

10/06/2020, Topic: Tactics; Creative Ways and Ideas on organizing action with volunteers and communities

Event Title: Organizing Action with Communities _“How to”...Webinar #3

Host: MSF Urban Spaces/ MSF IAT-Climate Action Change Group of Greenpeace

Presenters: *Agustin Maggio, Christopher James Dean, Bruno Giambelluca*

How many people Joined: 32 paxs

Focus Questions:

What are we learning for mutual aid networks from COVID-19? What are the foundational concepts of a successful action? How can you build your community basis?

Session Goals :

- Share some successful tactics that took place under lockdown conditions due to COVID-19 with the aim to create community sense & mutual aid networks
- Explore the key concepts of successful tactics
- Reflect on how the insights emerging from this work could enhance your work and action plans

Key takeaways

Tactics; Creative Ways and Ideas of organising action with volunteers and communities

Session hosted by Greenpeace Climate Action Change Group. Greenpeace highlighted a number of contemporary methodologies for supporting activists and organising mobilisations including :

- Social Media. WhatsApp – used in a structured environment with mentors and sub-groups
- Demonstrations - ensuring social distancing
- Demonstrations – without the actual presence of individuals. example: using posters in lieu of individuals
- Activism when activists are confined to home. For example Spain launched a campaign for individuals to make home projection units then mobilised supporters to project messages on the day of activism
- Street Art – collaboration with local artists to paint murals in the community reflecting local issues

Maximising Impact

- Know, and ensure adherence to current government advice, to ensure credibility of the organisation
- Be inclusive of partners to ensure their support
- Offer different levels of participation/engagement. Ensure participation is meaningful to all levels of participant
- Provide tools ie. posters available for download

Have a Clear Plan

- Ensure all activities have a clear follow-up plan/activities for future engagement also
- Methodology for empowering supporters/activists
- Focus of activity – ie. local / national
- How will this activity support local activities
- What is the message / how is this being disseminated / on-forwarded

Things to Consider

- Need to empower, motivate and engage communities
- Make the invisible visible, through storytelling
- Simple acts do matter

References _ Related Resources

[Article The Guardian; The global pandemic & new forms of activism Feb 2020](#)

[Article New Yorker; what mutual aid can do during a pandemic May 2020](#)

[Grassroot: Whatsapp Toolkit Guide;Feb.2020](#)