

CISV REPORT for ERC

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Name of course:

"*Developing leadership skills and interaction with public authorities*" organized by the Council of Europe and the Liaison Committee of INGOs with participatory status at the Council of Europe.

Place and date of event:

European Youth Centre, Strasbourg (France)
8-14 November

Target group of the event:

Young representatives of NGOs with participatory status with the Council of Europe.

Key issues at the event:

Encouragement and support of young NGO representatives to participate in advocacy work and integrate more actively in the work of international organisations, such as the Council of Europe. Building of a network. Key elements: advocacy and participative democracy.

Brief report on the content:

This was the first seminar organized from the Liaison Committee focussing on development of young representatives. In that sense it was an initiative experience for both organizers and participants: The later came from different European countries and cultures such as Georgia, Norway, Italy, Belgium, etc. Most were active and dedicated young representatives and some of them showed high potential.

One of the main aims of the training course was to encourage and empower young representatives to actively participate in the work of NGOs Plenary Conference and in the Liaison Committee. The focus laid on providing

information about the Council of Europe and its work with INGOs, as well as the improvement of personal skills concerning leadership and motivation of groups through non-formal educational methods.

We spent a lot of time dealing with Advocacy. The group has been split into 4 groups and each one had to create an advocacy project, based on the method we had shared. Our group dealt with a better use of our free time! You can see our report at the end of this document.

On a personal level, I learned a lot of things. With my personal background (business studies), the learning experience became even more enriching. Advocacy is a kind of advertising, except the fact that the aim is not to make money, but to let people be sensitive about a subject. Advocacy is the best way for NGO's to communicate their ideas.

We mainly talked about the following subject, that are all part of an Advocacy Campaign:

- **Strategic Communication.** We tried to define it and to identify key elements:
 - Need to be proactive, prepared. To know what will be the questions the audience will be uninformed about... Undecided -> Inform -> Find Support
 - any Planned communication activity that seeks to achieve one of the following goals: Inform -> Motivate -> Persuade -> Move to Action

- **Way to Analyze our target audience and stakeholders.** There are several questions to ask yourself:
 - What are the needs/beliefs/interests/capacity
 - The rules in place
 - Search in literature/Internet to find past researches
 - Risks: not to touch the right people. A problem of understanding
 - Need to approach them quite carefully
 - Was anything done before? Another campaign? How did they react

- **Characteristics of Effective Messages.** We identified the following key-characteristics:
 - Simple, concise
 - Uses appropriate language - diplomacy culture, formal or not?

- Message content is consistent format
- **Elements of Messages.** 5 main elements:
 - Content
 - Language
 - Messenger/source
 - Format/medium
 - Cost - is it really worse it? Isn't there a most cost-efficient way to reach the same objective?
 - Risk
 - Visibility
 - Time/Place
- **One Minute Messages.** Should always contain the following points:
 - Statement
 - Evidence - statistics, data, ...
 - Example

We also played an **interesting little game**: chose two people in the group and call them "A" and "B" in your mind. Then try to get as closer as possible from A, and as far as possible from B. Enjoy the mass...

Concluding Thoughts

The training course was really interesting, but quite too short to have really positive impacts for CISV. Five days was really short, and we did not get enough time to share about eachother's associations.

However, a lot of participants have shown a big interest for CISV's philosophy and work. Briefly tlaking about working together has brought a lot of interest to some of the participants, and we could maybe think about it! As for an example, "Autisme Europe", working with disabled people and situated in Bruxelles, could be a good association to do Mosaic with for CISV Belgium.

Later comment from Bastian: At the Liaison Committee meeting in Warsaw a lot of those participants attended. They all very well remembered Olivier and everything he said about CISV.

1. INTRODUCTION

Issue

People do not benefit enough from their free time. Why such an issue? There are some "positive" and "negative" leisure for the well-being of people and to their social behavior. Nowadays, we tend to do more negative leisure, and it needs to change!

Negative Leisure

- Negative leisure involves little demand, concentration and challenge, and thus Causes boredom
- Leads to antisocial behavior
- Lack of positive leisure characteristics (see below) may lead to relieving them by engaging in risky behaviors such as using drugs or delinquent behaviors. In fact, studies have shown that adolescents who perceive leisure as boring are more likely to be involved in substance abuse

Characteristics and Main Features of Positive Leisure/Free time spending

- Structured
- Goal Directed
- Involves Challenge
- Involves Fun and Freedom

Benefits of "positive / active free time/leisure" (hereinafter - "positive leisure")

- Maintaining Physical and Mental Health. The World Health Organization has predicted that by 2020 depression will be the second biggest health problem world-wide, behind heart diseases. Positive leisure has got a major affect in preventing depression
- A major contributor to the adolescent development
- Contributes to the feeling of self competence & control over one's life (fulfill yourself!)
- Involves relations with others and promotes creativity.

2. GOAL, OBJECTIVES & ACTIONS

Goal

People will spend their free time in more effective and constructive ways. As this involves a change in the way people act and actually think, the time frame for achieving a reasonable standard of positive leisure within the target audience, is at least 5 years.

Objectives

- Increase the awareness to the benefits of free time (achievable in a short period)
- Inform people about the availability and accessibility of all possible activities (on-going objective)
- Increase the interaction between people (long term objective)

Short-Term Actions

- Analyzing the available data on how people spend their free time and executing polls in order to establish to current standard of positive leisure
- Organizing events (in various areas such as sports, handicrafts, music, etc.)
- Creating social clubs/network (poetry, literature, creative writing, discussions)
- Advertising to increase awareness

On-going Actions

- Publishing an index with all available activities
- Call center for information on events and benefits of positive leisure
- Creating and maintaining Web site that will function as an information center
- Empowering the target audience to run the clubs and networks by themselves

Long-Term Actions

- Executing polls after the first, the third and the fifth year, in order to evaluate the progress
- Maintaining the clubs and networks activity

3. IMPLEMENTATION

Target Audience

Inhabitants of urban or industrial areas within Europe

Message

Enjoy your free time
USE IT 😊

Formats of Communication

- Local newspapers, local radio stations
- Media events
- Billboards, leaflets
- Merchandising, T-shirts, cap

Messengers

- Journalists
- Sport stars and other celebrities
- Doctors
- Community leaders
- Trade union leaders

Time and place of delivery

Time: A massive campaign before initiating the activity in each "location" (a term to be defined) and then maintain a regular communication according to the needs and current agenda.

Places of delivery: Schools, doctor offices, sports facilities, supermarkets, ...

Possible Partners

- Local authorities
- Social services
- Media
- Local employers and labor unions
- Potential sponsors
- Some NGOs
- Sports Institutions

Possible Obstacles - Media