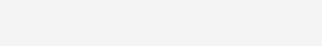
Hi! I'm Alice



- Who am I and who is Avaaz?
- Activism 101
- Art, photography, and design as an essential part of campaigning
- Culture campaigning
- Employee rebellion -- Pushing for change from the inside

What's my background?

- Art & Economics BA
- PR and Marketing in Dutch Music Industry
- New Media & Digital Culture, MA
- Marketing & Consultancy Berlin Startup scene
- Head of Marketing at Betahaus Berlin
- a new journey at Avaaz











"Avaaz is, a global citizens movement with over 64 million members worldwide, campaigning on a wide range of pressing global, regional, and national issues; from climate change and biodiversity to disinformation, net neutrality, human rights, and equality. Avaaz takes action with petitions, media campaigns, direct actions, lobbying, offline protests, and events. It's "the globe's largest and most powerful online activist network" according to The Guardian. "

Meaning of activism in English





activism

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noun [U] • POLITICS
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US ◀》 UK ◀》 /ˈæk.tı.vı.z^əm/







activism

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noun [U] • POLITICS
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US ◀》 UK ◀》 /ˈæk.tı.vı.z<sup>ə</sup>m/
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the use of direct and noticeable action to achieve a result, usually a political or social one:



/'aktıvız(ə)m/

noun

the policy or action of using vigorous campaigning to bring about political or social change. "growing activism on the abortion issue"



/kam'pein/

verb

gerund or present participle: campaigning

work in an organized and active way towards a particular goal, typically a political or social one.

"people who campaigned against child labour"

Vergelijkbaar: crusade fight battle work push press strive



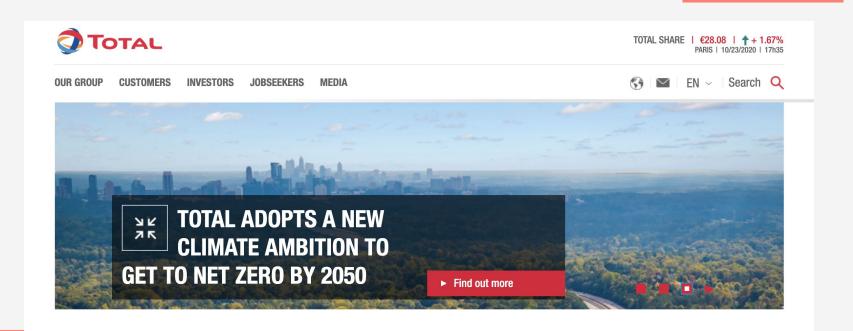
Where do you start?

- What do you want to change?
- What problem are you trying to solve

What do you care about?

Spot a campaign: crisis + opportunity = "crisitunity"

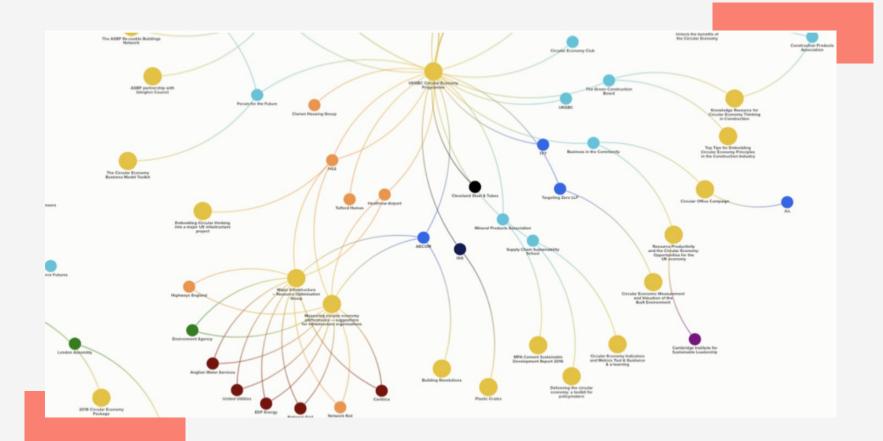




Who is the key decision maker?







2020 Calendar

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What questions would you ask yourself in order to come up with a "crisitunity"?

What could a strategy look like?



Campaigns Strategy

It could look like...

Legal	Duty of vigilance - France, Court case by FOE	Public Awareness	Petition of 1 million citizens calling on CEO to stop pipeline (publishing power)
Pressure on the ground	Activist groups in Uganda and Tanzania rallying and protesting	Media attention	Big ad in Financial Times putting CEO in the spotlight
Governmental	Advocacy with Uganda, Tanzania, and France	Direct Actions	thousands of citizens writing to the CEO on Twitter calling on him to be a better leader
Employee Rebellion	Employees speaking out and asking critical questions.	Elements	
		Connection	
		Heroes Journey	
		Pressure	
		Spotlight	
		Threat; legal, financial, etc.	

SO ... DOES IT WORK?



NEWS - 27 APRIL 2018

Scientists hail European ban on beeharming pesticides

The European Union has voted to ban three neonicotinoids after scientific evidence showed their risk to bees.

Declan Butler









pesticide-treated fields. Cyril Ruoso/Minden Pictures/FLPA

RELATED ARTICLES

EU expected to vote on pesticide ban after major scientific review

Largest-ever study of controversial pesticides finds harm to bees

The bitter battle over the world's most popular insecticides

SUBJECTS

Agriculture Biodiversity Law

Politics







A. Art, photography, and design as an essential part of campaigning

- B. Culture campaigning
- C. Employee rebellion -- Pushing for change from the inside

A. Art, photography, and design --- an essential part of campaigning

- Public art installations to create a news moment and contribute to long-term pressure



U.S. • WASHINGTON D.C.

7,000 Pairs of Shoes Laid on the Capitol Lawn to Represent Children Killed by Gun Violence



BY CASEY QUACKENBUSH MARCH 14, 2018 1:37 AM EDT



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Activists place thousands of shoes on Capitol lawn in gun death memorial



By Ashley Killough, CNN Updated 2355 GMT (0755 HKT) March 13, 2018



NEWS & BUZZ



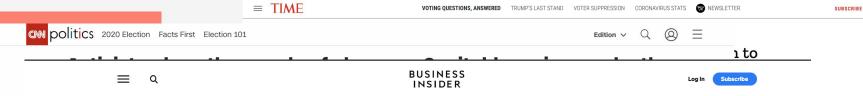
The number of older people getting coronavirus in Europe is...



Analysis: Why that viral Utah ad is so incredibly appealing

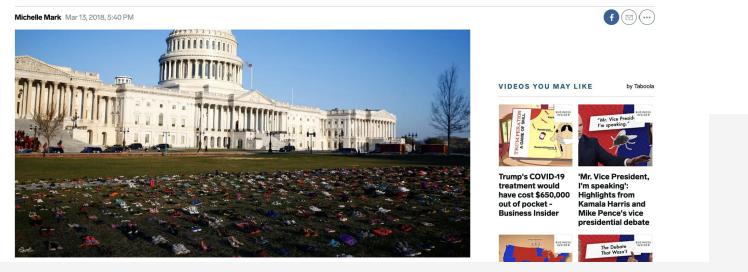
7,000 pairs of shoes placed on Capitol lawn 01:34

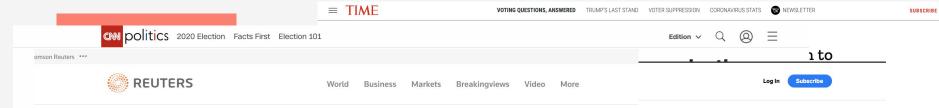
Washington (CNN) — In the shadow of the Capitol dome Tuesday was a sobering display of



HOME > POLITICS

7,000 children's shoes are lined up on the US Capitol lawn in a stunning memorial commemorating childhood victims of gun violence





U.S. NEWS MARCH 13, 2018 / 11:06 AM / UPDATED 3 YEARS AGO

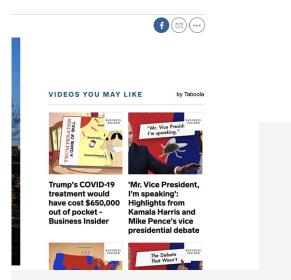
Empty shoes, empty schools: U.S. gun law activists begin two days of theater

By Ian Simpson 4 MIN READ **f**

WASHINGTON (Reuters) - Tom Mauser came to the U.S. Capitol on Tuesday dressed in gray Vans sneakers, the same ones his 15-year-old son Daniel wore when he was killed by two gunmen at Colorado's Columbine High School in 1999 along with a dozen other people.



S Capitol lawn in a pod victims of gun



A. Art, photography, and design -- an essential part of campaigning

- Symbolising invisible issues: Images for media coverage.





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JESSI HEMPEL

BUSINESS 84.11.2818 81:52 PM

Congress Is Unearthing Facebook's Terrible Power

Mark Zuckerberg's testimony is not just about Cambridge Analytica. He's answering for the un-checked influence that Facebook wields—on its users, and the world.



News Books & Culture Fiction & Poetry Humor & Cartoons Magazine Crossword Vide

CULTURAL COMMENT

THE INFURIATING INNOCENCE OF MARK **ZUCKERBERG**

By Stephen Marche April 10, 2018



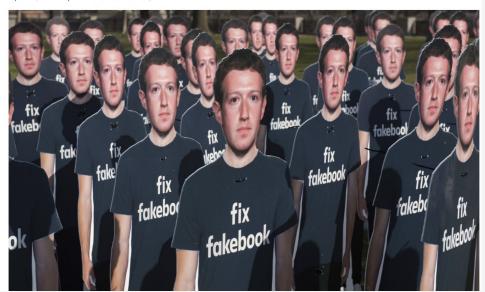
The dream of a world of total connection has resulted in unprecedented alienation. For this, we blame Mark Zuckerberg because we can't stand to blame ourselves. Photograph by Mark Peterson / Redux for The New



National News | NPR News | Science & Tech

Facebook faces class-action lawsuit challenging its use of facial recognition data

April 17, 2018 by Richard Gonzales, NPR





Fake news is a 'crisis in our democracy', report by MPs warns

MPs are calling for a new tax to be levied on social networks, with the money being used for digital literacy classes in schools.

By Jason Farrell, senior political correspondent

© Saturday 28 July 2018 17:35







india cities opinion world HTLS 2020 ipl entertainment bihar election trending videos tech podcasts web stories lifestyle •••

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Home / Business News / Is Facebook really ready for the 2020 election?

Is Facebook really ready for the 2020 election?

While other platforms like Twitter and YouTube have also struggled with misinformation and hateful content, Facebook stands apart for its reach and scale and its slower response to the challenges identified in 2016

BUSINESS Updated: Oct 18, 2020, 21:18 IST



Associated Press | Posted by Ayshee Bhaduri San Francisco



Zuckerberg has offered multiple apologies over the years, as if no one could have predicted that people would use Facebook to live stream murders and suicides, incite ethnic cleansings, promote fake cancer cures, or attempt to steal elections(REUTERS)

A. Art, photography, and design -- an essential part of campaigning

- Hard-hitting ads



B. Culture Campaigning

- Representation: how we see the world

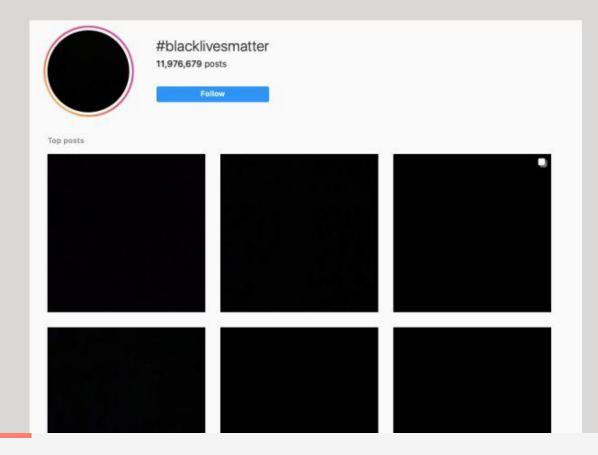
What issue do you feel is misrepresented in our world today?



B. Culture Campaigning

- The endless possibilities of the internet:

Unleashing engagement, Building movements, Effective action.



Virtue signalling

From Wikipedia, the free encyclopedia

Virtue signalling is a pejorative neologism for the conspicuous and disingenuous expression of moral values with the intent to enhance one's own image. [1]

Tokenism is the practice of making only a perfunctory or symbolic effort to be inclusive to members of minority groups, especially by recruiting people from underrepresented groups in order to give the appearance of racial or sexual equality within a workforce. The effort of including a token employee to a workforce is usually intended to create the impression of social inclusiveness and diversity (racial, religious, sexual, etc.) in order to deflect accusations of discrimination. The effort of including a token employee to a workforce is usually intended to create the impression of social inclusiveness and diversity (racial, religious, sexual, etc.) in order to deflect accusations of discrimination.



VIDEO

LIVE

SHOWS

2020 ELECTIONS

CORONAVIRUS

:::



Models accuse fashion industry of 'falsely portraying inclusivity' amid BLM

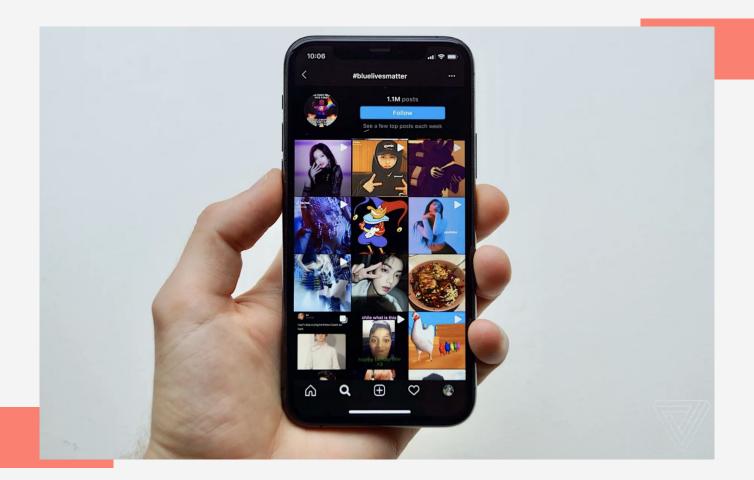
"Inclusion does not equal tokenism," Wilhelmina's T-Age Anadi says.

By Rosa Sanchez

25 July 2020, 16:01 • 12 min read











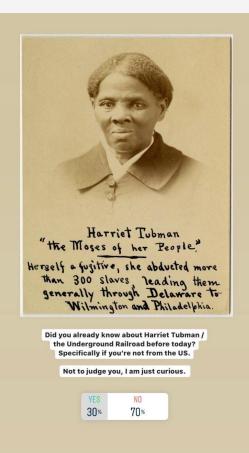


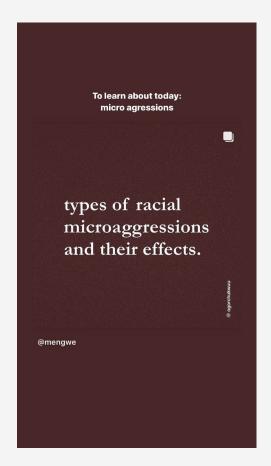
1. BE ACTIVELY INVOLVED

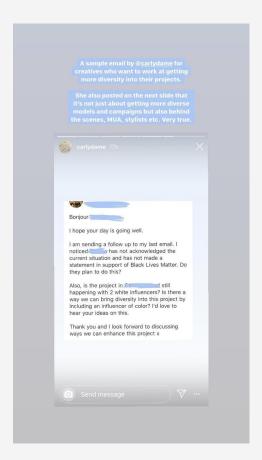
"IT'S NOT ENOUGH TO BE NOT RACIST, YOU MUST ACTIVELY BE ANTI-RACIST" - ANGELA DAVIS

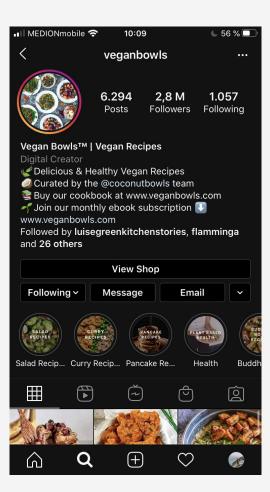
It doesn't matter if you have 10 followers or 100.000. It's important to keep the conversation going online and to spread awareness. Silence is an immense privilege and can even imply agreement.

ONNOORXO







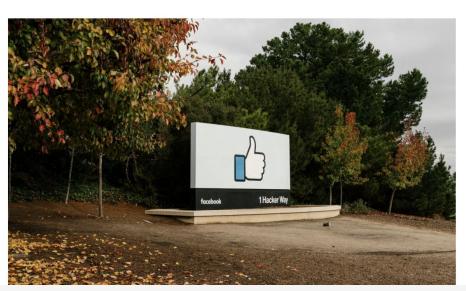




C. Employee Rebellion: Pushing for change from the inside

Facebook Employees Stage Virtual Walkout to Protest Trump Posts

While Twitter started labeling some of the president's inflammatory messages, Facebook's chief executive, Mark Zuckerberg, has said his company should leave them alone.





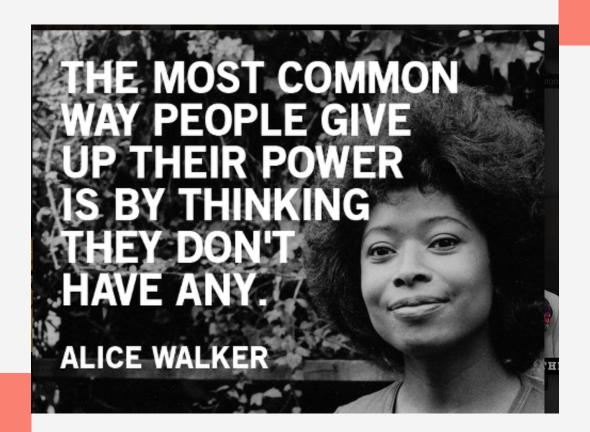
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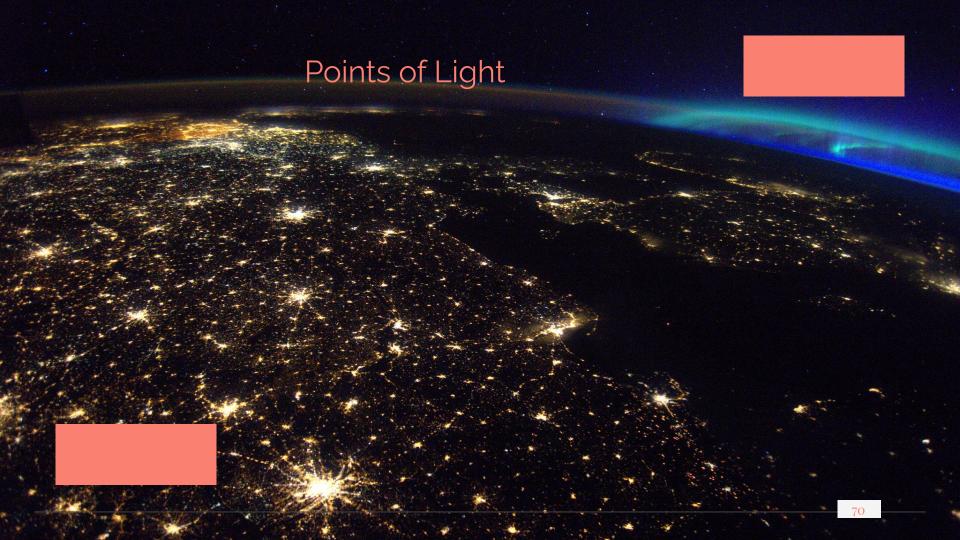
Investors rebel over Shell executive pay

Kate Burgess in London and Michael Steen in The Hague MAY 19 2009



A global investor backlash over executive pay escalated on Tuesday when shareholders turned on Royal Dutch Shell and voted against its executive pay plan.





Do you want to do something new, different, or more? Let's discuss!

Want to watch a film?

- David Attenborough -- A life on our planet (Climate)
- 13th (Racism, Incarceration)
- The Social Dilemma (Social media)
- The trial of the Chicago 7 (the 60s, Human Rights)
- The Life and Death of Martha P. Johnson (LGTBQ+, Racism)
- Feminists. What were they thinking? (equality, feminism)
- Cowspiracy (Climate, animal rights)
- How to change the world (Climate, Greenpeace)
- The Game Changers (Veganism, athletes)
- Suffragette (equality, feminism)
- Explained: The Racial Wealth Gap (Racism, Inequality)

THANK YOU!

Does anyone have any questions?

<u>alicevalerienell@gmail.com</u> <u>www.avaaz.org</u>

> Or find me on Twitter / Instagram







My top tips for positive change?

- Be true to yourself
- Vote, vote, vote
- Eat less animal produce
- Buy less, choose well, make it last.
- Educate yourself. Ignorance is a choice.

THE END