letters, communicates...</li> <li>● Make sure they are clear, interesting, persuasive and have a direct call to action.</li> <li>● It is good to include some data (evidence) in your messages.</li> <li>● Choose the tools and channels you will use to spread your messages</li> <li>● This step normally also includes the work on good visual identity for your campaign.</li> </ul>
<p>Speak Up          Change Comes With Effort          Be the living force of change          Set your foot down          Stop being controlled          Control your future          Decide your path</p>
<p><b>STEP 7: Added strength</b></p> <ul style="list-style-type: none"> <li>● Who / what organisations are working in this field already? Which networks can you use and how? How can you attract them?</li> <li>● What actions / activities / events you can use to increase your visibility? How will you use them?</li> </ul>
<p>To be continued</p>
<p><b>STEP 8: Action plan</b></p> <ul style="list-style-type: none"> <li>● What steps will you take to get this campaign going?</li> <li>● Who will be responsible for what?</li> <li>● Set the timing for each step!</li> <li>● What resources (money / people / time / material) will you need? How will you get them?</li> </ul>

To be continued

**STEP 9: Monitoring and evaluation plan**

- How will you gather information that will show your progress?
- What will be the timing of your evaluation?
- What will be your indicators of success or failure? What will make you decide to re-launch your campaign or conclude it?

To be continued

## Revitalize rural Armenia: Active citizenship for change

By Gayane

Basically trying to imagine a future where every voice in rural Armenia can shape the community's progress!

**Problem:** Rural areas in Armenia face a significant gap in civic engagement due to geographical isolation, limited access to information, and lack of awareness about active citizenship. For instance, many rural residents are not involved in any kind of decision-making processes or community activities that impact their lives. Reaching important institutions like schools, healthcare centers or government offices is often difficult in rural areas. For example many villages have poor road conditions, making it harder for students to attend schools or to access essential services. Also access to the internet and digital tools in rural area is far lower compared to urban areas, limiting opportunities for people to participate in online initiatives.

Moreover, younger generations in rural Armenia is less engaged in civic initiative due to the lack of opportunities, spaces for discussions, and role models. In some regions voter turnout is consistently 10-15% lower than in urban areas, reflecting a lack of trust in political processes or a sense of powerlessness among residents.

Woman and youth, in particular, often face additional barriers to participation due to traditional gender barriers or lack of recourses to engage in civic activities.

**Purpose:** Inspire rural citizens to take charge of their community's future through active civic engagement. By empowering rural residents, we can turn small communities into strong, self-sufficient powerhouses of charge.

**Vision:** We aim to ignite the spirit of active citizenship in rural Armenia, turning community members into change-makers.

**Realistic impact:** Through workshops, events, and media campaigns, we'll teach citizens how to use their voices and reshape their communities. This isn't just an ideal-it's achievable.

**Who is with us:** Rural residents, schools, local businesses, NGOs' like KASA, UNDP, and AYF, along with community leaders and influencers, maybe some local authorities or groups resistant to change, but we'll work to bring them on board. The more allies we have, the stronger our impact. Media and influencers will help amplify our message, while NGO's and schools will be vital partners for on-the-ground efforts.

Message: Du es hamaynaid apagan!

### Timing:

- 1 month to gather data, access needs, and lay foundation for campaign.
- 1 month creating partners and fine – tune our messaging.
- 2 months launch our campaign! Host workshops, spread the word via social media and organize local events.
- Ongoing: Track progress, gather feedback, and adopt to keep the momentum going.

### Resources:

People: Volunteers, local leaders, social media influencers.

Funding: Crowd funding, grants, government, business sponsorships.

Materials: Posters, videos, workshop supplies.

# Democracy – me, you, we!

Group members: Lina

<b>STEP 0: Title of your campaign</b>
Democracy – me, you, we
<b>STEP 1: Analysis of situation</b>
<ul style="list-style-type: none"> <li>• What would you do to gather necessary information that you do not have yet?</li> <li>• Who could you approach for information?</li> </ul>
<p>Looking at the last election in Thüringen, Sachsen and how the voters younger than 30 years voted (Th: 35% AfD; Sachsen: 29% AfD) Normalising the AfD even though the party is anti-constitutional</p>
<b>STEP 2: Your issue</b>
<ul style="list-style-type: none"> <li>• Use the analysis of the situation you made by the group ('carpet exercise')</li> <li>• Describe the problem as clearly as possible (with numbers / evidence if you can find!)</li> </ul> <p>To reach the school</p>
<p>Young people are not as connected with the politics as they used to be; a lot of young people are voting for the AfD even though they are anti-constitutional; lack of awareness of the human rights</p>
<b>STEP 3: Goals and objectives</b>
<ul style="list-style-type: none"> <li>• What change do you want to make?</li> <li>• Make sure your goal is realistic!</li> </ul>
<p>Show youth how important the democracy is and how they are affected by it on a day-to-day basis; Empowerment through HR Strengthen democratic core values</p>
<b>STEP 4: Policies and power</b>
<ul style="list-style-type: none"> <li>• What are existing policies (in the country / region / organisation...) that relate with your campaign?</li> <li>• What policies are missing?</li> <li>• Who can change them / influence them / introduce the missing ones?</li> </ul>
<b>STEP 5: Targets and influentials</b>
<ul style="list-style-type: none"> <li>• This is your stakeholder map - write down responses to the four questions about your action (who can benefit?!/ who can help?!/ who can put in danger?!/ who can help you communicate?)</li> <li>• Do not forget about those who might not be your friends!</li> <li>• Decide who of them has POWER / LEGITIMACY / INTEREST</li> <li>• Decide how will you work with them:             <ul style="list-style-type: none"> <li>○ What do you want from each stakeholder?</li> <li>○ What does each stakeholder want?</li> <li>○ What are my ways and arguments to convince them?</li> </ul> </li> </ul>

- Bezirksjudenring Unterfranken (coordination of youthwork in the region Unterfranken)
- JuS, diocese
- DB BBW, Johannes, Nine, Herr Halbig
- BM für Familie, Senioren, Frauen und Jugend → Förderprogramm Demokratie leben! (Funding → only organisations and clubs are allowed to apply for the funding → the campaign has to be in cooperation with someone)
- Staying connected with those schools who are already attending the democracy workshops → you can't fix every problem in 90 min

**STEP 6: Developing messages**

- Decide on the right language, depending on who do you target with your campaign (you should develop different messages for different stakeholders!)
- Prepare slogans, statements, letters, communicates...
- Make sure they are clear, interesting, persuasive and have a direct call to action.
- It is good to include some data (evidence) in your messages.
- Choose the tools and channels you will use to spread your messages
- This step normally also includes the work on good visual identity for your campaign.

Learning and empowerment through human rights and democracy values

**STEP 7: Added strength**

- Who / what organisations are working in this field already? Which networks can you use and how? How can you attract them?
- What actions / activities / events you can use to increase your visibility? How will you use them?

- BezJR
- AZ Bene
- Schools
- Herr Amthor, Herr Bertsche

**STEP 8: Action plan**

- What steps will you take to get this campaign going?
- Who will be responsible for what?
- Set the timing for each step!
- What resources (money / people / time / material) will you need? How will you get them?

- Pitch the plan to the BezJR and JuS
- Try to gather support from them
- Plan together a session and try it out during the next UpDate

Plan I:

- Set up a brainstorming session with the team of JuS brainstorm how we can implement the session in the already existing TdO curriculum
- Developing a workshop with the topic democracy and human rights → Compass
- Testing it with the other trainers → prepare an UpDate for all the trainers
- Test it with school classes

Plan 2:

- Stay in contact with the schools that are already intending the democracy workshops
- Offer them the opportunity to do role play games with the topic democracy
- Offer them the opportunity to do a follow up workshop

**STEP 9: Monitoring and evaluation plan**

- How will you gather information that will show your progress?
- What will be the timing of your evaluation?
- What will be your indicators of success or failure? What will make you decide to re-launch your campaign or conclude it?

Testing phase with the other trainers

Evaluation of the workshop with the other trainers

Preparing an UpDate for everyone

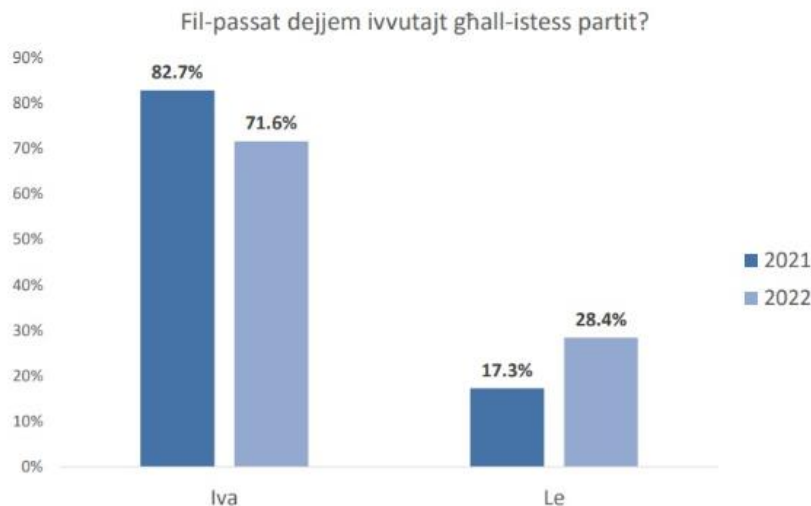


## Your vote, your voice!

**Group members: Anthea, Alysia, Leuciagh**

<b>STEP 0: Title of your campaign</b>
Your vote your voice!
<b>STEP 1: Analysis of situation</b>
<ul style="list-style-type: none"> <li>• What would you do to gather necessary information that you do not have yet?</li> <li>• Who could you approach for information?</li> </ul>
<ol style="list-style-type: none"> <li>1. Statistics and recent and updated surveys.</li> <li>2. National statistics office, online resources and statisticians.</li> </ol>
<b>STEP 2: Your issue</b>
<ul style="list-style-type: none"> <li>• Use the analysis of the situation you made by the group ('carpet exercise')</li> <li>• Describe the problem as clearly as possible (with numbers / evidence if you can find!)</li> </ul> <p>To reach the school</p>
<p>Partisanship is blind voting where people vote for a particular party without actually knowing what the party stands for. This issue brings the nation into a status-quo situation, where bringing about change is close to impossible. The ground roots for this issue lies in the fact that many Maltese vote blindly according to the party which their family supports. This extends to the extreme serious arguments regarding politics arise amongst family and friends. This is the prime result of lack of education found within the nation on politics. The two main political parties can remain complacent as the have the assurance that they will always have some form of support regardless if what they do. Hence it is near impossible for smaller parties to be elected.</p> <p><b>only 32.8% of people said they reach an opinion on different themes based on the opinion of the political party they support.</b></p> <p>Those with a high level of education are the ones who least base their opinions on different themes according to the opinion of the political party they support (21.6%).</p> <p><b>Over 40% of those living in the West of Malta reach an opinion on various themes according to the opinion of the political party they believe in (40.4%).</b></p> <p>The survey found that in the past, many of the Maltese always voted for the same party (71.6%). 28.4% of the people sometimes voted for a different political party in the past.</p>

## Sezzjoni 7.3 – Il-preferenza tal-vot



People with a high level of education are the ones who sometimes vote for a different party. 40% of these said they sometimes voted for a different party.

The higher the tax on income, the greater the chance of a person having voted for a different party in the past. Less than half of the Maltese will not consider voting for another party (45.3%).

Just over 30% of people will consider voting for a different party in the future (32.0%). 22.7% said they do not know.

Youths in the 25 to 35 age bracket are the ones who will mostly consider voting for a different party in the future (49.2%).

Those living in the North of Malta are mainly the ones who will consider voting for a different party in the future.

The survey also found that 80% of the Maltese identified themselves with a political party in line with their ideas. Whilst 20% said they base their ideas according to the party with whom they identify. This means a drop of 10% when compared to last year.

### STEP 3: Goals and objectives

- What change do you want to make?
- Make sure your goal is realistic!

- Educate society, encourage critical thinking, ask for people’s opinions
- Incorporating such teachings from a young age in schools nation wide
- Social media campaigns
- Bring awareness on the dangers of uneducated voting
- Organise events

### STEP 4: Policies and power

- What are existing policies (in the country / region / organisation...) that relate with your campaign?
- What policies are missing?
- Who can change them / influence them / introduce the missing ones?

Malta adopts the single transferable vote system which enables citizens to vote for candidates from different parties in the same voting ballot. This system gives citizens the freedom to think critically when voting.

Missing policies - including compulsory education in schools on politics from a young age to eliminate uneducated voting.

NGOs, Educators, legislators, Advocates.

**STEP 5: Targets and influentials**

- This is your stakeholder map - write down responses to the four questions about your action (who can benefit?/ who can help?/ who can put in danger?/ who can help you communicate?)
- Do not forget about those who might not be your friends!
- Decide who of them has POWER / LEGITIMACY / INTEREST
- Decide how will you work with them:
  - What do you want from each stakeholder?
  - What does each stakeholder want?
  - What are my ways and arguments to convince them?

who can benefit? Maltese society as a whole.

who can help? Society itself by educating itself, people with influence such as NGOs, educators, advocates, minority parties and independent candidates.

who can put in danger? Politicians because they will be scared of losing support.

who can help you communicate? Neutral Party media, NGOs, educators, minority parties and independent candidates.

Minority parties and independent candidates have legitimacy and interest

The media has the power to influence.

- What do you want from each stakeholder? - support, promotion, financial support, transparency.
- What does each stakeholder want? An educated society, to bring change within the political scenario, promotion of NGOs.
- What are my ways and arguments to convince them? Showing them the statistical data and showing the dangers of a complacent society.

**STEP 6: Developing messages**

- Decide on the right language, depending on who do you target with your campaign (you should develop different messages for different stakeholders!)
- Prepare slogans, statements, letters, communicates...
- Make sure they are clear, interesting, persuasive and have a direct call to action.
- It is good to include some data (evidence) in your messages.
- Choose the tools and channels you will use to spread your messages
- This step normally also includes the work on good visual identity for your campaign.

1. Using simple language, clear and concise statements, catchy phrases.
2. Your vote, your voice / Don't inherit votes.
3. Tools - social media, NGO collaboration, illustrations.

**STEP 7: Added strength**

- Who / what organisations are working in this field already? Which networks can you use and how? How can you attract them?
- What actions / activities / events you can use to increase your visibility? How will you use them?

journalists and independent candidates. Social media networks such as Facebook, Instagram, X, TikTok and online groups. Vibrant posts and catchy phrases.

Sponsored social media posts, vox pops, debates amongst students, collaborations with student organisations. To promote the idea and bring awareness.

**STEP 8: Action plan**

- What steps will you take to get this campaign going?
- Who will be responsible for what?
- Set the timing for each step!
- What resources (money / people / time / material) will you need? How will you get them?

research, organization, communication, spread the word around and collaborations.  
 Workload will be shares amongst all interested parties.  
 Specific timing cannot be predetermined beforehand as it depends on time taken by collaborators to organise the campaign.  
 Money will be needed to set up the campaign so we will try to get sponsors from interested parties.  
 We need support and collaborations with interested parties.  
 Time - a lot of time is needed to effectively start up the campaign.  
 Mainly digital materials.

**STEP 9: Monitoring and evaluation plan**

- How will you gather information that will show your progress?
- What will be the timing of your evaluation?
- What will be your indicators of success or failure? What will make you decide to re-launch your campaign or conclude it?

1. Statistics and surveys.
2. Change will take a long time since the issue is complex. However, small steps every day lead to big changes overtime.
3. Even if a small group people educate themselves on elections There is a success for the campaign.
4. The campaign has to be released slowly and continuously over time since the issue is deep rooted in society and change will require a very long period of time.

## AghTI (Antidote To Incivility)

**Group members: Stephen**

<b>STEP 0: Title of your campaign</b>
AghTI (Antidote To Incivility)
<b>STEP 1: Analysis of situation</b>
<ul style="list-style-type: none"> <li>• What would you do to gather necessary information that you do not have yet?</li> <li>• Who could you approach for information?</li> </ul>
<p>Malta is influenced by various cultures through its influx of foreign workers. While the Maltese are by and large known for their friendliness and hospitality, there is a tendency that the Maltese lack respect towards certain ethnic groups, sometimes leading to discrimination, xenophobia, antisemitism and intolerance. This becomes more evident on the day-to-day basis at various places of work.</p>
<b>STEP 2: Your issue</b>
<ul style="list-style-type: none"> <li>• Use the analysis of the situation you made by the group ('carpet exercise')</li> <li>• Describe the problem as clearly as possible (with numbers / evidence if you can find!)</li> </ul> <p>To reach the school</p>
<p>Malta's human rights are being monitored by the European Commission against Racism and Intolerance (ECRI). Throughout its six monitoring reports, ECRI has highlighted the progress Malta has made and the good practices, which have been developed in several fields. However, one of the main issues highlighted in the June 2024 report involves the legal status of the National Commission for Promotion of Equality (NCPE), which is currently not compatible with the requirements of independence of equality bodies. As a result, this negatively impacts people's trust in the Commission and leads to any unsocial behaviour at various places of work remain unreported.</p>
<b>STEP 3: Goals and objectives</b>
<ul style="list-style-type: none"> <li>• What change do you want to make?</li> <li>• Make sure your goal is realistic!</li> </ul>
<p>To increase awareness of the negative effects experienced by certain ethnic groups due to incivility, social discrimination and intolerance at the place of work.</p>
<b>STEP 4: Policies and power</b>
<ul style="list-style-type: none"> <li>• What are existing policies (in the country / region / organisation...) that relate with your campaign?</li> <li>• What policies are missing?</li> <li>• Who can change them / influence them / introduce the missing ones?</li> </ul>
<p>Currently, NCPE works towards ensuring that the Maltese society is free from any form of discrimination based on:</p> <ul style="list-style-type: none"> <li>▪ sex/gender and family responsibilities, sexual orientation, age, religion or belief, racial or ethnic origin, and gender identity, gender expression or sex characteristics in employment; banks and financial institutions, as well as education;</li> <li>▪ racial / ethnic origin and gender in the provision of goods and services and their supply; and</li> <li>▪ freedom of movement for workers in the EU.</li> </ul>

As a result, the primary task of the NCPE is to monitor the implementation of:

- Cap 456 – Equality for Men and Women Act
- Legal Notice 85 of 2007 – Equal Treatment of Persons Order
- Legal Notice 181 of 2008 – Access to Goods and Services and their Supply (Equal Treatment) Regulations
- Legal Notice 316 of 2011 – Procedure for Investigations Regulations
- Legal Notice 173 of 2016 – Exercise of Rights Conferred on Workers (Freedom of Movement) Regulations

The following gaps were also identified by ECRI on a national level in the June 2024 report:

- The authorities should bring forward legislation establishing a fully independent and effective equality body in line with ECRI's General Policy Recommendation No. 2 on equality bodies to combat racism and intolerance at national level.
- When it comes to combating hate speech in the media and on the Internet, the authorities should take measures aimed at promoting equality and diversity, raising awareness of the adverse effects of hate speech, and preventing and combating misinformation and negative stereotyping, including by: i) increasing digital and media literacy, especially on social media, in particular for children and young people; ii) encouraging, with due regard for the independence of the media, diversity in mainstream media programming; iii) encouraging trainings on inclusive reporting and on preventing and combating hate speech for journalists, editors and online content moderators.
- The authorities should also ensure that all Internet service providers and social network operators swiftly and systematically remove hate speech from their systems and promptly forward evidence to the relevant law enforcement authorities.
- The authorities should also develop a new policy with a view to enabling persons who cannot be returned to their country of origin to stay legally in Malta, with priority treatment for those who have resided in Malta for lengthy periods of time. The authorities should i) further develop and intensify trainings for all law enforcement officials regarding the need to prevent and combat racism and intolerance in policing; ii) establish a framework for dialogue and co-operation between law enforcement officials and people with a migration background; iii) seek to recruit law enforcement officials with a migration background.

Policies can be changed/influenced either by:

- ECRI on a national level ever 5 years, whenever the human right study is carried out
- NCPE by enforcing its policies to be adopted in each place of work; it should also adopt a policy whereby each new employee would be required to sign that s/he will need to abide by such policies, otherwise face disciplinary action
- at organisational level to ensure that its workers are working in a safe and comfortable environment, free from unsocial behaviour and incivility; counselling and support should also be offered for free to all workers who feel some form of injustice taking place against them at the place of work.

### **STEP 5: Targets and influentials**

- This is your stakeholder map - write down responses to the four questions about your action (who can benefit?!/ who can help?!/ who can put in danger?!/ who can help you communicate?)
- Do not forget about those who might not be your friends!
- Decide who of them has POWER / LEGITIMACY / INTEREST
- Decide how will you work with them:
  - What do you want from each stakeholder?
  - What does each stakeholder want?
  - What are my ways and arguments to convince them?

Who can benefit?

- Workers within organisations who experience unsocial behaviour from their colleagues, leading them to become victims of discrimination, xenophobia, antisemitism and intolerance

Who can help?

- ECRI through identification of issues related to incivility in Malta
- NCPE through implementation and monitoring of policies on a national level
- Human resources of different organisations to join the campaign and acquire Equality mark
- NGOs which have the human rights at heart and are equipped to challenge society to stop discriminating and treating ethnic groups badly
- General public through social media

Who can put in danger?

- Workers within organisations who experience unsocial behaviour from their colleagues, who end up getting more exposed with this campaign

**STEP 6: Developing messages**

- Decide on the right language, depending on who do you target with your campaign (you should develop different messages for different stakeholders!)
- Prepare slogans, statements, letters, communicates...
- Make sure they are clear, interesting, persuasive and have a direct call to action.
- It is good to include some data (evidence) in your messages.
- Choose the tools and channels you will use to spread your messages
- This step normally also includes the work on good visual identity for your campaign.

- English would be the preferred language so as to catch a wider audience; however videos built as part of the marketing campaign could be subtitled in Maltese
- The main message within newspaper articles, online forum, social media sites and marketing material should highlight the negative effects experienced by certain ethnic groups due to incivility, social discrimination and intolerance at the place of work

**STEP 7: Added strength**

- Who / what organisations are working in this field already? Which networks can you use and how? How can you attract them?
- What actions / activities / events you can use to increase your visibility? How will you use them?

Who / what organisations are working in this field already? Which networks can you use and how? How can you attract them?

- Platform of Human Rights Organisations in Malta (PHROM) - Malta's first and only network/platform gathering all NGOs working on human rights issues
- Aditus Foundation - monitors, reports and acts on access to human rights in Malta
- European Network Anti Racism (ENAR Malta) - a network of NGOs and groups working in the field of anti-racism.
- The National Platform of Maltese Development NGOs (SKOP) - Malta's National Platform of Development NGOs, which provides a forum for consultation and co-operation between its membership and facilitates their individual and united advocacy on development issues, social justice, human rights and equality.

These organisations can be made aware of the gaps that exist in Maltese policies and social injustices and incivility that exist in certain workplaces.

What actions / activities / events you can use to increase your visibility? How will you use them?

- Social media
- Building of online forums, inviting the general public to participate and report any injustice
- Newspaper articles

The above mediums could help strengthen and unify the voices of the above NGOs to encourage people foster a level respect towards all ethnic groups and stop discrimination, xenophobia, antisemitism and intolerance.

**STEP 8: Action plan**

- What steps will you take to get this campaign going?
- Who will be responsible for what?
- Set the timing for each step!
- What resources (money / people / time / material) will you need? How will you get them?

What steps will you take to get this campaign going?

- Build and market a new Facebook page and invite friends to join the cause to increase incivility awareness
- Build and market an online forum and invite friends to join
- Build and market a GoFundMe campaign to improve marketing
- Build and carry out an online survey to identify the extent of the incivility issue
- Contact reporters and make them aware about the injustices taking place at work
- Write newspaper article, identify a newspaper which promotes democratic principles, human rights and has a higher chance of publishing injustices and forward the article to them

Who will be responsible for what?

- Campaign is currently managed by myself, however, can invite others who have the same human rights concerns at heart to join the cause

What resources (money / people / time / material) will you need? How will you get them?

- The campaign can start on a small scale with no money or material required. Time will be dedicated towards building new Facebook page and online forum, marketing of both social media sites, gaining people’s trust and increasing the client base, getting financial support through the GoFundMe campaign, setting and carrying out the survey and building a good rapportage with local newspapers.
- As awareness of such campaign increases and the momentum starts picking up, the general public may be invited to assist in the campaign, raise funds through donations and charity events and contribute towards this cause

**STEP 9: Monitoring and evaluation plan**

- How will you gather information that will show your progress?
- What will be the timing of your evaluation?
- What will be your indicators of success or failure? What will make you decide to re-launch your campaign or conclude it?

- Holding various surveys on a periodic basis and measuring the progress in terms of people’s perception and the reality of this issue
- Following up on newspapers articles and other fora discussing the topic of incivility towards ethic groups
- Reviewing the outcome of the ECRI report, issued every 5 years



## Sustainable Sicily: Small Actions for a Big Change

Group members: Francesca and Francesco

<b>STEP 0: Title of your campaign</b>
"Sicilia Sostenibile: Piccole Azioni per un Grande Cambiamento" "Sustainable Sicily: Small Actions for a Big Change"
<b>STEP 1: Analysis of situation</b>
<ul style="list-style-type: none"> <li>• What would you do to gather necessary information that you do not have yet?</li> <li>• Who could you approach for information?</li> </ul>
<p>To gather the missing information, it was considered appropriate to consult scientific reports published by the Intergovernmental Panel on Climate Change (IPCC) and the European Environment Agency to obtain global and regional data on how climate change is specifically impacting the Mediterranean and Sicily, as well as local public universities such as the University of Catania and Palermo. Additionally, more recent meteorological data was analysed to examine trends in temperature and precipitation, provided by the Sicilian Regional Meteorological Service. Finally, interviews with experts specializing in climate change in Sicily were conducted to obtain an accurate and up-to-date view of specific local issues, such as desertification, the reduction of water resources, and the increased frequency of extreme weather events.</p> <p>Climate change affects everyone indiscriminately, however the impact can be more important particularly for children who are vulnerable. These effects primarily impact health; with the decrease in water resources due to drought, access to drinking water and sanitation can be affected, increasing the risk of infectious diseases; agriculture, by reducing food availability and increasing food prices; and education.</p>
<b>STEP 2: Your issue</b>
<ul style="list-style-type: none"> <li>• Use the analysis of the situation you made by the group ('carpet exercise')</li> <li>• Describe the problem as clearly as possible (with numbers / evidence if you can find!)</li> </ul> <p>To reach the school</p>
Specifically, our issue uses a Sicilian city as an example: Palermo. Over the years, during both summer and non-summer periods, some areas have experienced water shortages, causing health problems and inconveniences for much of the population, especially children, such as in schools and community centres.
<b>STEP 3: Goals and objectives</b>
<ul style="list-style-type: none"> <li>• What change do you want to make?</li> <li>• Make sure your goal is realistic!</li> </ul>
<p><b>Objective:</b> to raise awareness starting with the youngest by initiating a collaborative effort with schools through educational courses, as well as practical workshops where participants can learn about recycling, reducing resource waste, and discovering renewable energy sources. Involve families in community activities such as environmental cleanup days, tree planting, or the creation of urban gardens.</p> <p>Create communication campaigns through social media, local events, and informative spots to reach a broader and more diverse audience.</p> <p>Organise webinars or conferences with experts in climate change, sustainable agriculture, or energy</p>

conservation.

This would help foster environmental awareness and understanding of climate change from an early age.

**STEP 4: Policies and power**

- What are existing policies (in the country / region / organisation...) that relate with your campaign?
- What policies are missing?
- Who can change them / influence them / introduce the missing ones?

Sicily has adopted regional plans for reducing CO<sub>2</sub> emissions and promoting renewable energy, in line with national and European objectives, as well as regulations for the sustainable management of water resources.

Some schools participate in environmental education projects promoted by associations and institutions.

What might be lacking is a broader and more widespread implementation of educational programs on climate change and sustainability in schools; new specific policies may be needed to address issues such as desertification.

Finally, policies to support vulnerable communities could also be necessary.

The Sicilian Regional Assembly (ARS) can pass new laws or improve existing policies; local municipalities can introduce regulations to encourage sustainability and adapt to climate change at the local level.

At the national level, the Italian government can influence and guide the implementation of regional environmental policies.

**STEP 5: Targets and influentials**

- This is your stakeholder map - write down responses to the four questions about your action (who can benefit?/ who can help?/ who can put in danger?/ who can help you communicate?)
- Do not forget about those who might not be your friends!
- Decide who of them has POWER / LEGITIMACY / INTEREST
- Decide how will you work with them:
  - What do you want from each stakeholder?
  - What does each stakeholder want?
  - What are my ways and arguments to convince them?

The beneficiaries of the initiatives could be students, children, and families who would receive education and develop greater environmental awareness; schools would improve their educational programs, while local communities could receive more funding from national entities and thus benefit in the long term.

This initiative could assist actors such as educational institutions and local associations, municipal and regional administrations, as well as environmental organizations and NGOs. However, there might be some actors who are not in favour, such as companies operating in "non-sustainable" sectors, who may see their interests hindered, or individuals who could oppose it for economic or political reasons. This initiative could be promoted through social media, local media, school initiatives, and associations that would spread the message to raise public awareness.

Practically, we could create presentations, campaigns, and meetings, and gather feedback to adapt strategies according to the responses and interests of each group. This way, engagement could be maximized.

**STEP 6: Developing messages**

- Decide on the right language, depending on who do you target with your campaign (you should develop different messages for different stakeholders!)
- Prepare slogans, statements, letters, communicates...
- Make sure they are clear, interesting, persuasive and have a direct call to action.
- It is good to include some data (evidence) in your messages.
- Choose the tools and channels you will use to spread your messages
- This step normally also includes the work on good visual identity for your campaign.

SLOGAN:

"Il futuro è nelle nostre mani: agiamo oggi per salvare il domani!"

"The future is in our hands: act today to save tomorrow!"



“THE FUTURE IS IN OUR HANDS:  
ACT TODAY TO SAVE  
TOMORROW!”

**STEP 7: Added strength**

- Who / what organisations are working in this field already? Which networks can you use and how? How can you attract them?
- What actions / activities / events you can use to increase your visibility? How will you use them?

The organizations and networks already present in the Sicilian territory include environmental NGOs such as Sicilia Verde, Legambiente, and WWF Italy, specifically a local association: Palermo Green Network. Additionally, there are educational institutions such as the University of Catania and the University of Palermo.

The actions planned to attract them include collaborations and educational workshops, public events that would also involve the local population, and participation in local and regional environmental conferences.

To gain greater visibility, workshops and seminars could be organized to host educational events in schools and communities; environmental cleanup days could also be organized and promoted. Furthermore, to keep the hype high, social media campaigns could be useful: using engaging posts,

infographics, and videos to spread the message.

**STEP 8: Action plan**

- What steps will you take to get this campaign going?
- Who will be responsible for what?
- Set the timing for each step!
- What resources (money / people / time / material) will you need? How will you get them?

To launch the campaign, we need:

1. Research and planning (1 month): gather information, define objectives, and finalize the strategy.
2. Partnership formation (2 months): reach out to organizations and institutions for collaboration.
3. Campaign development (2 months): create educational materials, social media content, and event plans.
4. Launch (1 month): start social media campaigns, conduct workshops, and host initial events.
5. Ongoing activities (6 months): continue educational programs, community events, and media outreach.

All these steps will be supervised by competent individuals such as:

- Project Manager: oversee the development and execution of the campaign.
- Content Creators: develop educational and promotional materials.
- Outreach Coordinators: establish partnerships and manage community events.
- Social Media Manager: handle online communication and engagement.

To develop this campaign, we will need:

- Money: funding for materials, events, and promotions.
- People: volunteers and staff for organizing and executing activities.
- Time: dedicated time for planning, execution, and evaluation.

**STEP 9: Monitoring and evaluation plan**

- How will you gather information that will show your progress?
- What will be the timing of your evaluation?
- What will be your indicators of success or failure? What will make you decide to re-launch your campaign or conclude it?

For gathering information, we thought that surveys could be effective (to collect feedback from participants and stakeholders), as well as monitoring participation and engagement at events, and tracking reach, engagement, and growth on social platforms.

As for evaluation timing, we considered basing it on two periods, one shorter and one longer:

- Monthly: review progress, adjust strategies as needed.
- Quarterly: conduct full evaluations and report on the effectiveness of the campaign.

We believe that key indicators of success include increased awareness, meaning higher levels of environmental knowledge among students and families; active participation in workshops, events, and on social media; and collaborations with local organizations and schools.

After these evaluations, deciding the next steps will depend on the results achieved. If engagement and awareness are below expectations, the strategy could be revised and the scope expanded. On the other hand, if objectives are met and there is a lasting impact, the campaign can conclude with a final report and a celebration of the results.

## Common Grass: How green is the grass on the other side?

Group members: Nina & Rosalie

<b>STEP 0: Title of your campaign</b>
Common Grass: How green is the grass on the other side?
<b>STEP 1: Analysis of situation</b>
<ul style="list-style-type: none"> <li>● What would you do to gather necessary information that you do not have yet?</li> <li>● Who could you approach for information?</li> </ul>
<ul style="list-style-type: none"> <li>● <b>Farmers side:</b> <ul style="list-style-type: none"> <li>○ Environmental legislation: BE law, EU law, Paris agreement, COMECE statements, demands of farmers</li> <li>○ Law on restrictions in using natural water reserves</li> <li>○ Tax on fuel</li> <li>○ Laws are changing too fast</li> </ul> </li> <li>● <b>Environmental policy side:</b> <ul style="list-style-type: none"> <li>○ People we know in Commission, EP, politicians in national parliament</li> <li>○ Explore the need for sustainable farming</li> <li>○ Finding various environmental groups</li> <li>○ Invite experts on environmental policy</li> </ul> </li> </ul>
<b>STEP 2: Your issue</b>
<ul style="list-style-type: none"> <li>● Use the analysis of the situation you made by the group ('carpet exercise')</li> <li>● Describe the problem as clearly as possible (with numbers / evidence if you can find!) To reach the school</li> </ul>
The society is polarised on the topic of environmental policies (farmers vs environmental law) → demonstrations, strikes and protests
<b>STEP 3: Goals and objectives</b>
<ul style="list-style-type: none"> <li>● What change do you want to make?</li> <li>● Make sure your goal is realistic!</li> </ul>
To give space to both parties to share their side of the story in order to create a connection between the people involved in the issue that was previously not there. We think that this can be an important step in diffusing the tension that has built up between the parties and, after the connection has been made, could lead to future cooperation.
<b>STEP 4: Policies and power</b>
<ul style="list-style-type: none"> <li>● What are existing policies (in the country / region / organisation...) that relate with your campaign?</li> <li>● What policies are missing?</li> <li>● Who can change them / influence them / introduce the missing ones?</li> </ul>
Our aim is fostering understanding. We think it is therefore not necessary to change policy to achieve our goal.

**STEP 5: Targets and influentials**

- This is your stakeholder map - write down responses to the four questions about your action (who can benefit?/ who can help?/ who can put in danger?/ who can help you communicate?)
- Do not forget about those who might not be your friends!
- Decide who of them has POWER / LEGITIMACY / INTEREST
- Decide how will you work with them:
  - What do you want from each stakeholder?
  - What does each stakeholder want?
  - What are my ways and arguments to convince them?

- We can go to various institutions (the KU Leuven being one of them) to ask to facilitate the gatherings. Since our aim is to create more understanding we hope they will see that it is very beneficial for them to be seen promoting our effort.
- We hope the farmers as well as the environmental advocates will get a more vivid image of the life and decision making process of the other and find a space in which they can meet, literally, but hopefully figuratively too.

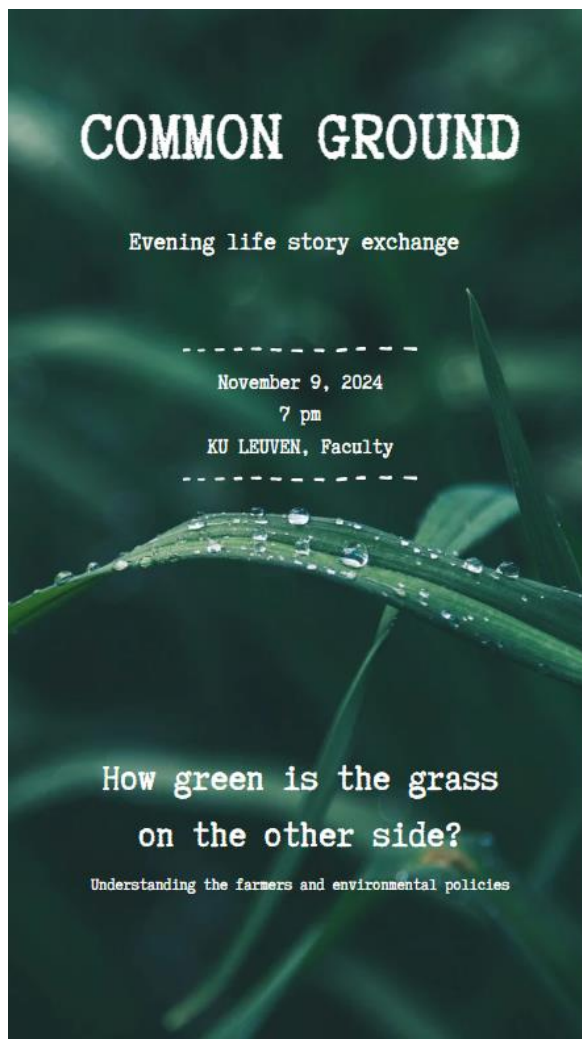
Our ultimate aim is to create a framework of understanding that can be a common ground on which possible future collaboration can be started.

**STEP 6: Developing messages**

- Decide on the right language, depending on who do you target with your campaign (you should develop different messages for different stakeholders!)
- Prepare slogans, statements, letters, communicates...
- Make sure they are clear, interesting, persuasive and have a direct call to action.
- It is good to include some data (evidence) in your messages.
- Choose the tools and channels you will use to spread your messages
- This step normally also includes the work on good visual identity for your campaign.

- **Decide on the right language, depending on who you target with your campaign (you should develop different messages for different stakeholders!)**
  - University students from rural areas, city areas, environment enthusiasts, farmers and people close to them
  - people who surround policy concerning environmental law: experts, ministers... They too would benefit from a more personal, visceral approach to the subject.
- **Prepare slogans, statements, letters, communicates...**
  - How green is the grass on the other side?
  - Life story exchange
  - On the other side
  - Listen to the other side
  - Common ground
- **It is good to include some data (evidence) in your messages.**
  - Farmers protests are more frequent
  - [Ideology & Polarization Dashboard - EU Political Barometer \(uc3m.es\)](https://uc3m.es)

- [https://www.forum-midem.de/wp-content/uploads/2023/08/TUD\\_MIDEM\\_Study\\_2023-I\\_Polarization\\_in\\_Europe\\_.pdf](https://www.forum-midem.de/wp-content/uploads/2023/08/TUD_MIDEM_Study_2023-I_Polarization_in_Europe_.pdf)
- <https://vlaamsvredesinstituut.eu/en/report/polarisation-and-conflict-a-non-violent-approach/>
- <https://www.pwclegal.be/en/news/nitrogen-in-flanders---will-the-dust-finally-settle-.html>
- **Choose the tools and channels you will use to spread your messages**
  - IG account, student societies, out personal contacts, potential partners = reach out to them via social media
- **This step normally also includes the work on good visual identity for your campaign.**



**STEP 7: Added strength**

- Who / what organisations are working in this field already? Which networks can you use and how? How can you attract them?
- What actions / activities / events you can use to increase your visibility? How will you use them?

**Inside polarization:** Inside Polarisation is building a 'body of knowledge'. We share insights. In doing



so, we infect each other.

**Wij-zij:** Us-Them is a network of heterogeneous partner organisations that work together to provide a sustainable response to toxic polarisation. With a multi-voiced approach, we develop strong support for professionals, policymakers and citizens on polarisation issues.

**Hannah Arendt Instituut:** The Hannah Arendt Institute is a young organisation in full growth. We provide training, conduct research, and make science accessible to policy, civil society and citizens, in order to improve living together in diversity.

**KU Leuven:** Institute of learning

**Huis van de mens Leuven:** Everywhere in Flanders and Brussels you will find a huisvande Mens in your neighbourhood. You can go there for liberal humanist ceremonies, conversations about life questions, meaning and self-determination, community-building activities and volunteering.

**STEP 8: Action plan**

- What steps will you take to get this campaign going?
- Who will be responsible for what?
- Set the timing for each step!
- What resources (money / people / time / material) will you need? How will you get them?

- **What steps will you take to get this campaign going?**

1. Put together all of the information we need and that could be useful = **the end of September**
2. Build an agenda of the first evening session
3. Reach out to potential partners and figure out ways how we could be helpful to each other = spreading the word, contributions, resources...
4. Invite guests and speakers, decide on the moderator
5. Find a suitable room/space/venue for the session
6. Plan the coffee break, food
7. Advertise the event: start a social media campaign, create Instagram/DISCORD community, distribute posters, invite people we know
8. Hold the event = **first half of November**
9. Write a press release afterwards, document the event on social media, schedule the next steps=next session
10. record the sessions (with permission of participants) with the possibility to make a podcast.

- **Who will be responsible for what?**
- **What resources (money / people / time / material) will you need? How will you get them?**

**People:** Nina and Rosalie, possible future volunteers after the first session

**Time:** Meet once a week to organise the session in 2 months, call when needed throughout the week

**Resources:** Our contribution to the food for the first session, little gifts for the speakers, later get sponsors or support of the university



**STEP 9: Monitoring and evaluation plan**

- How will you gather information that will show your progress?
- What will be the timing of your evaluation?
- What will be your indicators of success or failure? What will make you decide to re-launch your campaign or conclude it?

• **How will you gather information that will show your progress?**

- We will monitor social media account / whether the awareness grows
- The session attendance
- The feedback from participants after the session - whether the initiative was helpful = we could gather the inputs and opinions of participants before the session and then gather the information on how their opinion has changed

• **What will be the timing of your evaluation?**

- We can evaluate the progress after each session and then decide on what to improve, how to go further, what topics are more urgent, which stakeholders to approach

• **What will be your indicators of success or failure? What will make you decide to re-launch your campaign or conclude it?**

- If at least 20 people attend / we will know that there are people interested, and if their overall opinions become less black and white = more directed to the centre - this will be measured by the forms before sessions and after sessions
- If we see at least some improvement and some attendance, we will organize another session

Pitch: **Common Ground: How Green is the Grass on the Other Side?**

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**Nina:**

Imagine a world where environmental progress feels like a battleground rather than a shared journey.

Our campaign, Common Ground, addresses this issue of polarization in society, especially between farmers and environmental policies.

Right now, tensions are high, with protests and strikes erupting across Europe. Farmers are caught between strict environmental policies and their livelihoods. Meanwhile, environmental laws seem to change faster than they can adapt.

In the midst of this, our campaign, Common Ground, wants to build bridges. But not with sparking another debate full of misunderstandings, but rather listening to the stories of the other side.

**Rosalie: \*distributing the posters\***

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**Rosalie:**

Through this campaign, we aim to create realistic, collaborative change, not in specific policies, but rather by using this topic that is very relevant to both sides to bridge the gap. We'll gather vital information from stakeholders such as politicians in national parliaments, the European Commission, and farmers themselves, forming a clear picture of what's working and what's missing.

The main part of the campaign is to organize the **exchange of life stories** to share, listen and try to understand.

The evening will be organized in two parts, the first part will focus on the exchange of stories, each of the speakers sharing their personal one.

In the second part all the participants get a chance to comment on what they have heard. What are the shared priorities and values both sides recognize that can bring them together?

We will attempt to create a setting that feels informal and familiar, more like a living room than a conference hall. Refreshments will be offered to create a cozy and welcoming atmosphere to make people feel at ease to support openness in dialogue.

The session will try to understand in depth the position and ideas of the people with different opinions: their main motivations, values and goals.

We would like to organize this session in the first half of November in Leuven, aiming for at least 20 participants + speakers. We want to reach out to stakeholders who are dealing with similar topics to give us some kind of support or at least establish a relationship for future collaboration.

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**Nina:**

We aim to have this evening life story exchange only as the first step towards the series of exchanges on different topics. We discussed possible future topics as immigration, church and state relationship, economy or other highly polarizing buzzwords.

We want to accompany the session with social media presence and the movement that builds community around the method we will be using.

We would like to evaluate the progress after each session, monitor how the opinions of the audience and speakers evolved.

The main goal of this campaign is rather to cultivate people to come and listen and put their active effort to try to understand each other, not argue for or completely change their own opinion.

**Together:**

***Together, we can help to decrease polarization — because the grass can be greener on both sides.***

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Thank you to all participants for their work.