LEAF –Learn biodiversity through Environmental Action For the community

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Learning, Teaching and Training activity
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CONTENT

- INTRODUCITION – THE WHY
  - What is CLC
  - Examples

- VISIBILITY AS A TOOL
  - How to begin
  - Why to continue

- COOPERATION WITH THE LOCAL COMMUNITY
  - Step by step guide
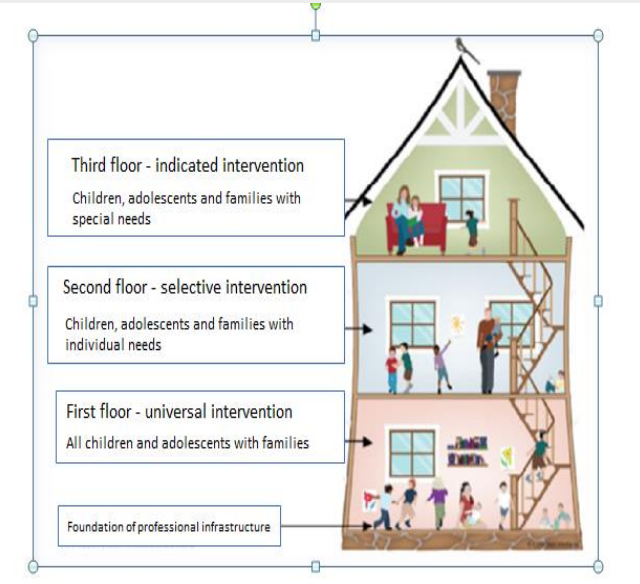
- ADVOCACY
  - Taking it to the next level

INTRODUCTION

INTRODUCTION TO COOPERATION WITH LOCAL COMMUNITY

- The CLC implies **all relevant stakeholders in the community**: local goverment, relevant institutions, NGO, business sector and most importantly people

- **Team will be diverse but the system must work together**: reconcile differences and convince parties of the value of a common goal

- You have to be serious, show credibility, be reliable, resourceful and organized in order to involve, control efforts, create synergies and keep productivity high; **manage expectations**

- Even the smallest wheel in this circle largely contributes to a common purpose

"Think globally, act locally"

EXAMPLES OF GOOD PRACTICE

CROATIA	EUROPE	WORLD
The inclusive mobile team of the City of Sisak	Family centers in Sweden	Fresno Transformative Climate Communities Collaborative
The mayor passed the Decision on the establishment of the Inclusive Mobile Team of the City of Sisak, which will carry out activities that strengthen cooperation between the social, educational and health systems, which is needed by socially vulnerable groups of children and parents.	Family Centers are recognized for providing integrated services for families with children. From the very moment of pregnancy, a lot of information as well as preventive health services are available to parents.	Fresno has faced long-standing environmental, health, and economic disparities.

CROATIA continued:

It consists of:
- City of Sisak
- "Braća Bobetko" elementary school
- Elementary school Galdovo/District school Hrastelnica
- Kindergarten Sisak Novi
- Kindergarten Sisak Stari
- Center for social welfare, Family Center branch
- Centre for Social Welfare
- Health center Sisak
- General Hospital "Dr. Ivo Pedišić" Sisak
- Sisak civil rights project
- Sisak Association for Early Intervention in Childhood
- Sisak colorful inclusion project.

EUROPE continued:

Third floor - indicated intervention
Children, adolescents and families with special needs

Second floor - selective intervention
Children, adolescents and families with individual needs

First floor - universal intervention
All children and adolescents with families

Foundation of professional infrastructure

WORLD continued:

Over 100 square miles in the city are consumed by suburban sprawl, and as a result there is high poverty in the urban center and historic neighborhoods, high levels of air pollution, lack access to green space and healthy foods.
Through the Fresno Transformative Climate Communities Collaborative, the city is working to address local environmental, health, economic, and social equity concerns: formed by residents and other community stakeholders, employed a participatory process to identify a series of projects to implement in the Downtown, Chinatown, and Southwest Fresno Areas.
Community partnerships have been emerging as important pathways to various types of local solutions. They seem to have particular relevance regarding environmental challenges, which can only be sufficiently addressed through multi-stakeholder, cross-sector collective action.
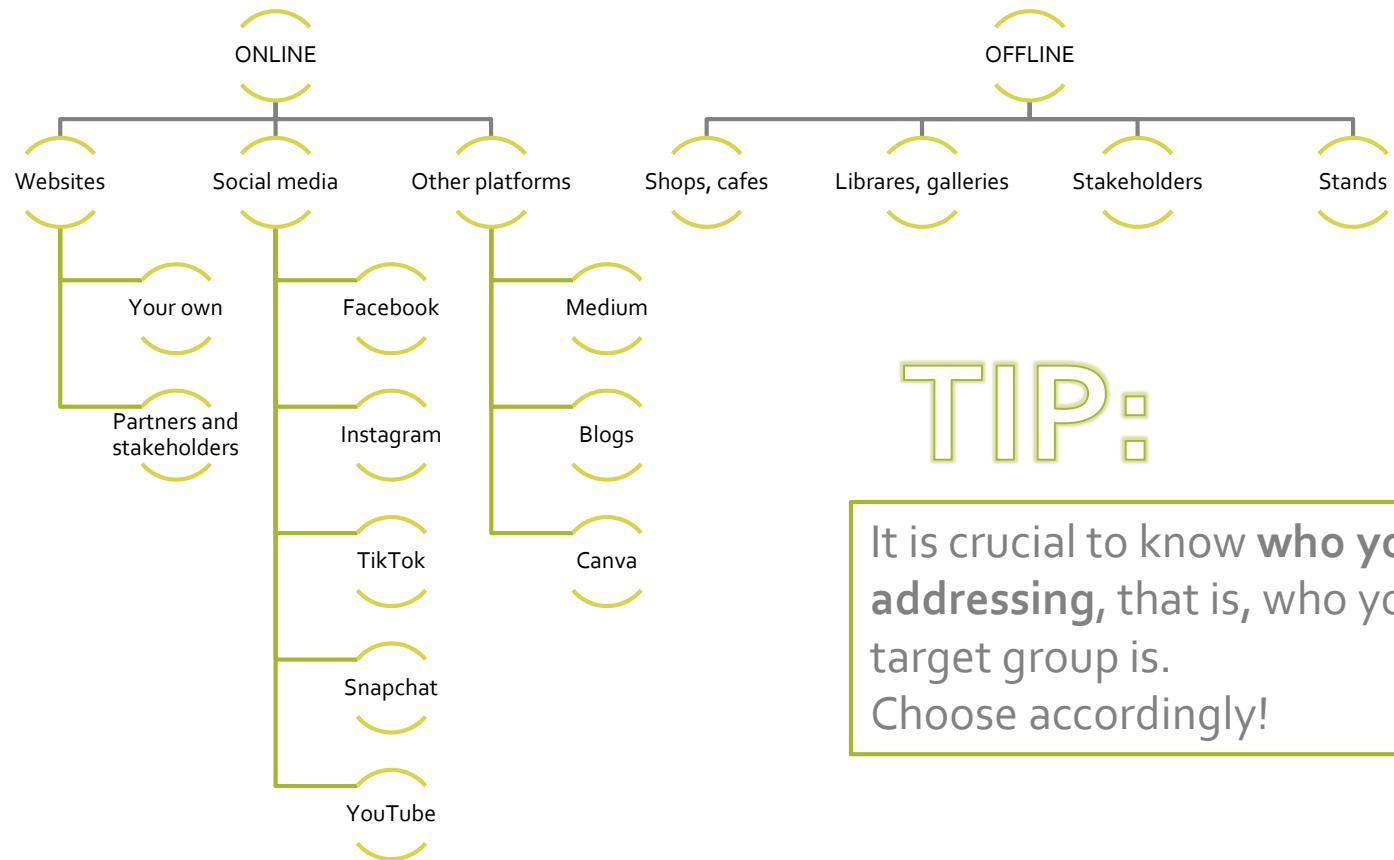
VISIBILITY AS A TOOL

VISIBILITY AS STEP ZERO

- CLC is serious work so **you have to be perceived as a relevant and serious stakeholder** to attract interested parties

- Through the process, visibility ensures **raising awareness, involving a larger number of stakeholders and raising the topic** to an ever-greater level

LEADER   VISIBILITY   COMMUNITY   VISIBILITY   COMMUNITY

ENSURING VISIBILITY

ONLINE

- Websites
  - Your own
  - Partners and stakeholders
- Social media
  - Facebook
  - Instagram
  - TikTok
  - Snapchat
  - YouTube
- Other platforms
  - Medium
  - Blogs
  - Canva

OFFLINE

- Shops, cafes
- Librares, galleries
- Stakeholders
- Stands

TIP:

It is crucial to know **who you are addressing,** that is, who your target group is.
Choose accordingly!

WHERE TO BEGGIN?

Growth doesn't come from stagnation, it comes from movement so in order for any of this to happen, you need to **step out of your comfort zone and actively source for opportunities** that could elevate your branding.

You need to **offer incredibly valuable content** that can serve your target market and resolve their concerns.

If you don't know where to start in terms of content, **start by processing your authenticity and sharing parts of your story**.

Your struggles, your pain points, how you overcame stumbling blocks, even though all of this may be deeply personal, **people see their real vulnerable selves in your experiences and can truly connect** with you.

This is where people start to take notice, when **they feel they can invest in you to invest in their own happiness** and success.

WHY CONTINUE?

Connection

- The **posts travel directly to your followers** or subscribers and shows directly in their news feed.
- It's suggested to **post daily** in order to build continuity and not to lose the attention of your community.

Authority

- You **set yourself up as an expert** in a particular field, or as a starter and a fighter for a cause.
- You become a **source of valuable information** in your local community.

Branding

- It provides a **platform where you can start branding** whatever it is you're trying to brand.
- That can be your organization, institution, business or just a cause, action or activity.

Visibility

- You can like or comment on relevant content as a page: **make your presence felt** and helps you build community.
- Treat your comments as content that should be of value to your community.

Shareability

- Your **content is easy to be shared** around ot tagged by friends.
- This helps your posts travel throughout the network and have a wider reach with each like, comment or share.
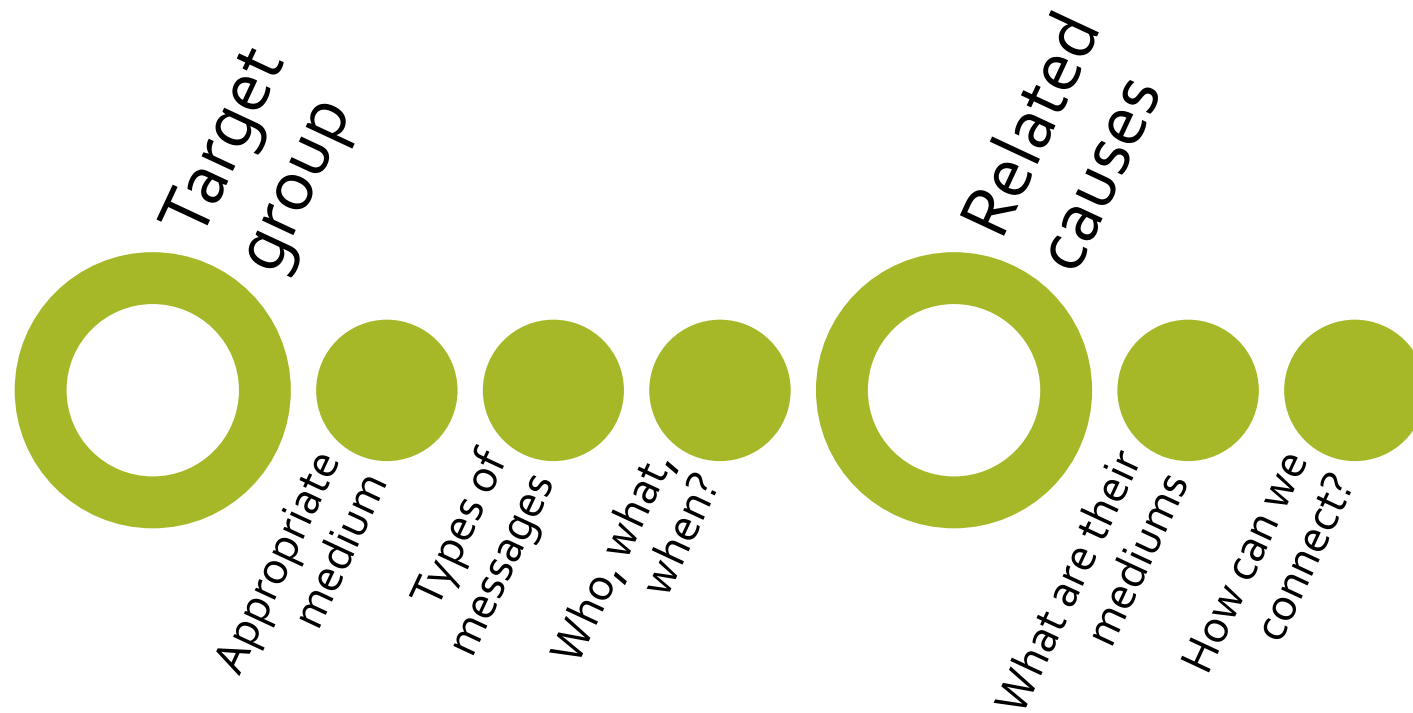
SALES FUNNEL – SELLING AND IDEA

SALES/BRANDING
Funnel Diagram

Awareness

Solution

Decision

Action and Retention

Share relatable stories to introduce your brand and goal.

Present your idea as a solution to the problem you presented in the raising awarenes stage.

Showcase your expertise trough valuable original content.

Make joining easy and keep your audience engaged through regular updates and exclusive content.

A sales funnel is the marketing term for the **journey a potential customers go through on the way to purchase**.

It helps you understand the basic concept of sales and, sales is exactly what you're trying to do.

You're trying to **sell an idea to create synergies throughout the local community** and for the people, organizations, institutions and even local governments as well as businesses to join your cause, to support it, to provide their expertise and create a positive result that will benefit the whole community.

ACTIVITY 1 - brainstorming

Target group

Appropriate medium

Types of messages

Who, what, when?

Related causes

What are their mediums

How can we connect?

COOPERATION WITH THE LOCAL COMMUNITY

THE WHY AND HOW

CLC HOW TO

- Intersectoral cooperation: **various different sectors collaborating on a common issue.**

    Intersectoral collaboration is the **coming together of different people, organizations and sectors to work together to understand and solve complex issues**. These partnerships are **mutually beneficial** relationships that bring together different perspectives, knowledge and skills for increased effectiveness, efficiency, quality and sustainability. With an **enhanced capacity to resolve complex issues**, inter-sectoral collaboration can result in significant and sustainable change.

- *Horizontal collaboration:* **connecting and creating networks** between different fields and different sectors.

BENEFITS & SUCCESS FACTORS

BENEFITS

- **Sharing of resources,** knowledge and expertise
- **Reduced duplication** of effort, better coordination and a unified voice
- **Innovation** to address complex issues
- Building **positive relationships** for the long-term
- Potential for **greater impact**
- With the involvement of more partners there is **greater credibility** and a broader base of support
- **greater accessibility,** it is easier to find what a person needs;
- services/actions are **better related to the needs** and variety of issues/problems that need to be addressed;
- more **cohesion in the community**;

FACTORS FOR SUCCESS

- **Appropriate partners who work well together**
- Inclusive approach with the **engagement of key partners at the beginning**
- **Commitment: Common goals,** vision, and values
- **Good teamwork,** relationships and communication
- Each partner has a **sense of ownership and accountability**
- **Clear objectives** for action
- **Effective leadership,** structures, linkages and processes
- **Adequate resources**
- **Flexibility** and time given to the process

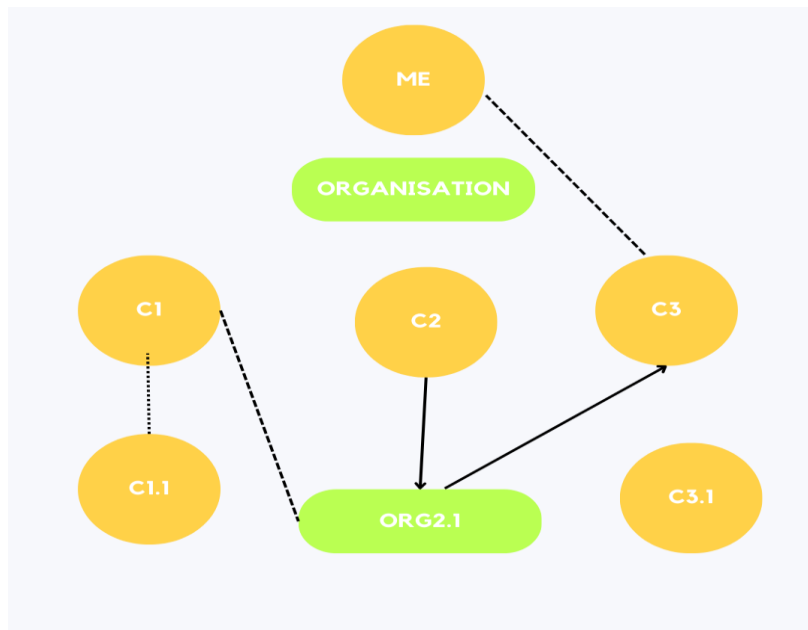# LEVELS OF INTERSECTORAL COLLABORATION

Autonomous work
- The institution acts only in accordance with its own vision and values
- No protocols or other documents enabling cooperation
- Separate financing
- OUTCOME: institutions focused on work but not on the bigger goal and needs of the community.

Cooperation between institutions
- Cooperation depends on circumstances and acquaintances
- Some activities are implemented together, but each institution during this cooperation acts only in accordance with its own vision and values, joint planning of activities is missing
- Separate financing
- OUTCOME: greater availability, customized action.

Coordinated work of institutions
- Oriented towards the needs of the community
- Institutions want to act together, have an open dialogue
- There are some protocols and planning of joint work, joint financing of some programs or services
- OUTCOME: greater coordination and synergy which affects the well-being of the community itself.

Integrated work of institutions
- Agreed philosophy and vision of cooperation focused on the community/users
- Formalized cooperation through strategies/ policies/ protocols, sharing responsibility with a focus on the outcome
- The partnership is supportive, nurtures reflective practice, consolidated financing
- OUTCOME – fully coordinated, integrated work of institutions that respond to the needs of the community

ACTIVITY 2 - brainstorming

WHAT IS OUR VISION

WHAT ARE OUR CAPACITIES

Material resources

Human resources

Know how

Relationships

WHAT DO WE NEED

Material resources

Human resources

Know how

Relationships

WHO CAN PROVIDE THAT

ACTIVITY 3 - ECO MAPPING

Eco-mapping is a within **process of creating visual diagrams that represent the connections between people or organizations** a social network and the interactions or attributes they share at a certain timepoint.

Example of Ecco Mapping protocol; Baumgartner at al, 2012.

COOPERATION WITH THE LOCAL COMMUNITY

PREPARE FOR COLLABORATION

PLAN YOUR MEETING

1. Organizing the meeting.

a) How will we **motivate people** to come?

b) Have we **organized a meeting room**, refreshments, technical equipment, working materials?

c) Should the **administration of the meeting** be ensured?

d) Are the **lecturers/facilitators/moderators prepared**?

2. Relationship building.

a) How will we **welcome the participants** at the meeting? How will we enable them to **meet each other**?

b) Is there **enough time** for people to get to know each other?

c) Should we **meet the participants before the meeting** and should we stay after the meetings?

d) What can we do to **create community** among participants?

e) Representatives of **vulnerable groups** are included.

3. Building common direction and management

a) How do we support sensitization and **leadership development**?

b) What can we do to create participation and **joint decision-making** with leadership?

c) Can **experts from the community** be facilitators/initiators of some topics and meetings?

4. Partnership

a) How can we **show partnership** in this process?

b) Do we have **partners representing different services** and sectors?

c) Do we **treat all partners with respect** and consider their perspective?

5. Change in the center of things

a) Do we **communicate clearly and consistently** for the purpose of the network/group meeting?

b) How can we show that **the problem/change is at the** center of the process and that our actions are carried out with the community's welfare in mind?

DO YOUR HOMEWORK

- Problem tree analysis **helps to find solutions by mapping out the anatomy of cause and effect** around an issue

- **Step 1:** Discuss and agree the problem or issue to be analyzed.

- **Step 2:** Identify the causes of the focal problem – these become the roots – and then the consequences, which become the branches.

- It is expected **you will all have different views on core problem and ways to solve** it!
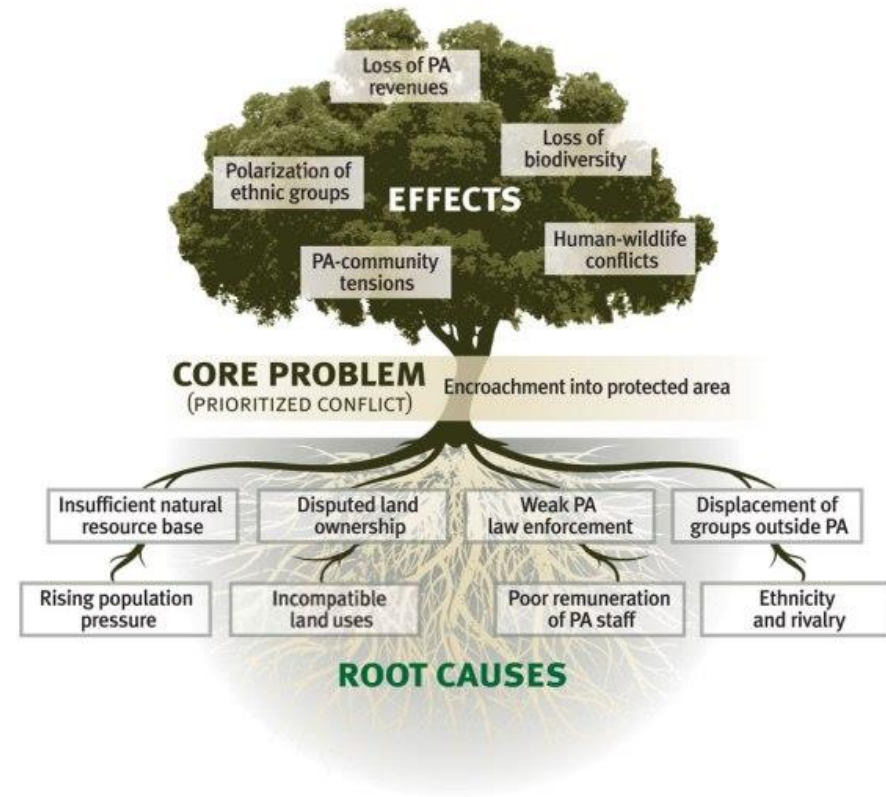
MAKE THE MOST OF IT!

- When working with your team on this analysis you can ask yourselves some of the following questions:
  - Does this represent the reality?
  - What are the most serious consequences? Which are of most concern?
  - Which causes are easiest / most difficult to address? What possible solutions or options might there be?
  - What decisions have we made, and what actions have we agreed on?

- And dig deeper with some of the following questions:
  - Which national policies or documents address these issues?
  - Are there specific political decisions that directly relate to these issues and their resolution?
  - Which of these political decisions are not implemented, or not implemented correctly?
  - Which of these issues can you address through advocacy, and for which you have the capacity?
  - How will these policies be developed and implemented?

  We all think solution is easy before we start talking with other interested parties!

FINDING A COMMON SOLUTION – INTEGRATIVE NEGOTIATION

| Define opposite solutions	•Define the problem that needs to be solved and opposing solutions
Explore the models	•Identify all advantages of both models or solutions.
Analyze different perspectives	•For each of the models, determine the key target groups that would be covered with that model or solution - all those who could have some consequences, benefit from or be interested in the problem.
Define pros for all affected	•For each of the groups determine at least three reasons why that model is good for them - what benefits they have or can have, so that the application of that model can positively influence them
Define and sumarize similartities between the models	•Analyze the models and benefits for the groups, trying to find common needs that are addressed in different ways and to notice other similarities and interesting points
Reframing the problem	•Set up the problem again but in a way that includes both keywords from the model
Finding a new solution	•Analyze all solutions and try to propose one comprehensive solution.

COPING WITH DIFFERENCES – CHEAT SHEET

- **How to start?:**
  - Ask the participants what they need to feel ready to begin - what would enable them to be fully engaged?
  - *Tip for facilitators:* first understand the needs without immediately trying to solve them or convince the participants that their needs will be met.

- **What do you want from the meeting?:**
  - One way to ask this at the beginning is to ask, „What needs to happen before I can finally say that this was a successful meeting?".

- **Stop in the middle (process check):**
  - Stop in the middle of the meeting and ask everyone to give feedback in a way that can increase the quality of the meeting.

- **Check the common meaning of the critical words:**
  - Words mean different things to different people. When certain words are used extensively in a meeting, they are often key to the purpose of the meeting.

- **Introduce moments of silence:**
  - Moments of silence can be used for different purposes throughout the meeting. Silence can be used as a way to transition between different discussion topics, it can help participants integrate information and change mood.

ACTIVITY 4 – SWOT ANALYSIS
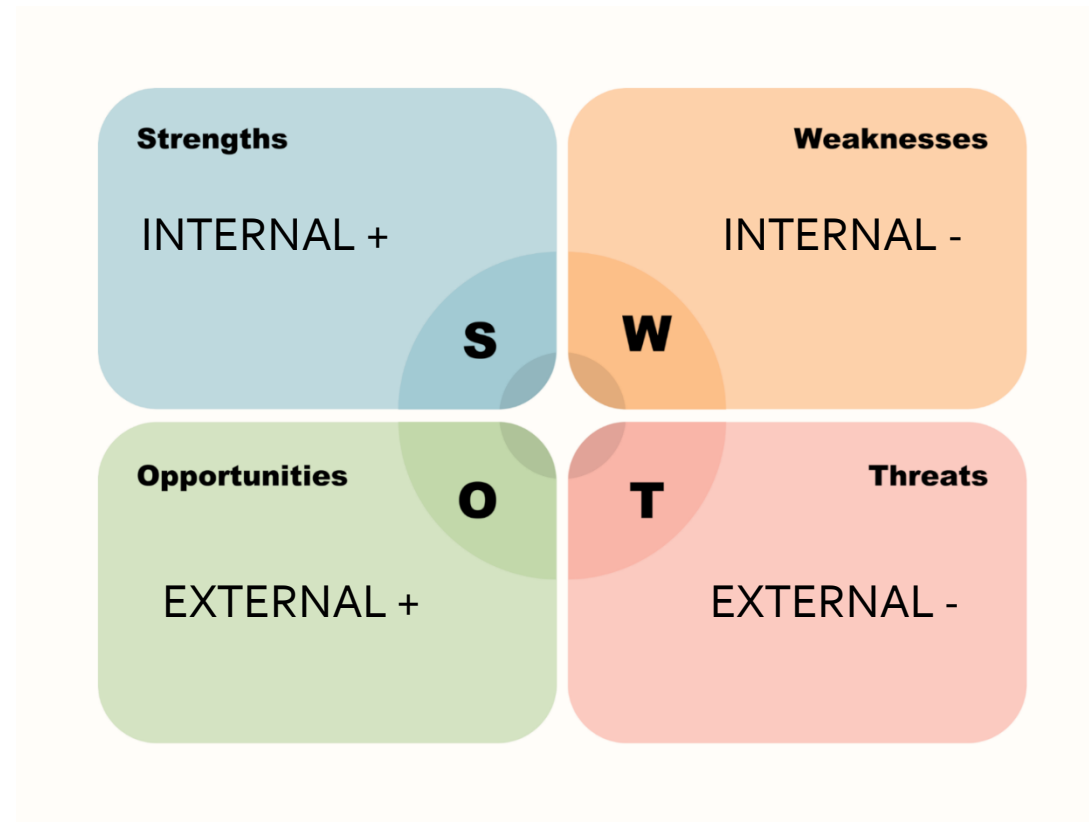
ACTION PLAN

CONTENT	ACTIVITIES	LEADER	SUPPORT	WHEN	RESOURCES	OUTCOMES
Needs & Participation of Community						
Key policies and documents and necessary changes						
Organizational capacity building and introduction of new practices at different levels: employees, leadership, management, community						
Leadership and management						
Integration: joint planning, joint delivery, joint monitoring and evaluation						
Communication and information sharing						
Allocated resources (time, human resources, financial, material)						
Monitoring and evaluation of outcomes						

ADVOCACY

TAKE IT TO THE NEXT LEVEL!

ADVOCACY

- Advocacy means **taking action to create change**. Advocates organize themselves to take steps to tackle an issue. They help to give people ways to speak out about things that negatively affect them. **Advocacy has been described as "speaking truth to power".**
  - **Self-advocacy** and individual advocacy focus on the needs of one or a few people
  - **Systems advocacy** zooms out, seeks to change things on a local, state, or national level through laws and/or policies; complex and needs CLC to research, raise awareness, and pressure legislators.
  - It can mean **researching new solutions, creating coalitions of like-minded people, public campaigning to raise awareness** and much more.

The aim of advocacy is to create real, longlasting change.