



In organising a GEW event, or any other event or campaign, it is useful to conduct a **stakeholder analysis** to know who are people and organisations that are affected by the issues at focus. This analysis aids you in identifying potential allies and supporters of your cause. It also helps in:

- a. making priorities in terms of who to target
- b. developing influencing strategy

1. How to involve political representatives/decision makers to engage in Global Education Week:

Involving local, regional or national political representatives and decision makers is crucial:

- They help your organisation gain another perspective of the issue at focus, and provide sustainable policy solutions
- They can attract a broader audience, thus increasing the visibility of and participation level in your events They influence government policy
- they will raise awareness within local parliaments/work groups/councils or other bodies.
- Help in attracting potential donors or sponsors.

There are three basic steps for the involvement:

STEP 1: Identify and meet political representatives/decision-makers relevant for your cause/issue

Invite (influential) political representatives from your community, relevant for the cause/issue your organisation is working on. Outline, by email or letter, the discussion points and reasons for meeting.

How to send the invitation/meeting request:

- Phone call (if the person is already familiar with you and your organisation)
- Formal invitation letter sent to the office to organise a meeting or a work lunch
- Seek help of joint acquaintances who can introduce you

STEP 2: Explain why an issue is important and how they can support/get involved.

Suggest ways the political representative can help you in GEW events:

- Sponsor the event
- To help in visibility of the event



- To advocate within governmental bodies for GE
- To organise more formal events or discussions in formal setting such as governmental bodies
- To assist in inviting other political representatives to support GEW events
- Join events organised by your organisations as speakers/panellists
- Publicly support the issue in the media
- Issue permission to do something in a public space

STEP 3: Follow up

Follow up on the meeting (i.e. through a phone call a few days later), and lobby for a solid commitment on their participation.

2. How to involve the media to engage in Global Education Week

It is important to have in mind that media outlets receive many press releases and event invitations each day. To get through this crowd, stand out and have your event visible, make sure that your event i) creates a change/makes a difference, ii) connects to the life of the community in more than theoretical aspect. Being clear and concise helps journalist who are usually on tight deadlines.

How to approach the media:

STEP 1: Create a list of the media that you will approach. This can be local, regional or national media, depending on the scope of the event. Identify journalists that are focused on the theme you are targeting (i.e. media outlets usually have journalists in charge of specific areas, such as health, education, politics, sports, etc.). It is advisable to work on creating relationships with the journalists directly.

STEP 2: Write a press release or “**press pitch**”. Write about the change your event or campaign is influencing, and how it personally impacts life of people in your community. Additionally, prepare data that can be valuable for news stories that the journalists will develop and that your organisation has.

STEP 3: If possible, produce some **high-quality content for newsrooms**, such as photos, video, audio. It is important to produce the content in required standards, so that your story can be published, even if the journalists are unable to attend the event. For example, the quality or the resolution of the pictures should be from 150dpi to 300dpi (if it is less than that, the pictures may look blurry or pixelated) while video should be in HD (High Definition).

3. How to involve influencers/digital activists/youtubers/vloggers (video-bloggers) to engage in Global Education Week

Who are the influencers?

Usually well known in specific communities of young people, they are individuals with high outreach on social media platforms. They often activate in specific niches (eg. beauty & cosmetics, cooking, sports, travel but also participation & civic movements) and, thus, understanding their causes is very important before approaching them. Influencers are not necessarily well known at national level and most likely will not be discovered through usual media channels.



Not all campaigns might need involvement of influencers. Here are some key elements to have in mind when deciding:

- **Expertise:** Would the content of your campaign be appropriate coming from this influencer, given what he or she is famous for?
- **Reach:** Can this influencer engage your audience? Does he/she specifically have reach on the social media channels where your audience spends its time?
- **Popularity:** Is this influencer well liked? Is his/her fame split between admiration and controversies, or are they a person of mass appeal? (The latter is what you want, so as to not alienate potential audiences.)

How to identify & involve influencers:

STEP 1: Create a list with the most relevant influencers for your audience and the most relevant social media platforms.

Since influencers are not highly public figures you'll need to engage in different forms of research, preferably approaching similar groups, as the audience/young people you want to reach.

- What you can try: Google/Forums search with specific key words, online/social media polling/questionnaires, open discussions in classrooms or youth clubs. Youth communities will be able to guide you towards relevant influencers for their communities, implicitly indicating you which social platform is more relevant to use. Currently, some of the most popular influencers are communicating mostly through videos (Youtube), images (Instagram) or short messages (twitter, snapchat) and less through classic blog posts.

- Another solution to identify influencers & digital activists is by asking other NGOs that have organised campaigns with their support (usually they might have cooperated with similar campaigns, social/humanitarian causes, minority rights etc.).

STEP 2: Approach influencers.

In order to ensure an effective communication you should engage young people in the development of the messages of your campaign - preferably video and/or creative images/posters. Your cause needs to be easily understood. Press releases or other long narrative materials might not bring successful results.

STEP 3: In case of successful approach, the influencer can have a role as:

- a.** guest to your events, in case your audience is receptive to his/hers messages - in this case he/she will act as catalyst for youth involvement (possible multiplier effect).
- b.** ambassador for your cause, use his/hers outreach on social media to enhance the impact of your campaign. In this case you should agree beforehand what are the messages he/she promotes and what are the limits of your cooperation.

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