HOW DO WE WIN FOR PEOPLE AND PLANET?

As people who are young in the third decade of the 21st Century, we are aware that there are many challenges facing our generation and the planet we live on. Climate change and environmental destruction are just two of these issues, along with structural racism, disablism, classism and LGBTQIA+ discrimination.

We know that power is behind these intersecting issues – people without power struggling to get their needs met, and people with power failing to do enough to tackle these issues.

That is why we need to organise in our communities, by standing shoulder to shoulder with ordinary people, building counter-power that will help us to tackle these issues. You will be challenged along the way, but together we can start to build the world we want to live in.

What is community organising?

You might be wondering what's the difference between a community campaign and a community project. To put it simply, community campaigns require us to build power with our communities so that by the end of a campaign, we're in a position to negotiate for change with people holding power.

A community project might involve making small changes yourselves in your communities through creative projects or fundraising. But because these activities aren't building people power behind an important issue in your community, this isn't considered campaigning. Basically, if you can just do it yourself, it's a project, but if you need to persuade someone in power to do something you want, you might need a campaign!

LISTENING TO YOUR COMMUNITY

The first step of a community organising campaign is to listen to the community about local issues.

This could be a survey or just talking to members of your community. It should be in-depth, where you listen to the views of others to find out what's important to your community. This should feel like a conversation not an interview.

You can practice active listening with people in your **My World My Home** group: In pairs take turns to speak for one minute about a topic of your choice. The other person takes notes of what the speaker is saying. After the minute, evaluate how much of what the speaker shared you wrote down or remembered. You can ask questions afterwards to clarify.

🤝 SWOT ANALYSIS 🤝

A SWOT analysis is when you think about the Strengths, Weaknesses, Opportunities and Threats in your community that you may face when doing a campaign.

Strengths are something that your community does well at or has lots of.

Weaknesses are what your community is not so good at or doesn't have. Is your community lacking something that a campaign needs?

Opportunities are potential strengths. Perhaps there are some changes underway or events in your community that could help your campaign.

Threats are potential weaknesses that could stop your campaign being successful.

SWOT ANALYSIS TABLE:
Our campaign for more green space in our local block of flats

Strengths:
- There are monthly residents' meetings in the local block of flats.
- There's a communal green space for people in the flats to use.

Weaknesses:
- Many of the flats are owned by landlords, and the property manager will only listen to them and not residents.
- The communal green space is not well used because of anti-social behaviour and dog poo.

Opportunities:
- There's an election next month, so a new local councillor might do something about the green space.
- A new dog-walking group is being started by people in the flats. They might want to do something about the dog poo.
- People who live in the flats are scared that the cladding might be flammable. People are really worried about this, and a campaign for green spaces that also addressed this issue would be really popular and worthwhile.

Threats:
- Landlords have previously carried out "revenge evictions" where they evicted people from the flats after they asked for basic repairs. People are scared to ask for changes.
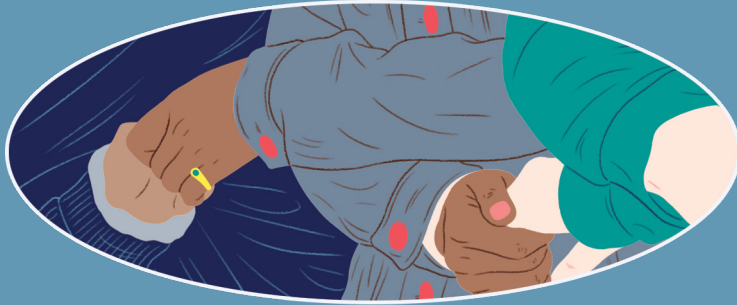
COMMUNITY MAPPING

A community map is a way of writing down and showing key people or organisations in our community, and how well we know them. Include as many groups and people you can think of! Mapping our community helps us better understand who we do or don't know in our community. Understanding these relationships will be vital for campaigning.

Man who runs the local corner shop

Local MP- Julia Hudson

Best friend- Yusif

Greenford Mosque

Neighbour- Jeanette

Mohammed

People I work with at Tesco- Ellen, Victor and Hasan

Neighbour- Aftar Family

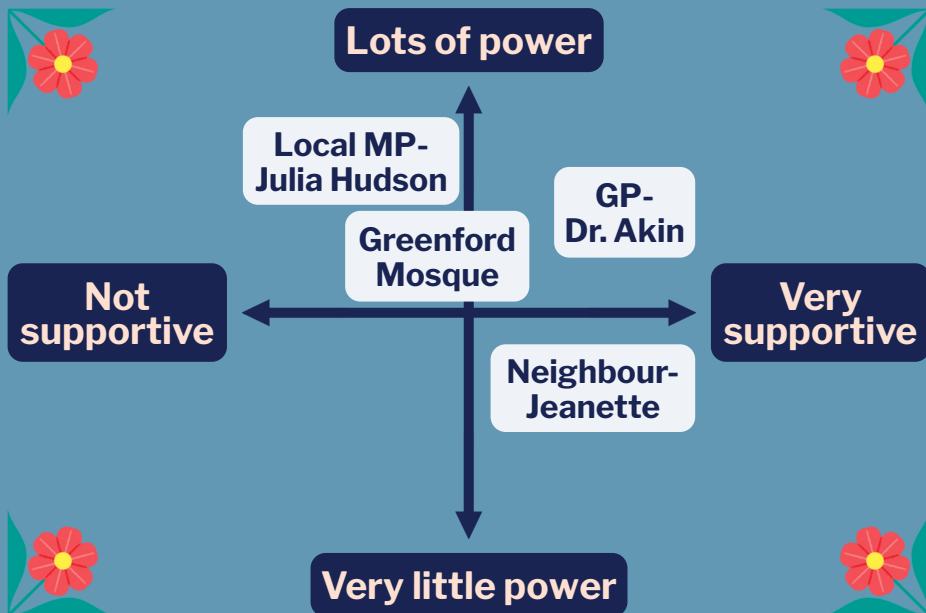Clean Air Greenford- local campaign group

GP- Dr. Akin

POWER MAPPING

A power map is a way of writing down who can give us what we want, and how much they support or disagree with us. The people who support us and have power could be our most important allies.

The people who are less supportive of our issue and have less power will probably be less effective to reach out to for our campaign.

Lots of power

Local MP- Julia Hudson

GP- Dr. Akin

Greenford Mosque

Not supportive

Very supportive

Neighbour- Jeanette

Very little power

DISCOVER ONE-TO-ONES

For further reading and examples on the Discover phase of your campaign, follow this link!

FOR THE PURPOSES OF THIS COURSE, THIS BOOK USES THE FOLLOWING WORKING DEFINITIONS OF KEY TERMS:

Biodiversity: The variety of plant and animal life in the world or in a particular habitat.

Campaign: An organised series of activities intended to achieve a specific change. It can also be used to refer to business (especially advertising) and military activities.

Climate change: A process stemming largely from the increased levels of carbon dioxide in the atmosphere produced by the burning of fossil fuels, leading to more extreme weather.

Common interest: The needs and desires which a community or category of people have in common.

Community: A group of people living in the same place or having a particular characteristic in common.

Community organising: The coordination of campaigning, usually carried out by people who share a common geographical area, to promote the common interest of their community.

Demographic: A particular sector of a population.

Institution: An organisation founded for a religious, educational, professional, or social purpose.

Intersectionality: The idea that categories like race, gender and class can overlap and "intersect" to create specific forms of marginalisation and privilege.

Facilitation: Any activity that makes tasks for others easier, used especially to refer to the designing and running of successful meetings and workshops.

Fossil fuels: Oil, natural gas, and coal formed within the earth's crust from the fossilised remains of former life.
Because they take so long to form, they are considered non-renewable. Burning of fossil fuels is a major contributor to global climate change.

Leader: Someone with the ability to inspire or enable others to do something they would not otherwise do, or to do so in a way that they would not have otherwise have done.

Marginalisation: The process whereby a person or whole category of people is pushed to the edge of a group and/or given lesser importance.

One-to-one: A meeting of only two people.

Oppression: A form of power that allows certain groups or categories of people to assume a dominant position over other groups or categories over time.

Power: "The ability to act" (Common) or "The ability of A to get B to do something that B would not have otherwise done" (Robert Dahl).

Privilege: The collective advantages that a person can inherit from birth or accumulate over the course of time.

Self-interest: The needs and desires of the self.

Social movement: A large, often informal, grouping of individuals or organisations focusing on broad political issues, usually encompassing many related campaigns.

Social change: A significant alteration over time in behaviour patterns, cultural values and norms.

Social justice: A broadly fair distribution of wealth, opportunities, and privileges within a society.

Strategy: A plan of action designed to achieve a long-term or overall aim.

Tactic: An action used as part of a strategy or "Doing what you can with what you have" (Saul Alinsky).

Target: The person with the power to make the decision about the change you are trying to create.

Turnout: The number of people who show up to an action or an event.

Values: A person's judgement of what is important in life.

DISCOVER CHECKLIST

Complete the checklist to achieve your Discover badge

- [ ] Attend the end of term **one-to-one**.

- [ ] Be able to put members of your community on a **power vs support map**.

- [ ] Discover who is in your community by making a **community map**.

- [ ] Understand the difference between running a **campaign** and taking part in a project.

- [ ] Learn how to complete a **SWOT analysis** of your community.

- [ ] Be able to explain a few **environmental problems and solutions** for your community.

- [ ] Demonstrate **active listening** skills as part of running a listening campaign.

- [ ] Be able to give an example connection between an environmental issue and a **social justice issue.**