

Workshop Topic: Campaigning

Most important points of our topic

- Success factors of previous campaigns
- Bottom up over top down
- Empowering people to do actions themselves
- Using creativity
- Need for clear targets to attack
- Clear problems
- Suggest clear solutions

What do we want to achieve?

- To use peoples Creativity better
- Mobilise masses on regional level
- Raise awareness
- Make people Their own organisers

Three possible strategies that are useful to achieve this:

- Better networking by new internet tools
- Translate simple actions to EU level

Further steps to succeed?

- Set up databases for different local campaigns and action ideas
- Prepare an Action “cookbook”
- Inverted pyramid of alternatives

Practical action points for the next half year:

- Make contact list of people in working group

Concrete things each of us can offer to make it happen (at least one per person)

- BUND starts out collecting campaign infos as follow-up to conference and put in on www.european-advantage.org