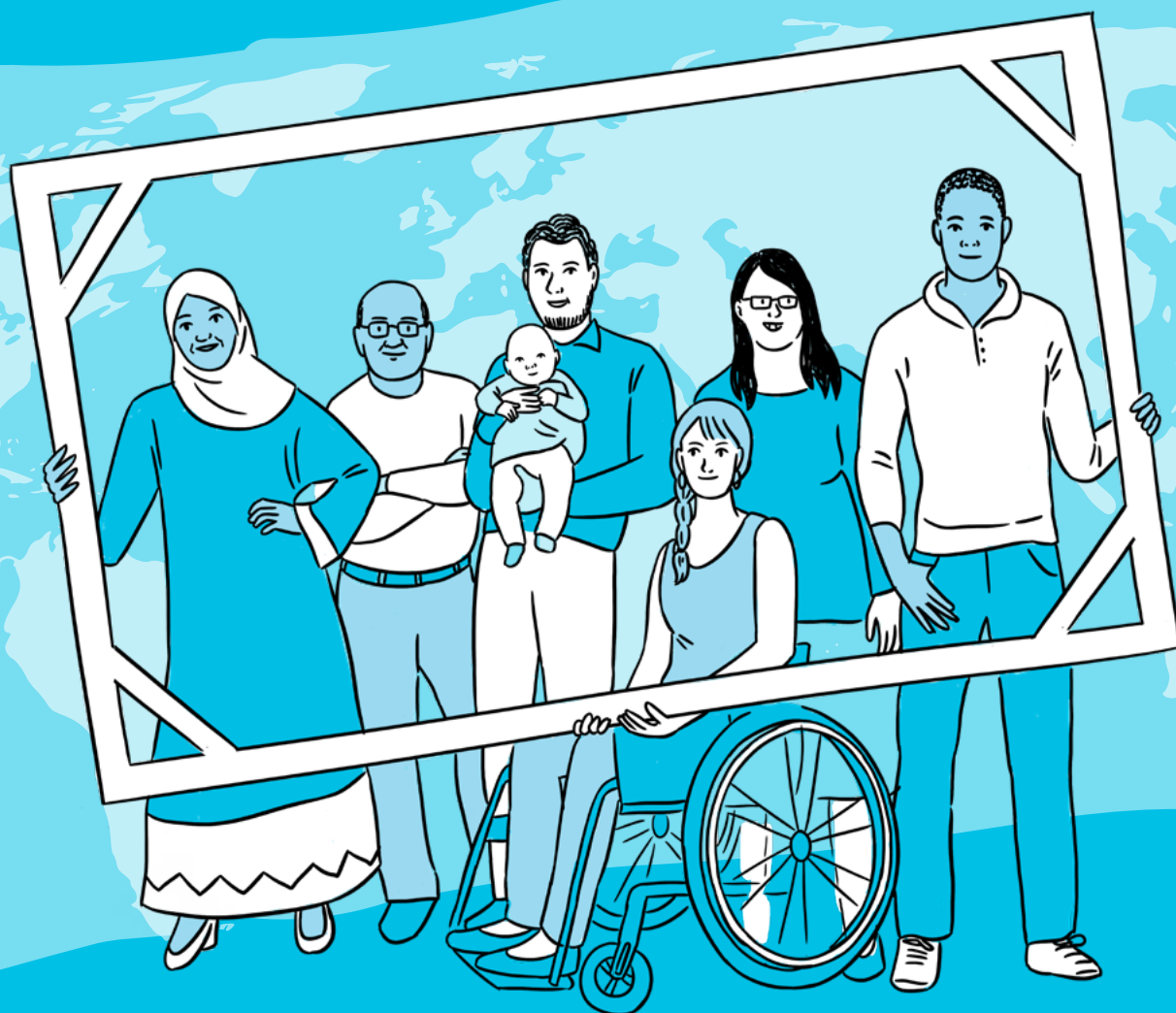


# How to Engage Citizens with the Sustainable Development Goals



Inspiration, tools and cases from  
FRAME, VOICE, REPORT! - a DEAR-funded project  
aiming to raise awareness and engage EU citizens  
to act for Sustainable Development Goals



This project is funded by  
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# Introduction

The purpose of this booklet is to share reflections, successes and learning outcomes from the FRAME, VOICE, REPORT! (FVR) project.

It can be used to find inspiration from other civil society organisations (CSOs) working on the same topics and themes you do, but also as a source for ideas for new ways of looking at old issues.

This booklet covers both the more theoretical approaches and concrete cases from CSOs across Europe. These cases are examples of the many projects funded by the FVR.

The project had its roots in the previous successes and tried and tested approaches of the partner organisations. The aim of FVR! was to secure resources and develop the value-based, high quality work of civil society organisations. The second aim was to enable smaller organisations to learn about EU project funding and to build capacity on how to conduct high quality global citizenship education and development communications. Finally, the overarching aim of the project was to engage EU citizens with the SDGs.

Over the three years of the project, there were some impressive outcomes and transformations. To name just a few: as a result of FVR-interventions, local authorities have incorporated the SDGs into their local policies (see chapter 1), engineering companies have made SDG action plans for their workplaces (chapter 9), old stereotypes about migrants have been challenged (chapter 3), and technical apprentices have involved themselves in the fight for better working rights globally (chapter 7).

For some, the project had profound effects. For one CSO it meant changing the way they communicated about malnutrition (see chapter 5), for another CSO taking the SDGs onboard in their work changed the way the CSO identified themselves.

There were unexpected results as well. For example, project-funded documentaries like *Climate Limbo* and *The Power of Passport* (see chapter 4) took part in the Global Migration Film Festival organized by the International Organisation for Migration (IOM). As a result, they had screenings in more than 20 countries. Additionally, *The Power of Passport* won the second Refugees Welcome Film Festival, and CCAR and SCI won a Festival award for the documentary produced by the project (chapter 5).

Some grantees succeeded in building an unexpected outreach with limited resources. For example, a volunteer organization FinnWID with a budget of 30 000 euros, 30 volunteers and one part-time coordinator, managed to reach 40 percent of the population of a country with an awareness-raising campaign on human trafficking (see chapter 2).

Increased capacity of the participating CSOs was one of the intended outcomes of the project. To achieve this aim, capacity building was built into different phases of the project cycle. Some of the funded actions were more experimental and therefore involved learning by doing. The project identified the learning needs of the participants and offered training and peer learning events to respond to those needs.

One of the learning outcomes was that it was effective to intentionally build the capacity of the organisations along with conducting the funded actions. Lessons learned and skills from the different training events were integrated into the projects or they triggered internal reflections in many CSOs.

**For the world to reach the ambitious SDGs, the transformation needs to be taken to the grassroots level. This is where the work of small and medium-sized organisations proves invaluable. Through working on the grassroots level with people, CSOs can reach and engage people who cannot be reached through other means. This is especially true for small and medium-sized organisations with whom getting involved is often a very low threshold activity.**

The following chapters will discuss in more detail the self-identified learning outcomes and strengthened capacity of the participating organisations. The ten learning outcomes - titles of the next chapters - were harvested at the end seminars from the grantees. Each chapter will give an overview of the learning outcome and give tips and insights to CSOs that are looking for inspiration. Each chapter also includes examples of the funded projects from across Europe.

At the end of this publication you can find links to key concepts in the projects, such as frames and values thinking, as well as contact details for the project partners.



# 1 Debating the SDGs promotes systemic change and a sense of togetherness

In the FVR projects, the SDGs worked as the connecting ground for bringing people and organisations from different backgrounds and countries together to discuss how the way they work impacts lives globally and how their work is feeding into the systemic changes.

Through the FVR projects, CSOs found that discussions on the SDGs created a feeling of togetherness as well as a shared agenda for people

from different countries. This meant exploring the different manifestations of the common challenges relating to, for instance, sustainable farming, environmental pollution and gender equality, and exchanging ideas about common solutions to those issues.

Debating and exchanging ideas is an essential part of this and can offer enlightening moments of shared togetherness as the humankind.

## TO REFLECT:

- Even if your organisation does not work with global solidarity as a core issue, the SDGs can provide a connection to a wider agenda. This in itself can be quite motivating as it is easier to bridge the agenda of the organisation to a greater, global cause.
- Connecting the agenda to the SDGs can give more weight to the CSOs' cause, connecting perhaps a smaller issue into a bigger framework of the SDG, and as such, increase credibility and importance.
- Questions to ask:
  - o Can we connect our work to the SDGs in some way?
  - o Can we bring new ideas by looking at the same issue from different countries or areas? Or is this an issue that might connect groups of people, such as the youth, in a meaningful way across the world?
  - o What issues is our mission connected to and can we look at it from a more systemic point of view?
  - o Who are the actors and what are the issues that feed into our mission?

## “ DENMARK: SMALL SCALE FARMERS OFFER SOLUTIONS FOR SUSTAINABLE FOOD SYSTEMS

**NOAH – Friends of the Earth Denmark**, an environmental organisation, and **Frie Bønder, Levende Land (FBLL) – La via Campesina Denmark**, a small-scale farmers organisation, worked together in the project **Women as climate fighters - A sustainable approach to farming** that linked small-scale female farmers in Ghana and Denmark with the agenda of the need for transforming global food systems.

In their **FRAME, VOICE, REPORT!** project NOAH and FBLL interviewed female farmers in Denmark and Ghana about sustainable farming, as well as the challenges they meet as small-scale farmers. NOAH and FBLL use this information to inform and create debate with Danish farming students about sustainable small-scale farming, and how this relates to an overall global agenda of sustainable development and transformation of food systems. The project also informed the Danish public about challenges with the current food and trade systems and encouraged the Danish public as consumers to support locally and sustainably produced food.

Through the concepts of environmental justice and food sovereignty, NOAH and FBLL raise awareness of the contribution of small-scale farming and local production and consumption to a global sustainable future. They are using the SDGs to communicate these linkages between different goals.

## “ FRANCE: YOUTH COME TOGETHER TO DISCUSS COMMON CHALLENGES

**Robins des Villes** is a French non-formal education organization. They organize debates, workshops and meetings to improve the quality of life of the citizens together in cities, including the sharing of this common area and making it accessible for everyone.

The project, Cap ou pas cap, was conducted in partnership with **Apoyo Urbano**, a development organization that promotes citizen participation in the planning of cities. The project consisted of young people from three different areas: Saint Fons in France, Atiquizaya in El Salvador, and Llanavilla in Peru.

The youth discussed the SDGs in their own countries through workshops, interviews on the streets - to gauge the voice of the people - and a brainstorming competition. They also put effort into finding out what challenges they are facing in their own environments and what these mean locally. These findings were then shared with the young people taking part in the project in different countries. The purpose was to come to understand that there are common challenges, from environmental pollution to gender equality and migration flows, that they can address as a community.

During the project, the children communicated through video calls to exchange thoughts on the challenges they face in their area. During the COVID-19 lockdown, a WhatsApp group was created to keep communication going on and to continue the development of the project together.

The young people from the three different countries provided contributions in various forms, including videos, audios and an exhibition on the SDG's in order to raise awareness and inform the citizens. They had the opportunity to show their work at events organised in the Auvergne-Rhône Alpes region, for examples at art exhibitions, discussion evenings or guided virtual tours of the graphic creations.



## 2 Engaging target groups and enabling them to become change agents

Engaging target groups in the FVR projects was identified as an important aspect for success. Small and medium sized CSOs can reach a large audience, even with limited funding, due to this kind of engagement.

There are several ways through which this was achieved: offering opportunities for volunteering and contributing to the activities as well as finding people with a strong personal connection to the cause and giving them the tools and inspiration to become change agents.

Creating an emotional bond that the target

groups can relate to and offering hands-on opportunities to act are success factors for transforming target groups to become change agents. Volunteering is one good way to engage people to support your cause.

The FVR project examples succeeded in creating an emotional bond with the people involved and enabling them to become change agents. In the Netherlands, the result was a deep and long-term commitment to the change agenda of the project and in Finland an unexpected reach of the topic of human trafficking nationally.

### TO REFLECT:

- Ask yourself: what is the emotional bond you can encourage? Is the topic important to a certain group of people and why?
- It is important to relate your message to the everyday life of the people you want to reach. It can include concrete ideas for engagement and call to action in your message or include ways for the target group to identify ideas for engagement themselves. Another way of engaging the target group can be in the planning or evaluation of your project.
- Involving the target group, including possible volunteers, comes with a marked responsibility. Pay attention to supporting volunteers in the work and make sure this is included in the support activities and budget of the project.
- If you want to promote a deeper engagement with you target groups, face-to-face meetings and activities are crucial.



## “ THE NETHERLANDS: LINKING TARGET GROUPS FOR IMPACT

The mission of the volunteer organization Riforest foundation is the ecological and economic recovery of depleted agricultural land in the Rif mountain area in Morocco. They work with and for the local population. The dream of the Foundation is a green and prosperous Rif area, from where no one is forced to migrate, purely for the sake of a dignified existence. The goal of this project was therefore to make as many people as possible believe in that dream.

Main focus of the activities was on disseminating knowledge about permaculture. This was done via nine workshops in both the Netherlands and the Rif Mountain area. The workshops were organized for, and together with, different target groups: local communities in Morocco, ecologists, educational organizations and diaspora in the Netherlands.

Another objective was to connect the right networks, to be able to work together with all different groups involved. From the large group of people who joined the introduction workshop on permaculture, a subgroup is now still very much involved. They became ambassadors for the project. Some of them even want to join the board of Riforest.

Another group of this project is the Rif area diaspora living in the Netherlands and Flanders. For the success of the mission of Riforest, the diaspora is essential. They still have a strong bond with the region and often move in networks of people who have affinity with development work and like to be involved. Through the workshops in Morocco, Riforest received a lot of attention from local people who have friends and families in Europe.

During the project Riforest foundation was convinced that should the numbers indicate a ranking, goal 17: 'Partnership to achieve the goals', should be goal number 1. The strength of the initiative is that it shows that only together, it is possible to improve the state of the earth, and in this particular case, the Rif, in an ecological way.

## “ FINLAND: ENGAGED VOLUNTEERS BUILT AN UNEXPECTEDLY WIDE OUTREACH FOR A SMALL-SCALE PROJECT

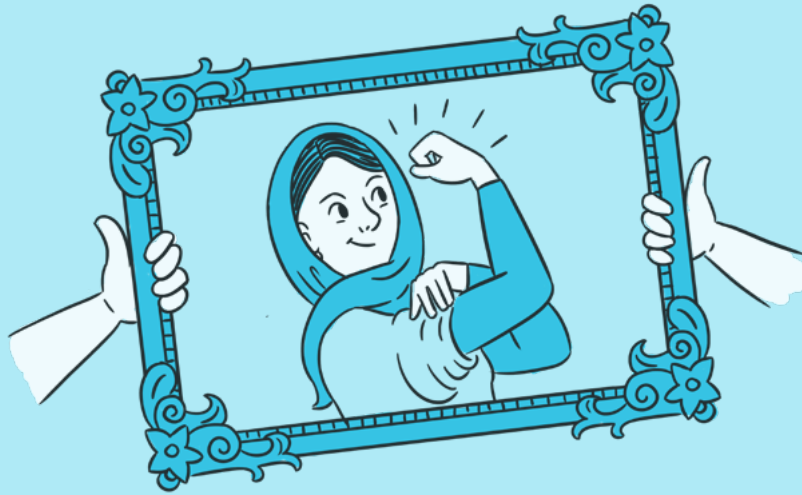
FinnWID – Finnish Women in Development is a volunteer-based civil society organization promoting gender equality. In their FVR project, *Other Kind of Stories*, they wanted to raise awareness on human trafficking, particularly of women being trafficked from Nigeria to Europe. They wanted to describe the root causes and global structures that produce human trafficking.

In their campaign, FinnWID created an online learning material on human trafficking, collaborated with a freelance journalist and organized workshops with students. For a relatively small project, the impact was huge.

With a budget of 28 477 euros, 30 volunteers and one part-time campaign coordinator, they managed to reach 2 million Finns (population 5,5 million) and contributed to changing the narrative about human trafficking in Finland.

Highly committed volunteers were engaged in designing and implementing the project activities. One of the project activities was to train and engage a group of 30 volunteers to campaign on the topic of the project. Volunteer activists organized events independently, contacted the media and acted as ambassadors for the cause. The volunteers were engaged and many of them kept volunteering and campaigning even after the project ended. Engaged volunteers also increased the expertise of FinnWID.

The project also organized a course for students of social work. The students contributed to the creation of the online learning materials by conducting expert interviews and producing content. The students were motivated and reported an increase in their knowledge on human trafficking.



### 3 Choosing your frame consciously makes a difference

Civil society organizations tend to have in-depth understanding of their chosen cause. The topics that CSOs deal with transcend individual experiences, often bringing into light questions and themes that affect the well-being or advancement of a group of people or humanity as a whole.

The CSOs strength also lies in the fact that they have a strong value basis. This results in being able to communicate powerfully about the issues they care about to various audiences. The message they convey is not just facts on global challenges, but also about the people affected. This gives a human face to the issues at hand and can evoke empathy and willingness to act for change.

This vast amount of knowledge and information means that CSOs can often see the big picture, and the multidimensional nature of issues at hand. This means that CSOs can examine the topics they work with from several different viewpoints.

One of the FVR approaches, framing, refers to being aware of values and frames in communication, and in this context, how the Global South is portrayed.

For example, you can frame your cause from a victim perspective: showing a person that is down on their luck and unable to change the situation. This framing often evokes pity but at the same time, it disregards the change potential of the portrayed person and the issue they symbolize.

Changing the frame would mean that you look at the same person in a way that empowers them, rather than takes away their power through victimhood. This means portraying them in a way that shows a person that is able to change things, despite the challenges they face.

The key thing to understand is that frames indicate certain underlying values. That is why they can be important in promoting engagement with global injustice and poverty. You can find more tools about frames and values at chapter 11 of this publication.

It is important to remember that framing as such is neutral. It depends on the use of a particular frame whether or not the frame challenges the current status quo or frames the issue in a manner that contributes to the desirable outcome. Framing is also an inseparable aspect of communication; it is impossible to communicate about societal issues without using frames and they are often used unconsciously.

The width and depth of knowledge of their chosen topic and ability to look at things from several viewpoints means that CSOs are able to evaluate their own framing and communications from a critical perspective, avoiding the ones that come easily – the so-called “comfort zone” frames. The problem with comfort zone framing is that this often means very simplified and one-sided versions of the situation.

The projects selected as examples looked at topics such as the Spanish Pakistani diaspora, fair-trade and child labour with new framing. In practice, it meant that the CSOs became more aware of the values they imply by the choice of frames, for instance, when using photos to promote their cause. This work also allowed journalists to explore the root causes of issues and expand their point of view on different topics. The changes also resulted in more solution-oriented and positive ways of communicating about their causes.

#### TO REFLECT:

- The objective of intentionally choosing and in some cases, changing, the old framing was to challenge the CSOs to look at their own framing of issues through fresh eyes. To do this, you can consider the following questions:
  - o What positions do we give of the people in our images and stories?
  - o Are they empowered, or put in a victim position?
  - o Do we portray a picture of us in the north fixing the world, or do we give attribution or recognition to local solutions and actors?

## “ CATALONIA (SPAIN): BREAKING STEREOTYPES AND EMPOWERING THE PAKISTANI DIASPORA IN BARCELONA

*The Pakistani diaspora in Barcelona* was a journalistic project aimed at overcoming stereotypes, fighting against racism and acknowledging the contribution of the Pakistani community to the city of Barcelona. The project was the work of **CIDOB**, an independent think-tank on international affairs, based in Barcelona. CIDOB worked in collaboration with two journalists. The objective of the project was to portray the realities of Pakistani people in Barcelona, with the aim of breaking the stereotypes linked to the Pakistani community.

Pakistanis are one of the largest migrant communities in Catalonia and, at the same time, it is an unknown community to the majority of Catalans. The project included a series of written features, a documentary and radio programs. It had a wide reach due to cooperation with large media outlets. The documentary was also shown in Pakistan, where it challenged the local perceptions of the life of Pakistani migrants abroad.

The project is an example of changing narratives. It challenged the traditional framing of the media with regards to the Pakistani community in Barcelona. Instead, a decision was made to consciously use another frame. This was done by looking at the daily life of families – and especially women – both in Pakistan and Barcelona.

The project followed the life of Misbah, a young Pakistani woman, who has lived in Barcelona for most of her life, and her family. The story is told in Misbah's words. It is a story of how she arrived in Barcelona with her family and how she, sometimes, found it difficult. But it also shows how she is fighting against the stereotypes every day, and how she wants to change things and start on a new path – something that is not easy for Pakistani women.

The project avoided the usual framing that shows the person as a victim of their circumstances as well as framing that concentrates on the catastrophic aspects of their situation, in favour of portraying more complex realities. It analysed the context and causes, and showed women leading the (in)visible changes. The project fought racism by showing the roots of the community from a position of respect and non-hierarchical perspective, and by including new elements that have been so far invisible in the media.

## **FRANCE: SHOWCASING FAIR-TRADE AS A TOOL FOR EMPOWERMENT AND INTERCONNECTEDNESS**

Through the Oddatara project, **Artisans du Monde Annecy**, a French fair-trade organization, wanted to show to the citizens of Auvergne Rhône Alpes that fair trade is a way to address several sustainable development goals.

Artisans du Monde Annecy collaborated with a French journalist in order to produce short videos. The short videos tell the stories of marginalised individuals, for instance women and Dalit, who have been able to find decent work and salary through craftwork. They give examples of craft workers who are part of the fair-trade network through the Tara Project, an Indian partner of Artisans du Monde. The project resulted in 13 videos that are available as webdocs at <https://www.oddatara.org/>

The short videos show persons who are active and who earn their income through their own skills and as a result of the Oddatara project. Through fair trade, it is made clear that their livelihood is connected to the behaviour of customers all around the world. A French consumer can have an impact through buying fair-trade products to make sure that the craft workers have a living wage and can work in decent conditions. It showcases a virtuous loop in which everyone has a role.

The videos emphasize the fact that we are interconnected through our actions, resulting in framing known as the Global Village Frame. The short videos avoid reinforcing stereotypes and instead aim to strengthen our understanding about the interconnectedness of our ways of life on a global level.

## **FINLAND: NEW PERSPECTIVES ON ETHICAL COMMUNICATION ON DEVELOPMENT**

**Interpedia** is a Finnish CSO that works to realize the rights of the child. In their FVR project, Whose voice? Perspectives to ethical communication in development issues, they wanted to look at their communications practices and how to communicate ethically about sensitive issues like child labour.

Child workers are usually depicted in a way that appeals to emotions such as sadness and pity. Interpedia wanted to find a way to communicate about the root causes of child labour, the local solutions and the progress that has been made over the years. They wanted to find balance in protecting a child in a vulnerable position and being able to share their story. For Interpedia, it was important to protect the privacy of children but still tell the real stories of children.

They showcased examples of child rights issues from Nepal through a mini-documentary, series of blog posts and articles, a communications campaign and workshops for university communications students. The key was to highlight solutions developed by Southern civil societies, the results of their work and the change that has already taken place. They also documented their learning process of ethical communications and produced a checklist for CSOs to use in their communications.

The perspectives and voices chosen emphasized local solutions, progress, and the role of Interpedia's Nepali partner organization CWISH in that work. They planned the campaign choices together with CWISH and included learning about the practices of ethical communication between the two organisations.

Interpedia made active and deliberate choices of the frames they used in their communications, avoiding stereotypes and victimization. The campaign has raised awareness among their target groups about the forms, root causes and consequences of child labour in Nepal.



## 4 Challenging the mainstream thinking and focusing on solutions

One of the outcomes of the FVR projects was to question conventional thinking and dominant discourse about issues like migration, gender or climate change. Apart from challenging the mainstream thinking, it was important that the CSOs themselves critically assessed their own work and communications.

One of the tools to do this was to use the methods of constructive journalism. Constructive journalism should not be understood as merely 'positive' or 'good' news. It is critical, but it is not cynical. It shows multiple perspectives of a situation and tries to involve the public in debate. At the same time, it is focused on possibilities, strength and growth.

The daily news tend to be overwhelmingly negative in tone. They emphasize conflicts, disasters and problematic developments, and often contribute to feelings of hopelessness and a distorted worldview. This 'negativity bias' is not conducive in engaging the public in solving global challenges. Instead of encouraging people to act, it deprives them of the confidence that together we can tackle and solve problems.

This way of working preserves the core values of journalism such as truth, accuracy, accountability and independence. However, it adds something to the existing journalistic routines, by asking different questions and highlighting potential solutions. However, in this context the projects looked at the issues from a wider perspective of communications, rather than a purely a journalistic approach.

By applying the constructive communications approach, the FVR projects managed to raise awareness and challenge the thinking around the SDGs. This meant avoiding simplification and easy solutions. It also meant looking critically at their own framing and communications and constantly reflecting on their own work.

The projects selected as examples looked at topics of food production and migration through new lenses. They chose to look at the bigger picture of food production and the systemic linkages that are involved in the food that ends up on our plate. They also decided to take an active solutions approach to migration instead of merely reporting on the issues and raising awareness.

#### TO REFLECT:

- To encourage a solutions approach:
  - Go beyond just describing problems. Explain possible solutions or proposals, including those offered by civil society, and their results.
  - Adopt a critical journalistic point of view that encourages reflection.
- Questions to ask:
  - Are we talking about problems or solutions?
  - Are we showing the whole picture of the situation or are we trying to make it too simplified?
  - Are we talking about the context and the root causes?
  - Are we showing people in traditional roles, for example women in family contexts only?
  - Are we talking about issues in a way that is too simplified?
  - Do we use technical vocabulary that is hard to understand for outsiders?
- Read your own texts, such as on your website or in your newsletter.
  - Are they articulated in a constructive way? What could you do to make the content more constructive?

If you wish to use the constructive communications approach in your work or communications, some useful questions to ask can be found at devreporter, available at:

[http://www.lafede.cat/wp-content/uploads/2019/01/vademecum\\_DR\\_ENG.pdf](http://www.lafede.cat/wp-content/uploads/2019/01/vademecum_DR_ENG.pdf)

## “ BELGIUM: CHANGING MINDS ABOUT FOOD PRODUCTION THROUGH SYSTEMIC THINKING

*Hi Europe, n(r)ice to m-eat/eet you, Benin* was a joint initiative of the **Belgian Hubi & Vinciane foundation**, which organises projects on food and healthcare in Benin, and **Djapo**, an educational organization concentrating on sustainable development education. Djapo encourages professionals that work with children and youth to engage in system thinking, creative thinking, philosophizing and action-oriented thinking in the classroom.

The first step in the project was to produce short documentaries and informative videos on food habits in the Parakou-N'dali region in Benin. The documentaries and videos formed the basis for an educational program targeted at primary school teachers and teacher students. Through different events, supporters of the Hubi & Vinciane Foundation and a broader audience in Belgium were involved in the topic of balanced nutrition and sustainable food production.

Another outcome was the development of a didactic framework by Djapo. The framework supports teachers, teacher students and local governments in teaching children skills in critical and creative thinking.

Systemic thinking in this project was explored by looking at differences and similarities in the dietary habits in Belgium. The experience of Djapo is that even with young children, it is possible to talk about systems like food chains. One example is looking at the kind of trip that is necessary to make for rice to end up on our plates. Enabling people to think more in 'systems', offers a more nuanced view on the world because it considers the different actors (farmers, buyers, supermarkets, consumers) and their views in a specific context. By making these connections in different situations enables people to make better choices. This kind of thinking can eventually help to make more conscious choices, for example, as (future) consumers or voters.

## “ **PIEDMONT (ITALY): WALKING A MILE IN ANOTHER PERSON’S SHOES CHALLENGES OUR THINKING** ”

**MAIS** is an Italian CSO working for sustainable and participatory development with the focus on small farmers, youth and women. Their project, *The Power of Passport*, highlighted the limits to the right to mobility that MAIS considers to be one of the biggest inequalities of our time, and connects it to other underlying causes of inequalities, such as gender and minority or social status.

Migration is at the top of news agendas. However, the narratives about migration only start when people are close to the borders. Due to this, it can be difficult to understand the contexts of countries of origin and transit or the root causes that push people to leave. There is a need to look at the bigger picture in order to understand migration as a phenomenon.

MAIS, in collaboration with a journalist and filmmaker, put together a documentary about indigenous Guatemalan women, who tried to move to the United States. Maria, Petrona, Isabel and Sabina live in the Maya Ixil region of Guatemala. Their dream is to find a decent job in the US. Too poor to obtain a visa according to the US criteria, they had no other option than to enter the country without appropriate documentation.

By focusing on a geographical area that is far from Italy, Europe and everyday news, the documentary succeeded in making people realise the paradoxes and inequalities of current migration policies in place. The observations made in this context were also valid for Italian and European contexts.

Along with the documentary, MAIS also produced a board game and a life-size replica of the board game. The game is based on stories and experiences of people interviewed in the documentary. Migration routes, locations of shelters, criminal groups, natural barriers and border patrol are true-to-life. The gameplay is built to maximise the players’ identification with migrants in many real-life situations.

Taking on the role of the migrants in the board game gave the participants insights to the struggles of the journey, the limitations to the right to mobility, and improved the general understanding on migration and its challenges.



## 5 **Conscious change in communications transforms the whole organisation**

The FVR projects show that rethinking how CSOs communicate their agenda, can transform the organization as a whole. Some of the results in the projects were to develop a communication strategy for the CSOs or allowing the organizations to embark on new strategic lines of work.

The projects allowed the funded CSOs to choose a new perspective for their communications and take risks - something they might not have done otherwise. In some cases, the approach meant comprehensive and transformative changes to the communication strategy of the organisation or

even their identity. One organisation reported that due to the link with sustainable development goals in their work, their whole identity as an organisation changed from a specific, national organisation to an organisation with a more global citizenship education identity.

The changes presented here included modifying the approaches of the organisation to a more solution-based communication and to exploring the root causes and the wider context of the problem they wanted to address and solve.

### **TO REFLECT:**

- Are there underlying causes to the issue we are dealing with? How would the situation change, if we highlighted these issues instead?
- If we do not know enough about the topic, can we build alliances to learn more and integrate those learnings into our communications?
- Are we focusing only on problems? How could we emphasize solutions more?



## “ CATALONIA (SPAIN): FOCUSING ON SOLUTIONS FOR MIGRATION AND GENDER ISSUES

CCAR, Catalan Commission for Refugee Aid, and **SCI**, a branch of Service Civil International, came together for a project *Escaping to love and be: clandestinity and exile of the LGBTI community in Morocco*. They worked in collaboration with three journalists on raising awareness among Catalan citizens on the situation of the Moroccan lesbian, gay, bisexual, transgender/transsexual and intersex (LGBTI) community. They are oppressed due to their gender identities in their country of origin, over the course of the migratory process and when they request international protection in Catalonia.

The project was born as a result of the long-term objectives of the two organizations, feeding into their strategic goals of social transformation. This ensured the sustainability of the products and learnings. The project experience has allowed both organisations to find or reinforce synergies between themselves as well as with journalists and media from Catalonia.

The project created various outputs, all vindicating international protection, the right to mobility and the human rights violations this group suffers both in Morocco and in the migration process. The whole communication strategy was based on a solutions approach. The purpose was to change communication methodologies and contents, giving attention to the voices of the people who are living the stories with the focus on the solutions they are developing – like establishing an NGO to promote their cause. It focused on giving attention to the actions of the Moroccan communities and activists, who fight for the freedom to be able to live their life according to gender identities, instead of only describing the human rights violations, which usually victimizes the people in question.

The project published a set of materials that worked as a platform to the stories of the Moroccan LGBT community. It gave CCAR and SCI an opportunity to network with Moroccan associations and people and open up new options for collaboration in the future. Moreover, it enabled the organisations an opportunity to deepen their knowledge on refugees that flee due to their gender identity or orientation and change the communications of migration accordingly.

## “ PIEDMONT (ITALY): CHANGE IN CAMPAIGN COMMUNICATIONS CHANGED THE WHOLE OUTLOOK

Even before the FVR-granted project *Butterfly effect*, Italian CSO Nutriaid was considering new ways to communicate about its core issues of malnutrition and food security. FVR gave the opportunity to put these ideas into practice with the support of a journalist and a film editor.

When they started the collaboration, Nutriaid decided to change their communication campaigns, in order to step away from traditional images and messages related to malnutrition in Africa.

Malnutrition is commonly associated with images of suffering and helpless children, putting the people in the images in a victim frame. Nutriaid analysed and identified climate change as one of the root causes of malnutrition, due to the negative effects it has on local and small-scale farmers to make people understand that malnutrition is caused by other phenomena, such climate change, and inequality.

Nutriaid felt that it was important to make people aware of the solutions discovered by local professionals and with local resources, showing proactiveness and not a “wait-for-aid” attitude. To do this, they reported about local scientists and farmers in implementing an adaptation strategy and re-discovering the value of a traditional and forgotten cereal that can resist the new climate conditions and therefore contributing to solving the issue of malnutrition in the area.

As a result, climate change was taken into Nutriaid’s communications as a backdrop and driving force of the problem itself - malnutrition. As a result, the whole orientation of the organisation changed to look at the underlying cause of malnutrition - climate change - as the cause to be tackled.



## 6 Media Cooperation Magnifies the Impact

The challenges to development and international solidarity are becoming increasingly complex, urgent, and interrelated. As a result, it is essential that we provide the public with adequate and understandable information. Journalists and CSOs need to develop new methods to inform and educate European public opinion on matters that seem distant from their everyday lives, but which are essential to people all over the world. Both CSOs and news media need to renew their rhetoric to improve the quality of the information they offer.

Having media cooperation in the context of these FVR projects meant that the civil society organisations gained a better understanding on how journalists and media work. Working with the

media means understanding “right timing”. This also meant creating new partnerships between civil society organisations and journalists.

The result was saying goodbye to an instrumental relationship and welcoming mutual trust and co-responsibility in the work towards a common goal of social transformation. In the context of FVR, this meant putting gender issues, migration and climate change in the media and political agenda.

The approach enabled a transformation that would touch upon both the CSOs as well as journalists that came together for the purpose of creating social change - in this regard, the journalists took upon the role of change agents.

### TO REFLECT:

- It is important to work widely with the media, including journalists in the mainstream media, in order to reach new target groups as well as people who may have reservations about topics such as sustainable development or migration.
  - o What are the topics that you could offer in depth information on?
  - o Do you know of a journalist that is particularly interested in the theme you work with?
- Cooperation with the media not only increases the outreach of the project and its message, but also has an effect on the perspectives and framing used in the media on different topics.
  - o What is the change that needs to happen in the media framing?
  - o How could your message or work support that?
  - o What information or perspectives are missing from the themes and topics in the media?

## “ CATALONIA (SPAIN): NEW, MORE RESPECTFUL NARRATIVES AND MEDIA INSIGHTS ON CARE WORKERS

**CooperAcció** is a CSO that contributes to the empowerment of women, the full exercise of their rights and to the achievement of gender equality, as essential conditions to achieve social justice, sustainable human development and peace. The project, *Global Chains: From Corporations to Caring of Life*, was based on collaboration with **La Directa**, a Catalan media that reports on social realities that other media outlets do not cover. La Directa brought to the project its experience in social journalism and gender perspective, and representatives of different media professionals.

Since the project was born as a part of the strategic plan of both La Directa and CooperAcció, the sustainability of the project was ensured. The documentary was screened in Bogotá and El Salvador, and it continues to be screened in a number of locations in Catalonia. The project also resulted in a multimedia [webdoc](#).

The project addressed the issue of migrant women being hired as domestic workers - a very common reality in Spain. It explained the care transnational system, through examining a series of personal links between women across the globe, based on paid or unpaid work, who usually travel from the Global South to the North to respond to the trend of externalization of the care work in Western countries. The main objective was to show the context and impacts of this invisible chain and resulting impoverishment of women in both the North and the Global South.

The cooperation between CooperAcció, La Directa and the other parts generated a high-quality learning process: the organization learned about new and more respectful narratives to communicate to the general public. Moreover, and because the topic of care workers tackled a very common reality in Spain, touching upon the experiences of many of those people's lives who delegate the care work of their families to other women, the project had a big potential for engaging many people. During the implementation period, the project reached 70 000 people.

The journalists became more active in the topic after being exposed to these realities and gained insight about the North-South interdependence. Sharing networks, work and points of view has been part of the cooperation between the members. At the same time, the cooperation enabled critical thinking and finding new solutions for how to challenge current communication strategies.

## “ PIEDMONT (ITALY): NATIONAL COVERAGE FOR EXPERIENCES ON MIGRATION

**Agape** and **ANOLF Alessandria** are two small CSOs, working in the South-East part of Piedmont, Italy. They have never worked with journalists before, but they saw FVR as an opportunity to tell constructive stories about migration, their main field of work. They came together with a journalist specialising on migration issues.

The project *Many reasons to leave, a purpose to return* they implemented together aimed at explaining the complexity of the causes of migration to Piedmont citizens, in order to evoke more open and inclusive community and behaviours.

The CSOs worked with Ali Sonha, a Gambian young man, who arrived in Italy and became a theatre actor, despite his past experiences. He wrote a theatre show about his experiences on migration. The show played both in Gambia and in Piedmont. The show had a double purpose: to raise awareness among young Gambians about the hardships and downfalls associated with irregular migration and the importance of planning their own future. The other objective was to make Italians understand the causes that push people to leave their home countries, despite the risks and the uncertainties.

Through the collaboration between CSOs and a journalist, news on the project reached national broadcasting. Articles about the project were published in an Italian daily newspaper, *Avvenire*. Reports about the project and the theatre show were shown on Italian public broadcasting channel, Rai3, in different programs as well as radio. The journalists' network created an opportunity for Ali Sonha's tour to reach theatres and art schools in Turin as well - widening the audience base and dissemination of the project themes.

## 66 BELGIUM: NEW FRAMES AND INCREASED VISIBILITY OF STRONG WOMEN IN FLEMISH MEDIA

The three organisations, **Moeders voor Vrede** (Mothers for Peace), **Mama Kivu** and **Make Mothers Matter**, came together in the platform called **Esperas**. Moeders voor Vrede (Mothers for Peace) works with women in war-torn countries to emancipate women in society. They work in Palestine, Somalia, Afghanistan, Former-Yugoslavia and South-Africa. Mama Kivu has a similar focus and works in Eastern Congo. Make Mothers Matter (MMM), is an international NGO established in 1947 in Paris. They advocate for the recognition and support of mothers as changemakers.

The activity *No Man's Land - The She Side of War* revolved around telling the story of women in conflict areas and warzones and their central position in the fight for peace. Esperas worked closely with Vranckx & de Nomaden, a well-known program on the Belgian VRT television channel Canvas. VRT is a national public-service broadcaster for the Flemish Community of Belgium.

The activity consisted of a competition for young journalists and documentary makers, and a social media campaign. The young journalists were asked to make a bid for a documentary about the role of women in conflict areas. Three of the proposals were made into documentaries.

The young journalists and documentary producers were trained and coached in the different ways in which women are portrayed in conflict zones and gained a new understanding on how women can be seen as important stakeholders in peace processes. The screening of their documentaries in the cinema also influenced the perspective of the people in their own networks towards women.

One of the unintended outcomes of this activity and the close cooperation with Vranckx & de Nomaden was that they also changed course due to their involvement in coaching the journalists. They show more attention to the role of strong women in "the global south", especially through their social media channels. This shows that also renowned institutes of journalism - like the public broadcasting companies - can be open to critically assess their framing.



## 7 Tailormade messages engages the target groups on a deeper level

Understanding what your target audience needs and what resonates with them is crucial to the success of the project. This means using the right tools and methods as well as targeting the message to your audience, even if it is a small one.

Grassroots organisations and sector specific actors have access to people that do not necessarily engage with development cooperation

or global citizenship education organisations. The concepts related to international development may feel distant and the language used in these fields can sometimes be very academic. This can scare off people. One way to work around this is to collaborate with other actors who can help with tailoring the message to the needs of the group they already know or belong to.

### TO REFLECT:

- Physical meetings that use different forms of dialogue are very powerful when you want to achieve a transformational change of your target group.
- New methods are needed to engage new audiences and target groups:
  - o You can engage the target group to be opinion leaders in order to magnify the impact of your message.
  - o You can also have your target group be involved in the project planning or do some prototyping.
- Do you know your target audience and what they are interested in, in order to design the message and choose the right tools to speak to them? If not, can you reach out for help?

## **DENMARK: THE FIGHT FOR FAIR CONDITIONS FOR WORKERS ACROSS THE WORLD RESONATED WITH DANISH APPRENTICES**

When the **Danish Trade Union Development Agency (DTDA)** heard about FRAME, VOICE, REPORT!, they immediately saw it as a great opportunity to focus on a subject that has always had great significance and focus within workers' unions - namely migration.

In 2019, there were around 272 million migrant workers all over the world, and the numbers are rising. DTDA chose to try and engage young Danish apprentices in this topic by having them migrate for work themselves. As a part of their project, *Migration and the Global Goals*, four apprentices were sent to Nepal, where they worked with Nepali colleagues at Nepali construction sites.

During their stay in Nepal, the apprentices also met some of the thousands of Nepali workers who had been to the Middle East as migrant workers. DTDA wanted to show the participants that the fight for fair working rights is a global fight that knows no borders.

The Danish apprentices were shaken by the poor working conditions the Nepali workers were facing. They were also deeply moved by meeting young people their own age who were ready to leave their home and families to find a better life somewhere else. And they were fascinated by the differences in working processes, accessible materials and technical solutions that they met (i.e. pipes being mended with gaffer tape).

Afterwards, the apprentices would tell about their personal experiences at technical schools in Denmark, where global citizenship education is not normally part of the curriculum. They also wrote articles in magazines about pipes and construction work. In this way, the apprentices' stories were reaching the technical students - through their initial professional interest and personal involvement in the matter.

For DTDA the project was a success. They felt the key was engaging youth through their professional interest in the subject matter, and meeting people in person, instead of only reaching out through social media. The successful outcome was important for DTDA because the workers unions need to get the young workers on board in order to reach the ultimate goal of improving the rights of workers globally.

## **FINLAND: SPEAKING IN SHARED PROFESSIONAL LANGUAGE INCREASES IMPACT**

**Physicians for Social Responsibility** is an NGO of Finnish physicians, dentists and veterinarians. They aim to raise awareness in the medical community on global ethical and social matters, and to promote safe livelihoods, equality and peace – both in Finland and abroad

In their FVR project, Women without choices? SRHR and Gender-based Violence, they took upon the task of engaging physicians with the sustainable development goals. The campaign contributed to mainstreaming global health issues into the work of Finnish health professionals, stressing that the sustainable development goals concern everyone.

In this project, they published articles about SRHR in different professional magazines and journals - for example those of gynaecologists, midwives and medical doctors - as well as mainstream media. This was done via a communications campaign on sexual and reproductive health and rights (SRHR).

Because they are an NGO of physicians, they can tailor the message to speak to their audience "in their language". They are able to choose topics and point of views that are interesting to physicians, dentists and veterinarians. Having another person from your own profession talk about an important subject already makes the reader or listener more receptive to your message and the language used is familiar.

## **FRANCE: PICKING RELEVANT TOPICS IN THE COMMUNITY HELPED BUILDING BRIDGES**

**Soleil Devant** is an organization based in the Brivadois, a rural area of France. In the FVR project, they created a media called Télé Regain - a participatory television, which is a powerful tool to involve the community in discussions and debates.

Through their project, *I have a dream*, Soleil Devant wanted to facilitate discussion on migration and the stereotypes related to migration in the rural area. In rural areas some people tend to have stereotypes because they do not have the opportunity to meet migrants and have a better knowledge on those issues.

To address this, Soleil Devant used the participatory television to bring people together to discuss. They interviewed and organized discussions between local institutions, migrants and the residents of the area, in order to enable them to get to know each other better and to have a better understanding on what makes people leave their home country.

This tool relies on the active participation of the community to choose the topics and to lead the interviews themselves with the help of the equipment and workshops provided by Soleil Devant. It offers the possibility to talk about issues in their own environment but also about more global topics. The message and the language used is very accessible for the audience as the debates and the videos broadcast are created and produced by people who share the same reality.

With all the debates, the interviews, the videos shot during the project, they produced a Webdoc called "Odyssées" which refers to Ulysses' Odyssey through the Mediterranean Sea. It conveys the voice of migrants, local CSOs and local institutions.

It enabled migrants to speak for themselves and to be able to tell their own story, a much better alternative to second-hand information.



## 8 Giving a platform to voices of the Global South ensures a more nuanced story

When we refer to southern voices, we mean the narratives, experiences, knowledge and expertise of people from the Global South. A Southern voice can be the voice of people who live in the Global South, but also of people originally from the South but currently living in the North.

It is important to remember that there is no one single voice that can speak for all. We need to recognize the multiplicity of voices and that the voices of the South can also mean diaspora voices and immigrants, including international students.

Including southern voices can also help us to deconstruct common stereotypes that shape our thoughts on realities in the Global South. However, it is also important to carefully observe whether Southern voices create new stereotypes by replacing the old ones in the same process.

To change that, development communication

must be built on equal involvement of participants from both the Global North and South instead. It is important that the Global South is an actor and producer of information and that their relationship between the journalists and organisations of the Global North is one that complements the stories and communication from a non-hierarchical position.

In FVR projects, including voices from the South was considered to be of key importance. In these projects, “the global south” referred to countries that are on the DAC list of aid recipients.

The development challenges we face today are worldwide challenges. Development communication must, therefore, be built on equal involvement of participants from both the Global North and South. This also enables us to look at old topics through new lenses.

### TO REFLECT:

- Who is the one that speaks or has the floor? Make sure to make space for and collaborate with local voices and the Global South, in a way that is inclusive and open
- Do you recognize the multiplicity of voices and realities?
- How do you ensure the diversity of voices and realities?
- It is useful to portray people in your stories with nuances and feelings that include hope, despair, joy, sorrow and the challenges as well as opportunities they face. Real stories are much more powerful than stereotypical messages and open up opportunities for dialogue.



## **“ BELGIUM: CHALLENGING THE DEVELOPED/DEVELOPING PARADIGM FROM EGYPT, INDIA AND MALI**

Wereldmediahuis is an important media platform in Belgium for informing the broad public about the true challenges of sustainable development. Their Frame Voice Report activity, *Global Trailblazers*, was to invite an Egyptian, Indian and Malian journalist to Belgium to report on the current debates on migration, climate and gender in Belgium.

The outcome of the project were three reports and another four background stories written by the journalists who took part in the project. The project gave a voice to the Global South in a way that is not common in European media. The journalist position gave southern voices the legitimacy to speak out and be recognized as a competent voice in raising questions about migration, climate and gender.

Reversing the journalistic view - having a journalist from the South describe our problems and challenges - continues to provide a surprise effect even now: the message that we are all developing countries comes across much more directly than if a western journalist would claim that.

The project also meant that a whole new target group was reached in Belgium, because they could identify themselves with the stories told by the journalists from the global south.

## **“ CATALONIA (SPAIN): THE HUMAN VOICE OF DEPORTATIONS**

IRIDIA's activity focused on deportations of Senegalese people from Spain to their country of origin and the complex effects that this had on them and their families. It brought to light the consequences of deportations through the testimonies of the people having gone through the process. At the same time, the project denounced the human rights violations caused by deportations and emphasized the double discrimination women suffer during the process.

The project gives a voice to the deported individuals. In 2018, a total of 8 268 individuals received an expulsion order, which means that in the following 12 years, they can be deported at any moment. In 2018, another 4 181 people living in Spain were expelled to their countries of origin against their will, and as such, are unable to return for the next 5 to 10 years.

The focal point for the project was a Senegalese journalist Diomma Drame. The work between Catalan and Senegalese journalists was built on mutual cooperation stemming from an equal footing with journalists from the Global North and South. Drame took the role of opening doors to the networks and stories that described the deported migrants' experiences and focuses on their realities.

These are three examples of the stories in the project. The first one is Bada Ndiaye's, a Senegalese who was deported from Valencia after spending 7 years in Spain. He was stopped by the police when he was buying a bus ticket to visit some friends in Granada. At that point, his working permit had expired. Taken by the police, he could not go back to his home in Valencia and was forced to go back to Rufisque, Senegal. Another is the story of Mbodi Soumare, told by his mother Adama Diao, who stayed in Senegal. Last one is a story of Malamine Soly, whose attempt to stay in Spain was successful the second time. He has resided in Spain for eight years. His story is one of how his rights were violated continuously during his journey and pointing the finger at the institutions and their responsibility.

The project resulted in a multi-platform report that included information on how deportations work in practise. Through various stories, the project shows the difficulties of the families who remain in Barcelona or Senegal, and the experience of the deported individuals from Senegal, who carry the stigma of failure.

## **FRANCE:** **VOICES OF MIGRANTS FROM GUINEA**

**Reporters Solidaires** is an organization of French and African journalists. Together they implement training activities to strengthen the capacities of African journalists.

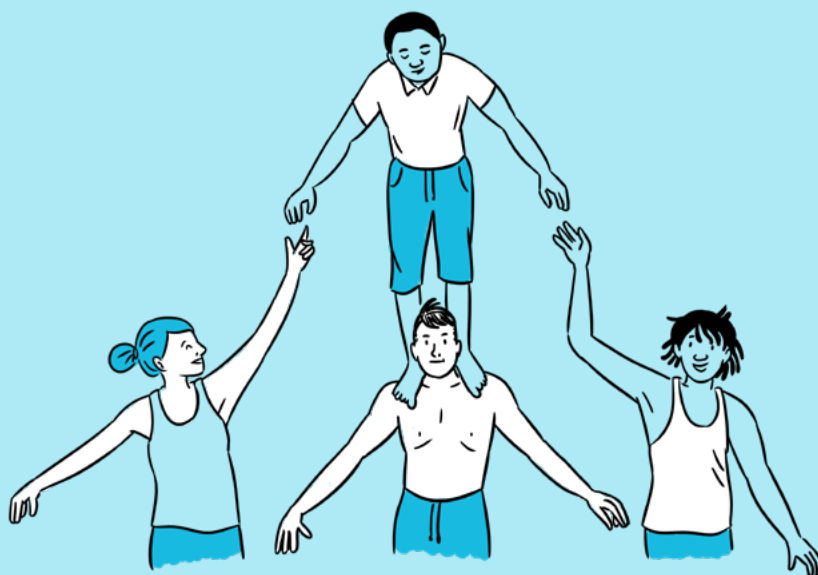
The main purpose of their FVR project, *Migrations and development*, was to produce a documentary to inform and raise awareness on the issue of migration, especially from Guinea. The project was implemented in collaboration with Voyager Autrement en Guinée – a French CSO with strong links to the Guinean diaspora.

The documentary was screened to the public in conjunction to debates and discussions on the topic. The project also produced short videos available on a Youtube channel in which they gathered stories from both migrants and Guineans who returned to their country to settle down.

The short videos have been shot by Guinean journalists. The documentary was shot by a Guinean journalist Hammady Cherif Bah in cooperation with a French journalist, Jean-Pascal Bublex. Hammady Cherif Bah's background, a Guinean native who had come to France to study journalism.

The documentary consists of interviews of people in Guinea and France, with the emphasis on Guinea. The people interviewed had the opportunity to tell their story - why they wanted to leave the country or why they have come back to Guinea to contribute to the development of the country. The documentary also showcases the initiatives of returnees and also shows how women associations and artists are trying to send a different message to the potential migrants. That message is that there is a future in Guinea, and that the people considering leaving, can contribute to the development of their home country.

The documentary tells the story of individuals but also describes the challenges that Guinea as a country is facing. Through this, it gives light to the root causes: the structural poverty, lack of access to education and to a decent job and the governance of the country. The root causes in part explain why people decide to leave the country in which they have grown up in, and why they have left all their relatives and loved ones behind. Additionally, the documentary included perspectives of the French natives living in Lyon who had experiences of migrants arriving into the neighbourhoods they lived in.



## 9 New, innovative approaches and creative methods for engaging new groups

The FVR funded projects took on-board different functional pedagogical methodologies - such as games, drama, storytelling - to deal with the themes and linking them with the activities in the projects. These approaches and new ways of working were able to draw in new target groups as well as engage people more effectively. These new approaches can create strong emotional reactions and experiences that the participant connects with the cause in the future, making them more likely to be involved in the future.

The projects also taught the CSOs to under-

stand the world of social media better - and know that children, youth and adults use it differently.

The project cases utilized different methods for delivering the message. In Belgium this was the use of the circus as a tool and to show the strength and celebratory side of African artists. Using circus shows enabled the audience to look at the story of migration from a different perspective. One CSO used an escape game to teach about climate change and another introduced an SDG caravan that had an actual camel at the launch event.

### TO REFLECT:

- Is there another way to telling the story? Use your creativity and think about what would engage people in a new way.
- Applying new methods, like escape games or rooms, can draw in different target groups but there is a danger that the method itself is too immersive and fun. It can mean that the focus is taken away from the actual problem that should be at the centre of attention. This is something that you should pay attention to when taking onboard new, innovative approaches.
- Sometimes it pays off to go to the people you want to reach rather than trying to have them come to you.
  - o Are your tools or methods portable or can they be made portable?
  - o Would it be possible for you to reach your target group more systematically through workplaces, schools or other such public arenas?

## **FINLAND: ESCAPE ROOM CREATES AN ENGAGING ENVIRONMENT FOR LEARNING**

**Helinä Rautavaara Ethnographic Museum** focuses on presenting ethnographic artefacts and information about cultures of the world. In their FVR project, *Climate game: Global stories and common challenges*, they have increased awareness of the impacts of climate change on food production, global migration and gender equality. They also wanted to showcase the local solutions for tackling climate change in the global south.

To do this, they created an escape room concept to illustrate and be inspired by the issue. The game was originally supposed to be set up in the museum premises. Unfortunately, the museum relocated and was under renovation during the project period. They adjusted the plan and redesigned a portable escape room game that could be set up in schools due to portable equipment and a short preparation time. A blessing in disguise, it allowed them to reach schools that would not have had access to the museum.

The equipment needed in the game were easily acquired and affordable, such as a flashlight, some tape, folders, a UV-light and markers. A portable escape game that can be set up in a school cannot be compared to a commercial escape room, and that is not the point. What was more important was the narrative of the game that was based on real stories from the global south, designed together with southern NGOs and experienced environmental educators.

Escape game is a very engaging pedagogical method. It allows participants to be highly inspired, it creates a flow-state in learning. Even students who are not inspired by more traditional learning methods, may be excited about it.

It can, however, be challenging to combine learning about complex issues, such as climate change, with a fun and energetic method like an escape room. There is a chance that the focus will be more in the problem solving than in the actual issue. This can be overcome with careful planning and pedagogical design.

## **DENMARK: SUSTAINABILITY CARAVAN INSPIRED ENGINEERS AND COMPANIES TO ACT**

Could you imagine that all engineers in Denmark were engaged in developing concrete solutions for achieving the SDGs through all the different companies where they were working? That was the idea from the **Danish Society of Engineers** that kick-started an eight-month long *“Sustainability Caravan”* around Denmark.

The caravan had two different goals. The first one was to inform engineers about the SDGs; the second to highlight initiatives and experiences from companies that were already working with the Global goals. For instance, one of the stories shared was the story of a relatively small print company KLS PurePrint, whose vision is to be the greenest print company in the world. The different stories motivated other companies to start working with the SDGs as well.

The Caravan managed to reach an impressive number of people. It visited 38 workplaces all over the country, and almost 1 400 engineers took part in the workshops and other activities. A group of 1 000 volunteers were involved in making the caravan happen. A group of young engineers wrote 15 blog posts about the caravan; those blog posts read more than 10 000 times.

Beside inspiring engineers and companies around the country, the caravan also had an effect on the many engaged volunteers from the organisations' different networks. It brought together engineers with a global perspective focusing on green solutions, as well as regionally based networks. Together they managed to mainstream the SDGs into all the work of the Danish Society of Engineers and even created an engineer SDGs network that focuses on arranging public events on the SDGs.

## **BELGIUM:** **CIRCUS GIVES A HUMAN FACE TO MIGRATION**

**Amoukanama** is a CSO that was initiated by a group of circus artists from Belgium and Guinea. Their dream is to establish a circus school in Matam Conackry in Guinea, where Guinean artists could learn about acrobatics and further develop their life skills. For Frame, Voice, Report -they created an acrobatic show on migration. In this show, migration is seen through the eyes of a young African migrant and it shows the different steps of migration.

Many challenges occurred while preparing the show. It was impossible to get the circus artists from Guinea to Belgium due to very strict visa regulations. Amoukanama soon decided to integrate this challenge into the storyline of the show, to illustrate the obstacles that young people from Africa face, if they want to travel to Europe. It also showed how this impacts cultural exchanges.

Since no Guinean acrobats could come, the performances had to be rescheduled. A group of Guinean acrobats, already living in Belgium, took part in the project and over the summer of 2019, a total of 22 shows and 30 acrobatics workshops were given in 22 Belgian cities and in 1 Dutch city. The performances were seen by hundreds of people, and the workshops, while smaller, created a space for building a more concrete connection with the, mostly young, audience.

A circus performance brings about a different perspective on migration. The show allows the spectators to identify with the artists and the story told. The performance appeals to empathy and compassion, creating a feeling that we are all human beings, dealing with similar challenges in life.

An important factor in the success of the shows was that they gave a human face to the often-dehumanized SDG themes of migration, poverty, education and employment. The show enabled the spectators to see that these issues are not some abstract notions and come to the realization that how we tackle the common challenges, has meaning for real people across the world.



## 10 The Power of Broad and Diverse Networks

The Frame, Voice, Report projects created new opportunities for bringing CSOs and individuals from different sectors to work on a common project. As a result, the beneficial synergies between volunteers, staff members and different partners were created. Additionally, cross-sector cooperation also widened the perspectives of the participants and created opportunities for future collaboration and dialogue between different stakeholders.

When different actors work together, a greater

impact can be. Having many partners representing different sectors of the society also means widening the perspectives and discourses.

The broad partnerships and resulting collaboration with other organisations and stakeholders, created a wider network for influencing in the case examples from Denmark, the Netherlands and Italy. The networks brought in broader know-how, access to new target groups and new ideas as well as continued forms of collaboration.

### TO REFLECT:

- One of the key lessons learned from these initiatives is that you should rarely work alone as an organization. If you stay in the comfort zone or the usual bubble, the narrative has less chances of changing and fewer points of departure from the business-as-usual. By transgressing these boundaries, you can provide more complex narratives.
  - o Have you looked outside your comfort zone: the media, researches, city officials, social enterprises, CSOs working on different topics to yours?
  - o Who could be the (new) partners that you could reach out to? What is the common goal that you can work towards?

## **DENMARK: BROAD PARTNERSHIPS FOR SDG FOOTBALL ENSURED A WIDER OUTREACH**

**Eir.org** arranges football tournaments called Global Goals World Cup (GGWC) for women to communicate and take action for sustainable development goals. The GGWC Cup is an all-women football tournament and the winning team is the team that combines sensational and creative activism with football in the most spectacular way. To qualify as a team, you have to choose one of the 17 UN Global Goals to play and take action for. On match day, the teams get points in four different categories: action, style, crowd and football score.

As part of their FVR-project, *Her Story Areena*, Eir organized a football tournament in Copenhagen. The Copenhagen tournament was arranged in broad partnership with organisations, companies and local authorities. The companies funded different parts of the tournament either by paying for specific expenses or donating in-kind contributions (transport, materials etcetera). They also participated with a team of female employees. The local authorities contributed with donations as well as the space for the arena.

Eir.org developed the SDG concept in collaboration with the municipality. The municipality was very interested in how they could also include an SDG perspective in future events in Copenhagen.

The different partnerships both helped Eir.org organize the tournament, but also gave a much wider outreach in terms of both numbers of participants and audiences to the tournaments as well as reaching

## **NETHERLANDS: COMMUNITY APPROACH BROUGHT IN DIFFERENT ACTORS FOR THE SDGS**

The activity '*Sustainable Haarlem in a World perspective*' was a civil society reaction celebrating the fact that the Municipality of Haarlem in the Netherlands decided to become a Global Goals Municipality. This decision and the Frame, Voice, Report -funded activity that was then undertaken, brought about a multitude of activities in Haarlem. The organisation, **City Link foundation**, is built on a sister city agreement between Haarlem (The Netherlands) and Mutare (Zimbabwe) and it is focussed on organising exchanges between the two towns on issues that matter to local communities.

The City-link foundation of Haarlem-Mutare and debate centre De Pletterij, organised six debates on the SDGs with the participation of people from Zimbabwe and experts from the Netherlands. There was also an exhibition on circular and sustainable economy with the participation of local artists that work with waste. Additionally, an educational programme for schools was created. The programme included guest lessons given by experts from Zimbabwe.

New projects emerged as a result of the activities. Artists from Haarlem, Netherlands and Mutare, Zimbabwe intensified their cooperation. The Centre for Sustainable Development and Circular Economy, the 'Haarlemmer Kweektuin', and the Center for Nature and Environmental Education strengthened their cooperation deciding on a future exhibition on environmental issues. Last but not least, the municipal authorities of Haarlem joined the SDG campaign of the Dutch Association of Municipalities.

The broad community-based approach led to the engagement of civil society organisations, social enterprises, artist-collectives, primary schools, secondary schools and municipal services. The awareness of all the activities reached 20 percent of the total population of the city and five percent of the population of Haarlem participating in the activities.

## **66 PIEDMONT (ITALY): PROJECT COOPERATION LAID THE FOUNDATION FOR CONTINUED PARTNERSHIP**

*Escape4change*, was a project implemented by **LVIA and Eufemia** - one medium-sized civil society organisation and the other a small youth organization working in Italy. The two organisations brought together different experiences and capacities to raise awareness and engage people on SDG 13 (Climate Action). This was done by showing how climate change affects rural populations in Afar, Ethiopia as well as in Piedmont, Italy. It also pushed young people to act on environmental issues.

In addition to their own staff, LVIA and Eufemia took onboard many professionals: a filmmaker, a photographer, a journalist, an edutainment expert, and a large team of volunteers. For a journalism trip to Ethiopia, LVIA and Eufemia also included the Italian Agency for International Cooperation. This was done for both logistic support but also to include the Agency as a relevant voice to interview for the articles and the videos. After the trip, LVIA and Eufemia set up an educational escape room on climate change. The escape room was free of charge and open for two months.

All levels of collaboration gave great results. LVIA and Eufemia are still working together on new projects and they have designed new educational escape rooms. What started as a new project, has become the new normal for the two organisations.



# Resources

We hope that the learning outcomes and case examples provided will be a source of inspiration for CSOs across Europe.

Below you can find resources that may provide more tips and background information to framing and values, constructive communication as well as campaigning.

To learn more about the Frame, Voice, Report -project please go to:

<https://www.framevoicereport.org>

## Constructive Communication

- [Vademecum](#) for responsible international information, developed by Lafede.cat, RESACOOOP and COP within project [Development Reporter Network](#)

## Frames and Values

- [“Finding Frames - New ways to engage the UK public in global poverty”](#). Ground-breaking report from BOND authored by Martin Kirk and Andrew Danton on framing in development communication
- [“A toolkit for charities and fundraisers”](#) developed by [Common Cause](#)  
Practical and accessible, this introduction to the importance of values and frames highlights, by way of real examples, ways in which charity communications and campaigns can engage and strengthen some values rather than others.
- [“Framing my message”](#), an [online communication tool kit](#) about framing developed by [Wilde Ganzen](#) addressing how to approach communication about development in the best possible way, which choices do you make and which effect does that have on your audience? The toolkit gives you practical communication and fundraising tips & tricks and is meant for supporters of small-size development initiatives
- [“Reframing the message”](#), a [pdf communication tool kit](#) about frames and values developed by [CISU](#). The tool kit introduces the theories on frames and Values as well as serve as a practical guide to communication work including constructive communication and other approaches.

## Campaigning

- [“Game On! A Practical Guide to Campaigning”](#) is a handbook developed for the “Make Fruit Fair!”-Campaign. It is a toolbox full of practical instructions that will help you to develop and implement your own campaign. It provides basic know-how on campaign strategies and introduces creative ideas and tools for your campaign activities

**Please feel free to contact any of the networks involved for further information.**

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# How to Engage Citizens with the Sustainable Development Goals

FRAME, VOICE, REPORT! (FVR) was a fund for civil society organisations, funded by the European Commission's Development Education and Awareness Raising Programme (DEAR). DEAR supports projects that engage the European Union public in worldwide issues of social, economic and environmental development. FVR had an objective of strengthening awareness and engagement among EU citizens to act for Sustainable Development Goals (SDGs). The SDGs were drawn up by the United Nations in 2015. The aim is to reach them by 2030.

The words "Frame, Voice, Report" refer to the three approaches of the project: to critically examine the framing of global issues, to include voices of the South and to encourage media cooperation.

The project partners consisted of Finnish Development NGOs - Fingo, French Resacoop, Danish CISU, Catalan Lafede.cat, Dutch Wilde Ganzen and Italian COP, as well as Belgian 11.11.11 as an associate partner.

The project took place from 2017 to 2020. Almost 200 projects were implemented by organisations in seven countries – Belgium, Denmark, Finland, France, Italy, the Netherlands and Spain. For Italy, the actions took place in the region Piedmont, for Spain in Catalonia, for France in Auvergne Rhône-Alpes and for Belgium in the Dutch speaking area of Flanders.

The grants were aimed at small and medium-sized CSOs and the funding ranged from 5 000 euros to 30 000 for a single CSO. For collaborative projects of at least two organisations, the maximum grant was 60 000 euros.

[www.framevoicereport.org](http://www.framevoicereport.org)

