

How to be heard and make a change



Topics: Environmental advocacy, community engagement, campaign development

- Pedagogical objectives**
- Analyse environmental challenges
 - Promote teamwork and creativity
 - Enhance communication skills
 - Foster critical thinking



- Necessary material**
- Flipcharts or large sheets of paper
 - Markers and pens (various colours)
 - Sticky notes (optional, for quick ideas)
 - Timer or stopwatch (optional, for time management)
 - A whiteboard (optional, for facilitator use)



- Educational methods**
- Brainstorming, group discussion, teamwork, campaign planning, presentation, feedback



Age: 10+



Max. 20
participants



70 minutes

Activity description

1 Introduction, group division and topic explanation (5-10 minutes)

The facilitator briefly introduces the workshop, highlighting the importance of addressing local environmental challenges. Participants are divided into groups and assigned one of the following topics:

- Contaminated river in your village
- Lack of parks and green spaces in your city
- Unlawful deforestation
- Waste management issues

Each group decides whether to appoint one presenter or present collectively. Group numbers (1, 2, etc.) determine the order of presentations.

2 Problem brainstorming and impact analysis (10 minutes)

- Ask participants in each group to take 2 minutes to consider how the specific problem would personally affect them.
- Groups then analyse their assigned problem, identifying key stakeholders and community impacts.
- Ideas are brainstormed and written on flipcharts, focusing on the problem's root causes and potential solutions.

Tip: Use guiding questions to spark deeper brainstorming.

3 Campaign planning (15 minutes)

Each group designs an awareness campaign to tackle their issue, focusing on:

- **Tools and strategies:** Groups decide what tools they want to use, such as social media campaigns, e-petitions, community events, or posters, and must explain how they plan to use these tools effectively.
- **Key messages:** What will make people listen and engage with their campaign?
- **Realistic steps:** How they will implement their campaign and involve the community.

Groups outline their campaign clearly on the flipcharts and prepare for their presentation.

4 Group presentations and discussions (15-20 minutes)

The facilitator calls each group to present in order (Group 1, Group 2, etc.).

Each group presents its campaign plan, either through an appointed speaker or as a team.

Other groups listen carefully and participate by:

- Asking questions to clarify details.
- Challenging ideas to test their feasibility.
- Providing constructive feedback on strengths and areas for improvement.

A short discussion follows each presentation, focusing on how realistic and actionable the initiatives are.

Tip: Encourage constructive feedback and respectful discussion during presentations.

5 Reflection and collective discussion (5-10 minutes)

After all presentations, the facilitator leads a reflective discussion where participants collectively analyse the campaigns presented. This step encourages them to think critically about the practicality, impact, and creativity of the proposed solutions. Key points for discussion include:

- **Strengths and weaknesses:** What were the most effective elements of each campaign, and what could be improved?
- **Feasibility:** Are the proposed actions realistic given the tools and resources available?
- **Potential impact:** How well do the campaigns address the core issues and engage the community?
- **Insights from feedback:** What did participants learn from the questions and suggestions raised during the presentations?

The facilitator encourages participants to share what they found inspiring in other groups' ideas and how they might adapt these insights to their own projects.

6 Closing and key takeaways (5 minutes): The facilitator wraps up the workshop by:

- Summarising its key outcomes.
- Emphasising the importance of collaboration, creativity, and advocacy in addressing environmental challenges.

Participants form a circle, where each person briefly shares their main takeaways in 3-4 sentences, such as:

- An idea they found inspiring.
- A skill they developed.
- An insight they gained.
- This collective reflection fosters a sense of closure and shared learning.

The facilitator encourages participants to think about how they can apply these skills and strategies to real-life contexts, either within their communities or future projects.

The session concludes with a final expression of gratitude for everyone's active participation and contributions.

To go further

- ✚ **Online workshop:** Use Zoom (or similar platforms) with breakout rooms for group discussions. Participants can draft their campaigns using shared tools like Google Docs or Miro and present their ideas via screen sharing.
- ✚ **Simplified version:** Focus on one shared issue for all groups. Instead of detailed campaign planning, have participants brainstorm key messages and simple actions for quick community impact.
- ✚ **Participant-generated scenarios:** Allow participants to create their own scenarios based on real or imagined local issues. This fosters creativity and ensures the activity remains relevant to their experiences and contexts.
- ✚ **Extended workshop:** Divide the workshop into two sessions. In the first, participants research real-world campaign examples. In the second, they use their findings to design realistic and detailed campaign plans.
- ✚ **Visual storytelling:** Encourage groups to include visual elements like posters, infographics, or storyboards in their campaigns. This adds creativity while helping participants think about audience engagement.

Sources and additional resources

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Scenario 1: Contaminated River in a Village

In the small village of Kral, the main river that runs through the area has become severely polluted due to illegal dumping from nearby industrial plants. Residents have reported seeing dead fish along the riverbanks, and the local farmers are worried that the contaminated water is affecting their crops. Despite repeated complaints, local politicians claim they lack the resources to address the issue or enforce stricter regulations. Some believe they are turning a blind eye due to pressure from the factories. Your group is tasked with creating a campaign to raise awareness, pressure the authorities to act, and engage the community in cleaning up the river.



Scenario 2: Lack of Parks and Green Spaces in your Town

In the bustling town of Saint Rafael, rapid urban development has left little room for parks or green spaces. Residents have nowhere to relax, children have no safe areas to play, and the town's air quality is steadily worsening. Although the mayor has expressed support for green initiatives, budget constraints have stalled any meaningful progress. Some council members argue that building parks is a luxury the town cannot afford. Your group needs to design a campaign to demonstrate the urgency of this issue, gather public support, and convince local leaders to prioritize green spaces despite the challenges.



Scenario 3: Unlawful Deforestation

In the forested region of Las Angaras, illegal logging has become a rampant issue, with trees being cut down at an alarming rate. The logging has disrupted local wildlife, caused soil erosion, and made the community vulnerable to flooding during heavy rains. Local politicians claim they are overwhelmed with other priorities and lack the manpower to enforce anti-logging laws. Meanwhile, there are whispers that some officials may be benefiting from the logging profits. Your group's task is to create a campaign that exposes the issue, mobilises the community, and demands accountability and stricter enforcement from the authorities.



Scenario 4: Waste Management Problem

The town of Staro-Nowy Targ is struggling with an inefficient waste management system. Trash piles up on street corners, recycling bins are often left overflowing, and many residents have stopped separating their waste altogether. The town council acknowledges the problem but claims their waste disposal contracts are outdated and they lack the funds to improve the infrastructure. Public frustration is growing, but local leaders seem to be stuck in bureaucratic red tape. Your group must create a campaign to educate the community on proper waste disposal, advocate for updated policies, and pressure the authorities to take meaningful action.