



REGIONS
AND YOUTH
FOR PLANET
AND PEOPLE

CHANGE IS NOTHING WITHOUT YOU(TH)

Mindchangers Toolkit for young changemakers and activists



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REGIONE
PIEMONTE



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01. THE MINDCHANGERS PROJECT MAIN TOPICS

2022 was the European Year of Youth, putting young people in the spotlight and recognizing their important role in society. At the same time this year, as the previous ones, was marked by major global events that had effects on the entire population and that require efforts from all actors of society.

In this very uncertain time, young people around the world are advocating for change. They are committed in everyday actions to reduce their personal impact on the environment and, in the long term, they are engaged in civic initiatives for a more sustainable and fairer world.

As the closest entities to the citizens, Civil Society Organizations and Local Authorities recognise the need for a change and they are able to raise awareness in those who are not engaged yet while empowering young people who are already committed. Building bridges and joining efforts with the very active and engaged youth by exchanging knowledge and creating a mutual understanding will inevitably increase the impact of actions of both sides and foster the development of actions and solutions.

The project Mindchangers – Regions and Youth for Planet and People promotes opportunities to build and strengthen networks among Local Authorities, Civil Society Organizations and youth. The project aims at empowering and inspiring these actors through subgranting, communication, peer learning and capacity building with a special focus on climate change and migration. This approach is developed at both regional and European levels, in cooperation with partner countries, in order to give visibility to local and grassroots efforts showing that many are committed all around the world for a more sustainable and fairer society.

In October 2022, the International Youth Meeting Mindchangers Generation took place in Turin (Italy).

Mindchangers Generation gathered more than 100 young people participating in the project initiatives in the target territories. The International Meeting was an opportunity for creating a platform to voice youth experiences and ideas. The focuses were how to raise awareness on the topics of sustainable development and how youth can be inspired to voice their perspectives and act to achieve the SDGs.

The activities of Mindchangers Generation were organized in three main sessions, each focused on the key words of Mindchangers project: KNOW, ACT, CHANGE, the three steps towards becoming Mindchangers.

This Toolkit collects all the ideas elaborated by the participants during the International Meeting to tackle Migration and Climate Change related issues.

The meeting lasted 3 days, during which the ideas were developed and transformed into tools collected in this toolkit. The set of activities that made up the workshop was designed around the concept of You(th)opia, an ideal city created by young people, where the challenges about the topics of migration and climate change have found the solutions. A city where people can feel safe and included.

CLIMATE CHANGE

Climate Change is the main challenge of our era.

The EU is addressing the issue with ambitious goals: becoming the first climate-neutral continent and converting into a climate-resilient society by 2050.

This means the European institutions are taking action to reduce greenhouse gas emissions and to implement the adaptation of our society to a future marked by the effects of Climate Change.

Such goals, though, cannot be achieved without the participation of local authorities and civil society.

This is why one of the focus areas of Mindchangers is Climate Change.

The topic is addressed through all the activities of the project with the aim of triggering effective practices and collecting opinions and proposals from the youths involved.

MIGRATION

Migration is a critical issue of the present.

The phenomenon itself has different causes – inequalities, Climate Change, poverty, war – and consequences. It is a global challenge with local effects.

This is why it is crucial to work side by side with European citizens to create a cohesive and diverse society. And this is why Local Authorities and Civil Society Organisations focus their efforts on migrants' social, economic and political inclusion.

At the same time, they work with their counterparts in partner countries, thus promoting international solidarity and connecting European communities to local ones, with whom they share the same concerns and challenges for the future. An effort regarding the wording and framing on the topics of Migration and inclusion is needed to spread a new, positive narrative focused on diversity and inclusivity. Having such values as its core, Mindchangers' mission is to accompany local institutions and regions working with citizens and associations.

KNOW ACT CHANGE

KNOW, ACT and CHANGE are the critical steps towards a sustainable and inclusive society where everyone cooperates and feels at home. To know is the first step to take to produce such a shift: look at data about Migration and Climate Change, read dossiers and reports and check Mindchangers-funded projects to learn more about the topic and how to address it.

02. THE YOUTH ROLE IN CHANGES OF BEHAVIOUR

The engagement of European citizens is needed to better address the issues: Mindchangers was born to support Local Authorities and Civil Society Organisations with this task, innovating their way to talk to youth, to involve them as agents of change. This is essential, as young people are the driving forces and motivation for the whole society.

Young people should be concerned with Migration and Climate Change education, in order to create a change in Europe and to create a global responsibility.

Mindchangers Toolkit is developed to allow youth workers, process facilitators, policy makers to enable young people to carry out innovative projects in the field of sustainability and social inclusion.

Migration and Climate Change education with young people benefits not only society, but also the young people themselves.

This Toolkit addresses these issues; ; the tools promote changes in attitudes and behaviours that can contribute to a more sustainable and fairer society.

WHAT IS THE CHANGE IS NOTHING WITHOUT YOU(TH) TOOLKIT?

There are many different ways of creating a global change. This toolkit uses media, local actions and advocacy instruments to address migration and climate change related issues.

The tools were developed during Mindchangers Generation, the international meeting on youth engagement, Migration and Climate change, held in Turin (Italy) on 4-6 October 2022.

Mindchangers Generation gathered more than 100 young people participating in the project's initiatives in the target territories.

The participatory approach was at the centre of the international meeting, involving participants with different backgrounds, experiences, interests, skills and motivations.

CHANGE IS NOTHING WITHOUT YOU(TH) is a flexible instrument, composed of 19 tools that can be used as they are or modified according to your own needs.

In this toolkit you can find:

- explanations about media, local and advocacy actions
- 1 tool dedicated to creative process that can be used to inspire other tools
- 6 tools dedicated to media instruments
- 6 tools dedicated to advocacy plans
- 6 tools dedicated to local actions

HOW TO USE IT

In this toolkit you can find a global overview on Climate Change and Migration topics, a Synoptic table of tools, a glossary, 19 tools and a bibliography.

Every tool can be modified according to the needs of the organising team in order to be more suitable for the target groups and the related context.

03. GLOSSARY

/ ACTIVITY / this word refers to specific action needed to develop the TOOL proposed.

/ FACILITATOR / the definition is given by “Compass: Manual for Human Rights Education with Young People, 2nd edition, updated in 2020”:

“The word “facilitators” is used for the people who prepare, present and co-ordinate the activities. A facilitator is someone who “makes something happen”, who “helps”, and who encourages others to learn and develop their own potential. By facilitating you create a safe environment in which people learn through experimentation, exploration, giving and taking. It is not a question of one person, a leader, who is an “expert”, giving knowledge to others.”

/ TOOL / this word refers to the instruments aimed at a behavioural change.

/ TOPIC / the word topic refers to Climate Change and Migration.

/ WORKSHOP / set of coordinated activities aimed at achieving a specific objective.

/ MEDIA ACTION / Design social and media campaigns to drive awareness of important issues in an action, and that allow the audience to interact, get involved. The media content can have positive effects: using a creative approach can also create a better understanding about issues.

/ TERRITORIAL ACTION / Action that has a definite territory to be developed in, it is a practical and concrete action aimed to produce a change in behaviour, in knowledge, in thinking or feeling. A territorial action is time-bound and organised with a participatory approach.

/ ADVOCACY ACTION / Advocacy is an activity by an individual or group that aims to influence decisions within political, economic, and social institutions. Advocacy can include many activities that a person or organisation undertakes, including media campaigns, public speaking, commissioning and publishing research. Lobbying is a form of advocacy where a direct approach is made to legislators on a specific issue or specific piece of legislation.



CHANGE IS NOTHING WITHOUT YOU(TH)

04. SYNOPTIC TABLE OF TOOLS

TOOL	THEME	OVERVIEW	DESIRED CHANGE
CREATIVE PROCESS BUILD A WORKSHOP	Youth engagement, Migration, Climate Change, Co-design	Build media, advocacy and local actions with a participatory approach	
NOWADAYS MIGRATION: A DIGITAL TEXTBOOK BY THE PEOPLE	Migration, Youth engagement, Co-design, Education	Collective creation of a new school topic, celebrating diversity and giving voice to people with migratory background and newcomers	<ul style="list-style-type: none"> • Raise awareness on the topic of nowadays Migration, in schools • Raise awareness on the use of a more inclusive language when speaking about Migration
RE STORY your voice changes history	Migration, Education, Youth engagement, Co-design	Collecting ideas to promote diversity within education curricula, by teaching history from migrants' point of view	<ul style="list-style-type: none"> • Encourage active participation creating a more inclusive and more diverse education system
#POINTANDCHANGE For textbooks and school teaching embracing cultural diversity	Migration, Education, Youth engagement, Co-design	Promoting an inclusive educational system	<ul style="list-style-type: none"> • Bring a diverse cultural point of view and embed it within the educational system
THE HAPPY FOREST learn global, act local.	Climate Change, Youth engagement, Innovation, Education	Digital open educational system	<ul style="list-style-type: none"> • Self-involvement and self-education for young people on Climate Change issues
A.R.T. Project. Art, Rivers, Trash	Climate Change, Art, Co-design, Pollution	Promoting cleaning of river sides and recycling	<ul style="list-style-type: none"> • Raising awareness in the community about the benefits that can derive from a clean river

04. SYNOPTIC TABLE OF TOOLS

TOOL	THEME	OVERVIEW	DESIRED CHANGE
IMPACT LESS-ON throw away your habits	Climate Change, Youth engagement, Education	Responsible consumption: how much CO2 points people can collect through their actions	<ul style="list-style-type: none"> • Young people take action against Climate Change becoming responsible consumers
INTERCULTURAL MASTERCHEF	Climate Change, Migration, Youth engagement, Culture	Raising awareness about migrants' problems and cultures	<ul style="list-style-type: none"> • Change the representation of migrants through food, culture, games, music and art
CHEFS WITHOUT BORDERS	Migration, Youth engagement, Elderly engagement, Food	Intercultural and intergenerational learning	<ul style="list-style-type: none"> • Raise awareness about different cultures to improve the integration of people with a personal or family migratory background
WALKING STORIES	Migration, Education, Co-design	Create awareness about the multitude of cultures and places of origin of families in the neighbourhood	<ul style="list-style-type: none"> • Change the perception people have of Migration, seen as only a current problem when it's not
GREENSTIVAL	Climate Change, Youth engagement, Culture, Pollution	To make festivals become more sustainable and eco- friendly	<ul style="list-style-type: none"> • Raise awareness about Climate Change and pollution
GR-OWN YOUR CITY	Climate Change, Regeneration, Youth engagement, Elderly engagement	Creating green areas, creating and taking care of collective gardens to reduce waste and promote a more eco-friendly lifestyle	<ul style="list-style-type: none"> • Raise awareness on food waste and on the benefits of green areas
TASTE THE WASTE	Climate Change, Food Waste, Youth engagement	Collective events to Reuse, Recycle, Reduce, share food, reduce poverty	<ul style="list-style-type: none"> • Reduce food waste promotes sense of community and takes care of poverty in the cities

04. SYNOPTIC TABLE OF TOOLS

TOOL	THEME	OVERVIEW	DESIRED CHANGE
V.O.T.E Voices Of The pEople	Migration, People engagement, National policy	Right to vote for everyone	<ul style="list-style-type: none"> Regularisation of and right to vote for migrant people
RIGHT TO BE HERE	Migration, People engagement, National policy	Facilitating the steps to get to a more inclusive context	<ul style="list-style-type: none"> To facilitate administrative access to citizenship and give the right to vote to migrant people
CITIZENSHIP AND RIGHT TO VOTE	Migration, People engagement, National policy	Promoting the right to vote for everyone	<ul style="list-style-type: none"> To facilitate the administrative access to citizenship and open the right to vote to migrants at national level
THE GREEN ROBIN HOOD PLAN	Climate Change, Inequalities among people	To have an Universal Basic Income	<ul style="list-style-type: none"> Reform of Belgium tax legislation on big polluters to finance the Universal Basic Income
POLLUTION TAX FOR SOCIAL JUSTICE	Climate Change, Inequalities among people	Reform the fiscal law to finance the Universal Basic Income	<ul style="list-style-type: none"> Have a new legislative framework proposed by the European Commission for pollution taxation and U.B.I.
GRAX The greenest way to fund equality	Climate Change, Inequalities among people	Tax reform, introduction of environmental taxes that fund the U.B.I.	<ul style="list-style-type: none"> Approval by the European Institutions of a new environmental taxation framework, that would collect the funds for a U.B.I. that will reduce inequalities

05. TOOLS

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TOOL 1

CREATIVE PROCESS BUILD A WORKSHOP

THEME: YOUTH ENGAGEMENT, MIGRATION, CLIMATE CHANGE, CO-DESIGN

Context

This workshop was created in order to build with a participatory approach new initiatives, activities and projects. This tool was created in order to think up activities tackled Climate Change and Migration during the International Youth Meeting Mindchangers Generation held in Turin in October 2022. Below you can find the instructions to build your workshop and work on your organisation's aim. The approach and the activities can be modified in order to better achieved your purpose. At the end of this toolkit there is a bibliography with manuals, approaches, tolls, charts that can be used by your organisation.

Group size: From 5 to 100+

Objective

Develop actions related to different topics, in this specific case we refer to Climate Change and Migration. Build media, advocacy and local actions with a participatory approach.

Instructions

1. Facilitators decide the aims of the workshop, define the group size, and propose the topic:
 - Find a space where people can work together and be divided in different groups.
 - Define the number of days available for working together.
 - Create groups of people, from 5 to 15 members each.
2. Design a set of activities to develop a specific and concrete tool. On the following page it is possible to find the key activities of the workshop.



TOOL 1

CREATIVE PROCESS BUILD A WORKSHOP

THEME: YOUTH ENGAGEMENT, MIGRATION, CLIMATE CHANGE, CO-DESIGN

After the definition of the topic, the aim of the workshop, the target you addressed to, the most suitable place for the work, you can start to organise the different activities.

Below you can find a set of activities with their respective objectives and the necessary materials that make up the "Creative Process - Build a workshop" tool.

Activities

- Mutual knowledge and presentation.
 - **Aim:** Sharing competencies among the group participants.
- Sharing vision about the topic (max 5 people in every group).
 - **Aim:** Sharing vision about the topic and identifying solutions that tackle Climate Change and Migration in your ideal place.
- Overview the instrument that you would like to create.
 - **Aim:** Sharing features of the instrument.
 - **Tips for facilitators:** encourage participants to come up with as many different ways of participating as possible. It is possible to animate the discussion with some guiding questions (Can you share similar instruments you saw at national and international level? Who did it? Towards which target? How was the problem / solution / benefit presented? What did you learn?).
 - **Suggested materials:** Large sheets of paper, marker pens, post-it.
- Start creating your own tool.
 - **Aim:** define concept, objective, target, timing, stakeholders, partners of the action.
 - **Tips for facilitators:** encourage participants to be creative and come up with as many different ideas as possible. Make the participants feel safe in sharing their ideas. Support the participants choosing one concrete tool among all those suggested and focusing on developing it. The criteria used for the choice of tools are defined by the facilitators based on the objectives of the workshop. The criteria can be for example scalability, replicability, concreteness, etc.
 - **Suggested materials:** business model canvas.
- Define the stakeholders and the target of the action.
 - **Tips for facilitators:** use a printed stakeholders map and explain how to use it to participants.
- Finalise the tool planning how much time you need.
 - **Tips for facilitators:** use a GANTT chart and explain to participants how to use it.

TOOL 2

NOWADAYS MIGRATION A DIGITAL TEXTBOOK BY THE PEOPLE

TYPE: MEDIA ACTION

TOPIC: MIGRATION

OVERVIEW: COLLECTIVE CREATION OF A NEW SCHOOL TOPIC, CELEBRATING DIVERSITY AND GIVING VOICE TO PEOPLE WITH MIGRATORY BACKGROUND AND NEWCOMERS

Stakeholders:

- Newcomers and young people with a personal or family migratory background: share their experiences to gain recognition and more opportunities
- Educational Ministers, they have to include Nowadays Migration as a subject in schools.
- Teachers, they will be teaching this subject using the Digital Textbook
- Famous writers may promote our project to gain support

Desired changes:

- Raise awareness on the topic of Nowadays Migration in schools
 - To have an online Nowadays Migration Book (made by videos, reels, and social media posts) that will be taught in the schools
- Raise awareness on the use of a more inclusive language when speaking of Migration
 - Teachers and students will be more informed about Migration

Theme: Migration, Youth engagement, Co-design, Education.

Competence needed: basic level of web site editing, public relations, interest on Migration, social media management.

Territory: National level.

Channels: Instagram reels, Tik Tok, website.

Instruction:

- Create a strong and clear call to action to persuade newcomers and young people with a personal or family migratory background to send their testimonials about their migration story.
 - Collect all the testimonials as interviews, videos, or pictures through a website and social media channels.
- Set a deadline for the call for stories
- Decide a voting method to pick the best testimonials.
- Create a public event to present the project (for example: in the major cities of your territory).
- Public the Nowadays Migration Textbook on the website and advertise it.
- Talk to the Educational Ministers or territorial institutions, or headmasters to promote the teaching of the Nowadays Migration subject.

Suggested materials: GANTT chart, Project management tool, Slack or a communication software, design software.

TOOL 3

RESTORY your voice changes history

TYPE: MEDIA ACTION

TOPIC: MIGRATION

OVERVIEW: COLLECTING IDEAS TO PROMOTE DIVERSITY WITHIN EDUCATION CURRICULUMS

Stakeholders:

- Young researchers, they can give their voice to help make a change
- NGOs, supporting the adoption of an inclusive educational curriculum
- Policy makers, they will be the ones to make the decisions

Desired changes:

- Encourage active participation creating a more inclusive and more diverse educational system and curriculum
 - Creation of a website, collecting history lessons told through a diverse points of view, giving voice to people with migratory background, who becomes a learning resource for everyone

Theme: Migration, Education, Youth engagement, Co-design.

Competence needed: Web development, Social media management, interest on Migration and history.

Territory: National level.

Channels: Instagram, Linkedin, Twitter, Website.

Instruction:

- Creation of a campaign to present a clear and strong call to action addressed to newcomers and young people with migrant background and to history, geography and sociology young researchers.
- Ask students, teachers and history researchers to upload videos of a history class not using the Eurocentric perspective.
- Collect all the videos that the people have produced.
- Development of the website.
- Activation of the process, check the facts on the videos and upload them on the website.
- Advertising of the campaign, digital and physical.
- Talk to policy makers to promote the educational resource through public school and to adopt a more inclusive and diverse way to teach history.

Suggested materials: GANTT chart, Project management tool, Slack or a communication software, design software.

TOOL 4

#POINTANDCHANGE

For textbooks and school teaching embracing cultural diversity

TYPE: MEDIA ACTION

TOPIC: MIGRATION

OVERVIEW: PROMOTING AN INCLUSIVE EDUCATIONAL SYSTEM

Stakeholders:

- Schools, they can #pointandchange, to get their voice heard
- NGOs, they can spread the message
- Supporters, they can upload pictures and share them
- Policy makers, they can promote change on textbook and educational resources

Desired Changes:

- Bring a diverse cultural point of view and embed it within the educational system
 - Train the teachers to a more inclusive and social way to teach
 - Create a petition to push the institutes to change

Theme: Migration, Education, Youth engagement, Co-design.

Competence needed: Web development, Policy making, Social media management.

Territory: National scale.

Channels: Social media (Facebook, Instagram, Tik Tok).

Instruction:

- Create a call to action for your campaign, ask people to point out sentences or pictures in school textbooks that create discrimination.
- Ask people to create posts on social media using the hashtag #pointandchange.
- Develop a website where people can see all the media collected and sign a petition.
- Create a petition to push to change the way things are taught, upload it on the website.
- Collect all the media and upload them on the website.
- Involve influencers in order to gain the public attention.
- Create an advocacy event to launch and disseminate a Policy Paper, A policy paper is a research piece focusing on a specific policy issue that provides clear recommendations for policy makers. It consists of policy proposals supported by evidences, data and analysis which justifies the reasons for that specific policy. It eventually includes an overview of the benefits and the positive impacts which that specific policy achieves.
- Deliver it to the Minister of Education.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool, software to develop the app, camera.

TOOL 5

THE HAPPY FOREST learn global, act local

TYPE: MEDIA ACTION

TOPIC: CLIMATE CHANGE

OVERVIEW: DIGITAL OPEN EDUCATIONAL SYSTEM

Stakeholders:

- Artists can participate in workshops to help create green content
- Climate Change experts, ask them to create video lessons and participate in the meetings
- Institutions, they got to allow all local actions
- Young people can learn new things about Climate Change

Desired Changes:

- Self-involvement and self-education for young people in Climate Change fields.
 - Reduce the global footprint of humans by doing small actions

Theme: Climate Change, Youth engagement, Innovation, Education.

Competence needed: App development, media management, digital skills.

Territory: Global.

Channels: Application, promote the app on social media (Instagram, Facebook, Twitter, Tik Tok), Events, School, Universities, Physical place where HAPPY FOREST community can meet.

Instruction:

- Create a gamified app where you can watch lessons and win challenges about Climate Change.
- Create a social media profile to promote the app.
- Involve experts to record video lessons related to the main topic. (Those videos can only be unlocked after completing or win a challenge).
- Create challenges to collect photos or videos that can be uploaded on the website. The uploaded contents are visible to everyone.
- Contact artists to join our project.
- Choose a winner, every month, in every country. Who wins the most challenges can co-design a green project with an artist or an expert.
- Create the first HAPPY FOREST online community event.
- Continue creating video lessons with experts and new challenges.

Suggested materials: GANTT chart, Project management tool, Slack or a communication software, design software.

TOOL 6

A.R.T. Project Art, Rivers, Trash

TYPE: MEDIA ACTION

TOPIC: CLIMATE CHANGE

OVERVIEW: PROMOTING CLEANING OF RIVER SIDES AND RECYCLING

Stakeholders:

- Students (6+), they can help us by cleaning the river
- municipality, they have to give permissions and resources
- teachers, they can educate the children and help them cleaning the river
- artists, they have to create works of art using the trash that was cleaned up by the river

Desired Changes:

- Raising awareness in the community about the benefits that can derive from a clean river
 - Art as a language to raise awareness about Climate Change
 - Restoring the natural state of the river

Theme: Climate Change, Art, Co-design, Pollution

Competence needed: Web development, Social media management, digital skills.

Territory: City with a river.

Channels: Instagram, Website.

Instruction:

- Create an offline event of the action, a “river cleanup day”.
- Create social media profiles of the action.
- Contact local schools to include students in the process.
- Contact local artists, that may be interested, to involve them in the process..
- Create an online call to action, asking people to join your cleanup day by taking small videos or photos of them cleaning up the river. The pictures will go on their social media, they can tag your profile using the hashtag of the project.
- The artists, the kids, and the people (divided into groups) will co-create a work of art from the garbage they collect. All the works of art will be published on your social media, creating an online gallery.
- People are invited to vote for their favourite artwork from the online gallery.
- The 3 most liked sculptures are going to be moved to public places near the river, the others remain along the river (to have an open air art gallery).
- Every work of art will have a QR code that is linked to your social media. Every QR code will describe the story of that specific work of art, the before and after, the testimonies of people, children, artists, ecc.
- Follow up: create small videos of testimonies of how the River was before and how it will be in the future.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool.

TOOL 7

IMPACT LESS-ON, throw away your habits

TYPE: MEDIA ACTION

TOPIC: CLIMATE CHANGE

OVERVIEW: RESPONSIBLE CONSUMPTION: HOW MUCH CO2 POINTS PEOPLE CAN COLLECT THROUGH THEIR ACTIONS

Stakeholders:

- Influencers, to spread the message
- Children and young people (9-18), they have to complete the challenges
- Schools, to adopt this approach

Desired Changes:

- Spread awareness within young people to take action against Climate Change
 - Show people how they are impacting the world

Theme: Climate Change, Youth engagement, Education.

Competence needed: Web development, Climate Change, Teaching skills.

Channels: Tik Tok, Instagram.

Instruction:

- Create a challenge about Climate Change on your social media.
- Create a filter for photos or videos that shows how much CO2 points people can collect through their actions, good practices (if you use the bike instead of the car, ecc.).
- Create a call to action asking people to do a video or a photo with best practices to fight the CO2 production and to post them on their social media (using the filter). They can tag your profiles using the hashtag of the project.
- All the photo/videos will be also published on your social media, creating an online gallery. At the end of the challenge you can see how many CO2 points were collected and how many CO2 was saved.
- Show the result on your profile (IMPACT LESS-ON).
- Contact influencers to spread the challenge and the result.

Variations:

- Creation of local events about Climate Change.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool.

TOOL 8

INTERCULTURAL MASTERCHEF

TYPE: LOCAL ACTION

TOPIC: MIGRATION

OVERVIEW: RAISING AWARENESS MIGRATORY BACKGROUND CULTURES

Stakeholders:

- Local community, to cooperate and participate to the event
- Schools, to publicise it
- Municipality, it can help us with fundings, authorizations, advertising
- Civil society organisations, to help with the migrant cooks

Desired Changes:

- Change the representation of migrants through food, culture, games, music and art.
- To create an intercultural curiosity among people of all ages

Theme: Migration, youth engagement, culture.

Competence needed: Public relation, event management, event organisation.

Territory: Municipality.

Channels: Social media, public events, school, migrant associations.

Instruction:

- Ask the municipality to be partner of the project and involve it in order to get the authorization to organise the event.
- Involve civil society organisations to co-create cooking lesson and artistic sessions.
- Organise free cooking lessons with chefs with migratory background who will give their testimony.
- Organise parallel activities such as concerts, games, exhibitions involving all the cultural communities in the area.
- Create a communication strategy (for example: mailing list, facebook group) in order to share with the participants initiatives promoted by other civil organisations on the same issues between one edition and another.
- This event will be annual. The promotion will be ongoing all year long through the word of mouth of the participants of the previous edition.

Suggested materials: GANTT, project management tool, Slack or a communication tool.

TOOL 9

CHEFS WITHOUT BORDERS

TYPE: LOCAL ACTION

TOPIC: MIGRATION

OVERVIEW: INTERCULTURAL LEARNING THROUGH COOKING WORKSHOPS, EVERY EVENT WILL HAVE A DIFFERENT CHEF WITH A DIFFERENT STORY AND COUNTRY OF ORIGIN

Stakeholders:

- Young and adult participants who will eat the food and learning about social implication, intercultural and cultural dimension of food
- Chefs with migratory background, who will guide the lesson by cooking and sharing their story as migrants and as professionals in the field
- Supermarkets/farmers/producers, they could provide us with the ingredients

Desired Changes:

- Awareness about different cultures to improve the integration of people with a personal or family migratory background and to improve intercultural connections within the communities
- Inclusion of young students and senior students in the activities to facilitate intergenerational communication
- Recognition and valorisation of people with personal or family migratory background

Theme: Migration, Youth engagement, Elderly engagement, Food.

Competence needed: Public relation, Event managing and organisation.

Territory: Municipality or neighbourhood - local level.

Channels: Social media, physical billboards.

Instruction:

- Establish partnerships with local stakeholders to disseminate the opportunity and find interested students.
- Establish contact with restaurants/intercultural associations to involve the chefs with migratory background and co-create the workshop focusing on traditional recipes linked to specific cultures and intercultural learning.
- Contact Vocational catering schools and other cooking educational programs to host the intercultural cooking workshop.
- Make a partnership with a local supermarket or food producer to buy or get your products for free or reduced price: keep in mind that, by choosing imperfect fruits and vegetables or products next to expiration date, you can prevent it from being wasted, acting also on waste reduction and environmental awareness.
- In choosing the recipe and cultural aspect to represent, try to focus among the most present communities in the chosen territory.

Tips for facilitator: Prepare some elements regarding the culture to be shared during the event (music, history, fashion, etc...).

Suggested materials: GANTT chart, project management tool, Slack or a communication tool.

TOOL 10

WALKING STORIES

TYPE: LOCAL ACTION

TOPIC: MIGRATION

OVERVIEW: CREATE AWARENESS ABOUT THE MULTITUDE OF CULTURES AND PLACES OF ORIGIN OF FAMILIES IN THE NEIGHBOURHOOD

Stakeholders:

- Public administration, to support us with money, public spaces, authorizations
- Not for profit organisation, bring people to the workshop
- Schools, to bring students and their families to the event
- Community

Desired Changes:

- Change the perception people have of Migration, as being only a current problem when it's not
 - We want to make people conscious about our common past, and that we all should respect each other no matter where we came from

Theme: Migration, Education, Co-design.

Competence needed: Public relation, Event managing and organisation, digital management

Territory: In a neighbourhood/small city.

Channels: Website, Social Media.

Instruction:

- Start the organisation of the event "where does your family come from?".
- Involve Municipality in order to get the authorization to organise the event.
- Create the website and the social media profile of the event.
- Collect stories from different families and people living in the neighbourhood about their origins and share them on social media and website.
- Start promoting the event offline involving civil organisations and dealers in the neighbourhood and online through social media and website.
- Let people see that all of us come from somewhere else.
- Create videos and photos of the event to be shared on the website and social media.
- Post on social media and on the website every media to show the people who weren't there what you do in this workshop.
- Pick another neighbourhood and start over with the organisation.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool.

TOOL 11

GREENSTIVAL

TYPE: LOCAL ACTION

TOPIC: CLIMATE CHANGE

OVERVIEW: TO MAKE FESTIVALS BECOME MORE SUSTAINABLE AND ECO-FRIENDLY

Stakeholders:

- Festivals
- Public, they have to become eco-friendly participants
- Municipality, they have to give us authorizations to do the workshop in that festival
- Event organisers, help us during the organisation

Desired Changes:

- Raise awareness about Climate Change and pollution
 - Sharing best practices about Climate Change

Theme: Climate Change, Youth engagement, Culture, Pollution.

Competence needed: digital management, Event management and organisation, Public relations.

Territory: A municipality.

Channels: Social media, QR code all over the city, physical meeting.

Instruction:

- Collect good practices and environmental sustainability experts.
- Create a social media profile to promote your project.
- Contact and sensitise event organisers about Climate Change issue and involve them in the project.
- Organise meetings and workshops in order to teach the festival team how to become a GREENSTIVAL.
- At the end of the festival see how much plastic was saved, and create a sculpture with the participants, to be your mascot to bring at every festival.
- Collect data, photos and videos of festival managers and participants in order to share them on social media.
- Pick another festival and start over.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool.

TOOL 12

GR-OWN YOUR CITY

TYPE: LOCAL ACTION

TOPIC: CLIMATE CHANGE

OVERVIEW: CREATING GREEN AREAS, CREATING AND TAKING CARE OF COLLECTIVE GARDENS TO REDUCE WASTE AND PROMOTE A MORE ECO-FRIENDLY LIFESTYLE

Stakeholders:

- Young people, to help with the gardening, but also sharing the experience
- Adults/elderly, to help with the gardening, but also sharing the experience
- Municipality, to give authorizations and the public space to create the collective garden

Desired Changes:

- Raise awareness on food waste and on the benefits of green areas
 - Increase links between people
 - Show best practices

Theme: Climate Change, Regeneration, Youth engagement, Elderly engagement

Competence needed: digital management, Event management and organisation, Public relations, Garden design.

Territory: Small cities, lacking of green areas.

Channels: Flyers, Posters, Banners in unexpected places, Physical campaign giving flyers to people, Social media, Website.

Instruction:

- Create social media profiles and the websites to promote your collective gardening in public spaces activities.
- Organise an opening event where you present your project and the desired change.
- Organise workshops to teach people how to create an urban garden.
- Ask the municipality for authorization to transform certain urban spaces into gardens.
- Start the gardening activities in the public space that has been chosen with the municipality and the neighbourhood.
- Involve people in parallel activities targeting those who do not join the gardening activities, but are interested in Climate Change and in renovating public space. For example ask people to bring food waste to compost.
- Create a closing event where you donate the product of the collective garden to people that usually can't afford that.
- Study the results and start again with other neighbourhoods.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool.

TOOL 13

TASTE THE WASTE

TYPE: LOCAL ACTION

TOPIC: CLIMATE CHANGE

OVERVIEW: EVENTS TO REUSE, REDUCE, RECYCLE, SHARE DURING LOCAL MARKETS

Stakeholders:

- Sellers of Local markets
- Local community, they can bring/get food, participate in the events, promote the event
- Donors, they can provide the food that otherwise would be wasted
- Chef, artists, nutritionists, they will help us with the events

Desired Changes:

- Reduce food waste
- Raising awareness
- Changing lifestyle

Theme: Climate Change, Food Waste, Youth engagement.

Competence needed: Digital management, Event management and organisation, Public relations, marketing.

Territory: Neighbourhoods with less opportunities.

Channels: Social media, Poster and flyers around the city, schools and teachers.

Instruction:

- Create a social media profile and start with the online promotion of the event.
- Involve market sellers in order to collect the food that they would throw away and ask them to promote the project to their customers.
- Create a call to action for the people of the neighbourhood and ask them to donate food.
- Create a stall in the local market where people in need it can have food for free.
- Once a week, organise a new local initiative, event or workshop in order to raise the awareness about the topic.
- Collect data and every month show how much food you saved and how many people benefit from it.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool.

TOOL 14

V.O.T.E.

Voices Of The pEople

TYPE: ADVOCACY ACTION

TOPIC: MIGRATION

OVERVIEW: RIGHT TO VOTE FOR EVERYONE

Target:

- Local government
- EU government
- EU citizens

Desired Changes:

- Regularisation and right to vote for migrants

Theme: Migration, People engagement, National policy.

Competence needed: Public policy and legislation drafting, public communication, public relations.

Territory: National and European level.

Channels: Social media, Websites.

Instruction:

- To national government: present emblematic cases to increase public opinion awareness and generate new perspectives about unfair treatments. This action is implemented throughout a campaign made on media (tv, social media, etc.) and some social activities (workshops, guerrilla actions, labs). Starting from this, a petition will be launched. The petition will target the higher level (National and European) in order to promote a policy change.
- To the EU government: Use strategic litigation and Ombudsman. By using these two tools the EU government will be pushed to act on the National Level in order to put pressure and demand to change the legislation related to voting.
- To EU citizens: While acting on the EU government, the action foreseen also to work on the education and information of EU citizens. Particularly, the actions that will be implemented are not only courses and activities on transcultural adaptation, but also the introduction of Civic Education in school as a mandatory subject. In this way, people will be more informed and more opened to accept the policy change from the National level.

Expected outcomes:

- Citizens' awareness will be increased and due to the new public perspective generated they will foster the promotion of a referendum to support the policy change. A spontaneous petition will be launched in support of a national referendum.
- The EU Commission will recommend the EU member states to change their policies.
- Throughout the Educational activities, citizens will be more welcoming of the reception of the European recommendation to EU Member states. The recommendation will be receipt without discrimination feelings.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool.

TOOL 15

RIGHT TO BE HERE

TYPE: ADVOCACY ACTION

TOPIC: MIGRATION

OVERVIEW: FACILITATING THE EUROPEAN STEPS TO GET MIGRANTS TO VOTE

Target:

- European Commission

Desired Changes

- Administrative access to active citizenship and facilitate the administrative access to citizenship and open the right to vote to migrants

Theme: Migration, People engagement, European policy.

Competence needed: Public policy and legislation drafting, public communication, public relations.

Territory: EU Member States.

Channels: Social media, Websites.

Instruction:

- Year 1: In order to gain consensus some working groups will be organised and participation in social events will be guaranteed. Additionally, some strikes and public consultation will be organised.
- Year 2: A simple policy proposal drafted by the stakeholders in charge of the initiative will be sent to the European Commission asking to push on EU Member States with some recommendations about the right to vote for all.

Expected outcomes:

- A new inclusive law for migrant people to get access to citizenship and right to vote in every EU country.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool, website for online communication, law proposal draft.

TOOL 16

Citizenship and right to vote

TYPE: ADVOCACY ACTION

TOPIC: MIGRATION

OVERVIEW: PROMOTING THE RIGHT TO VOTE FOR EVERYONE

Target:

- Politicians and policymakers at national level

Desired Changes:

- facilitate the administrative access to citizenship and open the right to vote to migrants at national level

Theme: Migration, People engagement, National policy.

Competence needed: Public policy and legislation drafting, public communication, public relations.

Territory: National level.

Channels: Social media, Websites.

Instruction:

- Year 1: Establish an action plan, organise first events to gather allies/create partnership and collect main resources.
- Year 2: Implement some communication activities about the theme, for example press conferences and panel discussions. Additionally, launch a petition which supports your cause endorsed by citizens.
- Year 3: Write a policy proposal targeting the national level and launch a parliamentary question.
- Year 4: Give a follow up to the previous years with your allies.

Expected outcomes:

- Raise awareness on the topic.
- Starting on a specific EU Member State and then spread throughout the others with the EU level support.
- Create a group of allies which support my cause and can advocate for it.
- Ideally, obtain a “voting right for all” law which includes all the people that live at least 5 years in a country.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool, website for online petition, law proposal draft.

TOOL 17

THE GREEN ROBIN HOOD PLAN

TYPE: ADVOCACY ACTION

TOPIC: CLIMATE CHANGE

OVERVIEW: TO HAVE AN UNIVERSAL BASIC INCOME (U.B.I.)

Target:

- Belgium Government

Desired Changes:

Increasing taxation on big polluters in order to finance the universal basic income and achieve social equality

Theme: Climate Change, Inequalities among people.

Competence needed: Public policy and legislation drafting, public communication, public relations.

Territory: National level.

Channels: Social media, Websites.

Instruction:

- Online Petition in order to gauge public support and demonstrate to Belgian government decision makers that there is a public demand for change (6 months)
- Public events: a flash mob in a big public square in Brussels close to the day in which a Government meeting on the state financial and tax law is taking place (this happens on month 7, calling all the petition signers)
- Stakeholders mapping, involvement and engagement of allies: this is a continued activity, over the entire course of the campaign. It is aimed at enlarging the number of people who support our demands and think creatively about potential allies, from national media to community groups.
- Communication: both at a massive and public level (social media, national print and online media through press releases), and via multipliers through the engagement of allies.

Expected outcomes:

- Starting on a national level (Belgium) and growing to the EU level.
- Raising the awareness on the topic.
- Writing the law draft.
- People feeling part of a wider community.

Suggested materials: GANTT, project management tool, Slack or a communication tool, website for online petition, law proposal draft.

TOOL 18

POLLUTION TAX FOR SOCIAL JUSTICE

TYPE: ADVOCACY ACTION

TOPIC: CLIMATE CHANGE

OVERVIEW: REFORM THE FISCAL LAW TO FINANCE THE UNIVERSAL BASIC INCOME

Target:

- European institutions: European Commission and European Parliament

Desired Changes:

- Having a new legislative framework in the EU for pollution taxation and U.B.I.
- Reducing inequalities among people

Theme: Climate Change, Inequalities among people.

Competence needed: Public policy and legislation drafting, public communication, public relations.

Territory: Member states of EU.

Channels: Social media, Websites.

Instruction:

- Social events, press conferences: in order to disseminate our demands, increase awareness on the topic and gauge public support around our requests.
- Launch of the petition and digital dissemination across all countries: the petition shall be online and in different languages in order for it to be immediately understandable and actionable by people across Europe. It shall explain clearly why a system change is needed in how the tax burden is distributed among private and corporate taxpayers: big industrial polluters don't pay for the adverse impacts they create to the people and the environment. Europe has the power to fix this problem.
- Send the proposal to the European policy makers: the action aims at reaching the highest number of policy makers in the European Commission and the European Parliament, hoping that it finds to an interested party.

Expected outcomes:

- To raise awareness of the topic.
- To have a law reform proposal picked up by an interested policymaker / political party / EC commissioner.
- Legislation making on pollution taxation.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool, website for online petition, law proposal draft.

TOOL 19

GRAX

The greenest way to fund equality

TYPE: ADVOCACY ACTION

TOPIC: CLIMATE CHANGE

OVERVIEW: TAX REFORM, INTRODUCTION OF ENVIRONMENTAL TAXES THAT ARE THE FUNDS FOR U.B.I.

Target:

- European Commission
- European Parliament

Desired Changes:

- Introduction of environmental taxes about emission, waste, use of raw materials, etc.; this would be the funds for an U.B.I. that will reduce inequalities
- Free people from the duty to work and foster sense of shared property of the common goods
- Promote sustainable ways of living such as gardening and homegrown food produce

Theme: Climate Change, Inequalities among people.

Competence needed: Public policy and legislation drafting, public communication, public relations.

Territory: Member states of EU.

Channels: Social media, Websites.

Instruction:

- Campaign, social events, press conferences: start to spread the concept that the problem of inequality starts with the uneven distribution of financial and public resources. A change of culture and mindset is needed at all levels: from people to institutions to corporates, we are all called to rethink how financial burdens are divided within social and economic actors but also to reimagine ways to live collectively increasing the social value of the common goods.
- Draft policy proposal for initiatives based on these concepts (i) put the tax burden onto those who have the main responsibility for pollution; (ii) eliminate the concept of the duty to work: work shall be a free choice and not an obligation. People should have the right to a UBI in order to self determine themselves and the money to fund it shall be found through the taxation reform; (iii) private property shall be abolished: this will also redistribute the value for money of things. Many things shall be used collectively and shared rather than appropriated by individuals.
- Participation to public consultation if launched: by shaking the waters around those issues, the European Commission picks it up and launches a public consultation within the Promoting the European Way of Life Commission program; at this point we would participate to the public consultation and further make our points.
- One to one contact parliamentary groups sensitive to the issue in order to promote policy proposal and gauge consensus around it: ideally we will have written a comprehensive policy proposal, with the pro bono help of legal and financial experts; then contact one by one all potentially interested MEPs and EP groups in order to have it landed in the EP schedule for discussions. This will strengthen the parallel action being carried out at European Commission level.

Expected outcomes:

- Raising awareness, drafting or proposing of law, consensus building among people, increasing people empowerment.

Suggested materials: GANTT chart, project management tool, Slack or a communication tool, law proposal draft.

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