Master in Political Ecology  
Academic year: 2019-2020

Activism and campaigning

Instructors:

Rakel Muñoz, Open Engagement Manager, at Greenpeace International  
International trainer on engagement, social movement and campaigning at Greenpeace International, rmuoz@greenpeace.org

Emma Aviles, ODG Spain, emma.aviles@odg.cat

Objectives

- Learn by doing and unpacking practical tools on how to create campaign strategies
- Explore different methods to move from the theory of change of a campaign to the tactics implementation.
- Experiment co-creation in teams
- Learn to go deep into the Internet and gain the abilities to organise and amplify our actions, taking advantage of the synergies of the networked society.

Structure

This 16 h class is given by two teachers, and will incorporate elements of communication strategies, new narratives, memetics, digital tools and social networks and how to build effective campaigns. Both teachers will use both theory and practice in class, so attendance is mandatory. A number of readings will be shared to facilitate the work. The content of each class will be shared after the sessions.

Evaluation

Evaluation will consist in the submission of an assignment in the form of delivering of a campaign strategy. That will be mostly based on a template provided by Emma and Rakel about 10 days after the end of the classes. Assignments will be a group work, and the evaluation criteria will be share in advance.

PROGRAM OUTLINE

Class 1, Movements and Strategy, June 2ns (15.00-17.00), Emma Aviles

- Social movements, different waves & where are we now?
- The digitisation of society. What does this imply and how does it affect us?
- Post 2010 movements: examples of politically networked movements VS non-networked.
- Brief insight into building strategies: theory of change; historical, cultural, economic and social analysis; power, audiences and objectives = the importance of communication when building strategy.
- Networked social movements’ mobilisation strategies: achievements & examples of successful campaigns. How to go beyond mobilising, new forms of citizen action and political incidence.
- Communication in a political strategy: how to build an impact campaign with communication as a tool.

Class 2, June 3rd (15.00-18.00), Rakel Muños

We will introduce what it is a system change campaign and how to deliver it. W will introduce and practice system mapping, power analysis, and start with the theory of change.

Class 3, June 4th (10.00 - 13.00), Rakel Muños

We will follow the work done in the previous day by finishing theory of change, mapping audiences, meaningful engagement opportunities and building the campaign plan.

Class 4, June 9th, Stories as game changers (15.00 - 17.00), Emma Aviles

- Hacking collective imaginary: how to build new and different narratives towards a new cultural hegemony.
- The power of Memetics.
- The strength of art, images and video and how to make them easy.

Class 5, June 16th Tools for praxis (15.00 - 18.00), Emma Aviles

Action and organising in the Internet: ideas, strategies and basic tips to organise in the Network. We will move from basic user skills to ones that will help us organise and amplify our actions managing to reach, from the Internet, people that don’t necessarily use it.

- How to respect the netiquette: basic behaviour guide for networking.
- Tools to organise and network effectively (mailing lists, collaborative pads, chat alerts & some notions on security and alternative tools).
- How to create and maintain a community (1-9-90 rule & distributed networks); build support for our campaigns.
- Breaking with inbreeding on social networks:
  - How to conquer Twitter.
  - The evil philosophy of Facebook and how to hack it.
  - Youtube, streaming, citizen journalism.
- How to prepare and launch a participative and distributed campaign:
  - The viral cycle of the Internet.
  - How to hack the press.
- Steps for building a campaign: how to launch it, follow it and analyse its results.
Class 6, June 22\textsuperscript{th} Pulling everything together, (15.00 - 18.00), Emma Aviles

Work on practical cases: build our campaign.