AEWIA

TRAINING COURSE

ADVOCACY THROUGH DIGITAL TECHNOLOGY

I SESSION
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HOW WILL WE WORK?

THIS WILL NOT BE A PASSIVE COURSE.

WE WILL WORK THROUGH:

1. DIALOGUE
2. INTERACTIVE ACTIVITIES
3. GROUP WORK
4. REFLECTION
5. COLLABORATION
6. AND PRACTICAL EXERCISES

THE PROCESS IS JUST AS IMPORTANT AS THE FINAL RESULT.

HOW WILL WE WORK?

DURING THE PROGRAMME, PARTICIPANTS WILL GRADUALLY DEVELOP IDEAS, MESSAGES, COMMUNICATION STRATEGIES, AND ADVOCACY CAMPAIGN CONCEPTS.

EVERYTHING WILL START FROM YOUR VOICE, YOUR EXPERIENCES AND THE CHANGE YOU WOULD LIKE TO CREATE.

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TODAY'S FOCUS

TODAY WE WILL EXPLORE:

IDENTITY,
LEADERSHIP,
COMMUNICATION,
SELF-AWARENESS,
PARTICIPATION,
AND COLLABORATION.

**BEFORE CREATING IMPACT,
WE NEED TO UNDERSTAND
WHO WE ARE AND WHAT KIND OF
CHANGE WE WANT TO SUPPORT.**

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TODAY'S FOCUS

THIS MORNING WE WILL FOCUS ON:
COMMUNICATION FOR CHANGEMAKERS,
WOMEN LEADERSHIP,
AND EMPOWERMENT IN
INTERNATIONAL CONTEXTS.

THIS AFTERNOON WE WILL MOVE INTO
PRACTICAL ACTIVITIES FOCUSED ON:
SELF-ASSESSMENT,
PERSONAL VISION BUILDING,
ELEVATOR PITCH,
AND GROUP WORK

WHAT KIND OF CHANGE WOULD YOU LIKE TO CREATE IN YOUR COMMUNITY?

YOUR ANSWERS ARE OUR STARTING POINT.
TODAY WE BEGIN A JOURNEY ABOUT **LEADERSHIP:**
NOT AS A POSITION OF POWER,
BUT AS THE ABILITY TO
RECOGNIZE A NEED,
RAISE YOUR VOICE,
AND **INSPIRE CHANGE.**

WHO IS A CHANGEMAKER?

A CHANGEMAKER IS NOT SOMEONE WHO IS PERFECT.

A CHANGEMAKER IS SOMEONE WHO:

1. NOTICES A PROBLEM
2. CARES ABOUT PEOPLE
3. DECIDES TO TAKE ACTION

CHANGE OFTEN STARTS WITH A QUESTION

“WHAT CAN I DO?”

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YOUR VOICE MATTERS

MANY PEOPLE THINK:

“I’M TOO YOUNG”
“I DON’T HAVE EXPERIENCE”
“NOBODY WILL LISTEN TO ME”

BUT SOCIAL CHANGE OFTEN STARTS FROM PEOPLE WHO **DECIDE TO SPEAK UP.**

LEADERSHIP IS NOT A TITLE:

LEADERSHIP IS:

PARTICIPATION

RESPONSIBILITY

COURAGE

EMPATHY

CONNECTION

WOMEN AND LEADERSHIP:

AROUND THE WORLD WOMEN STILL FACE

STEREOTYPES
LACK OF REPRESENTATION
LIMITED OPPORTUNITIES
FEAR OF JUDGEMENT

AND YET WOMEN CONTINUE TO CREATE:

COMMUNITIES
MOVEMENTS
CHANGE

DIGITAL SPACES CAN CREATE IMPACT

TODAY ONE MESSAGE,
ONE STORY OR ONE CAMPAIGN CAN:

CONNECT PEOPLE

INSPIRE ACTION

RAISE AWARENESS

CREATE COMMUNITIES ACROSS COUNTRIES

STORYTELLING CREATES CONNECTION

PEOPLE CONNECT WITH:

STORIES
EMOTIONS
AUTHENTICITY
SHARED EXPERIENCES

THIS IS WHY COMMUNICATION MATTERS.

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BEFORE CREATING CHANGE...

WE NEED TO ASK OURSELVES:

WHAT DO I CARE ABOUT?

WHAT KIND OF IMPACT DO I WANT TO CREATE?

WHAT VALUES GUIDE ME?

SMALL ACTIONS CAN GENERATE BIG IMPACT

A CONVERSATION
A CAMPAIGN
A COMMUNITY
A MESSAGE.
...A PROJECT

EVERYTHING STARTS SOMEWHERE.

THIS TRAINING IS A STARTING POINT

OVER THE NEXT MONTHS WE WILL:

1. LEARN
2. COLLABORATE
3. CREATE
4. EXPERIMENT
5. AND GROW TOGETHER

EVERYTHING STARTS SOMEWHERE.

REFLECTION QUESTION:
WHAT KIND OF CHANGEMAKER DO YOU WANT TO BECOME?

THIS IS EXACTLY WHY COMMUNICATION MATTERS.

BECAUSE EVERY SOCIAL CHANGE BEGINS WHEN SOMEONE FINDS THE COURAGE TO TELL A STORY, SHARE A VISION AND CONNECT WITH OTHERS.
AND THIS IS WHAT WE ARE GOING TO EXPLORE IN THE NEXT SESSION.

REFLECTION QUESTION:
WHAT KIND OF CHANGEMAKER DO YOU WANT TO BECOME?

INTERACTIVE TIME

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GUIDED REFLECTION

THINK ABOUT A WOMAN WHO INSPIRES YOU. SHE CAN BE:

1. SOMEONE FAMOUS
2. AN ACTIVIST
3. A LEADER
4. A FAMILY MEMBER
5. A TEACHER
6. A FRIEND
7. OR ANYONE WHO MADE AN IMPACT ON YOUR LIFE.

2 MINUTES

GUIDED REFLECTION

QUESTIONS

WHY DOES THIS PERSON INSPIRE YOU?

WHAT QUALITIES DOES SHE HAVE?

WHAT CAN WE LEARN FROM HER LEADERSHIP?

5 MINUTES

GUIDED REFLECTION

QUESTIONS

WHHOW DOES SHE TREAT OTHER PEOPLE?

WHAT KIND OF IMPACT DOES SHE CREATE?

WHAT CHALLENGES DO YOU THINK SHE HAD TO OVERCOME?

WHAT CAN WE LEARN FROM HER LEADERSHIP?

5 MINUTES

NOW LET'S MOVE FROM INSPIRATION TO SELF-REFLECTION.

WE OFTEN ADMIRE QUALITIES IN OTHERS THAT ALREADY EXIST INSIDE OURSELVES.

THIS IS WHY LEADERSHIP STARTS FROM SELF-AWARENESS.

UNDERSTANDING LEADERSHIP
VOICE, IMPACT & PARTICIPATION

WHAT IS LEADERSHIP?

LEADERSHIP IS OFTEN MISUNDERSTOOD.

MANY PEOPLE THINK LEADERSHIP MEANS:

POWER

AUTHORITY

VISIBILITY

CONTROL

BUT LEADERSHIP IS MUCH MORE THAN THIS.

LEADERSHIP IS INFLUENCE

LEADERSHIP IS INFLUENCE

LEADERSHIP IS THE ABILITY TO:

INSPIRE

CONNECT

SUPPORT

GUIDE

AND CREATE IMPACT.

YOU DO NOT NEED A TITLE TO BE A LEADER.

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DIFFERENT TYPES OF LEADERSHIP

1. COMMUNITY LEADERSHIP
2. CREATIVE LEADERSHIP
3. SOCIAL LEADERSHIP
4. EMOTIONAL LEADERSHIP
5. COLLABORATIVE LEADERSHIP

NOT ALL LEADERS LOOK THE SAME.

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DIFFERENT TYPES OF LEADERSHIP

COMMUNITY LEADERSHIP

THE ABILITY TO BRING PEOPLE TOGETHER AND CREATE POSITIVE CHANGE WITHIN A COMMUNITY.

DIFFERENT TYPES OF LEADERSHIP

CREATIVE LEADERSHIP

USING CREATIVITY, IDEAS AND INNOVATION TO INSPIRE PEOPLE AND IMAGINE NEW POSSIBILITIES.

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DIFFERENT TYPES OF LEADERSHIP

SOCIAL LEADERSHIP

WORKING TO ADDRESS SOCIAL ISSUES AND PROMOTE INCLUSION, EQUALITY AND COLLECTIVE WELLBEING.

DIFFERENT TYPES OF LEADERSHIP

EMOTIONAL LEADERSHIP

LEADING THROUGH EMPATHY, EMOTIONAL AWARENESS AND THE ABILITY TO UNDERSTAND AND SUPPORT OTHERS.

DIFFERENT TYPES OF LEADERSHIP

COLLABORATIVE LEADERSHIP

BUILDING CONNECTIONS, ENCOURAGING PARTICIPATION AND CREATING SOLUTIONS TOGETHER WITH OTHERS.

FROM REFLECTION TO ACTION

TODAY WE REFLECTED ON:

LEADERSHIP
VOICE
IDENTITY
IMPACT
EMPOWERMENT

NOW LET’S CLOSE THIS JOURNEY TOGETHER.

FROM REFLECTION TO ACTION

TODAY WAS NOT ABOUT

BECOMING PERFECT LEADERS.
IT WAS ABOUT STARTING
TO RECOGNIZE YOUR VOICE,
YOUR VALUES AND
YOUR POTENTIAL IMPACT.
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SHARING MOMENT

1. ONE IDEA THAT STAYED WITH YOU TODAY
2. ONE QUALITY YOU DISCOVERED IN YOURSELF
3. ONE KIND OF CHANGE YOU WOULD LIKE TO CREATE

FROM IDEAS TO IMPACT

EVERY SOCIAL PROJECT STARTS WITH A QUESTION:

WHAT NEEDS TO CHANGE?

GOOD ADVOCACY STARTS FROM OBSERVING:

PROBLEMS

NEEDS

INEQUALITIES

MISSING OPPORTUNITIES.

THE 3 QUESTIONS OF SOCIAL IMPACT

BEFORE CREATING A PROJECT OR CAMPAIGN, ASK YOURSELF:

WHAT ISSUE DO I CARE ABOUT?
WHO IS AFFECTED BY THIS ISSUE?
WHAT SMALL ACTION COULD HELP?

FROM PROBLEMS TO ACTIONS

PROBLEM

GIRLS IN MY COMMUNITY DO NOT FEEL REPRESENTED.

ACTION

CREATE SAFE SPACES FOR DIALOGUE AND EMPOWERMENT.

PROBLEM

YOUNG PEOPLE DO NOT PARTICIPATE IN COMMUNITY LIFE

ACTION

CREATE ACTIVITIES THAT ENCOURAGE PARTICIPATION AND CONNECTION.

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SMALL ACTIONS CAN STILL CREATE IMPACT

IMPACT DOES NOT ALWAYS MEAN CREATING A BIG ORGANIZATION.

IMPACT CAN ALSO MEAN:

ORGANIZING A CONVERSATION
CREATING CONTENT
SUPPORTING SOMEONE
SHARING INFORMATION
BUILDING A SMALL COMMUNITY

GOOD LEADERS ASK QUESTIONS

GOOD LEADERS DO NOT ALWAYS HAVE ALL THE ANSWERS.
THEY ASK:

WHAT DO PEOPLE NEED?
WHO IS NOT BEING HEARD?
HOW CAN WE CREATE INCLUSION?
HOW CAN WE COLLABORATE?

THINK ABOUT YOUR OWN COMMUNITY

ASK YOURSELF:

WHAT IS ONE ISSUE YOU NOTICE AROUND YOU?

WHY DOES IT MATTER?

WHAT COULD BE A FIRST SMALL STEP?

(PAUSA BREVE)

STORY 1

A YOUNG GIRL LOVED GOING TO SCHOOL AND LEARNING. BUT IN HER COMMUNITY MANY GIRLS WERE TOLD THAT EDUCATION WAS NOT IMPORTANT FOR THEM.

ONE DAY, WHILE GOING TO SCHOOL, SHE WAS ATTACKED BECAUSE SHE BELIEVED GIRLS DESERVED EDUCATION. INSTEAD OF GIVING UP, SHE CONTINUED SPEAKING PUBLICLY ABOUT THE IMPORTANCE OF EDUCATION AND GIRLS' RIGHTS.

WHAT QUALITIES DO YOU THINK THIS PERSON HAD?

STORY 1

MALALA YOUSAFZAI

NOBEL PEACE PRIZE WINNER
GLOBAL ADVOCATE FOR GIRLS' EDUCATION

STORY 2

A WOMAN SPENT MANY YEARS WORKING QUIETLY IN HER COMMUNITY.
SHE LISTENED TO WOMEN,
SUPPORTED LOCAL GROUPS,
AND HELPED PEOPLE ORGANIZE AROUND ENVIRONMENTAL PROBLEMS.
AT THE BEGINNING, VERY FEW PEOPLE PAID ATTENTION TO HER WORK.
BUT SHE CONTINUED PLANTING TREES AND INVOLVING WOMEN IN COMMUNITY ACTION.

WHY DO YOU THINK SMALL ACTIONS CAN BECOME POWERFUL?

STORY 2

WANGARI MAATHAI

ENVIRONMENTAL ACTIVIST
FOUNDER OF THE GREEN BELT MOVEMENT
NOBEL PEACE PRIZE WINNER

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STORY 3

IMAGINE BEING A YOUNG BLACK WOMAN GROWING UP IN A SOCIETY WHERE DISCRIMINATION, RACISM AND INEQUALITY ARE EVERYWHERE AROUND YOU.

IMAGINE HAVING A TALENT, A VOICE, A DREAM… BUT ALSO CONSTANTLY BEING TOLD THAT YOUR PLACE SHOULD BE SMALLER, QUIETER, INVISIBLE.

THIS WOMAN COULD HAVE CHOSEN SILENCE.
SHE COULD HAVE FOCUSED ONLY ON HER CAREER AND AVOIDED DIFFICULT CONVERSATIONS.
INSTEAD, SHE DECIDED TO USE HER ART TO SPEAK ABOUT INJUSTICE.

THROUGH MUSIC, PERFORMANCES AND PUBLIC SPEECHES, SHE GAVE VOICE TO PEOPLE WHO FELT UNHEARD.
SHE TRANSFORMED PAIN INTO EXPRESSION, CREATIVITY INTO RESISTANCE AND TALENT INTO ACTIVISM.
HER SONGS BECAME SYMBOLS OF COURAGE, DIGNITY AND SOCIAL CHANGE.
THAT WOMAN WAS:

STORY 3

THAT WOMAN WAS:

NINA SIMONE

NINA SIMONE REMINDS US THAT:
ART CAN BECOME ADVOCACY,
CREATIVITY CAN BECOME RESISTANCE,
AND ONE VOICE CAN INSPIRE GENERATIONS.

REFLECTION QUESTION:
HOW CAN YOUR VOICE CREATE IMPACT IN YOUR COMMUNITY?

ORDINARY PEOPLE AND LEADERSHIP

THESE STORIES REMIND US THAT SOCIAL IMPACT OFTEN STARTS FROM ORDINARY PEOPLE WHO DECIDE TO CARE, SPEAK UP AND TAKE SMALL ACTIONS CONSISTENTLY.

AND NOW...I WOULD LOVE TO INVITE YOU TO A SECOND MENTIMETER.

SCAN IT!

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