

Courage to change

3 steps to the activity realisation



Step 1 – preparation phase

Prepare all the required materials for this exercise. In case the young adults are not familiar with this type of exercise, prepare an example of campaign pretending that you introduce in Step 2. Then, collect topics that are suitable for campaign pretending. The aim is that they design their own campaign on a topic important to them. Also, prepare a handout that serves as a guideline when designing their campaign.

Step 2 – activity phase

Briefing:

Firstly, introduce the young participants to the concept of campaign pretending. Give an example you prepared in Step 1. Then, do a short brainstorming activity with them on their associations of what campaign pretending means to them. Highlight essential aspects of campaign pretending: In order to achieve one's goal, it is important to be able to think ahead and to employ a solution-oriented approach. It is also important to think outside the box and to understand different mindsets. Reframing, adapting thoughts and plans are also essential aspects when striving for change.

Implementation of the core activity:

Next, divide the young people evenly into small groups. Their task is to design a campaign to raise awareness of a certain problem situation. Below you can find suggestions on campaign topics, but basically any topic that is connected and meaningful to the young people's lives is adequate for campaign pretending:


- ▼ Climate change
- ▼ Media and fake news
- ▼ Environmental protection
- ▼ Women's rights

Provide a handout that summarises the most important aspects they need to consider when designing their campaign (i.e. identify the problem, approach to finding a solution, with which skills can the solution be reached, is there perhaps another way to solve the problem, what other opportunities are there?). Ensure to provide the people with the necessary support during the exercise. Lastly, the individual groups are presenting their campaign.




Type of activity:
Campaign pretending

Value of the activity:
This activity fosters youngsters' ability to think outside the box. By engaging them in topics that are meaningful to youngsters, they strengthen various skills, such as solution-orientation, the ability to change and thinking skills such as reframing.

 Timing:
preparation: 20 min.
implementation: 60 min.
checking learning progress: 10 min.

 Activity follow-up:
Youngsters research campaigns online that were implemented by other youngsters.

 Other value case box components:
Materials:
Flipchart
Pens
Handout

 Value quoted:

Step 3 – wrap up phase

After the young people have presented their campaigns reflect on the exercise with them. Ask them how they have experienced this activity. What did they learn from campaign pretending, what was fun/what was difficult, what was challenging? Emphasise that many skills required in campaign pretending are essential in everyday life situations as well. In this regard, discuss some real life situations that require these skills. This way, young peoples' understanding of solution-oriented behaviour is again strengthened.

Your notes:

- V ...
- V ...
- V ...
- V ...