

**Capacity building training  
Vienna, 27 September 2018**

**Name icebreaker and presentation of objectives**

**“Two truths and a lie”**

Name icebreaker – two truths and a lie. All participants wrote on a sticky note 2 true statements about themselves and one that was a lie. Each participant read their note and the rest of the group had to guess which of the three statements was a lie.

Aim: get participants to know each other

**Participants:**

**Guy Janvier:** Eapn France

**Frank:** Eapn Luxembourg

**Maurice:** Eapn Norway

**Armandina:** Eapn Portugal

**Giacomo:** Picum

**Philip:** Eapn Poland

**Sigfus:** Eapn Iceland

**Vera:** Eapn Austria

**Loredana:** Eapn Romania

**Jo:** Eapn Netherlands

**Olivera:** Eapn Fyrom

**Jusan:** Eapn Slovakia

**Angela:** Food Banks in Brussels FEBA

**Greete:** Eapn Estonia

**Anne:** Eapn Ireland

**Victor:** Eapn UK

**Chiara:** Eapn Italy

**Spike:** Emmaus

**Erja:** Eapn Finland

**Sonia:** Eapn Spain

**Lelde:** Eapn Latvia

**Alexander/Sashko:** Eapn Bulgaria

**Giota:** Eapn Greece

**Maria:** Eapn Cyprus

**Goda:** Eapn Lithuania

**Iva:** Eapn Czech Republic

**André Bonello:** Eapn Malta

## Training Objectives

**Overall Objective:** learn from each other how to build a campaign

### Training-specific objectives

- To build common understanding among participants on the European Parliament (EP) elections and EAPN's campaign around the elections;
- To consolidate participants knowledge on campaigning in general;
- To enable participants to gain skills, awareness and confidence to campaign on the upcoming EP elections;
- To support participants to develop specific campaign actions that they will implement their own countries;

## Session 1

### Campaign work done by EAPN Europe

- Elke asked people to position themselves in different corners of the room according to their experience with campaigning (one corner was assigned to people who had significant experience, another one to people who had no experience at all, and other corners for people who had some experience). Then she asked some people to explain why they positioned themselves where they did.

#### Discussion:

**JO, EAPN NL:** Jo said that he has lots of experience with campaigns → discussion with Armandina on how to improve an idea and create a good campaign.

**Spike, EMMAUS:** He wants to understand how the network and the system works.

**Sashko, EAPN BG:** Understand the importance of an election campaign and learn how to develop a message.

**Olivera, EAPN FYROM:** She said that she has great experience in campaigning and she wants to share it with the members.

**Victor, EAPN UK:** Involved in EMIN, in the key messages, campaigns linked to anti-poverty work. *"Campaigning is about to achieve the objectives through the indicators that are very useful"* (Victor, Eapn UK, Capacity Building Training, Vienna 27 September 2018)

The most important thing to Victor is to identify the key people and the audience you want to reach.

**Armandina, EAPN Portugal:** Speaking about the relationship between lobby and campaign: *"There is no campaign without lobby but there could be lobby without campaign"* (Armandina, Eapn Portugal, Capacity Building Training, Vienna 27 September 2018)

- **Elke:** presentation EAPN's campaign work

**Discussion:**

**Vera, EAPN Austria:** In Austria we want to reach wider public but do you think is it possible?

**Elke:** measuring the impact is a very difficult discussion but we have to put it in our objectives. It's the aim and we use guidelines for this.

**Discussion about social media and share info:**

**Greete, EAPN Estonia:** It's difficult to involve member to use Social Media.

**Elke** confirmed that it's difficult in several countries to implement social media.

**Armandina:** It's better to use fb and twitter and blog all connected so it's much easier to share information. Blog is not enough!

**Jo, EAPN NL:** don't hesitate, have a list with the network, we have to be connected!

**TWITTER**

**Note everybody has a twitter account → more than 5 networks don't have it**

**Loredana, EAPN Romania:** Twitter is not used → use of hashtag on Fb.

**Goda, EAPN Lithuania:** We don't use twitter. We use FB with hashtag but not connected with other hashtag, so it's difficult to build connections.

**Yota, EAPN Greece:** Difficult to use twitter because you have a lot of things to do and follow the process day by day.

**INSTAGRAM:**

Only one network has Instagram.

**Discussion on Projection Bombing:**

**Armandina, EAPN PT:** has already experienced kind of Projection Bombing actions, it's called photo bombing → a designer developed banners/direction signals and provocative sentences to be put on and near public buildings.

**Victor, EAPN UK:** did you try it in Brussels? What about legal things?

**Elke** explained that there is no law against Projection Bombing but it's good to check for each country.

**Armandina, EAPN PT** said that in Portugal you need to have permission to do it, it also depends on where you want to project and what you want to project.

**Olivera, EAPN FYROM:** It depends also on the message you want to share.

**Jo, EAPN NL:** not convinced it will be possible for his network to try it on the 17.

**Armandina, EAPN PT:** It is not possible for EAPN PT to have a projection bombing on the 17 → they have the national meeting of people experiencing poverty.

**Elke:** try to realize it in a realistic way

Everybody seems super interested in the projection bombing.

**Jo, EAPN NL** spoke about the opportunity to try Projection Bombing during a Council meeting that will take place in Berlin in November.

**Vera, EAPN AT:** Eapn Austria is preparing a press realize for tomorrow and would like to include in the press release some quotes from people with direct experience of poverty that capture the answer to the following question: ***What do you think is important to build a Social Europe?***

## Session 2

### Information about the EP elections

- JO, EAPN NL: PPT Presentation on the Parliament
- Marta's speech on the personal experience with the elections and presentation of the platform: "This time I'm Voting"  
<https://www.thistimeimvoting.eu/>

### Exercise in 4 groups about the campaign

Participants are split into 4 groups (counting) and all groups are being asked to discuss and reflect on campaigns that have made an impact on them that they remember.

- What do they remember?
- What made those campaigns stand out?

#### 1<sup>st</sup> group:

##### Three main features that a successful campaign should have:

1. show faces of the people → first feature
2. strong slogan/message
3. list of features: create ideal profile that could reflect your target audience

#### 2<sup>nd</sup> group

##### Campaign against cancer

- visibility
- people face to face → people need to get associate → empathy
- Ireland before the referendum: push people to identify themselves with message

#### 3<sup>rd</sup> group

##### • Strong message: example:

- woman march involving man
- people with handicap invite people without to participate
- the basic idea of making things visible → you can see what is happening, message has to be clear

#### 4<sup>th</sup> group:

##### Campaign about child poverty

- show that a poor child don't have presents for Christmas
- big brands: message normal has to be positive, make people belong to something
- something easy to be repeated in different context
- roots level → action, volunteers

#### 5<sup>th</sup> group:

##### Campaign before the election

- reach different organizations

##### NGOs Campaign

- domestic violence, violence against women, equal opportunity on wages

**Armandina EAPN PT: the visual part is the most important thing**

For children you have to see the reality and with poverty it's the same → make people feel that in one day you can become like them and so you have to take care about it

**Let's Sum up!**

Everyone agreed that a campaign has to be:

1. -visible → Armandina EAPN PT: "the visual part is the most important thing".
2. -with a strong message/slogan
3. -emphatic → make people feel that from one day to another you can become like them and so you have to be focused on that issue and take an action

## **Examples from EAPN PT's work**

### **Examples from Eapn Portugal**

**Example 1:** from Armandina (Portugal):

Campaign with the aim to make girls go to school. Trying to raise awareness for the Roma community → they have the right to be what they want. VIDEO of the Campaign: "Campanha disaponiveis para" [www.eapn.pt/campanha](http://www.eapn.pt/campanha)

**Examples 2:** "O respetito por toos nao tem idade" adressed to school

**Exemple 3:** equal opportunity for everyone

You can find all the campaign\_on Eapn Portugal Website: [www.eapn.pt](http://www.eapn.pt)

Communications: the image of heart represent that: "heart means that you should have a heart"

**Lunch time!**

## Session 3

### Presentation of EAPN's campaign on EP elections

#### **Elke, EAPN Europe:**

Information about EAPN's campaign on the EP elections

- Objectives
- Guiding principles checklist
- Timeline
- "Fixed" actions

#### **Session of questions:**

**Armandina, EAPN PT :** "it's very ambitious!"

We have to make the message very concrete otherwise it will be difficult to reach MEPs

**Giacomo, Picum:** A lot of MEPs sign saying that they are social but then they don't take action. It's difficult to follow up. The difficulty is when the message is not clear, if it's too general you won't reach people/MEPs. Example: campaign in Brussels "Welcome Europe"

## Session 4

### 2 section of exercises:

#### 1. First session

Exercise: create a campaign

- 5 groups:
- 20 minutes – work in groups
- 25 minutes feed-back

#### **Group 3 Presented by: Spike Emmaus**

- Build on existing relationship
- Research partnership and groups with shared interest
- Appoint champions to invite people to vote and provide contact info
- Getting key messages from peps to create bullet points for public and MEPs→
- Testimonies from MEPs celebrities, influencers
- Create an hashtag with the link to website
- Create a common slogan for the campaign

#### **Group 4 Presented by: Giacomo, Picum**

- Technics and strategies→get the attention and surprise people
- Positive message
- Should surprise

- Ask things to citizens and politicians with two separate dialogues
- Bring the message from political level to local level → political campaign has to be translated at the local level
- Mobilize minority citizens who have rights to vote
- What will be the problem if the arguments will not be good? Draw a scenario close to people fears
- Many of the social welfare are often picked up by populist → differentiate from populist model of fighting poverty

#### **Group 5 presented by Armandina, EAPN PT**

- Before the election MEPs are all involved and they make promises but you have to build a professional connection with them;
- Focus the campaign on the citizens;
- Work with grassroots organizations and NGOs;
- Establish a solid and a close professional relationship with candidates in order to make the follow up easy → which is the risk? Better to not go against because you will lose their funds;
- Propose our own candidate;
- Involve young people, elderly;
- Work with activists;
- Action: slogan, message, visual.

#### **Group 2 Presented by Chiara, CILAP EAPN IT**

- Poverty and lack of opportunity;
- Access to education;
- Image: hospital without doctor because there is a lack of opportunity to study (forecast);
- Slogan: “poor people as talent missing” hashtag: #fight for your dream;
- Make politicians sign to guarantee a better future and better education.

#### **Group 1 Presented by Victor, UK**

- What do we want to achieve through our campaign?
- What do we want to target, which kind of audience?
- Common approach in the country and across the country → identify 2/3 questions to share;
- Key words;
- Very important to highlight the level of poverty across Europe;
- Education → quality of opportunities and not only quantity → opportunity to get into a job
- First slogan: “we don’t have to accept poverty”;
- Vicious circle → young people not able to get out of poverty;
- Second slogan: “don’t settle for poverty/ stop poverty now”.

## 2. Second session

### Exercise: translate the text of the final declaration into campaign slogans

People work in groups – either same groups as in the session before, if the dynamic is good, either we form new groups.

#### **Group 1** (Magda has the picture)

Minimum income and participation

**#shoutouteurope**

**#createopportunities**

the first thing is to get attention of the people and then you can create a SLOGAN

#### **Group 4**

Minimum income and participation

**Equal opportunity (1)**, only are possible in a society that offers **full participation (2)** to everyone, secured by an **adequate social security system (3)**.

Slogan:

1. "Adequate minimum income offers freedom"
2. "A Europe without accessible education will go down"

#### **Group 2**

#EUPoliticianWanted

#WEurope

F.R.E.E.

- respect
- fraternity
- equality
- European

Slogan: "We want to be free"

#### **Group 3**

Social Protection

Slogan:

- "Social protection is out of wellbeing"
- "Social protection with a human leant"
- "Social protection for all"
- "There is no society without social protection"
- "Social protection for social energy"
- "Human wellbeing needs social protection"
- "Social protection is the wheel for human wellbeing"
- "Social protection is the drive for a Social Europe"

#### **Group 5**

Social protection

Slogan:

1. "I can't leave without EU/you"
2. "Strong social protection work for everyone"

## Session 5

### EVALUATION

Two questions and people have to write down the answers on two different papers.

1. what key learns are you taking with you from this training?
2. What have you been missing in this training?

**Yellow:** first question

1. Key learnings:
  - objectives
  - audience
  - message→give the message a face
2. EP Election and how much influence they have in practice. Thank you, it's been really informative.
3. About European minimum income. Thank you!
4. Nice people, encouragement for my work, very nice meeting.
5. I learnt about 'Photo Bombing' as a campaign tool.
6. Energize contents like do brainstorming and work on flipcharts can transform in a funny and dynamic topic.
7. Very important things: friendship, ideas, knowledge. Better understanding of EAPN, better understanding on how to deliver a message.
8. SLACK
9. Exercises, group work.
10. The presentation of the campaign of EAPN, Info on EU Election, especially the numbers of voters and the results of the poor people in the EU strategy vote!
11. Principle of campaigning + EAPN
12. New innovative way of campaigning, make knowledge about network and EU.
13. Theoretical and practical→ a lot of information and ideas in order to participate and develop campaigns at the national level.
14. -Different idea that can be implement by my network;
  - more info about campaign→objectives, audience etc..;
  - meeting the other members and learn from their experience and ideas.
15. I learned how to make a campaign more efficient but not general.
16. I have learnt that we need more communication with each other and have main boundaries or purposes which will not need a lot of money to reach our goal.
17. Example of campaigns, some ideas for slogan.
18. It's not as hard as I thought.
19. Positive exchanges with other EAPN's members. Ideas for the next campaigns.
20. The meaning of EP Election: projection bombing→learning this.
21. How to organize a visible campaign.

22. The importance of voting the right candidates for the EP elections. Having the right slogan matter.
23. About European Election and effective campaigns.
24. How to fight for your dream and have a key message.
25. Very interesting, very important for our company

**Blue:** second question

1. I miss contact with colleagues of my country. Groups (Ex Co, Eu ISG) are far apart.
2. More emphasis on young people who don't vote, basic lines of what Eu has to offer, more on group slogans.
3. I didn't miss anything. I feel that I get so many things and so many information and I can't choose the best one.
4. Missing: how to find the right audience and how to define a massive impact.
5. What I have missed is TIME. Sometimes is better to have less things to do and to talk about than to have few workshop that are done in a good quality.
6. Time to discuss
7. A more structure design of a campaign, more concrete actions, slogans, messages.
8. Nothing
9. More practical examples of campaign with MEPs
10. If time allowed: creative bits in the AM as brain not so creative in the afternoon.
11. How to reach unusual suspects by campaigning
12. Hard to say!
13. Need to learn more about slogan and campaign strategy development
14. Nothing
15. Would have like more examples of successful campaigns, from within the group and others.
16. Today was great, but more time needed. I would have liked to hear more about what each local EAPN network does and has done.
17. Having more opportunity to know about personal and national profile about other people involved in the capacity building.
18. It would be useful to have more information before. Learn more about communication related to NGOs.

**Final round of comments:**

- **Guy, EAPN France:** interesting → exchange with members is important;
- **Frank, EAPN LUX:** learnt how to do a campaign in a practical way;
- **Armandina, EAPN PT:** interesting, share ideas with other people, little bit not to structure, not a complete vision of a campaign from the beginning to the end but anyway happy with the day;
- **Goda, Intern EAPN Lithuania:** stressed at the beginning but now more confident and aware;
- **Maria, EAPN Cyprus:** learned so many thing, met a lot of people → first time in a training but amazing;
- **Vera, EAPN Austria:** feeling good → training great but information have to be settled;

- **Giota, EAPN Greece:** lots of information, looking forward to receive the materials and start to work;
- **Philip, EAPN Poland:** a lot of information in a strange order but encourage to take action;
- **Andre, EAPN Malta:** nice to meet everyone, interesting exchange of ideas, great manage from other countries;
- **Loredana, EAPN Romania:** step forward in the knowledge;
- **Olivera, EAPN FYROM:** to see so many people devoted to this cause was amazing;
- Pink t shirt: practical information → good;
- **Maurice, EAPN Norway:** first time, big opportunity, he will report to Norway everything, very happy in general, how we can have a positive message, how we can fighting? Just stand out! It cannot be only a theory, we have to take action at the local level;
- **Angela Food Banks in Brussels FEBA :** first time, topic quite new for her, campaigning is far away from our activities but want to share the experience with members;
- **Jo, EAPN NL:** good energy → we can really use this!
- **Greete, EAPN Estonia:** learnt new thing, happy to find new inputs;
- **Victor, EAPN UK:** feeling encouraged, good energy, positive feelings, enjoyed the interaction;
- **Chiara, CILAP EAPN Italy:** nice to work in a randomly way → share different vision from different countries, opportunity to open the mind;
- **Spike, EMMAUS:** feeling inspired;
- **Erjia, EAPN Finland:** people from different country can work together at the European/national level → training very useful and lots to think about;
- **Sonia, EAPN Spain:** lots of ideas very interesting to exchange ideas and now have to process the inputs;