



**TAKE
ACTION!**

a practical
guide for
YOUTH

**TO LEAD
CHANGE**

Credits:

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YOUTH VOICES

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Why youth activism, and why now?

THIS TOOLKIT AND NOTEBOOK HAS THE GOAL TO INSPIRE AND GUIDE YOUTH (AND EVERYBODY ELSE!) TO CREATE COLLECTIVE ACTIONS FOR CHANGE. IT'S UP TO YOU HOW TO USE IT: BE CREATIVE AND ADAPT IT TO YOUR NEEDS!

This toolkit was written in a context of the COVID-19 pandemic, systemic racism, rising economic inequalities, persisting gender injustice, lasting colonialism, intensifying climate change, instances around the world of violent extremism, shrinking civic space, fake news, and general uncertainty. **But amid these uncertain times there is still reason to be optimistic: youth across the globe are playing a crucial role in shaping society and leading systemic change.** Despite government restrictions and social distancing, we don't need to relinquish the streets:

there are still plenty of ways that we can make our voices heard and bring about systemic change. We've seen the power of youth in a pilot project of two years called "Amplify Youth Voices", which brought together more than 150 youth across Canada and Europe to plan collective actions in their own communities.

The toolkit is, first and foremost, a practical guide. You'll find information on different types of collective actions and real-life examples from youth groups across Canada and Europe and other organizations around the globe, who are leading change. You'll be equipped with useful templates and tools that can guide you through the collective action planning process. We've also included helpful tips, information, and resources on anti-oppression, gender, intersectionality and the creation of safe, accessible and inclusive spaces.

Throughout this notebook, you will find many QR codes and website links to additional material.

For example: check out this QR code and give

it a whirl! It will bring you to the official website of the Amplify project: <https://oxfam.qc.ca/amplify/>



Land acknow- ledgment

WE WOULD LIKE TO ACKNOWLEDGE THAT THE TEAM RESPONSIBLE FOR WRITING AND REVISING THIS NOTEBOOK IS LOCATED ON THE TRADITIONAL TERRITORY OF MANY NATIONS. WE ARE GRATEFUL TO HAVE THE OPPORTUNITY TO WORK AND MEET ON THESE TERRITORIES:

Tkaronto (also known as Toronto), is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, and it is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.¹

Tiohtià:ke (also known as Montréal), the traditional territory of the Kanien'kehà:ka, a place which has long served as a site

of meeting and exchange amongst many First Nations including the Kanien'kehà:ka of the Haudenosaunee Confederacy, Huron/Wendat, Abenaki, and Anishinaabeg².

We would like to encourage you to check out the website run by Native Land Digital, an Indigenous-led not-for-profit organization in Canada. The website maps indigenous territories, treaties and languages across the world. <https://native-land.ca/>



¹ City of Toronto, "Land Acknowledgement," City of Toronto, December 13, 2018, <https://www.toronto.ca/city-government/accessibility-human-rights/indigenous-affairs-office/land-acknowledgement/>.

² McGill University, "Land Acknowledgement," Cultural and Indigenous Research in Counselling Psychology (CIRC), accessed November 9, 2020, <https://www.mcgill.ca/circ/land-acknowledgement>.

Definitions

Amplifiers: youth participants from the Amplify project, primarily between the ages of 18-30 across Canada and Europe.

Advocacy: Using research, policy advice, lobbying and strategic engagement to change and influence decision-makers' policies, practices, attitudes and behaviours.

Decision-makers: people with the power and/or authority to approve or implement a change or solution (which is usually the focus of collective action). There are decision-makers in all sectors of society (private sector, public sector and civil society). Examples of decision-makers¹:

- **Private Sector:** Corporations or businesses, individual business leaders, financial institutions
- **Public Sector:** Government ministers, committee heads or members, regional assembly members, local government officials
- **Civil Society:** Community leaders, student or youth leaders, business or trade associations, civil society leaders

Gender equality means that all people enjoy the same status, rights and have equal

opportunities, regardless of their biological sex and gender identity².

Gender identity is all about how you as a person feel and identify, and your gender identity might very well be different from your biological sex and how other people might perceive you based on your physical characteristics. Your gender identity can also be fluid, change over time, and not match with societal 'male' and 'female' archetypes at all³.

Violent extremism refers to the conscious use of violence as a means to achieve specific social, political or economic goals⁴.

Climate change is the long-term shift in both regional and global climate patterns and the rise of global temperatures⁵.

Anti-oppression "is the strategies, theories, actions and practices that actively challenge systems of oppression on an ongoing basis in one's daily life and in social justice/change work. Anti-oppression work seeks to recognize the oppression that exists in our society and attempts to mitigate its effects and eventually equalize the power imbalance in our communities."⁶

As an **ally**, you speak up and take on a struggle as your own, while recognizing that the conversation is not about you. As an ally, you transfer the benefit of your privilege to those who lack it, and you amplify their voice before your own. As an ally, you're not expected to know everything and be perfect, but you should own your mistakes and always strive to become better and to educate yourself⁷.

"Collective action" occurs when more than one individual is required to contribute to an effort in order to achieve an outcome (Elinor Ostrom)."

Strategy versus **tactic**: a strategy is the overarching plan to achieve a specific goal, while tactics are the specific actions that help you to achieve this goal.

Campaign: an organized course of action to achieve a goal.

Systems of oppression are deeply embedded in our societies and discriminate against certain groups of people, while elevating the status of more powerful groups. Systems of oppression are, for example, discriminatory norms, structures or institutions. All the '-isms' are a form of oppression, such as racism, sexism or ableism⁸.

Systemic racism refers to institutionalized racism - racism that is embedded within the very structure of institutions and organizations, like in education, the judicial system, the political system etc.

Colonialism is the practice of gaining full or partial control over foreign land or a country, occupying it with settlers and exploiting the land and people, often for economic purposes.

Self care: the conscious act of taking care of one's health, well-being and happiness.

Group care (sometimes referred to as collective self-care): is an "intentional group space for people to care for one another through sharing and listening."⁹

BIPOC is an acronym that stands for Black, Indigenous and People of Colour. The term originated in the US and is most commonly used in North America to "highlight the unique relationship to whiteness that Indigenous and Black (African Americans) people have, which shapes the experiences of and relationship to white supremacy for all people of color."¹⁰

SMART is an acronym that stands for Specific, Measurable, Attainable, Realistic and Time-based, and it is meant to guide you in the process of developing strong objectives: SMART goals.

1 Shannon O'Connell, "Policy Development and Policy Advocacy: Course Materials," accessed November 13, 2020, https://www.ndi.org/sites/default/files/Policy%20Development%20and%20Advocacy%20Workbook_EN.pdf.

2 Global Affairs Canada, "Policy on Gender Equality," GAC, June 14, 2017, <https://www.international.gc.ca/world-monde/funding-financement/policy-politique.aspx?lang=eng>.

3 Sam Killermann, "Breaking through the Binary," 2015, <https://www.genderbread.org/wp-content/uploads/2017/02/Breaking-through-the-Binary-by-Sam-Killermann.pdf>.

4 GSDRC, "Violent Extremism," GSDRC, accessed November 13, 2020, <https://gsdrc.org/professional-dev/violent-extremism/>.

5 National Geographic Society, "Climate Change," National Geographic Society, March 28, 2019, <http://www.nationalgeographic.org/encyclopedia/climate-change/>.

6 Stacy Collins, "LibGuides: Anti-Oppression: Anti-Oppression," accessed November 13, 2020, <https://simmons.libguides.com/anti-oppression/welcome>.

7 Amélie Lamont, "The Guide to Allyship," accessed November 13, 2020, <https://guidetoallyship.com/>.

8 sfpirg, "Systems of Oppression," SFPIRG, accessed November 17, 2020, <https://sfpirg.ca/infocenter/systems-of-oppression/>.

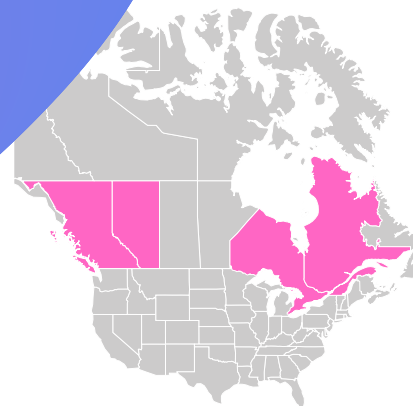
9 Kristina Nielander, "Self-Care and Group-Care," n.d., 6. Similar to self care, people look out for each others' health, happiness and wellbeing.

10 "The BIPOC Project," The BIPOC Project, accessed November 13, 2020, <https://www.thebipocproject.org>.

What is the Amplify project?

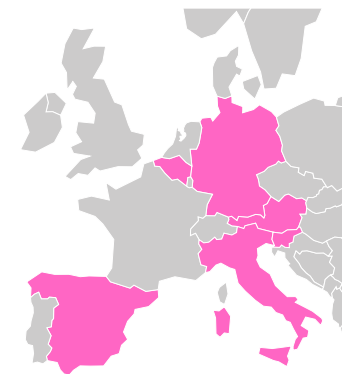
THE AMPLIFY PROJECT WAS A TWO-YEAR TRANSATLANTIC PROJECT (FROM 2019 - 2021) CO-FUNDED BY THE EUROPEAN UNION THAT SOUGHT TO AMPLIFY AND CONNECT YOUTH VOICES IN THE SEARCH FOR SUSTAINABLE SOLUTIONS TO GENDER INEQUALITY, CLIMATE CHANGE AND VIOLENT EXTREMISM

Over 150 youth (between 18-30) from 11 cities (and two regional digital spaces) across Canada and Europe were directly involved, as well as a number of youth organizations, networks and associations. Their goal? To build sustainable alliances and innovate for social change.



Canada

Vancouver, Edmonton, Toronto, Montréal, Ottawa, Québec
+A Quebec digital LAB reaching youth from Laval, Beauce, Levis, Lanaudière, Saguenay and Victoriaville

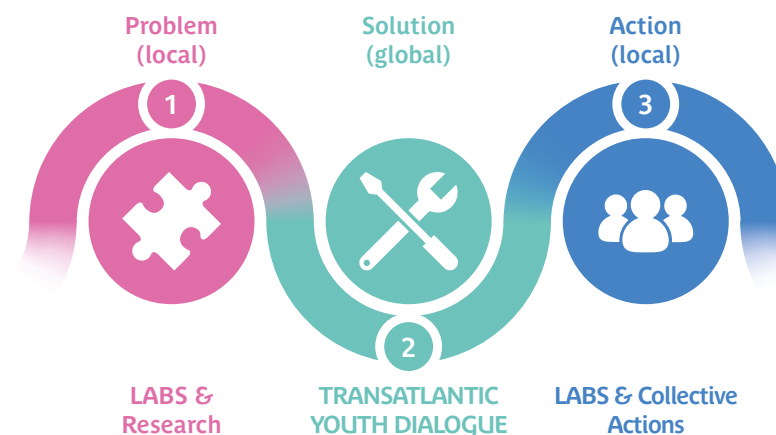


Europe

Rome, Florence, Barcelona, Vienna, Ljubljana, Brussels
+Brussels and Beyond (digital LAB)

Young people are rarely heard and often excluded, especially those with fewer opportunities. The Amplify project was born from this observation and wanted to give youth

the opportunity to join forces and to create collective actions for transformative change. The project followed a local-global-local approach, where the main activities included:



- Identifying the specific problem to tackle through participatory, experimental and learner-centred workshops or “LABs.” In these two-day digital and in-person LABs, youth were able to co-create learning, exchange, and alliance-building spaces across Canada and Europe. They developed research plans which they conducted in their communities.
- Youth then used their research findings to develop common solutions and policy

YOUNG PEOPLE ARE RARELY HEARD AND OFTEN EXCLUDED, ESPECIALLY THOSE WITH FEWER OPPORTUNITIES

proposals at the transatlantic youth dialogue, a 4-day summit that brought over 100 participants together in Montreal (November, 2019).

- With proposals for systemic change, youth were ready for collective action! The second phase of LABs therefore focused on collective action planning, organizing and implementation, where digital storytelling also played a crucial role. Many of these collective actions are featured in this notebook to serve as inspiration!

Impact in two years

People directly involved in LABs and the Transatlantic Youth Dialogue

Over **260**

People reached through youth-led research, media, speaking events and digital storytelling

Approx. **40,000**

Cities involved across Canada and Europe

more than **13**

Collective actions implemented

More than **20**

Transatlantic youth alliances created

Over **40**

People reached through youth-led collective actions

Over **6000**

Transatlantic youth Dialogue in Montreal

1

Local LABs implemented

26

What is a collective action?

"COLLECTIVE ACTION OCCURS WHEN MORE THAN ONE INDIVIDUAL IS REQUIRED TO CONTRIBUTE TO AN EFFORT IN ORDER TO ACHIEVE AN OUTCOME." (ELINOR OSTROM)

As ACORN community organizers often say, "There are two types of power: money power and people power." As such, collective actions can be an effective means of achieving systemic change.

Why should we organize collective actions?

Collective actions can be used to raise awareness, motivate supporters, influence attitudes and behaviours, sway fence-sitters, bring different groups together, hold decision-makers accountable, negotiate, share proposals and solutions for change, hear from different stakeholders, and achieve impact and visibility on certain issues, amongst others.

Collective actions come in all shapes and sizes

and they can happen in-person, online, or be a mix of both. Some specific examples of collective actions include rallies, petitions, flashmobs, flyering, and town halls – but the opportunities are endless.

A good collective action reaches decision-makers, involves lots of people, unites us, builds people-power, and develops

AS ACORN COMMUNITY ORGANIZERS OFTEN SAY, "THERE ARE TWO TYPES OF POWER: MONEY POWER AND PEOPLE POWER."

leadership – and it should be meaningful and fun! This toolkit features descriptions, tips and examples for the following types of collective actions:

- ◆ **Digital campaigns, actions and tactics** (e.g. online petitions and Instagram campaigns)
- ◆ **Events** (e.g. teach-ins, webinars, and thinkatons)

- ◆ **Art and creative storytelling** (e.g. zine, short films and podcasts)
- ◆ **Creation of tools and resources** (e.g. asset maps and toolkits)
- ◆ **Targeting politicians and decision-makers** (e.g. tweet-a-thons and open letters)

There are many overlaps between the different categories of actions you see above and these can be mixed and blended together as much as you like. There are of course plenty of additional examples of collective actions, but these were chosen because of their versatility and adaptability, many having occurred in a context of COVID-19 with government restrictions and social distancing.

Teamwork makes the dream work

SO YOU HAVE A GREAT GROUP OF PEOPLE WITH LOTS OF IDEAS, READY TO CHANGE THE WORLD? GREAT! IT'S TEMPTING TO START PLANNING RIGHT AWAY, BUT BEFORE YOU DIVE INTO ALL THE DETAILS OF YOUR WORK, TAKE A MOMENT AND FOCUS ON YOURSELF AND YOUR TEAM

A key ingredient of organizing a successful collective action is great teamwork.

You probably know how hard it can be to do group work with other people from school or your job, and when organizing your collective action you might also come across similar issues. Life gets busy, things happen.

These are some helpful tips shared by Amplifiers on what it takes to build a committed and engaged team that has lots of impact:

- ◆ **Before jumping into the details of organizing your collective action, take the time to have a conversation with your team.** Give everybody the space to share their story, vision and passion – you're allowed to dream big at this stage. What do you want to change? Why are you here? If you could organize any collective action, what would it be? Passion fuels commitment! We have included a 'Vision Board' template that can help you brainstorm what YOUR passion project would look like. You can find it right after this section.
- ◆ **Once you have a thorough idea of your own passion project, it's time to get to know each other in your group.** Any special talents or expertise that specific team members have? This knowledge sharing and exchanging can end up being a value-added to your action while also building up skills of individual team members.
- ◆ **Another helpful exercise (before jumping into collective action planning) can be to define common work principles for your team.** Active listening, rotation of leadership and roles, using inclusive and gender-neutral language...these could be examples of work principles that will guide your team in their approach to working together.
- ◆ **Have fun and be creative!** There is not one right type of collective action. Find something that you all enjoy doing.
- ◆ **Be clear on your how and why, but also on your capacity.** Your team needs to come to a clear understanding of why you're doing this work and how you will do it. You probably want to do many different things, but also be honest about your capacity. It's better to do one simple action that is fun instead of being overwhelmed with too much work. And keep it SMART.

TIP:

A COOL WAY OF DOING THIS IS BY COLLECTIVELY DEFINING YOUR "SANDBOX," OR THE GENERAL LIMITS WITHIN WHICH YOU ARE "PLAYING." THIS INCLUDES FACTORS SUCH AS TIME, HUMAN AND FINANCIAL RESOURCES, REACH, TEAM MEMBERS' CAPACITY, AND POTENTIAL INTERNAL OR EXTERNAL BARRIERS AND HOW TO OVERCOME THESE IF THEY ARISE. WE INCLUDED A SANDBOX TEMPLATE FOLLOWING THIS SECTION!

- Make sure you properly define - and then value! - the different roles within your team. Avoid tokenism and ensure there is equitable and active participation of all team members.
- Will you meet once a week using Zoom? Use Google docs to brainstorm ideas? Collaborate and communicate via email, WhatsApp, Slack, Trello, Basecamp, or another online platform? Be clear on how you will be collaborating and communicating with each other!
- Set SMART goals and make sure you celebrate the achievement of these!
- Practice self and group care. Times can be tough and not everybody can always give 100%. Check-in with each other and support each other, finding a balance between working and building your team.
- For organizations who want to actively work with youth as partners and allies, make sure you recognize their time and work. This can be done through certificates of participation, reference letters, per diems and honorariums for work done.



"My submission is my vision of the "earth" itself. While earth is beautiful and radiant, there is also pollution and toxicity of nature that is slowly destroying the earth. The line that separates "clean" earth and "polluted" earth is one that can be moved depending on how we take care of the earth itself."

—Melanie Miranda (she/her)

Instagram: [@melllbee](https://www.instagram.com/melllbee)

VISION BOARD

1.

**Problem(s)
I would like
to address**

(BE AS GENERIC OR SPECIFIC AS YOU WANT)

2.

**What change
am I seeking?**



3.

**Possible ways
to create
this change**

What can I contribute

(STRENGTHS, SKILLS, EXPERIENCE...)

4.

**What type
of action
sounds fun?**

5.

*(FIND INSPIRATION
THROUGHOUT
THIS NOTEBOOK!)*

6.

**Who am I targeting?
Who do I know
who could help us?**

7.

**Who would
I like to work
with?**

GENERAL SANDBOX

OBJECTIVE/DELIVERABLE:

DESCRIPTION:

TIMEFRAME:

BUDGET:

HUMAN RESOURCES:

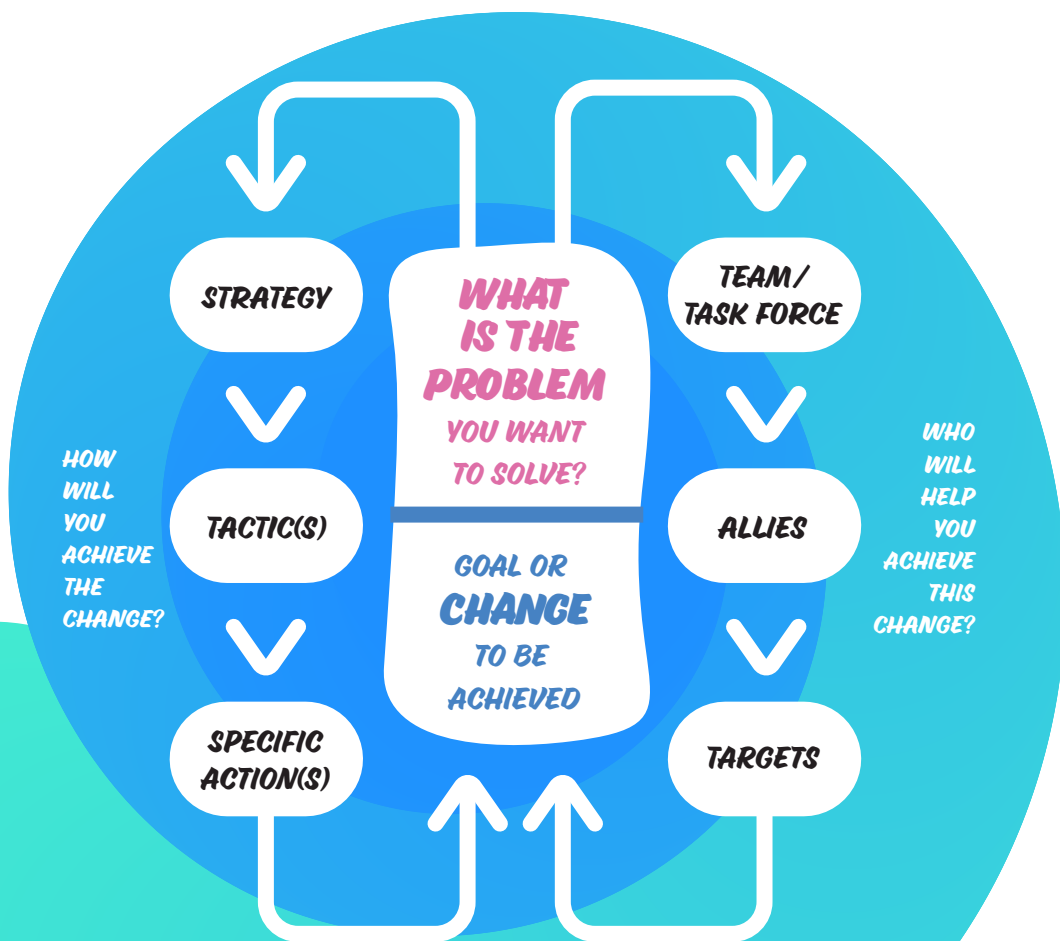
WHAT WE CAN DO:

WHAT WE CAN'T DO:

**POTENTIAL CHALLENGES, BARRIERS, OR RISKS WE MIGHT FACE
AND HOW TO OVERCOME THESE:**

THEORY OF CHANGE

A Theory of Change (TOC) is a methodology used to map out how your initiative for social change will take place. You first define the problem you are trying to solve as well as your long-term goals, and then you map backwards from there, identifying preconditions that are necessary to achieve before. Think of it like a roadmap to achieve your desired change!



What is the long-term change you see as your goal? stakeholders

What are the wider benefits of your work? Key assumptions

What is the short-term intended impact? Key assumptions

What steps are needed to create change? Key assumptions

How can you reach your target audience? Key assumptions

Who is your target audience? Key assumptions

What is the problem you are trying to solve? START HERE stakeholders

What does an inclusive collective action look like?

IN AN INCLUSIVE ENVIRONMENT, THE PERSPECTIVES, EXPERIENCES, ABILITIES AND ASPIRATIONS OF ALL PEOPLE ARE VALUED AND EMBRACED.

In an inclusive environment, the perspectives, experiences, abilities and aspirations of all people are valued and embraced.

An inclusive collective action will not only strive to represent those who are organizing it, but also everyone participating in the collective action.

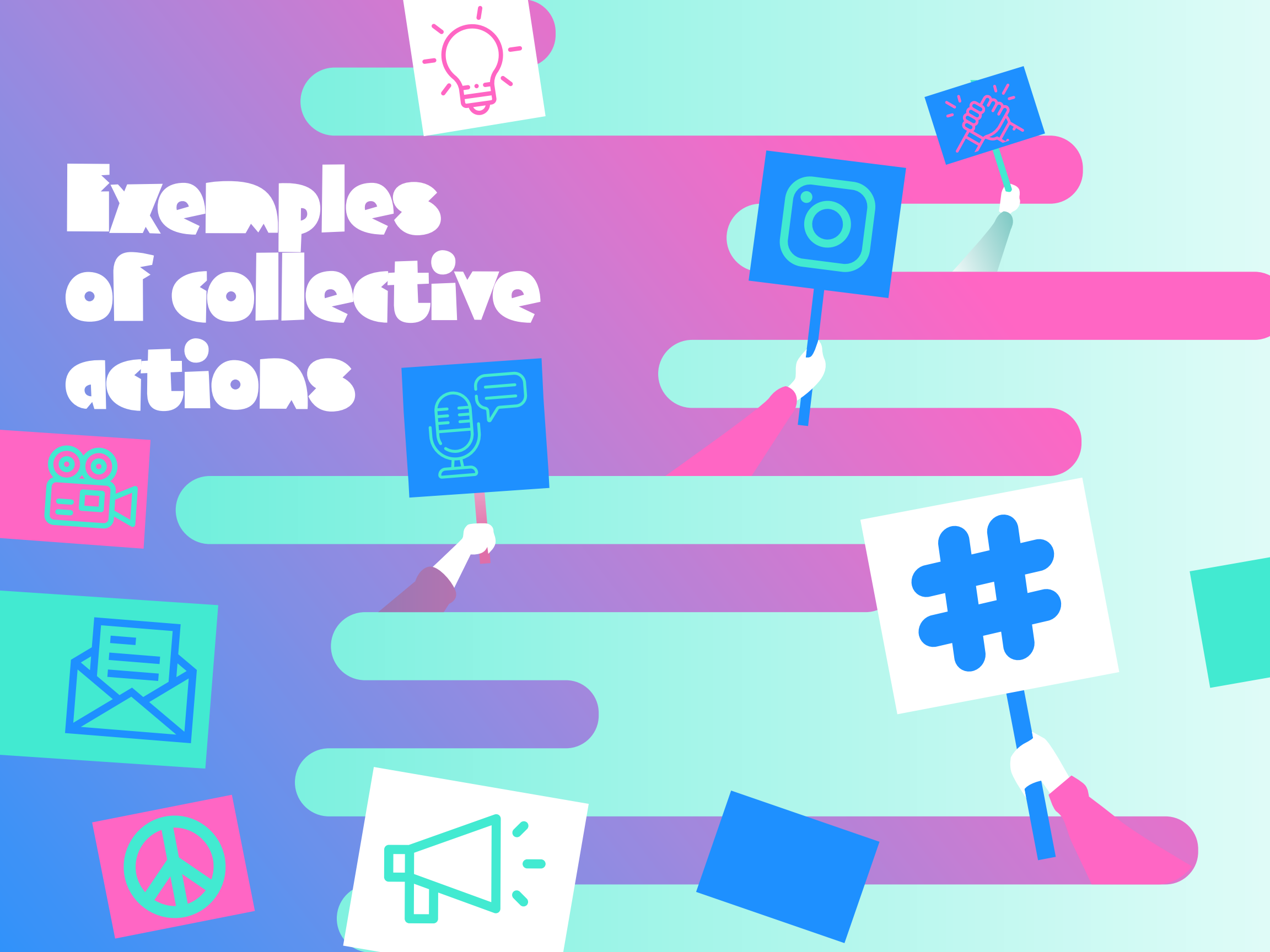
There is no one right way to do this, but inclusion should be a guiding principle that you have in mind at all stages of planning your collective action - from the time you

put together your team until you finish your action! We have included a number of tools and resources in this notebook that can guide and support you in this process, but we also recommend that you do more research on your own and consider the specific local context you are in.

FOR A GOOD PLACE TO START YOUR OWN RESEARCH, CHECK OUT THE ANNEX AT THE END OF THIS NOTEBOOK: WE PROVIDE YOU WITH RECOMMENDATIONS FOR RESOURCES TO TOPICS LIKE ANTI-OPPRESSIVE FACILITATION AND MEETINGS, GENDER EQUALITY, FEMINIST PRINCIPLES AS WELL AS GENDER NEUTRAL AND INCLUSIVE LANGUAGE.

We have also included some of our favourite books that talk about racism, white fragility, feminism and radical compassion, to name a few.

Examples of collective actions



Targeting politicians and other decision-makers

Examples: Petition, bird-dogging (description included in this chapter), sending an email to an elected official, tweet-a-thon, and open letter to the media

Purpose: Does the targeting of decision-makers and politicians sound intimidating or boring to you? It doesn't have to be, and it's very important in order to apply pressure,

raise awareness and to make our collective voices heard. By targeting politicians and decision-makers you actually reach out to the people who have the power to create change!

Relevant templates and tools:

- Stakeholder mapping
- Power analysis

TIP: REACH OUT TO THE MEDIA!

For more information, check out the “Working with the media” section from this Oxfam publication (pages 35-43)¹,



and you can find templates on how to approach editors here²



The pros and the challenges:

+

- You can target those with a lot of power
- You might be able to create actual change at the policy-level
- You can educate decision-makers on how a specific issue affects you and your community - don't assume that they know!

-

- You need to have a clear understanding of who you need to target to be effective (see templates: Stakeholder Mapping and Power Mapping)
- You need to have a clear (and achievable) demand or policy-ask
- It's not always easy to reach decision-makers and they might not listen to you

¹ http://www.ungei.org/beyond_access_media_guide.pdf

² <https://groups.oxfam.org.au/engaging-with-the-media/>

TIPS: HOW AND WHERE TO START?

YOU DON'T HAVE TO START WITH THE BIGGEST DECISION-MAKER BUT CAN WORK YOUR WAY UP, BUILDING MOMENTUM AND PEOPLE POWER ON YOUR WAY. Reach out to your local politician (such as a city councillor or the mayor of your town) – If you're living in their electoral district, they probably have to respond to you.

BE CORDIAL AND RESPECTFUL, FIRST SEEKING DIALOGUE AND NEGOTIATION SPACES. If this doesn't work, you can escalate to more confrontational or direct actions such as rallies, blockades, etc.

REACH OUT ON TWITTER! Many politicians are very active on Twitter – tweet a question at them or comment on one of their tweets. It's out in the public eye and journalists probably follow their Twitter accounts too, so it's hard for them to just ignore you.

THE MEDIA IS AN EFFECTIVE WAY TO GET THE ATTENTION OF DECISION-MAKERS – try talking to your local newspaper, radio or TV

AMPLIFIERS WITH THE QUEBEC DIGITAL LAB WROTE AN OPEN LETTER, DISCUSSING GENDER INEQUALITY AND SEXISM.

They also focused on the experience of pre-vailing struggles for women in positions of power, with the specific example of women in

"WE HAD LOTS OF RESULTS BECAUSE WE WERE BOLD!"

senior government positions in the National Assembly of Quebec. Amplifiers managed to get their open letter published in a major newspaper, simply by trying, being persistent



and taking a chance! They also sent the letter to each member of the National Assembly. The letter resonated with many women on a personal level, which allowed them to start a conversation with several politicians.¹

1 Fouzia Bazid and Rosalie Dumont, "Amplifier le pouvoir des jeunes femmes," La Presse+, October 20, 2020, https://m1.lapresse.ca/screens/b0ca85d9-9d4c-45dd-8e42-f7435a97d5c5__7C__0.html

2 Lydie Padilla and Greenpeace Canada, "A How-To Guide for Virtual Bird-Dogging," Greenpeace Canada, accessed November 12, 2020, <https://www.greenpeace.org/canada/en/story/36973/a-how-to-guide-for-virtual-bird-dogging/>

"We had lots of results because we were bold!" (Elsa Mondésir Villefort, Coordinator with Citoyenneté Jeunesse and the Amplify Québec Digital Lab)

A POWERFUL TACTIC USED BY MANY GRASSROOTS ACTIVISTS IS CALLED 'BIRD-DOGGING'.

It works by asking candidates and elected officials questions at public appearances to get their stand on an issue you care about and to get their responses on the record – you can raise their awareness around an issue they might not have considered before or even influence their opinion. And it can also generate media coverage! **You can also take this tactic online by starting small and getting more ambitious over time - Greenpeace has developed a 'How-To Guide for Virtual Bird-Dogging' that you can check out online!**²



**collective
Action**

TIPS:

- Comment on decision-makers' social media posts (be brave and be persistent!).
- Participate in virtual events and ask questions during the event.
- The more people you get involved, the more impact you can have. And remember to always keep a record of these engagements, such as screenshots of social media posts or by making a video.

Input for good questions, and what to avoid when Bird-Dogging:¹

+

-

- Focus on a particular issue
 - Be concise
 - Put the person on the spot
 - Inform listeners, including reporters
 - You can include anecdotes from your life
 - You can include local facts
 - Mention their own quotes and statements, and hold them accountable
- Don't ask yes/no questions
 - Don't be overly technical
 - Don't ask long questions

¹ AFSC, "Your Guide to Bird-Dogging," American Friends Service Committee, accessed November 12, 2020, <https://www.afsc.org/birddogging>.



"My digital painting depicts a future I dream of one of growth and greenery, health and care. The couple represents qhipoc completely comfortable and beautiful out and about feeling free to display public affection with 0 fear of judgement or harm. They hold each other tenderly and there is communication and understanding in their hold."

— Zi Bull (they/them)

Instagram: [@ziencefictionart](https://www.instagram.com/ziencefictionart)

Digital campaigns, actions & tactics

Examples: Online petition, hashtag campaign to create engagement on a specific issue, Instagram campaign etc.

Purpose: Digital campaigns are usually an organized series of online activities to achieve a specific goal, like advocating for a social justice issue. A digital campaign can seek to raise awareness, to increase engagement, to apply pressure on a specific target, or aim to educate. There are many ways you can run a campaign and it can have many different elements.

Relevant templates and tools:

- Template: communications plan
- Canva, a free graphic design platform

www.canva.com



Pros and challenges:

+

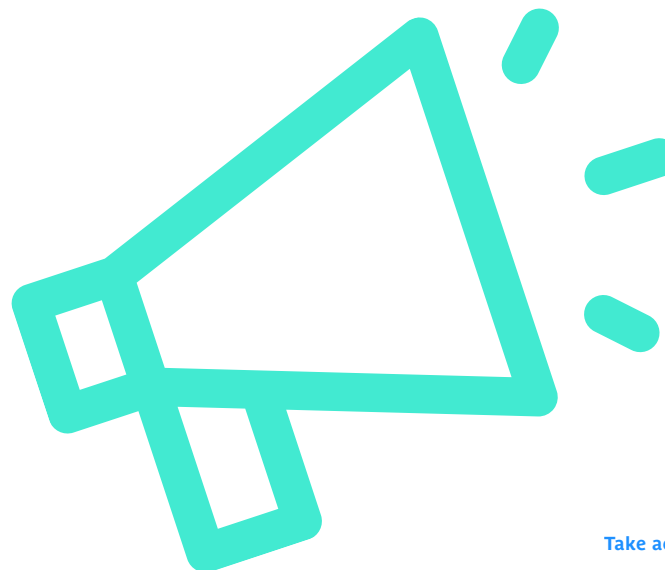
- Very affordable.
- You can reach many people at once.
- Effective way to create awareness around a specific issue.
- Buying ads on Instagram doesn't have to break the bank - you can buy ads for less than €10/\$10 and immediately increase your reach.

TIP: Some ads are more easy to set up on certain social media platforms than on other ones! Facebook let's you promote your content easily, but Instagram can be more complicated when it comes to social causes and activism.

-

- You have to stay on the ball and post regularly.
- Digital engagement can be tough – there is already so much going on. How can you compete to make sure YOUR voice is heard?
- It's not just about the content of your campaign, you need to create great visuals as well!
- It can be difficult to reach people outside of your network.
- Read up on the algorithms of each social media platform you want to use for your campaign: Algorithms are those pesky little things that decide who sees your post and which posts get the most exposure! Play within this frame, but don't limit yourself either.
- Tag influencers, allies and targets and make sure to use popular (yet campaign-specific) hashtags to reach more people.

kinds of graphics for your digital campaign (as well as for many other different kinds of actions!). Canva (www.canva.com) is a simple but powerful tool that allows you to create great designs for free. You can find many photos, graphics and symbols that are free to use, and they have templates for common social media post sizes, such as Instagram stories and posts, Facebook cover photos etc.



AMPLIFIERS IN ROME

observed how much waste was produced by single-use masks during COVID-19. They did research and discovered that single-use masks are typically burned, causing a lot of pollution. So they decided to start the Instagram campaign #RI-MASCHERINA, explaining how people can make their own reusable masks. They then invited people to share their own mask designs and ideas via an online competition. Amplifiers in Rome also collaborated with Amplifiers in Florence, who created a sustainable label on Instagram, @etichetta_trasparente. The two groups teamed up to host events to talk about activism and ethical fashion.

TIP:

It can help if your campaign has a specific theme that is also connected to and builds on the momentum of current events. Talking about climate change on international women's day (on March 8th), for example, might not get the visibility or coverage you're looking for. You might focus instead on showcasing the brave work of women environmental defenders! Greenpeace ran a similar international campaign like the Rome Amplifiers for making your own reusable masks, and it's been one of their most successful campaigns! This is a great example of how you can connect a bigger issue (sustainability and climate change) to a very current topic.



AMPLIFIERS IN BARCELONA

wanted to inspire people in Catalonia to travel locally instead of abroad. For that, they showcased pictures of international travel destinations side by side with pictures of locations in Catalonia that look similar.

The hashtag #QUEDATACAT means stay in Catalonia, and this picture shows a famous landmark in Norway on the left, and Priorat in Catalonia on the right.



AMPLIFIERS IN QUÉBEC CITY

created a campaign asking for improved public transit in their city. They also created Instagram videos where they shared their personal reasons for why they cared about the topic.



Instagram: @cit_jeunesse



Art and creative story-telling



"BECAUSE STORIES HELP PEOPLE UNDERSTAND THE POLITICAL NATURE OF THEIR OWN EXPERIENCE."¹

"STATISTICS AND LISTS OF FACTS CAN COMMUNICATE INFORMATION, BUT STORIES COMMUNICATE MEANING AND EMOTION, WHICH ARE WHAT MOTIVATE PEOPLE TO ACT."¹

¹ Working Narratives, "Why Stories?," Working Narratives (blog), November 30, 2015, <https://workingnarratives.org/article/why-stories/>.

Examples: Podcast, documentary, zine, poetry etc.

Purpose: Stories shape our understanding of the world, and they can help people recognize shared challenges and build community. A good story succeeds in engaging your target audience, but it can also help by creating empathy in people who normally wouldn't

care about a larger issue. Stories help us relate to people and issues on a more personal level, which is really important - especially in an increasingly polarized world.²

Relevant templates and tools:

- ◆ Theory: Framing
- ◆ Template: SMART Objectives

Pros and challenges:

+

- ◆ Creating a story is a fun and creative way to have a social impact
- ◆ Stories can make complex topics much more personal, relatable and understandable
- ◆ It's easier for us to remember stories than plain facts and figures

-

- ◆ Stories alone don't change the world and you have to be strategic about what you want to achieve and who your target audience is
- ◆ Telling a captivating story requires effort, which you shouldn't underestimate!

TIP: Framing matters! It's not just about what you say, but how you say it. The pronouns, metaphors and greater context you present have a huge impact. In Alberta (Canada) for example, the Communications Network did research on how addiction was framed and found that this had an impact on public perception of the issue. When connecting addiction to the idea that we all depend on each other to reach our full potential, support for addiction programs increased. But when trying to appeal to general emotions and empathy, the support for the same type of programs actually went down!³

² Working Narratives, "Strategy," Working Narratives (blog), November 30, 2015, <https://workingnarratives.org/article/strategy/>. AND Beautiful Rising, "Storytelling," accessed November 12, 2020, <https://beautifulrising.org/tool/storytelling>.

³ Nat Kendall-Taylor, "Framing Stories for Change," The Communications Network, accessed November 13, 2020, <https://www.com-network.org/insights/branding-stories-for-change/>.

AMPLIFIERS IN VIENNA

developed a children's bedtime story called 'Aipotu'. It tells the story of a little boy visiting another land where gender and pronouns are irrelevant. The story wants to show us how we, as a society, can get used to new norms. The Amplifiers shared the story on anchor.fm, a free platform to share audio files, and you can also listen to it on Spotify.



AMPLIFIERS IN EDMONTON

created a zine ('BIPOC Voices for Climate'), featuring poems, art and stories submitted by BIPOC artists, exploring the topic of climate change from their particular perspective. <https://www.bipocvoicesyeg.com/zine>



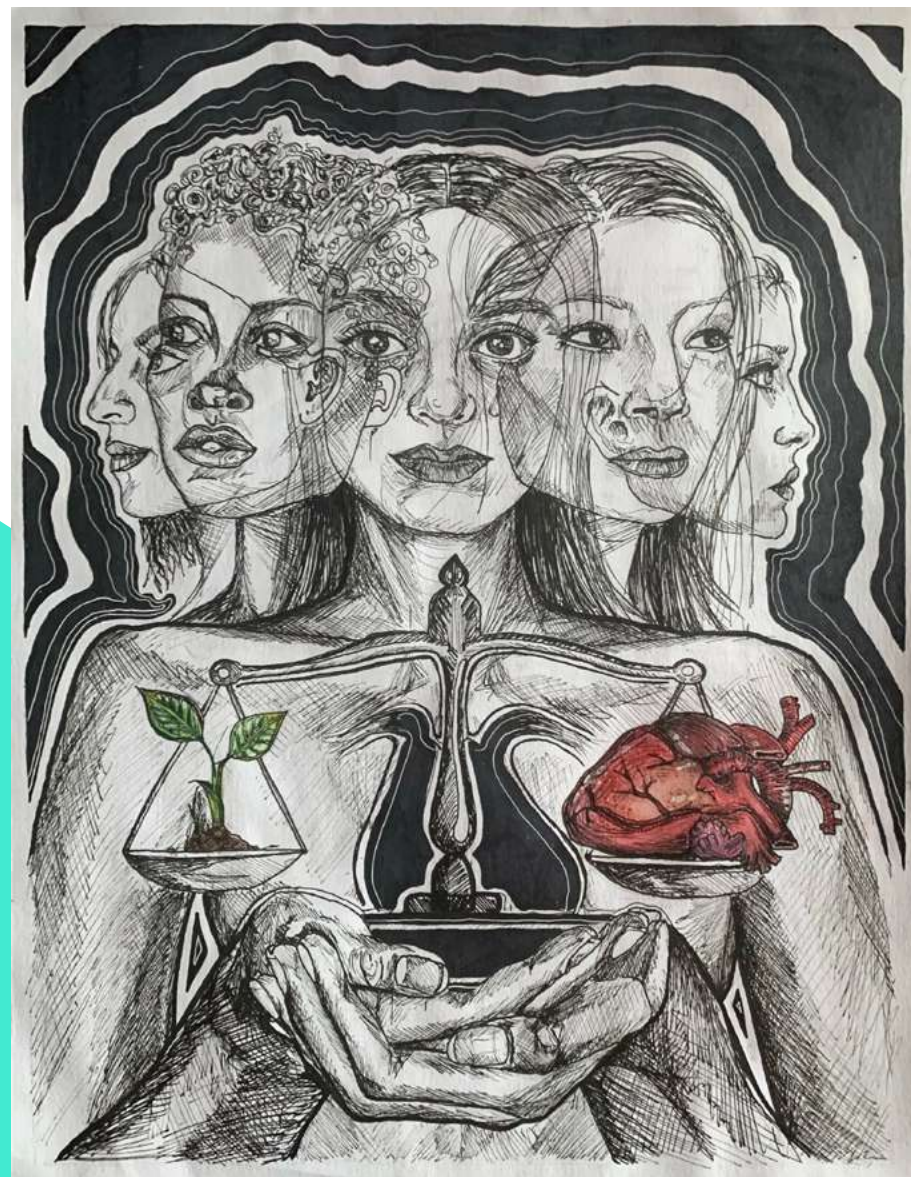
AMPLIFIERS IN TORONTO

made a short film, asking youth in downtown Toronto questions about climate change.



AMPLIFIERS WITH THE BRUSSELS AND BEYOND DIGITAL LAB

created a zine called WOMXN in Reflection, which centred on empowerment, healing and care. It includes reflections of womxn of colour on their interactions with institutions. The reflections submitted took the form of poems, lyrics, short stories and artworks.



"This piece entitled '**a just future**' depicts many ethnicities blended together to form one body, as in this future we are all united and equal, regardless of our differences."

— Rachel Karat (she/her)

Instagram: [@rachellkarat](https://www.instagram.com/rachellkarat)

Events – digital, in-person, blend

Examples: Protest, art event, teach-in, thinkaton, webinar, camp for kids etc.

Purpose: Bringing people together in the same space, both virtually and in-person, is a great way to mobilize people for a specific issue and to raise awareness. An event is a planned public or social occasion

and can take many different forms. Many events can, with some adjustment, be held both in-person and virtually.

Relevant templates and tools:

- Checklist for inclusive events
- Anti-oppressive facilitation

TIP: Many organizers actually recommend combining both digital and in-person actions and events, so ideally, think of ways that you can expand your action to include both virtual and in-person elements! For example, Amplifiers in Montreal organized an event series that included a webinar, followed by individual actions done by webinar participants: participants could choose to go to the botanical gardens, receive a zero-waste kit, or receive a gift card to go shopping in a locally and indigenous-owned business, all for free. Finally, the Amplifiers also hosted a guided in-person walk.

The pros and the challenges

In Person

- + There are fewer distractions.
- + A lot of non-verbal communication occurs when you're in person (body language, face expression, etc) which makes it easier for organizers or facilitators to gauge the audience.
- + Nothing replaces in-person activities and the bonds that these create. It's easier to build genuine connections in-person and there is more space for spontaneous chats between participants during breaks and informal moments.

Digital

- + It's cheap and requires less logistics
 - + Online spaces can be more accessible for some folks (there is an opportunity to connect with people you might not have considered before. Now, most people know how to use Zoom, ranging from children to elderly people!)
 - + It can be easier for people to engage and people might be more comfortable asking a question in a Zoom chat than speaking up during an in-person Q&A.
 - + It doesn't matter where participants live – they can be anywhere in the country or even in the world, but you're all together in the same virtual space.
-
- You need to find a physical space and you might have to pay for it.
 - Don't underestimate the logistics - you have to be there before and after the event, set up and clean up, and you might also have to organize food, snacks, childcare, transportation, etc.
 - People outside your city or community may not be able to attend.
-
- The flow of conversations is different online and you really have to think about how you can create a more engaging event (Tip: create breakout sessions to allow for smaller, more intimate conversations. Get folks to stretch, move, dance! Take breaks, etc.).
 - Zoom fatigue is real –people have been spending a lot of time online already.
 - Online spaces might be a barrier and present an access challenge to people who have different comfort and literacy levels with technology, who have access to slow or no internet, who don't always have access to a computer or smartphone, or who don't have a quiet environment: don't take these things for granted and be proactive in identifying these needs.

TIP: When organizing an “in-person” event, an easy way to encourage people to participate and feel comfortable asking their questions is by using Slido: www.sli.do



OXFAM-QUÉBEC CO-HOSTED, ALONG WITH THE CENTRE FOR SUSTAINABLE DEVELOPMENT IN MONTREAL, A WEBINAR ON MIGRANT JUSTICE.

Two of their panelists were located outside of Quebec: one in Burkina Faso and one in Colombia. Due to COVID-19, the event was

held online for everybody. Usually, Oxfam-Québec would host events like this in person for all local participants and speakers, and panelists located abroad would join via a screen, but now, everybody participated in the same virtual space.

Tip: When working with local youth, Oxfam in Nigeria listened to the feedback youth gave them in terms of accessibility to their online programs. One issue that was mentioned was the lack of a good internet connection and/or access to a computer. They started to provide youth with internet packages and they identified youth who had access to a laptop and teamed them up with youth who didn't, so that they could share resources.

SOME OTHER USEFUL IDEAS:

Create an Eventbrite page for the event – this helps you to reach people in your area that you're otherwise not connected with.

If you have identified a priority group of participants, you can also create different types of admission tickets on Eventbrite and give priority access to these groups.

Advertise your event on different platforms – not everybody is on each platform, and the wider you share it, the more people will see it. Build connections! Allies can share your event in their network.

If you host a digital event, create safe and brave spaces by clearly communicating if you will record the event or not, whether or not photos will be taken (and if folks don't want their photo or

information to be used) and by creating breakout sessions to allow for smaller and more intimate conversations.



TIP: What is a teach-in? A teach-in is an event that usually includes lectures, debates and discussion on complex social or political issues. They are usually intended to be participatory, practical and empowering. A teach-in is a great type of event to educate and engage people on an important issue or cause. Consider for example the origins of teach-ins: they first emerged in the 1960s in the U.S. as an important tool in the anti-Vietnam War protests to raise anti-war consciousness¹.

AMPLIFIERS IN OTTAWA

organized a teach-in on environmental racism, by and for BIPOC youth. The purpose of the event was to provide an opportunity for participants to explore the topic of environmental racism through a BIPOC lense.²

- 1 Association for the Tree of Life, "Teach-In Organizing - Association for the Tree of Life," accessed November 12, 2020, https://www.tree-of-life.works/organize_teach_in. AND Marshall Sahlins, "Teach-Ins Helped Galvanize Student Activism in the 1960s. They Can Do So Again Today," April 6, 2017, <https://www.thenation.com/article/archive/teach-ins-helped-galvanize-student-activism-in-the-1960s-they-can-do-so-again-today/>
- 2 <https://www.eventbrite.ca/e/environmental-racism-teach-in-tickets-122096677449#>
- 3 Goethe Institut Kanada, "Recommendations for an Inclusive Digital Future," accessed November 12, 2020, <https://www.goethe.de/ins/ca/en/kul/ges/ecy.html>.

THE GOETHE INSTITUT - ALONG WITH THEIR PARTNERS THINK YOUNG AND CARREFOUR JEUNESSE EMPLOI NOTRE DAME DE GRÂCE - HAS BEEN ORGANIZING WHAT THEY CALL "THINKATHONS" AS PART OF THEIR PROJECT 'OUR DIGITAL FUTURE - C'EST ICI.'

The Thinkathons bring together small groups of youth in-person over 24 hours to develop ideas and create policy proposals on topics like climate change, gender equality and education. Due to COVID-19, their Thinkathons had to go online (instead of in-person). Before and even during COVID-19, youth participants from all across Europe and Canada were able to team up to develop their own projects.³

TIP: What is a Thinkathon? Maybe you've heard the term hackathon before. A Thinkathon is very similar: it's essentially a thinking/brainstorming marathon. The goal is to find innovative and creative solutions to a specific problem or issue by bringing together many different people with a variety of backgrounds. People collaborate in small teams and develop their own pitch for a solution or policy proposal. Thinkathons usually occur over a very short time span (like 24 hours). At the end, all groups present their projects and a winner is selected!

OUR STORIES OUR FUTURES OUR VOICES

BELONGING

WE ARE NOT ALONE

CONNECTING WITH OTHER BIPOC is JOY

We need white institutions to fund our healing, hold space for our connection, & leadership

What extraordinary industries affect my everyday life

The environment is where we play basketball

Not just for people who hike & go camping

Healing Relationships means connecting roots & creation stories

Where I LIVE But neither do I feel like home

stand between 2 worlds

Who I am... a white artist

Creation stories

oral history

NOVA WEIPERT feature/guest storyteller

can be framed more broadly & ACCESSIBLE...

Recognize & hold space for BIPOC GRIEF

to be happy I had to let myself die

I was that little girl

She was ready to crash the car

Two spirit

toxic positivity

White professionalism

to be a 2spirit man

For 25 years

Little Rainbow girl drove our car & she is so strong but she won't happy

Creation stories

to be humble

to the failures that request our defeat

to be happy I had to let myself die

to be a 2spirit man

For 25 years

Creation stories

to be humble

to the failures that request our defeat

to be happy I had to let myself die

to be a 2spirit man

For 25 years

Creation stories

to be humble

to the failures that request our defeat

to be happy I had to let myself die

to be a 2spirit man

For 25 years

Creation stories

BIPOC YOUTH DIALOGUE
Black, Indigenous, People of Colour

what would your just, equitable & sustainable future look like?

The goal? For youth to share and reflect on how a joyful, equitable and sustainable future could look like. The event was part of a larger project that aimed to hold space for BIPOC youth. BIPOC-identifying youth had priority access to the event, meaning that they could register for the event before anybody else could. During the event, breakout sessions were held to allow for smaller conversations.

TIP: Use graphic recording! For the event "Our Stories, Our Futures, Our Voices," a graphic recorder captured the event in an art piece (see image on the next page). Graphic recording "is the real-time translation of conversations or presentations into pictures". It's a great way to capture the essence of conversations in a very visual way, which you can later share with participants and everybody else.

Art next page:
Created by Tiaré Jung, Instagram: @tiarejung

1 ACORN Canada, "Members Occupy the LTB Again! | ACORN Canada," August 4, 2020, <https://acorncanada.org/members-occupy-ltb-again>
2 ImageThink, "What Is Graphic Recording?," ImageThink, December 21, 2017, <https://www.imagethink.net/what-is-graphic-recording-a-quick-guide/>.

IN RESPONSE TO EVICTION ORDERS AND HEARINGS THAT CONTINUED DURING COVID-19, ACORN MEMBERS ACROSS ONTARIO OCCUPIED THE LOCAL LANDLORD AND TENANT BOARD IN THREE CITIES ON THE SAME DAY: HAMILTON, OTTAWA AND TORONTO.

Their demand? To extend the moratorium on evictions and rent forgiveness for tenants at

WHILE THEY HAD TO BE CAREFUL DUE TO COVID-19, THESE IN-PERSON ACTIONS STILL HAD MANY MEMBERS COME OUT TO PROTEST AND THEY RECEIVED A LOT OF MEDIA COVERAGE

risk of eviction (by repealing Ontario Bill 184 known as the "eviction bill" amongst tenants). While they had to be careful due to COVID-19, these in-person actions still had many members come out to protest and they received a lot of media coverage.¹

'OUR STORIES, OUR FUTURES, OUR VOICES' WAS AN ONLINE EVENT HOSTED BY AMPLIFIERS IN VANCOUVER.

Tool: Checklist for more inclusive events

WHAT DOES IT MEAN TO HOLD AN INCLUSIVE EVENT? YOU'RE STRIVING TO MAKE IT AS ACCESSIBLE AS POSSIBLE, GIVING CONSIDERATIONS TO A VARIETY OF FACTORS THAT COULD:

- ◆ Potentially prevent people from participating in your event at all.
- ◆ Make it harder for some participants to follow along with your event.
- ◆ Have a negative impact on the health and safety for some participants.
- ◆ Make the content of your event one-sided.

It's a good idea to think about factors such as physical ability, ethnicity, gender, education, race, language, religion, sexual orientation, age, income, geography...

The Canadian government provides a guide for inclusive event planning, including checklists and key considerations.

You can find the full guide here¹:



SOME KEY POINTS FROM THEIR GUIDE ARE LISTED HERE:

- ☐ Have you identified barriers to accessing and participating in your event, such as travel costs, child care, room accessibility, a religious holiday etc.?
- ☐ Have you ensured that the space and agenda responds to participant health needs (for example: health breaks, prayer or quiet space, a scent-free environment, food sensitivities, gender neutral bathrooms)?
- ☐ When hosting events online, have you considered the need for a good and stable internet connection?
- ☐ Who is your target audience? Do you have a secondary audience?
- ☐ What are the demographics of your target audience?
- ☐ Are you making assumptions about the uniformity of the participants?

¹ Status of Women Canada, Government of Canada, "Inclusive Event Planning," accessed November 12, 2020, <https://cfc-swc.gc.ca/gba-ac/inclusive-inclusif-en.html>.



Creation of tools & resources

Examples: Creating an asset map, developing a web page with all existing resources in one place, putting up flyers (that you've created) in public spaces, etc.

Purpose: The creation of tools and resources allows you to inform and empower specific groups

and communities. These are usually not "stand-alone" actions, but can be a powerful complement to what you are already doing. People also tend to get lost in information, so having everything in one place makes it easier to find. The key is to identify current gaps and to not create something that already exists!

The pros and the challenges:

+

- ◆ A great tool can continue to support people long after you've launched it
- ◆ You can continue to work on it and improve it
- ◆ You can build allies and a community
- ◆ You also help other initiatives and organizations to connect and get more visibility

-

- ◆ It can be time-intensive to develop a truly useful tool, and you probably have to do quite a bit of research to make sure you are actually responding to a need or demand
- ◆ Ideally, you should continue to update your tool after the initial launch, which isn't always possible due to capacity and time
- ◆ A tool on its own doesn't always have much impact or reach. So it's important to think about how you will promote and communicate this tool so that folks use it and it doesn't lay forgotten somewhere online or collect dust on a shelf. You can also think about how to connect your tool to other existing actions such as a teach-in or other event.

AMPLIFIERS IN EDMONTON CREATED AN ENVIRONMENTAL ASSET MAP, AN INTERACTIVE ONLINE MAP SHOWING RESOURCES, ORGANIZATIONS, AND LOCAL ACTIONS THAT CURRENTLY EXIST IN THE CITY OF EDMONTON RELATED TO THE PREVENTION, RESPONSE AND MANAGEMENT OF THE IMPACTS OF CLIMATE CHANGE.

Amplifiers paid particular attention to the way related assets in Edmonton. Afterwards, BIPOC groups are impacted by climate change, we organized each identified organization aiming to amplify the work of BIPOC youth. into its categorized asset.”¹

Their target audience were young people (18-30) looking to become more involved in tackling climate change.

“To build the asset map, we conducted

an environmental scan as well as a survey to identify the wide range of climate change It is a live tool that doesn't claim to be complete, but is constantly changing and expanding to include more assets.

“TO BUILD THE ASSET MAP, WE CONDUCTED AN ENVIRONMENTAL SCAN AS WELL AS A SURVEY TO IDENTIFY THE WIDE RANGE OF CLIMATE CHANGE RELATED ASSETS IN EDMONTON. AFTERWARDS, WE ORGANIZED EACH IDENTIFIED ORGANIZATION INTO ITS CATEGORIZED ASSET.”

Edmonton Environmental Asset Map

This asset map acts as an important resource for youth, aged 15-30, who are interested in becoming more involved in combating climate change. It can also be used by change makers to identify the ways in the City of Edmonton's existing strengths and resources could be built upon to better meet the needs of the people, particularly BIPOC and vulnerable groups (LGBTQ2S, homeless). The map is an index of various local actions, strengths, and resources (assets) that exist within the City of Edmonton, relating to preventing, responding, and/or managing the impacts of climate change.

Disclaimer: This map has been developed by a group of volunteers with AMPLIFY Edmonton who researched the web and their own networks to collect a list of all climate-change related organizations, initiatives, and resources in the City of Edmonton. It is intended to act as a live document and primarily a guide for those who are looking to be more involved in responding to climate change. We encourage people to reach out directly to these wonderful resources for more information in how one may be able to get involved.

See below for an entire list of assets featured on the map and a description of asset types.

Edmonton Reference Map
Edmonton



¹ <https://www.bipocvoicesyeg.com>

AMPLIFIERS IN LJUBLJANA DEVELOPED A GREEN POLICY FOR THEIR OWN ORGANIZATION, OUTLINING 10 KEY ACTION POINTS FOR HOW THEY AS AN ORGANIZATION ARE STRIVING TO ACT IN A MORE SUSTAINABLE WAY.

SOME EXAMPLES FROM THEIR GREEN POLICY:

- When possible, they pledge to travel to all events via public transportation.
- They strive to have meatless days during longer lasting events, such as summer camps for children.
- They take part in tree-planting initiatives.

OXFAM-QUÉBEC CREATED, IN COLLABORATION WITH YOUTH FROM THE "C'EST POUR ELLES AUSSI" PROJECT, A TOOLKIT FOR GENDER PARITY IN DECISION-MAKING SPACES.

It's a great example of collaboration between youth and an organization. Do you know of a great organization in your area? Maybe there is the opportunity to collaborate, reach out and hear how youth voices are represented! You can find the toolkit here (in French):



GREEN POLICY

Slovenia Falcon Youth Union's Green Policy was written as part of the transatlantic Amplify project. With this policy we commit to and endeavour to act in accordance with the guiding principles as written in this document for a better and healthier life on a lively and green planet. Climate change issues are issues that concern all of us. The effects of pollution can already be felt in our surroundings. They manifest as world hunger, a decreasing population, rapid extinction of species (resulting in loss of biodiversity), mass-production of single-use products, lack of clean drinkable water etc. In order to stop the spread of pollution individual actions no longer enough. We need change on a bigger scale. As a youth organization that strives to work in the interest of young people and children with young people, we want to protect individuals and society as a whole. We want to reach decision-makers in our country and with them in order to make and pass bills that will preserve and protect nature, biodiversity, ecosystems and more.

The biggest problem, we feel, is the current economic system - capitalism. Capitalism in its surroundings as it deems fit without any consideration to how these changes may affect our immediate and far future. We have detected a lack in laws meant to protect the environment, which eventually will lead to less and less right to a healthy environment for everyone regardless of their socio-economic status.

This document then aims to act as a guideline in how our organization and organizations and members act in order to protect the environment and consequently living on planet Earth.

Key points

Below we highlight the ten key elements that present the policies of our organization and members act in order to protect the environment and consequently living on planet Earth.

1. We strive for a carbon-free society

If possible we attend local events by means of transport with a low carbon footprint at all. We do so by attending events either on cases of longer distances by public transport (bus, train).

We arrive at national events via public transport if at all possible see proper public transport system. Sometimes when travelling via public or too time and money consuming, we travel with cars, which is more friendly with car-sharing.

We attend international events by transport that has the lowest carbon by train and when we must use air travel, we choose the airline friendly environments and policies.



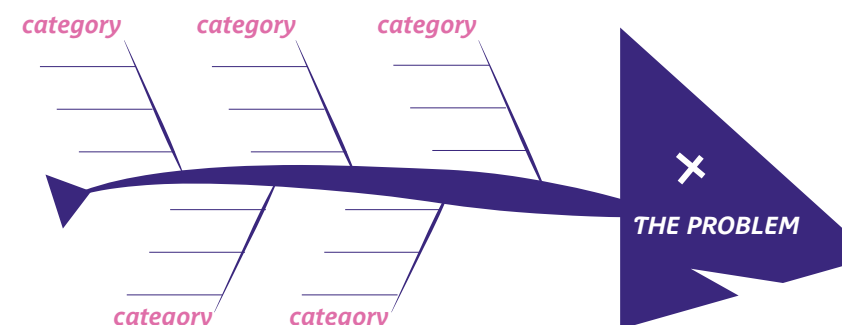
TEMPLATE: fishbone diagram and 5 whys

THE FISHBONE DIAGRAM IS A METHOD TO LOOK AT THE ROOT CAUSES OF A PROBLEM BY LOOKING AT HOW DIFFERENT FACTORS CONTRIBUTE TO ISSUES SUCH AS CLIMATE CHANGE AND GENDER INEQUALITY.

You can combine it with the ‘five whys’ technique to dig to the core of the issues.

Materials needed: pens and flipchart/whiteboard

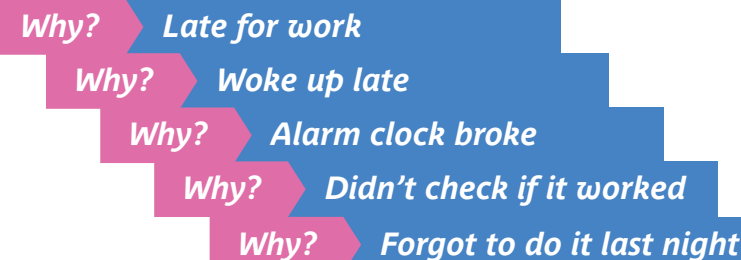
◆ **Step 1:** Agree on a problem statement, such as ‘there is not enough BIPOC youth representation in the climate justice movement’. Write that in ‘the problem’ section.



◆ **Step 2:** Identify large categories of causes of your problem. They could be aspects such as technology, environment, people, power, mindsets, knowledge etc. You can use the fishbone diagram to do this.

◆ **Step 3:** If you want to narrow things down, you could choose a general category (or specific element identified in that category) and ask yourself ‘why does this happen?’. Continue asking yourself ‘why?’ 5 times and noting your responses¹. For example:

Problem: Ran through a red light



¹ kanbanize, “5 Whys: The Ultimate Root Cause Analysis Tool,” Kanban Software for Agile Project Management, accessed November 26, 2020, <https://kanbanize.com/lean-management/improvement/5-whys-analysis-tool>

TEMPLATE: stakeholder mapping



GOAL: CREATE A LIST OF STAKEHOLDERS AND DECISION-MAKERS THAT ARE RELEVANT TO YOUR ACTION.

EXAMPLES OF DECISION-MAKERS:

PRIVATE SECTOR:

Corporations or businesses, individual business leaders, financial institutions.

PUBLIC SECTOR:

Government ministers, committee heads or members, regional assembly members, local government officials.

CIVIL SOCIETY:

Community leaders, student or youth leaders, business or trade associations, civil society leaders.

STAKEHOLDER MAPPING

NAME OF THE ACTOR			
DESCRIPTION OF ACTOR			
FOCUS OF ACTOR			
ALLY OR OPPONENT?			
LEVEL OF INFLUENCE			
RECOMMENDATION FOR INVOLVEMENT			
CONTACT INFO, WEBSITE AND LOCAL MEDIA LINKS			

TEMPLATE: power analysis

A POWER ANALYSIS CAN HELP YOU TO IDENTIFY YOUR KEY TARGETS, POTENTIAL ALLIES, BUT ALSO PEOPLE YOU MIGHT BE ABLE TO WIN OVER TO YOUR SIDE OR WHO COULD BLOCK YOUR PROGRESS.¹

¹ NEA EdJustice, "Power Mapping 101," NEA EdJustice, accessed November 12, 2020, <https://neaedjustice.org/power-mapping-101/>

POWER ANALYSIS

**HIGH POWER,
LOW INTEREST**
(KEEP INFORMED)

**HIGH POWER,
HIGH INTEREST**
(ENGAGE AND CHANGE BEHAVIOUR)

**LOW INTEREST,
LOW POWER**
(TAKE INTO ACCOUNT)

**HIGH INTEREST,
LOW POWER**
(MEET THEIR NEEDS)

TEMPLATE: SWOT analysis

A SWOT ANALYSIS CAN HELP YOU TO IDENTIFY THE STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS OF ANY GIVEN IDEA OR PLAN.

SWOT ANALYSIS

STRENGTHS

WEAKNESSES

SWOT ANALYSIS

OPPORTUNITIES

THREATS

TEMPLATE: SMART objectives

WHEN CREATING A STORY, YOU ALSO HAVE TO BE VERY STRATEGIC. RAISING AWARENESS ALONE IS A VALUABLE GOAL, BUT IT SHOULDN'T BE YOUR FINAL OBJECTIVE. WITH STORY CREATION AS WITH OTHER ELEMENTS OF YOUR COLLECTIVE ACTION PLANNING, IT MAKES SENSE - ONCE YOU'VE IDENTIFIED YOUR BIG GOAL - TO THINK ABOUT CREATING OBJECTIVES THAT ARE SMART:¹

¹ Nat Kendall-Taylor, "Framing Stories for Change," The Communications Network, accessed November 13, 2020, <https://www.com-network.org/insights/framing-stories-for-change/>.

SPECIFIC:

Be as specific as you can be. "Stopping climate change" is quite vague, while "increasing biking in my city" is much more specific.

MEASURABLE:

Ideally, you can set a specific target or number. For example: increase biking by 10% in your city. But remember, it's super important to make sure you have the means and capability of measuring! If the goal is to increase biking by 10%, how will this be measured and how will data be collected?

ATTAINABLE:

Be ambitious, but be realistic too, taking into consideration the nature of your problem. Having your whole city transition to biking as their sole means of transportation, for example, is not very realistic.

RELEVANT:

Your story should be closely tied to your overall action's objective. Timing and connecting to current events also helps.

TIME-BOUND:

This means setting a specific timeframe for your measurable goal. For example, increase biking by 10% in my city within a year.



S
SPECIFIC



M
MEASURABLE



A
ATTAINABLE

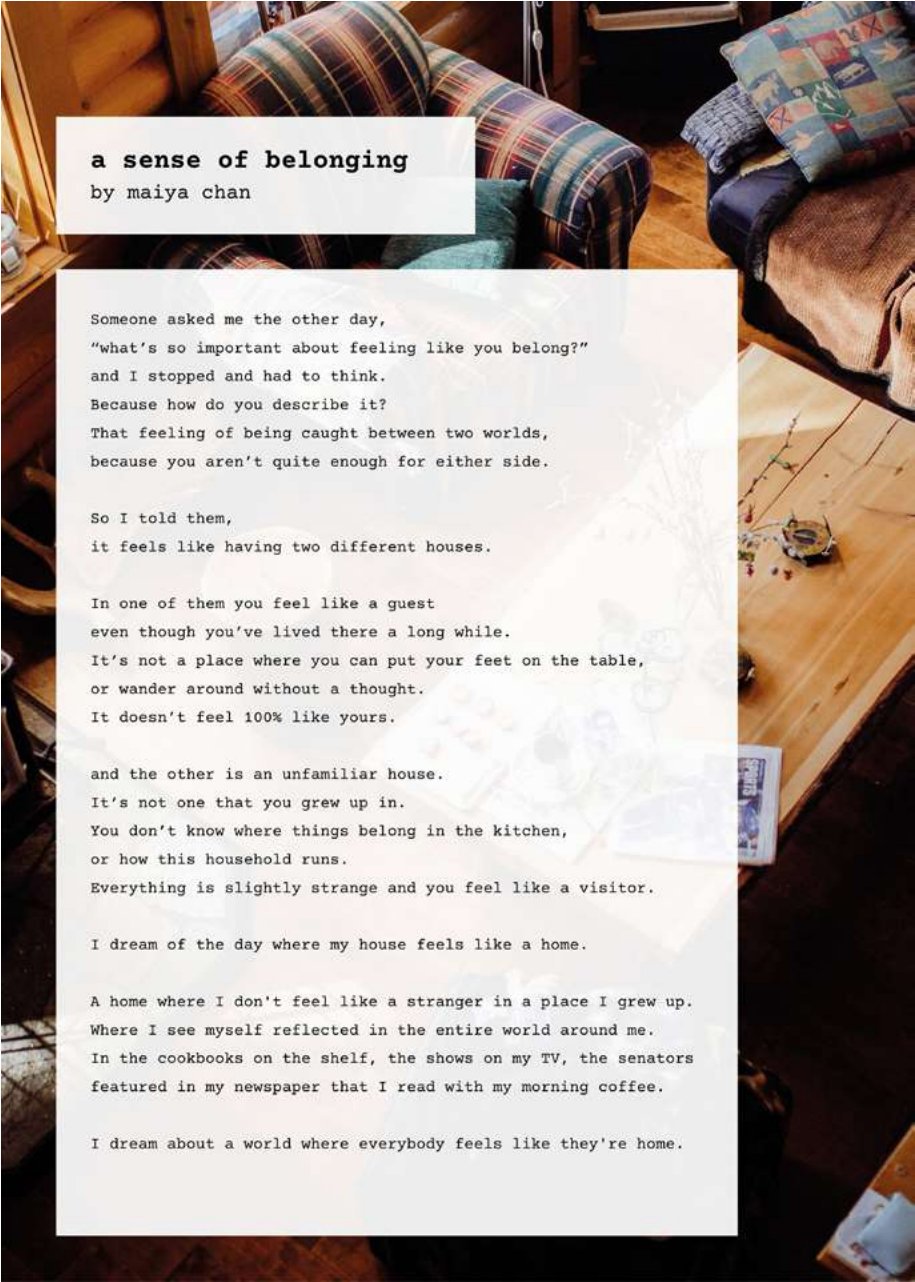


R
RELEVANT



T
TIME-BOUND

Notes



a sense of belonging

by maiya chan

Someone asked me the other day,
"what's so important about feeling like you belong?"
and I stopped and had to think.
Because how do you describe it?
That feeling of being caught between two worlds,
because you aren't quite enough for either side.

So I told them,
it feels like having two different houses.

In one of them you feel like a guest
even though you've lived there a long while.
It's not a place where you can put your feet on the table,
or wander around without a thought.
It doesn't feel 100% like yours.

and the other is an unfamiliar house.
It's not one that you grew up in.
You don't know where things belong in the kitchen,
or how this household runs.
Everything is slightly strange and you feel like a visitor.

I dream of the day where my house feels like a home.

A home where I don't feel like a stranger in a place I grew up.
Where I see myself reflected in the entire world around me.
In the cookbooks on the shelf, the shows on my TV, the senators
featured in my newspaper that I read with my morning coffee.

I dream about a world where everybody feels like they're home.

Maiya Chan (she/her)
Instagram: @maiyaChanphoto

Other resources & templates

TEMPLATE: project management

PROJECT MANAGEMENT

MVINNERCREATIVE.COM

Due date

Topic

Projects

Describe your project here

Key objectives

Targets

S
M
A
R
T

Actions

Milestones

Support

Resources

Notes and information

Celebrate the wins

PLANNING OUT YOUR MONTH

PLANNING OUT YOUR MONTH

PLANNING OUT YOUR MONTH

PLANNING OUT YOUR MONTH

TEMPLATE: collective action plan

CREDITS: THIS COLLECTIVE ACTION PLAN WAS ADAPTED FROM CITOYENNETÉ JEUNESSE'S ACTION PLAN TEMPLATE.

What is a collective action plan?

Do you already have an idea what themes, you structure your ideas to lead a collective problems and solutions you would like to action with your team. address? This collective action plan can help

HERE IS A CHECKLIST OF IMPORTANT POINTS THAT YOUR COLLECTIVE ACTION SHOULD INCLUDE:

Your collective action SHOULD:

- ☐ Advocate for change
- ☐ Aim to build relationships
- ☐ Encourage dialogue between different stakeholders
- ☐ Communicate with external audiences or a specific public
- ☐ Target decision-makers
- ☐ Reach and involve diverse sectors whenever possible (public sector, private sector, and civil society)
- ☐ Reach people from different backgrounds and communities
- ☐ Include external or online communications (digital campaigns, traditional media, etc.)

Collective action planning template

Context of action: what is your collective action, why is it important?

Short description of your collective action & the context from which it emerges:

Objectives or demands: what do you aim to achieve?

List at least three objectives for your collective action below. Your objectives must start with an action verb and be specific, measurable, achievable, relevant and time-specific (SMART).

Example: O1: Raise awareness on environmental impacts of a pipeline. O2: Demonstrate how people in the region will be affected by the pipeline. O3: Prevent construction of the pipeline.

Stakeholders/allies & decision-makers: who will you involve & reach?

List of individuals, organizations or stakeholders that you want to involve in your action, and decision-makers you wish to target (i.e. those with the power to implement the change or solution you are asking for).

Stakeholders/partners/allies: who will you work with?

Target/decision-makers: who do you want to reach? Who has the power to make your change happen?

Strategy: how will you realize your collective action?

Outline the steps to take and tactics that you will use to achieve your objectives.

TEMPLATE: COMMUNICATION plan

"A COMMUNICATION PLAN IS YOUR ROAD MAP FOR GETTING YOUR MESSAGE DELIVERED TO YOUR AUDIENCE. IT'S AN ESSENTIAL TOOL FOR ENSURING YOU [...] SEND A CLEAR, SPECIFIC MESSAGE WITH MEASURABLE RESULTS!"

A communication plan helps you to keep an eye on your campaign and makes sure your messaging is consistent. Ask yourself these six essential questions:

- ◆ Why? (Purpose of campaign)
- ◆ Who are you engaging, who are you targeting? (Audience)
- ◆ What's your message?
- ◆ Where and how? (channels and type of action)
- ◆ When?
- ◆ How will you measure success?

1 Yulia Dianova, "6 Steps to Creating an Effective Communication Plan," accessed November 18, 2020, <https://www.axiapr.com/blog/6-steps-to-creating-an-effective-communication-plan>.

COMMUNICATION PLAN

AUDIENCE (Who)	PURPOSE OF COMMUNICATION	COMMUNICATION METHOD (How)	TIMING (When)	FREQUENCY (How Often)	BUDGET (How Much)	PRIORITY (High, Med, Low)
1						
2						
3						
4						
5						

Funding

HAVE YOU THOUGHT ABOUT APPLYING FOR FUNDING FOR YOUR IDEA? IT'S PROBABLY A LOT EASIER THAN YOU THINK – JUST GIVE IT A TRY! IT DOESN'T ALWAYS HAVE TO BE A PERFECTLY DEVELOPED PROJECT AND AN IDEA CAN GO A LONG WAY.

MANY FUNDING OPPORTUNITIES COME AND GO AND CHANGE, AND IT REALLY DEPENDS ON WHERE YOU LIVE, BUT THERE ARE A LOT OF FUNDING OPPORTUNITIES SPECIFICALLY FOR YOUTH.

SOMETIMES ALL THAT IS REQUIRED IS A QUICK GOOGLE SEARCH FOR OPPORTUNITIES IN YOUR COUNTRY OR CITY OR ASKING AROUND IN YOUR NETWORK, SCHOOL, WORK-PLACE, OR UNIVERSITY ETC.!

If you are located in Canada:

TakingITGlobal (TIG) provides community service grants through its #RisingYouth program. They have three levels of grants available to support youth initiatives, such as for organizing a community event; distributing care packages; or building bigger projects with the help of a mentor. The TIG team will also

help you with administrative and budgeting tasks and support you even after your project is done.

<https://www.risingyouth.ca/>

"I applied for the rising youth funds in early 2020 to run a climate change and art event for BAM - Books Art Music Collective. I was hesitant that it might be challenging to manage funds and run the project but we received tremendous support from the coordinators and they helped us to shape our project vision and plan our budget. Rising youth was the bridge for us to make an impact and

<https://www.bamcollective.ca/>

educate our community on climate justice. Our event made an impact by breaking barriers and by bringing together over 70 individuals to build a mosaic piece using recyclable used pizza boxes, and by giving the stage to young marginalized talented artists to perform for change, and by supporting entrepreneurs through the booth."

Hanan Nanaa, Founder of the BAM Collective

Instagram: @BAMcollectivee



If you are located in Europe:

The European Union runs an initiative called European Solidarity Corps. A lot of different funding opportunities are available, including for solidarity projects, which are youth projects run by five or more youth to create positive change in their local community.



https://europa.eu/youth/solidarity_en

ORGANIZING ONLINE: boring or full of potential?

WE CAN'T ALWAYS RELY ON MEETING IN PERSON, A LESSON WE HAVE ALL LEARNT DUE TO COVID-19. BUT THERE ARE OTHER REASONS YOU MIGHT WANT TO ORGANIZE AT LEAST PARTS OF YOUR COLLECTIVE ACTION ONLINE.

FOR EXAMPLE: YOU CAN ORGANIZE WITH PEOPLE OUTSIDE OF YOUR GEOGRAPHICAL AREA AND FOR SOME PEOPLE IT MIGHT BE EASIER TO JOIN AN ONLINE ACTIVITY THAN TO SHOW UP IN PERSON.

The key is to be concise and to have a clear goal for your online activity... and to make it as interactive as possible!

Here are a number of resources that can help you to have more interactive and productive online meetings:

**DIGITAL COLLECTION
OF ALL THE LINKS:**



Tools for digital brainstorming:

Whiteboards & post-its:

Google Jamboard: jamboard.google.com

Mural: <https://www.mural.co>

Miro: <https://miro.com>

Stormz: <https://stormz.me/en>

Klaxoon: <https://klaxoon.com>

Padlet: <https://padlet.com>

Group map: <https://www.groupmap.com>

Searching for something else?

For any digital quest one might have:
www.producthunt.com is THE platform

**THE KEY IS TO BE CONCISE AND
TO HAVE A CLEAR GOAL FOR YOUR
ONLINE ACTIVITY... AND TO MAKE IT
AS INTERACTIVE AS POSSIBLE!**

Team collaboration, communication and project management platforms:

Slack (free versions): <https://slack.com>

Trello (free versions): <https://trello.com/en>

Kanbanize: <https://kanbanize.com/>

Basecamp: (costs money but allows you to go much further in your collaboration!
www.basecamp.com

Open source photos, images, icons and data visualization:

Photos: <https://unsplash.com/>

<https://pixabay.com/>

<https://www.flickr.com/>

Images: <https://publicdomainvectors.org/>

Icons: <https://thenounproject.com/>

Powerpoint presentations

and data visualization:

<https://www.presentationgo.com/>

Or create your own graphics with:

<https://www.canva.com/>

Facilitating/organizing online:

Facilitating groups online:



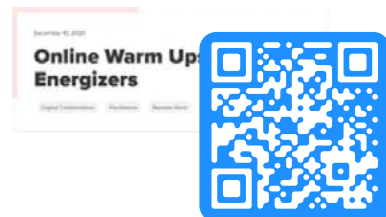
How to make online activities engaging:



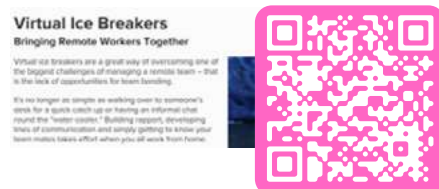
How to create a virtual community:



Warm-ups and energizers:



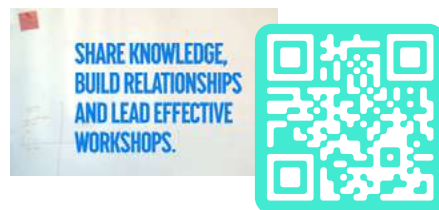
Virtual icebreakers:



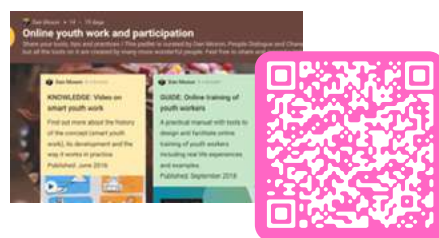
Tips and tools for online trainings:



Training, facilitation, and organizing:



Online youth work and participation, collection of tools, tips, practices:



Water Woman

*They treat water like a thing
Like a shirt
That can go out of fashion*

*Haven't you heard?
Water isn't fashionable anymore.
Water is out. Oil is in.
They don't know
My hair is made of water
Shining and gleaming
A part of me
Just as it is a part of all of us
Or should be*

*All they know is
Water can't be commoditized
Like oil can
So it doesn't matter
If my hair is made of water
They want to dye it black
And poison me*

Dana Belcourt (she/her)
Instagram: @dana_belcourt

ANNEX: other useful tools & resources

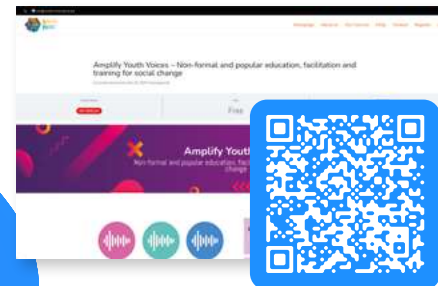
TIP:

You can find an online collection of all the links here:

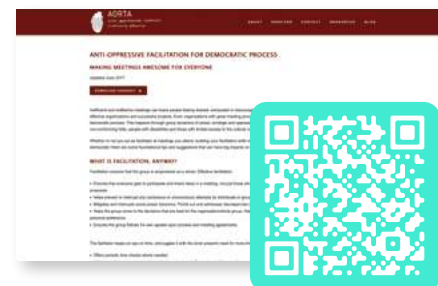


RESOURCES:

Online course “Non-formal and popular education, facilitation and training for social change”



Anti-oppressive facilitation: making meetings awesome for everyone:



Gender neutral and inclusive language, for English speakers:



Gender Equality Handbook, IFM-SEI publication:



Oxfam Canada’s feminist principles:



Oxfam’s guide to feminist influencing:



Indigenous territories, treaties and languages across the world, Native Land Digital:



Creative writing cookbook, Estonian UNESCO Youth Association:



Storytelling cookbook, Estonian UNESCO Youth Association:



Strategy Guide for Storytelling and Social Change, Working Narratives



International advocacy toolkit, Plan International:



Visual facilitation cookbook, Estonian UNESCO Youth Association:



10 tactics, Tactical Technology Collective:



Youth activism toolkit, Advocates for Youth:



Community organizing resources - ACORN Canada



- Checklist for action planning
- How to hold meetings
- Talking to the media
- Art of negotiations

Are you an avid reader? You might be interested in checking out these books:

The Inconvenient Indian: A Curious Account of Native People in North America

by Thomas King

White Fragility: Why It's So Hard for White People to Talk About Racism

by Robin DiAngelo

How to Be an Antiracist

by Ibram X. Kendi

Caste: The Origins of Our Discontents

by Isabel Wilkerson

Living a Feminist Life

by Sara Ahmed

Radical Compassion: Learning to Love Yourself and Your World with the Practice of RAIN

by Tara Brach

Radical Collaboration: Five Essential Skills to Overcome Defensiveness and Build Successful Relationships

James W. Tamm and Ronald J. Luyet

Brave, Not Perfect: How Celebrating Imperfection Helps You Live Your Best, Most Joyful Life

by Reshma Saujani

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AMPLIFY PARTNERS:



Apathy is Boring

Apathy is Boring is a non-partisan, charitable organization that supports and educates youth to be active and contributing citizens in Canada's democracy.

<https://www.apathyisboring.com/>



Citoyenneté Jeunesse

Citoyenneté Jeunesse is a non-profit organization whose main mission is to bring its members together to amplify the voice and opinions of young people who are 35 and under.

<https://citoyennetejeunesse.org/>



International Falcon Movement - Socialist Educational International

We empower children and young people to take an active role in society and fight for their rights.

<http://ifm-sei.org/>



Oxfam Italia and Oxfam-Québec

(part of the Oxfam confederation)

Our purpose is to help create lasting solutions to the injustice of poverty. We are part of a global movement for change, empowering people to create a future that is secure, just and free from poverty.

<https://www.oxfam.org/en>



Youth Policy Labs

We are an independent think tank and publishing house, working at the junction of youth policy, youth research, youth media and youth work.

<https://www.youthpolicy.org/>

OTHER CONTRIBUTORS TO THE TOOLKIT:

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- ACORN Canada
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- Taking it Global

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Check out the Instagram account for the Amplify project, for and by all Amplifiers:

[@amplifyyouthvoices](https://www.instagram.com/amplifyyouthvoices)

Check out our website:

<http://oxfam.qc.ca/amplify/>



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