



# Campaign guide

## Give-Lab



Co-funded by the  
Erasmus+ Programme  
of the European Union



## Presentation of the project

In 2020, the « Fight Against Gender- Based Violence » working group was set up within Solidarités Jeunesses. One of their first missions was to make a survey to analyze our needs on issues regarding gender discrimination and gender-based violence within the movement. In the results, a need for training and educational tools for campleaders emerged. At the same the desire of starting a European project grew up to exchange our view, approached and resources on this topic with international partners.

That is how the project GiveLab, funded by Erasmus+, started in April 2022, to provide tools to fight against gender-based violence to youth workers by working in a consortium of 10 European organizations from 7 countries involved in international volunteerings and workcamps (Compagnons Bâtisseurs in Belgium, COCAT and Las Ninas del Tul in Spain, Link and Lunaria in Italy, Gonüllü Hizmetler Dernegi in Türkiye, Grenzenlos in Austria, Active Rainbow in Latvia, Concordia and Solidarités Jeunesses in France).



# Presentation of the tools

## Toolkit

Partners developed a toolkit containing 10+ activities to be used during local or international trainings/workcamps. The target groups of the toolkit are young people, though most activities can be adapted to any group. The goal of this toolkit is to provide youth workers with a set of gender-oriented activities. Through non-formal education techniques, these activities open the discussions around gender-based, sexist and sexual violence. Activities are divided in 6 categories : Icebreakers, Creating a safe space, Team building, Intervention, Prevention, Raising awareness. The activities were developed during a Tool Laboratory in January 2023 and tested during local trainings in the summer of 2023. Therefore, the toolkit also include facilitation feedbacks & tips.



## "Care To Tell"

is a board game developed by the partners. Players are divided in five different characters who need to team up to find a solution to a question or a situation related to gender. Each character has specific skills (i.e. emotional skills, investigative skills, wording skills...) and needs to work with the other characters to find the answer. This tool gives a space to open the discussion on difficult topics and to raise awareness on this issue in a pedagogical and recreational way.



## Resources

The partners of GiveLab also gathered many resources on fighting gender-based violence in this padlet. It includes legal resources, an art library, guidelines for organizations, and so on. Feel free to consult it!



# Conducting a local workshop

Conducting a local workshop is a way to raise awareness on the topic of gender-based violence on a local level. Workshops can be conducted with our teammates, to discuss these issues among our organizations, but also with local partners and local youth. Local workshops create synergies between existing methods and new contributions from external individuals. They can also create engagement within the community around shared topics of interest.

*When preparing a local workshop, facilitators should take the following aspects into consideration (list is not exhaustive!):*

## Intention:

Why do you want to conduct this workshop? What do you wish to achieve with it (= introducing the topic, addressing a specific issue, create collective rules on consent within a group...). This intentions should also match the needs of the audience.

## Place:

Where is the workshop taking place? Will there be external elements to take into consideration (= noise, light, people passing by...)? Is there a safe room where participants can go to if they want to stop the activity? Do you have enough space for the activity you want to conduct (N.B : some activities, especially those with cards, can take a lot of space!). Consider that the surroundings are very important for the group dynamics and it is encouraged to create a cosy, safe atmosphere to address hard topics such as gender-based violence.

## Time:

How much time do you have? How much time should the workshop lasts, given who your target audience is? Is your workshop taking place in the morning or in the evening (as this can influence the level of energy and focus of the group)? How are you going to manage the time during the workshop? (a clock on the table? a "time-keeper" referee?).

## Audience:

Who will be your audience? What languages do they speak (will someone need to translate)? Are they already aware about the topic (are they beginners or experts)? What will you need to adapt in the activity or in your facilitation techniques to meet their expectations and needs?

# Conducting a local workshop

*Even though this depends on the activity itself, it is encouraged to divide the workshop in three times :*

## 1 Introduction

Presenting the rules and duration of the workshop. It is important for participants to have a clear vision of why they are doing the workshop and what will happen during the activity. It is recommended to include trigger warnings if some sensitive topics are going to be addressed during the workshop. The introduction phase can also include ice-breaking activities, so that participants get to know each other a bit and feel more comfortable sharing ideas/opinions later on. A "safe space" agreement can be decided, for example: to collectively decide that no one will share what is said around this table after the workshop, to collectively agree that everyone can leave the room if they feel uncomfortable, etc.

## 2 Activity

For example, the tools of the GiveLab project!

## 3 Debriefing

It is recommended to include a "debriefing" time to allow participants to process the experience they just went through. When it comes to sensitive topics such as gender-based violence, it is important that everyone is given a space to express their feelings. The discussion can include different topics: participants' feeling about the activity, how they connect it to other topics/activities, and how they are feeling following the activity. If the activity was emotionally difficult, the debriefing can include a "relaxation" time, as to create a transition before coming back to "the real life".

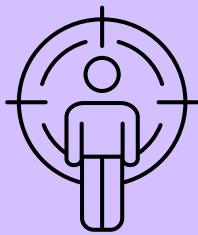
*As facilitator, it is important to get feedbacks from the participants in order to improve the activity and/or its facilitation techniques. Evaluation can be conducted during the debriefing phase, either orally or by using creative tools (for example, the "target method", the "hand method", etc). An online evaluation form can also be sent to the participants after the activity to get complementary, more detailed feedbacks. In any case, the evaluation method should be designed in an inclusive way (for example, some participants might not be comfortable with writing long answers in another language ; therefore, an evaluation method based on drawings, such as the target method, might be more relevant).*

# Create a campaign on social media

To create an impactful campaign on social media there are few steps to follow :

## Find your voice and your audience

### Audience



- Define your target audience
- Get to know your target audience
- Chose the adapted social media

## Manage your community

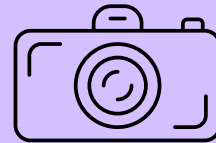
### Best practices for engagement



- Consistent posting
- Authentic content
- Engaging with followers

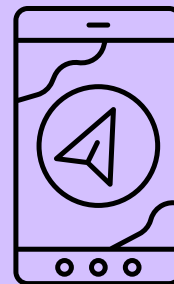
## Create the content

### Visuals



- Choose good pictures
- Use colors

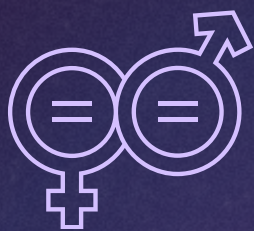
### Text



- Choose a good headline
- Keep it short and simple (Kiss)
- Think about the main content
- Use a call to action (CTA)
- Arouse an emotion
- Use tags for the algorithm

|          | High arousal                  | Low arousal  |
|----------|-------------------------------|--------------|
| Positive | Amusement<br>Excitement<br>Aw | Contentement |
| Negative | Anger / Anxiety               | Sadness      |





# WHAT CAN I DO AGAINST GENDER INEQUALITIES ?



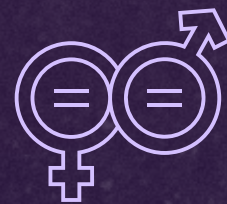
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# WHAT CAN I DO AGAINST GENDER INEQUALITIES ?



Level beginner



Get information



Publish and share  
content on social  
media



Vote for programs  
fighting against  
gender violences

Speak up to your  
close ones



Protest



Read feminist  
essays



Support feminist  
and LGBTQ+  
organisations

Lead actions  
in schools



Level pro



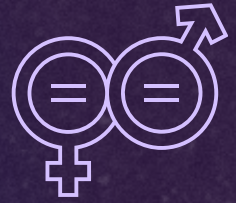
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# WHAT CAN I DO AGAINST GENDER INEQUALITIES ?



**Get information**



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content on social  
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**Vote for programs  
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**Read feminist  
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**Protest**



**Lead actions  
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**Support feminist  
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**Speak up to your  
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