

THE HITCH HIKER'S GUIDE TO THE URBAN ACTIVISM: toolkit



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The content was developed by the participants
of the Summer school 'Youth and the City:
Young People for Fair and Green Cities'

September, 2019



ART PERFORMANCES

DESCRIPTION

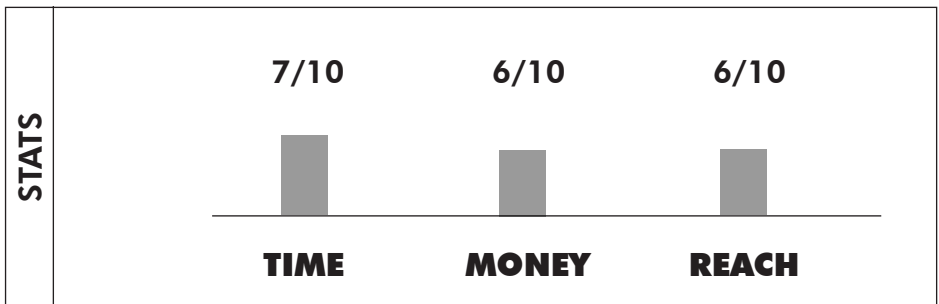
A method of using act forms to express a message or show a particular problem to people through creating new emotional experience.

PROS

- creative approach
- wide variety of activities

CONS

- announcement of a campaign
- interpretations may vary



USEFUL LINKS

MATERIALS / SKILLS

- organisational skills
- budgeting
- social media management skills
- artists



COOPERATION WITH THE CITY COUNCIL

DESCRIPTION

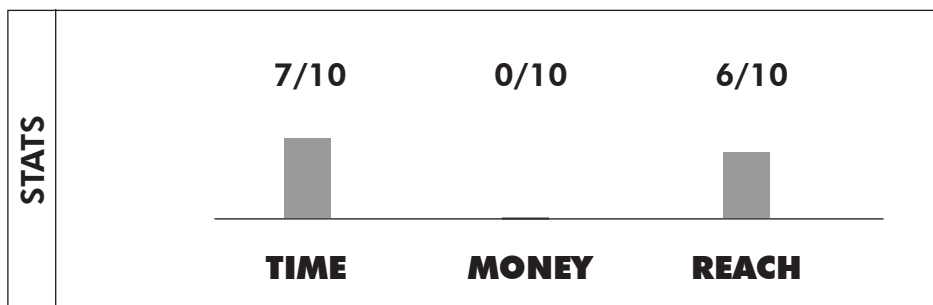
Some independent / opposition city council members can be friendly towards activist initiatives and their support can be used to ensure that your ideas get implemented by the city authorities.

PROS

- an effective way to get support from the city
- a way to turn an idea into policy

CONS

- hard to get in contact with a friendly council member
- limited power of individual council members

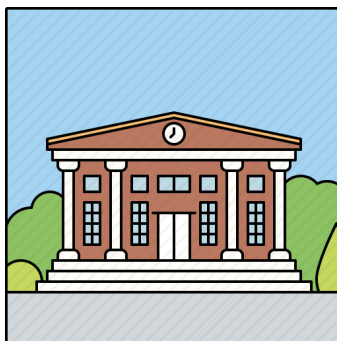


USEFUL LINKS

websites of city councils

MATERIALS / SKILLS

- a friendly city council member
- a skill of persuasion



DOCUMENTARY FILMS

DESCRIPTION

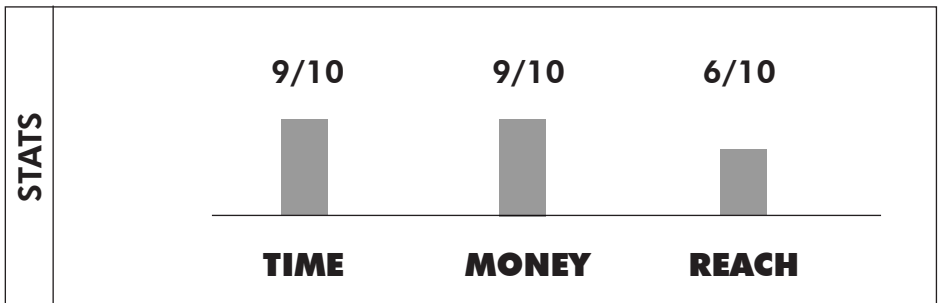
Creating a documentary film which can be presented at festivals or online platforms is a useful tool to draw attention to an issue and to encourage public discussion about it.

PROS

- indepth analysis of an issue
- educational & mobilising value
- can be used more than once

CONS

- lots of time, money & skills needed
- if tacking, can provoke disapproval & resistance



USEFUL LINKS

bit.ly/2ivfPIO

MATERIALS / SKILLS

- film-making / organisational skills
- expertise
- budget
- equipment



FLASHMOB

DESCRIPTION

Flashmob is a large gathering at which people perform an unusual or seemingly random act and then disperse. They are a great way to raise awareness and to draw attention to a cause or problem.

PROS

- draws a lot of attention
- it's fun
- media attention

CONS

- takes a lot of time
- difficult to organise
- may get interrupted or disrupted



USEFUL LINKS

MATERIALS / SKILLS

- organisational skills
- choreography skills
- invitations



FLASHTAGS

DESCRIPTION

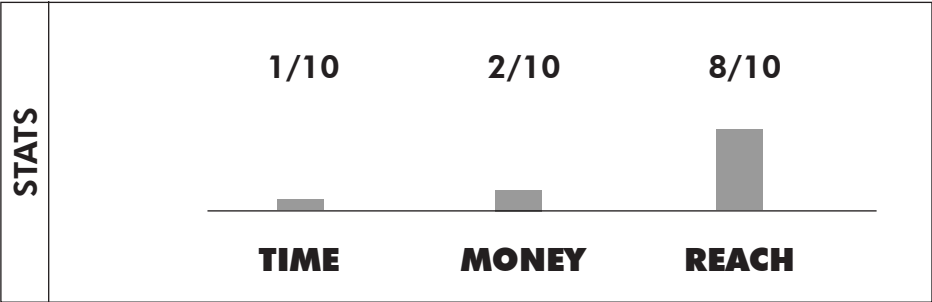
An online flashmob that involves creating a hashtag and promoting it to create a solidarity online movement of people who share opinions and information using this hashtag.

PROS

- a good tool to spread the message
- broad outreach
- not resource-consuming

CONS

- may be difficult to make it viral



USEFUL LINKS

creativinn.com

MATERIALS / SKILLS

- social media management skills
- access to the internet



HANDING OUT FLYERS

DESCRIPTION

A method for spreading out the message through handing out prepared and printed materials usually in a small format, provided with bullet points of the campaign.

PROS

- reaching the potential allies & neutral observers
- creative opportunity

CONS

- ecological & waste issues
- unmeasurable outreach



USEFUL LINKS

canva.com
crella.com

MATERIALS / SKILLS

- visual design skills
- budget
- printing station



HUGGING CAMPAIGN

DESCRIPTION



It allows to reconceptualise the rhetoric of activists being aggressive, to unite people and to build trust. It is a kind of campaign where people offer hugs to other people including opponents.

PROS

- no skills or materials required
- creates a friendly atmosphere
- a chance for reconciliation

CONS

- some people are uncomfortable with physical contact
- dangerous in case of a serious conflict

STATS	3/10	0/10	2/10
			
	TIME	MONEY	REACH

USEFUL LINKS

bit.ly/2GTaiJO

MATERIALS / SKILLS

- investing time to explain what the campaign is about



PHOTO / ART EXHIBITIONS

DESCRIPTION

A kind of event organised on a specific occasion for presenting pictures, drawings, sound, installation, interactive art, new media art or sculptures to raise awareness of the target audience concerning an emergent problem.

PROS

- can be organised periodically
- it's attractive for people of all age

CONS

- space needed



USEFUL LINKS

creativinn.com

MATERIALS / SKILLS

- organisational skills
- space and resources (money)
- artists



PODCASTS & ARTICLES

DESCRIPTION

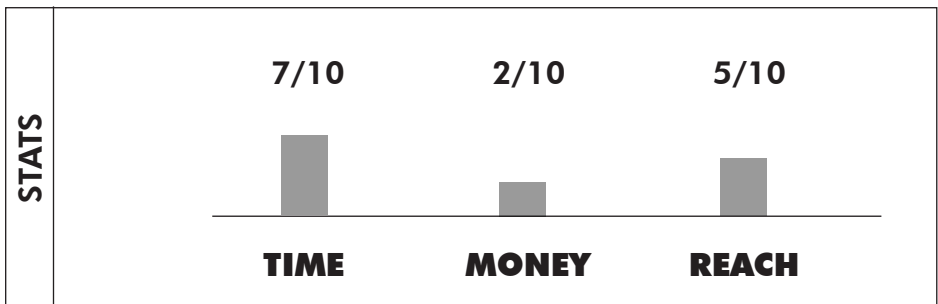
A method for structured presentation of actual information on the topic that is related to the main issue.

PROS

- can be widespread
- works for online / offline
- can be translated

CONS

- takes a lot of time for preparation

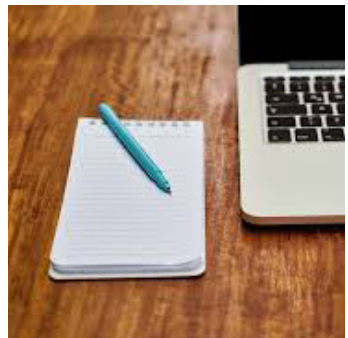


USEFUL LINKS

any website?

MATERIALS / SKILLS

- skills of journalist
- experts
- media resources



POSTER BOMBING

DESCRIPTION

Designing eye-catching posters and placing them in target locations to inform people about an event / raise awareness about the problem.

PROS

- (sometimes) simple to make
- reaches lots of people

CONS

- no in-depth connection with people receiving the message
- can be illegal in some locations



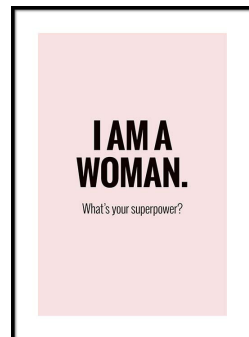
USEFUL LINKS

www.crello.com

www.canva.com

MATERIALS / SKILLS

- design skills
- printing materials



PUBLIC LECTURES

DESCRIPTION

Public lectures are lectures and speeches that are open to the public. They are a great way to educate and inform the public about a problem that concerns all and offer solutions.

PROS

- everyone can attend
- they are cheap
- creates a space for discussion
- variety of methods to present information

CONS

- can be easily interrupted & disrupted
- takes time to organise
- need for space



USEFUL LINKS

bit.ly/2GXOCMH

MATERIALS / SKILLS

- public speaking skills
- expertize
- handout material
- organisational skill
- space where to organise the lecture



QR CODES

DESCRIPTION

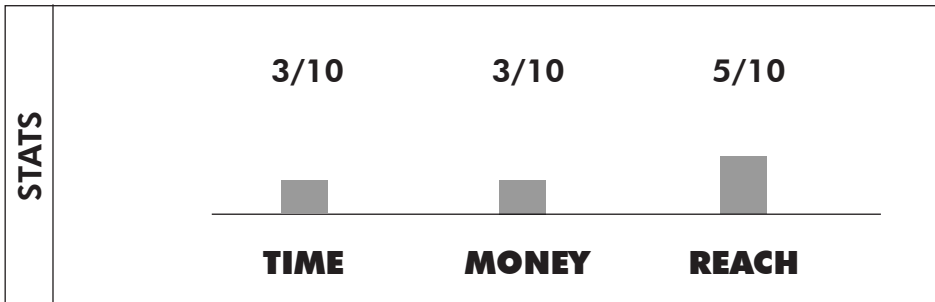
A type of a matrix barcode that can be scanned with a smartphone camera. It leads to a specific website. It can be printed out on stickers and flyers.

PROS

- can encode the info for the target audience
- can distribute QR codes like flyers, posters or stickers

CONS

- might need to download an app
- sometimes the app is not free (so find free ones :))



USEFUL LINKS

bit.ly/2it168j

MATERIALS / SKILLS

- digital skills
- internet connection
- smartphone / computer



SOCIAL MEDIA CAMPAIGN

DESCRIPTION

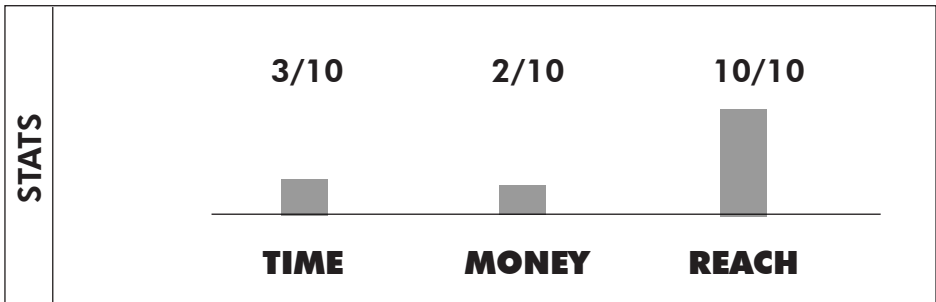
It can include creating an online petition & inviting people to sign it, using hashtags, Facebook frames, tagging, creating Youtube videos yourself or inviting your allies to make their own videos expressing their support of your idea or campaign.

PROS

- one of the most efficient ways to reach a large number of people
- no need to leave house
- cheap / doesn't consume time

CONS

- difficult to make message viral
- lots of online campaigns exist
- requires knowledge of online tools
- difficult to build trust



USEFUL LINKS

bit.ly/2GTV1Sn

MATERIALS / SKILLS

- social media management skills
- online platforms & social media
- access to the internet



STENCILS

DESCRIPTION

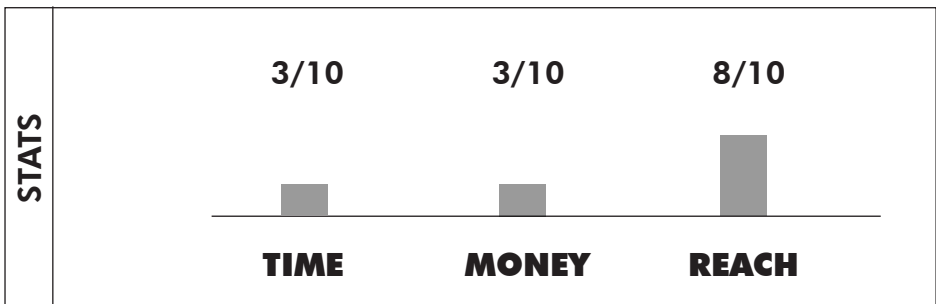
Method of doing mass graffiti via pre-made templates. Used to send political and social messages.

PROS

- cheap
- quick
- few people needed

CONS

- mostly illegal
- no in-depth engagement



USEFUL LINKS

bit.ly/2GXSUNB

MATERIALS / SKILLS

- cardboard / plastic boards
- scalpels / scissors
- spray paint / paint & brush



STICKERS

DESCRIPTION

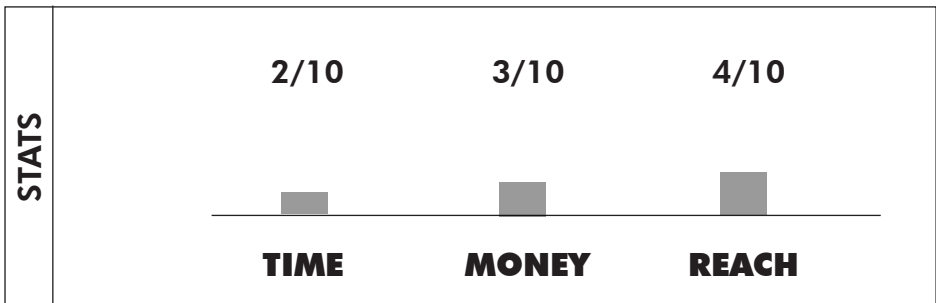
Cool and fancy sticky posters that can be distributed to people in target locations, as well as simply in friendly bars, social centres, fellow NGOs, etc. They can be placed on walls, boards, laptops and backpacks, and be a useful tool to draw attention and spread info.

PROS

- easy to make
- popular among young people
- a good tool for promotion

CONS

- not extremely environmentally friendly
- don't give space for feedback & discussion



USEFUL LINKS

MATERIALS / SKILLS

- printing materials
- design skills



