Session Goals

1. Share some successful tactics that took place under lockdown conditions due to COVID-19 with the aim to create community sense & mutual aid networks

2. Explore the key concepts of successful tactics

3. Reflect on how the insights emerging from this work, could enhance your work and action plans
Focus Topic:

How to...webinar#3;

Tactics; Creative Ways and Ideas on organizing action with volunteers and communities;

Co-hosts:

Climate Action Change Group of Greenpeace;

Agustin Maggio
Christopher James Dean
Bruno Giambelluca
How to...webinar#3; Tactics during COVID-19 challenging times

MSF ORGANIZING ACTION WITH COMMUNITIES
How to...webinar#3; Building a Sense of Community while social distancing...

MSF ORGANIZING ACTION WITH COMMUNITIES

- Chile, feminist emergency plan
- Invisible Hands, United States
How to be an activist in times of COVID-19

GREENPEACE
We will be looking at...

1) Case studies of some activities that can be replicated in almost any condition and that allow for you to account for social distancing and other mitigatory measures to ensure safety for participants.

2) Helpful tips for planning activity

1) Questions you should be asking around the activity
Grassroot is testing new ways to train and connect community organizers online, using an approach approved for social distancing and Covid lockdowns.

- WhatsApp is one of the most widely-used communication applications in South Africa
- WhatsApp can also be a useful tool for organizers
- First-of-its-kind training course entirely on WhatsApp aimed at improving leadership capacity of community organizers and building deep networks using social technology
- The platform is built for low-bandwidth, low-data settings and allows messaging through text (USSD and SMS).

Methodology

- Large Chats (15 people) standard day and time for interactive chat - lead trainer
- Small sub-chats (5 people) standard day and time for interactive chat - a coach
- Participatory discussions
- Questions in real time and homework assignments to be submitted to the group chat
- Using mixed content - text, voice notes, images, and infographics

Organizing in times of COVID: gRASSROOT
**COURSE OUTLINE:**

1. Goals & leadership through storytelling
2. Rights to services & storytelling
3. Integrity in leadership & storytelling
4. Critical problem solving
5. Goal-setting & storytelling
6. Access to water & public speaking
7. Storytelling for change
8. Debrief and recap of lessons

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**Large Group Chat**

![Welcome, everyone to Leadership through Storytelling course. My name is [name] and I am a community organizer at Grassroot and I will be facilitating our 8 session course on Whatsapp.]

![So you can put a face to a name, here is a picture of me speaking at an event.]

**Small Group Chat**

![Hello everyone my name is [name] I'll be ur couch in this small group where we will gossip for the session I'll come back to you so long I'm still busy with the session recordings.]

![Forwarded:
1. No text after 7pm/before 7am
2. No jokes/adverts
3. No offensive language (Respect)
4. No personal text or two way conversation
5. We all have equal time]

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Above: Screenshots from the large and small group “welcome” chats in the Grassroot course
mobilizing in times of covid: Israel
mobilizing in times of covid: Germany
**PROJECT LIGHT, SHADOW AND SOUND**  
**FRIDAY, APRIL 24 AT 10 PM**  
YOUR WINDOW OR BALCONY

**HAVE A GOOD PROJECTOR?**
Find images in the toolkit and project them in your facade or window.

**HAVE SOME CARDBOARD?**
- Draw the outline of the letters or shape you want to project on the template.
- Tip: The simpler the idea, the better it will look. Use a cutter or sharp knife to cut out the inside of your outline.
- Take a lamp or flashlight and shine the light through the cut out onto the building across from you, for example.
- How far you can project depends on how strong the light source is. If your light source is weak and if it is safe, you can shine the light onto your own facade via a window.

**HAVE SOME HARD, FLAT PLASTIC?**
- Draw a picture or write a message with markers.
- Dark colors cast better shadows. Thicker lines cast better shadows too.
- Plastic is good for projecting far away. The closer the light source to the plastic the further you can project.
- Take a lamp or flashlight and shine the light through the plastic.
- Tip: If it's dark enough, you can project up to 8 metres away using normal markers, a template of 15cm by 15cm and a normal flashlight.

**TAKE A PICTURE AND SHARE IT ON FACEBOOK, TWITTER AND/OR INSTAGRAM USING:**
#CLIMATESTRIKEONLINE #JUSTRECOVERY

**mobilizing in times of covid: Spain**
Collaborative art installations

“Use art to turn the world inside out.” - JR

Collaborative community art is a great vehicle for organizing, and it’s replicable across regions and cultures. In 2019, students in New Zealand worked with artists in communities around the country to produce a series of murals promoting the September 27 global school strike protest.
Helpful Tips (Covid & non Covid)

- Know the current government advice on social distancing and follow the instructions
- Include partners right from the beginning of the design process of your event
- Make sure there are a range of ways for people with different comfort levels to participate
- Make sure that people’s participation is useful and has meaning for them
- Find a communication method that works for your proposed audience
- Provide materials for others to make their own activity like yours (or a version of it)
- Invest in people - train leaders, spokespeople, social media users etc
- Know your communication medium and how to use it and what it can do (WhatsApp for example)
Questions you should be asking yourself

- What is your follow-up plan to your activity? What should people walk away with. Is there a plan in place for how people can engage beyond the immediate future?
- What are participants and your audience doing (and engaging with) in order to feel empowered? Are they merely participating? Or are you building power?
- What is your outreach plan for people to attend? Are you looking to engage a broad base or just your supporters? Depending on the answer, you will need a different plan for how to reach them.
- How does your activity advance your local organizing efforts, strategy or otherwise build or exercise power?
- What is the story your tactic is telling? Who’s story is it?
- How are you telling the story? What platforms are relevant for your audience, such as media and social media?
- How are you helping participants to tell the story through their own networks and channels?
THANK YOU!

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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**