

TAKE ACTION

How to engage the public in sustainable development

Toolkit





Author: Collective work

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Objective

The manual serves as a basic instrument for the capacity building of the multipliers – individuals and civil society working at different levels.

The main objective is to provide tools and inspiration that will support local activities leading to sustainable development. In particular, such activities include those that will promote the goal of the 2030 UN **“no one should be left behind”**, in the context of migration and social inclusion.



I. Context & Background

Agenda 2030 and Sustainable Development Goals (SDGs)

193 Member States of the United Nations adopted the 2030 Agenda for Sustainable Development on 25 September 2015, with the goal of transforming our world.

The main purpose of the Sustainable Development Goals (SDGs) is to achieve dignified life without poverty, hunger, and inequality for all people on earth. Each of us is responsible for the planet we live on, we respect other people and protect ecosystems on which all living beings depend.

Useful links: <https://www.un.org/sustainabledevelopment/sustainable-development-goals>

The agenda defines 17 goals, the implementation of which follows the “no one left behind” principle, which means all people, including migrants, minorities, socially disadvantaged, people with disabilities, and marginalized groups, are involved in taking action towards sustainable development. A sustainable future means a future for all people of different origins, religions, education levels, social class, and abilities.

Let's keep in mind that achieving a sustainable future is not only about us, it is about the whole planet and all living beings.



SDGs and Migration

The phenomenon of migration is closely linked to sustainable development. Migrating people (labour migrants, refugees, IDPs, Asylum seekers) cannot be left behind when thinking and acting towards a sustainable presence and future.



The “Leave No One Behind” Principle

Leave No One Behind is the key principle of the 2030 Agenda for Sustainable Development. This includes migrants and refugees.

SDGs linked to migration

All SDGs belong together.

And all are relevant for migrants.



Several other initiatives, such as The Global Compact for Safe, Orderly, and Regular Migration (GCM) and the New Action Plan for Integration and Inclusion represent a significant opportunity to improve the governance of migration, address the challenges associated with today's migration, and strengthen migrants' contribution to sustainable development.

Sustainable Development and COVID-19

The COVID-19 pandemic exacerbated the situation and it has vastly impacted the wider social, economic, and environmental fabric of the world.

Workers in the informal sector have lost jobs. Due to the crisis, migrants, the elderly, persons with disabilities, indigenous communities, persons discriminated against based on work and descent, women, transgender people, and children are especially affected in multiple ways.

Groups most affected by COVID-19: Migrant workers and refugees, geographically inaccessible areas, orphans, LGBTQI, the elderly, women, children, indigenous communities, DWD community, sex workers, beggars, the homeless, small and marginal farmers, daily wage workers in urban areas.

Globally speaking, about 500 million more people were pushed into poverty as a result of the pandemic.

GAFA firms, such as Google, Apple, Facebook, Amazon, and Microsoft, are expected to increase their profit by 46 billion USD in 2020 during the pandemic. Most of this profit is then paid to their shareholders – while taxes are avoided.

Demand for unpaid work increased, bearing more burdens on women, with a rise in gender-based violence being apparent.

Countries in the Global South whose economies are dependent on the remittances of migrants are more affected by COVID-19 than others.

\$300 billion US is spent annually by the Global South for public external debt payments to bilateral and multilateral lenders, such as the World Bank and IMF, private banks, and speculators, while many countries do not have enough to spend on food and relief during the pandemic.

HOWEVER, for the first time in a hundred years, the world is focused on a common goal: Beating coronavirus.

Getting “back to normal” simply is not feasible, the reason being that it was “normal” that got us here. The crisis has shown us how deeply connected we are to everyone else and the planet. COVID-19 is forcing us to revisit our values and design a new area of development that truly balances economic, social, and environmental progress, as envisioned by the 2030 Agenda and the SDGs.

Integrated solutions are the only way in which we’ll be able to build a greener and more inclusive future to help countries meet the 2030 goals. (<https://feature.undp.org/covid-19-and-the-sdgs/>)



Useful links: <https://www.un.org/sustainabledevelopment/sustainable-development-goals>

II. Take Action

Would you like to bring positive change to your local community but aren’t sure how to begin? In this chapter, a few good practices will be introduced, which you can use to get inspired.

There are several paths you can take when addressing issues that matter to you. In this paper three main approaches will be discussed:

- raising awareness
- advocacy work
- engagement with the media

Awareness Raising Activities

Here you can find some effective tools that can be used to raise awareness about sustainable development and social inclusion. They can also be used to promote the idea of the 2030 UN agenda, “no one should be left behind”, in your community.



Factsheets/leaflets

– Create brief and concise factsheets, leaflets, and stickers with logos or slogans that hold the key information you would like to promote. You can hand out these leaflets during awareness-raising events, festivals, concerts, etc.

Photo-op

– Allow the public to contribute to your mission. Announce the invitation for a photo-op campaign. Take a picture related to inequality, poverty, injustice, SDGs, or people who have been left behind with a description explaining why that issue matter to you. Share the photo with #thenameofyourcampaign and encourage others to follow you in doing so. Join an existing photo-op campaign.

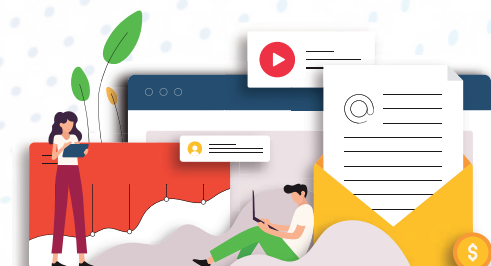


Photo exhibit

– Use photography as a tool to raise awareness for pressing issues. Art has the potential to represent a shared language for groups of different origins, cultures, or social status, which makes it a powerful inclusive campaigning tool that is easily understandable for the broad public.

Take & share

– Online action is a powerful way to reach thousands of people around the world. Take & Share a short video or photo about inequality, poverty, injustice, or issues such as why people are left behind and why the SDGs matter to you. Share videos, photos, and documents on your current and recent actions on the SDGs.

Organise a rally

– Stage a peaceful demonstration demanding the better implementation of the SDGs. An effective rally can be as basic as several people standing outside of their representative's office, holding signs to show where they stand on an issue. Or it can be much more involved, including a full program of speakers and partner organizations. See more at [Rally Organizing Guide \(moveon.org\)](https://www.moveon.org/)

Organize a public discussion

– Organize a community level public discussion e.g., with young people, or in communities of marginalized people; you could include an interview or debate with the President, Prime Minister, MPs, mayors, or other public figures to share a public statement and request a response from the authorities.

Stunts

– Take part in public stunts, NGO fairs, and other events to make a statement, engage leaders, collect voices, and celebrate action. Stunts and events are organized all over the world. You can organize an event too!

Organize events with representatives

– Invite citizens, including marginalized people, to meet politicians with public statements and demand the implementation of the SDGs in their countries.

Useful links for organizing an awareness-raising event:

Principles of awareness-raising: [Principles of awareness-raising for information literacy: a case study; 2009 - 147637eng.pdf \(unesco.org\)](#)

Action planning: [Action Planning Guide \(ku.edu\)](#)

2018-How_to_Take_Action_Organizer_Guide_toolkit.pdf

Humanitarian campaigns: [A Rights in Crisis Guide to Influencing: The who, what and why and humanitarian campaigning \(openrepository.com\)](#)

Awareness-raising campaigns: [The_key_features_of_successful_awareness_raising_campaigns_10-15_LM_ELINET.pdf \(eli-net.eu\)](#)



Public events and best practices

Local meetings and focus groups

Potential action:

- Community and Constituency group meetings / Equality Circles / Focus Group Discussions
- Long Table
- People's Assemblies

Methodology for the Equality Circle:

1. This can take different forms, depending on what the people want—starting with meeting once for 1-2 hours (e.g., on gender equality on 8 March), meeting weekly or monthly in a community centre, to national equality circles or online Equality Circles.
2. The key methodology of the Equality Circles is that everyone speaks, and everyone listens.
3. All results would be included in the demand charters and used to use push for policy change with local, regional, and global leaders.

Objective: Equality Circles are events where migrants and refugees meet with the representatives of other marginalized groups. It aims to create a safe place for people to meet and express their perspectives and discuss their issues.



People and communities come together in circles to:

- analyse the inequalities people and communities are facing
- give inequalities a face
- emotionally connect and identify with each other
- formulate demands to end inequalities in the community, nationally and globally
- decide about actions to end inequalities.

Local meetings – Local or grassroots level – in the countryside, an urban area, or a municipality - communities and constituency groups will come together to deliberate their issues. Half or full-day meeting with 15-30 participants.

Focus Group Discussion – participatory and inclusive – A group of people come together and sit in a circle to speak about their perspectives on migrants and inequalities and to share experiences and brainstorm ways on how things could improve.

Best Practices

The book “The Bahar project: Many recipes, one city”

One of the best practices offered by the manual is The Bahar Project. The Bahar Project is a series of events organised by the Athens Coordination Center for Migrant and Refugee issues (ACCMR) – a City of Athens initiative, with the support of ActionAid Hellas. Migrant, refugee and Greek nationality women who live in various neighbourhoods throughout Athens (Kolonos, Ampelokipi, Kypseli), were invited to cook with their heart and allow locals to discover their culture, have fun, and taste dishes from Greece and abroad. As a result of this action, the book “*The Bahar project: Many recipes, one city*” was created. It represents twelve recipes and stories that these women shared with others, along with their passion to work together, share memories and meals, and discover all the things that make us one and the same.



For more info, please follow the link: https://facesofmigration.actionaid.gr/media/1332/bahar_booklet_eng.pdf

Long Table

Given the current political and social situation, with a crescendo of racial hatred and harmful national political choices being made to the detriment of migrants' lives, it is important to return to the form of talking **with and among** the people and show that welcoming and including migrants in the social fabric is possible and fruitful. Even the simple gesture of sharing a meal, sitting together around the same table, can help recreate a new way of seeing the others.

The national event called “Tavolata italiana senza muri” (Italian Long Table Without Walls) was held in 2019 by the Italian CSO FOCSIV in collaboration with several Italian civil society associations and municipalities that took part in this initiative to highlight their support to human solidarity.

The national event involved more than 5,000 people, 1,000 volunteers, 37 associations, both national and international, in 23 Italian cities, reaching from the north to the south of Italy, passing through Via della Conciliazione, and ending just in front of Saint Peter’s Cathedral in Rome. According to the main principles of the Sustainable Development Goals and the European fundamental values, people and volunteers joined the event to declare that there is the need to “stay human” and to welcome and integrate migrants so that no one is left behind. The aim is to make citizens aware of the human responsibility that we all hold together towards the vulnerable and poor people in our common home.

More information on long table events can be found at

<https://www.amnestyusa.org/wp-content/uploads/2019/02/Longer-Table-Toolkit.pdf>

Journalism for Development Award

The Journalism for Development Award was announced for the first time in 2018, as a way to highlight the high achievements in covering issues of sustainable development, inequality, human rights, and poverty eradication. For three consecutive years, the Bulgarian Platform for International Development has held this competition. During those three years, more than 50 journalists from all walks of media (print, TV, radio, new media) joined the competition and 10 have received the prestigious award.

Media have an essential role in shaping public opinion and changing attitudes. It also monitors and tracks the progress on policies and acts as an alarm when something’s wrong. The main objectives of the competition are raising awareness on the EU and MS development policies, discussing issues related to developing countries, better media coverage of development policies by strengthening the capacity of journalists and journalism students to understand, analyze, and write about development, poverty, migration, and minorities by breaking stereotypes and fighting against fake news.

The contest itself has great media coverage and has been recognized by the media community as one of the most prestigious awards in the field.

People’s Assemblies

A People’s Assembly is a meeting or consultation organised by communities or constituency groups in cooperation with the civil society at local, sub-national, national, regional, and global levels to identify their issues and problems, analyse the structural causes, discuss and develop a set of demands, devise remedies, and prepare the roadmap for their engagements to address them. Given the circumstance, the 2020 & 2021 People’s Assemblies could be held virtually, though some could be done physically.

Bottom-up process:

1. Community and Constituency group meetings /
Local Circles / Focus Group Discussions
2. Sub-national People’s Assembly
3. National People’s Assemblies
4. Global People’s Assemblies

Best practices! A Belgian organization, GCAP, successfully working with the bottom-up approach, co-organized a Global People’s Assembly in New York in parallel to the UN SDG Summit in 2019.



People and communities come together to:

- Analyse the current situation
- Analyse the inequalities people and communities are facing
- Give inequalities a face
- Formulate demands to end inequalities in the community, nationally and globally
- Prepare the inputs for the National People’s Assembly
- Decide on actions

At the local level – whether in the countryside, an urban area, or a municipality, a local People’s Assembly can be organised by various groups for a half-day, full-day, or more to discuss the issues affecting them, existing welfare schemes, if any, demands to the government, and what could or should be done for the welfare of the community.

We encourage you to invite different groups to prepare their inputs for the People's Assembly:

- Youth
- Women
- Older people
- Persons with disabilities
- Other marginalized communities: esp. indigenous and DWD



For example, local People's Assemblies can consist of 20-50 participants; or they can be large gatherings of hundreds of people.

In particular, **the objective** is to bring together and hear from the voices of marginalized groups, such as indigenous communities, people with disabilities, youth, women, people discriminated based on work and descent (DWD), children's group, slum dwellers, single, vulnerable women, sex workers, religious minorities, ethnic minorities, farmers' communities, daily wage earners and unorganised sector workers, farmers, fisher communities, etc.

Share your outputs with other organizations that can build on your work in arranging higher level people's assemblies. In preparation for the national assembly, local communities and constituency groups can come together to deliberate and capture their analysis, messages, and demands on inequalities and climate, environment issues, and civic space. These community meetings or Equality Circles feed into the People's Assemblies at the national level.



Link to virtual People's Assemblies: <https://gcap.global/wp-content/uploads/2020/09/Toolkit-Virtual-Peoples-Assemblies-2020-EN.pdf>



Advocacy: local/regional authorities and political representatives, Parliamentarians and governments

Advocacy WHY?

Advocacy seeks to ensure that all people in society have their voices heard on issues that are important to them, that their rights are protected and promoted, and their views and wishes genuinely considered when decisions are being made about their lives.

Advocacy WHAT?

Advocacy seeks to ensure that all people in society can:

- Have their voices heard on issues that are important to them
- Protect and promote their rights
- Have their views and wishes genuinely considered when decisions are being made about their lives

Advocacy is a process of supporting and enabling people to:

- Express their views, thoughts, and concerns
- Access information, advice, and guidance
- Explore choices and options for services and care

Advocacy **HOW?**

- Send a delegation of people from marginalized communities to meet the relevant governor, MPs, mayor, local political representatives, etc., and give a public statement
- Collect the voices of marginalized peoples speaking about their situation, or collect short videos of politicians pledges on the SDGs
- Organize a political dialogue to bring to decision-makers regarding the political demands raised at the grassroots and national level
- In the spirit of “Nothing About Us Without Us” representatives of groups left behind shall lead the political dialogue
- Letters to governments: Demands for the implementation of agreements and demands for migrants, refugees, and SDG10 and offering dialogue for the preparation of the HLPF
- Meeting Presidents, Prime Ministers, Ministers, key Parliamentarians, and the key officials who implement the policies for migrants and refugees
- Influencing political party manifestos based on reports



Advocacy meeting with local/regional authorities and representatives, Parliamentarians and governments

- **Know the background of the respective representative:** Know whom you should approach, and study if that person is likely to support your cause or not
- **Schedule a meeting:** Contact the office of the representative (mayor, senator, member of parliament) and seek a meeting by sending a letter via email or telephone
- **During the meeting:** A meeting may last 20-30 minutes. Do your homework before the meeting. Thank the representative for the meeting. Decide the number of delegations and who will speak what.
- **Presentation:** Make a brief presentation of the issue, its impact, and state key the tasks you want to be performed by the representative. Hand over a 2 to 3-page narration. Listen to their response and follow up eventually if they need more information or support
- **What benefit the representative may receive:** Whenever possible, try to convince the representative that taking the issue may be electorally beneficial to him/her and their party

Letter and petitions to relevant political representatives

- What is your message? Draft your letter on one page – include the request for an answer
- Get the buy-in of civil society on your message
- Get feedback from a politician or journalist on the message and wording
- Get information on how to address the politician and to what post and email addresses to send the letter
- Finalise the letter and get many signatures from civil society – including constituency from the politician is best
- Send the letter by post and email
- Publish the letter in the newspaper and on social media (if it's a public letter)
- Follow up with the assistant of the politician after 1 week by phone. Did they get the letter? Do they need more information?
- Follow up with the politician about 1 month after the letter was sent



Engagement with the Media – Consistent engagement with the media is needed!

Press conference & forwarding the results to the media

Press conference **WHY?**

- Press releases, interviews, and informal media contracts are excellent ways of **getting your message across**. They are the bread and butter of your media relations.
- The media can be a powerful tool for **promoting accountability** in relation to government actors
- A free and independent media can **inform and influence** public opinion about government policy
- The media is not only an instrument to create awareness about the **SDG agenda**, but it also plays a crucial role in the **implementation** of it
- A press conference is interactive; you can answer questions from the press, and emphasize points you might not otherwise have a chance to make

See more: [Engaging with the Media – SDG Accountability Portal](#)

Press conference **HOW?**

- Define the **key message** that you are trying to get out to the community. Summarize it in clear 3-5 clear points to the press.
- Develop a **press kit**, a folder of information to give reporters background info about your issue or program.
- **Contact the media and follow up with them**, after you have mailed the press advisories to the media, don't forget to follow up your press advisory over the phone.
- Select and train your **participants**. You want them to be knowledgeable and articulate about the issues.
- Be **clear and concise** in your speech. Avoid sounding patronizing, assume the audience is intelligent.

See more: [Chapter 6. Communications to Promote Interest](#) | [Section 8. Arranging a Press Conference](#) | [Main Section](#) | [Community Tool Box \(ku.edu\)](#)

Op-Eds and TV debates

- Meet the Editors and columnist and discuss the issues, share material and request to write opinion pieces
- Ask them if they would like to carry Op-Eds from outsiders or experts
- Identify people in your own organisation/campaign who can write Op-Eds on the issues of migration, refugees, inequalities, etc.
- Engage separately with the Audio-Visual media
- Take them to the scenes and facilitate an interface with the migrants or refugees or such people on margins which will lead to a TV reportage
- Meet the TV Editors to do debates or special sessions discussing various facets of the issues
- These could be done on special days and/or when there is an event



I.
II.
III.
IV.
V.

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VIII.
IX.
X.

Ten commandments of event/action planning

I. Before the event

Understanding the current situation and goals you wish to achieve is crucial when planning.

Try to answer the following questions: ***What are the current local realities before the event and how should these realities change after the event? What problem/issue do you want to address? What do you want to achieve? What are your specific aims?***

II. Educate yourself before teaching others

III. Identify your target group

Think about who is the event for and get to know their needs.

IV. Use an effective communication strategy

Hope-Based Communication

Let's keep hope in mind when:

- thinking about the message we want to share with others
- formulating the message (wording)
- choosing the pictures accompanying the message
- designing events



Hope-Based Communication is a pragmatic strategy for a different and more successful communication:

For organisations working for the rights of migrants and refugees, positive communication does not always come naturally. However, when making the case for migrants, we cannot rely on fear. We need to promise a brighter future.

Hope is a pragmatic strategy, informed by history, communications experts, organizers neuroscience, and cognitive linguistics. It can be applied to any strategy or campaign. Ground your communications in the values you stand for and the vision of the world you want to see.

A hope-based communications strategy involves making five basic shifts in the way we talk about migration:

Shift 1: Talk about solutions, not problems

Shift 2: Highlight what we stand for, not what we oppose

Shift 3: Create opportunities, rid yourself of threats

Shift 4: Emphasize support for heroes, not pity for victims

Shift 5: From fear to hope

links: <https://www.openglobalrights.org/hope-guide/>
<https://www.hope-based.com/about>
https://www.youtube.com/watch?v=x_6WFd8LOks

V. Promote, promote, promote

Good promotion is the key to a successful event. Therefore, we try to promote on all channels, so the public can learn about our event. Let's use websites, social media – like Facebook, Instagram, Twitter. We can also inform the public through the local media (local press, local radio), local government sites, public bulletin boards, etc.

VI. Join forces and work together

Consider approaching your community or civic, professional, or religious organizations about organizing an event together. Chances are these like-minded groups share your concern and willingness to help. These organizations also have the people and programs in place to more easily plan and conduct fundraising and educational events.

When planning your activities, keep in mind that some dates are identified to coordinate global events, and as such, are embraced to be a powerful advocacy tool. Scheduling your events on these dates and joining the mass actions is always beneficial in terms of promotion and visibility.

Coordinated global actions – Key dates:

8 March

– International Women's Day

25 – 26 March (2021)

– SDG global festival of action

July

– UN High-level Political Forum (HLPF) on sustainable development

September

– Global Goal Week of Action

17 October

– International Day for the Eradication of Poverty

National days

– Important national days, such as 17 November in the Czech Republic for the Velvet Revolution, or 11 November in Belgium for the end of World War I

Global Goal Week

- Organised since 2017 and held for one week in September. Meant to mark the day the 2030 Agenda was adopted by the UN on September 25
- Various events are organised and social media events held with various hashtags, #Act4SDGs, #StrongerTogether #TurnItAround
- In 2020, massive mobilisation was made with online and offline events demanding just recovery and improved building for the future.
- The virtual and physical People's Assemblies, which were organised at national and global levels, articulating the demands of marginalised group

more info on international days can be found at:

<https://www.un.org/en/sections/observances/international-days/>

VII. The Oxfam's Event Planning Checklist

may help you identify all the necessary steps for your event to be successful

EVENT PLANNING CHECKLIST <https://www.oxfamamerica.org/explore/research-publications/how-to-get-started-a-menu-of-ideas/>

The key to any successful event is organization. Oxfam has created this checklist to help you and your group of volunteers keep track of all your event details.

The items are listed in chronological order. We recommend that you check off each task as you complete it. It's a great feeling!

- ✓ Identify your audience members and their interests. Who will attend your event?
Who do you want to attend? Knowing your intended participants will help you tailor your event to their interests and will increase the likelihood of their attending.
- ✓ Determine your purpose and goals. Is the purpose of your event educational?
To raise funds? Both?
- ✓ Clarify what you want to achieve so you can prioritize where your money and efforts are best spent.
- ✓ Choose the type of event. Completing the two steps above should help you with this choice.
- ✓ Set a date. Consider these factors:
 - Conflicting events in your target audience's schedule
 - Available venues that meet your event's needs
 - Ample time for you and your volunteers to plan.
- ✓ Determine your budget. Ultimately, your decisions will be based on what you can afford. Consider what you will have to purchase versus what local merchants or organizations may donate. It is possible to host a successful event with little to no money.
- ✓ Compile a list of what you will need for your event. Possible items include food, rentals (e.g., linens, chairs, sound system), promotion (e.g., invitations, fliers), volunteers, giveaways, special guests, and entertainment.
- ✓ Reserve a venue and file for any related permits. Schedule well in advance of your event to ensure availability. To be safe, consider having a backup venue.
- ✓ Get commitments from volunteers. Delegate event responsibilities to willing volunteers. Set deadlines and keep the lines of communication open to ensure questions are answered and tasks are completed.
- ✓ Be creative! Your audience won't be excited about your event unless you are, so make it interesting and fun. Unique themes and activities will attract more media interest as well.

- ✓ Promote your event. Once you determine the specifics (what, when, where, who, why), tell the world! Make your publicity as exciting as the event itself. Consider using social media, press releases, flyers, email announcements, newsletters, and postcards.
- ✓ Prepare for the worst. Bad weather, supplies running low, poor audience attendance—anything can happen, so take the time to create contingency plans.
- ✓ Do a run-through. Think about the event from the participants' perspective. Consider your goals and make sure they are being met.
- ✓ Enjoy your event! You've worked hard to get to this point, so enjoy yourself. Relax, but make sure volunteers are on task and participants are engaged.
- ✓ End with action. Print the sign-up sheet on the next page, and at the close of your event, invite guests to make a difference by organizing further events.
- ✓ Evaluate your event after it's over. Think about what worked and what didn't. Talk to attendees, volunteers, special guests, and others involved. Capture the information and file it for next year's event planning.
- ✓ Show your appreciation. Send thank-you notes to those who volunteered or donated items for your event. Send sign-up sheets, stories, anecdotes, photos, and fliers

VIII. After the event

It's important to celebrate your event and express your thanks to all involved:

- Organise a meeting or a call with the people involved
- Analyse together what went well and where you want to improve
- Think about the follow-up
- Include new contacts in your address base
- Send the information about the event to your national network
- Express your thanks to all involved – it's good to make a list before, so you don't forget anybody and to appreciate all the different roles
- Celebrate a moment of gratefulness to yourself – maybe with a cake, a glass of champagne, or something nice to share

IX. Evaluate

Regular monitoring and evaluation can strengthen the impact of your campaigns, public events, and other actions. You can use a powerful evidence base to support your campaign to motivate supporters to further action or demonstrate to decision-makers that certain policies are improving people's lives. Monitoring and evaluation are also crucial for supporting wider organisational learning and can influence future campaigns and events. They can also be used to demonstrate accountability to stakeholders by providing evidence for giving feedback on the performance and achievements of the events.

Some key questions to ask in evaluations

- What are we doing well and what should we continue doing?
- What are we doing okay or badly, and what can we improve?
- What was supposed to happen, what actually happened and why were they different?
- In what ways has our understanding of the situation deepened or changed?

See more: [Evaluating the impact of your campaign – NCVO Knowhow](#)

X. There is NO failure

Do NOT be discouraged by something you may consider a failure. Changing individual or community practices is always challenging to affect. The ideas you are going to push are quite new and can be accepted with difficulty and at a slow rate, especially in rural areas. However, in such communities, opening a debate on the topics of social inclusion, migration, climate change, and other themes related to sustainable development is crucial. So, keep in mind that even a small change can make a big difference in the long run.

Faces of Migration

This manual was created within the Faces of Migration campaign, which challenges the existing views on migration. Hearing and understanding people's stories allow for more complex perspectives on people's lives and why they migrate. The aim of the campaign is to change public dialogue and policies from "us vs them" to the human beings affected by inequalities that are structural and pervasive as well as how the Sustainable Development Goals (SDGs) are an answer to create a better world for all.



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More information can be found at <https://gcap.global/faces-of-migration/>



**FACES OF
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