
Acting for sustainability: Collective action

1. Description of the competence

Video:

[Link](#)

Recommended resources:

[Presentation of the competence model](#)

Description:

'Collective Action' emphasizes the importance of coordinating, collaborating, and cooperating with others to address sustainability challenges effectively. This competence fosters the ability and willingness to engage in democratic processes concerning the use and dependence on natural resources.

2. Workshop components

Duration: 140-160 minutes

Digital tools suggested:

- Mentimeter: For interactive polls and icebreakers
- Miro or Padlet: For collaborative brainstorming and scenario building. Also useful for ice breakers or energizers
- Canva or Google Slides: For creating visual materials

Competencies exercised:

Individual initiative, System thinking, Critical thinking, Adaptability, Collective Action

3. Workshop overview

Annotation:

This workshop empowers participants to collaboratively address environmental concerns within their community. Through structured activities, participants will identify pressing environmental issues, set collective goals, plan and execute events, and launch online campaigns to raise awareness.

Objectives:

- To enhance the ability to analyze environmental issues and identify areas for collective action.
- Develop skills in building partnerships with peers, organizations, and other stakeholders.
- Learn to plan and implement effective awareness campaigns on selected sustainability topics.
- Familiarize with digital platforms and tools that support education and collaboration in climate action.

4. Detailed session structure

Evocation (15 minutes):

Tools:

Mentimeter

Activities:

- Questions to ask (5 minutes): Participants respond to questions such as: *"What environmental issues concern you the most in your community?" "Do you know of any successful collective initiatives addressing these issues?"*
- Poll (8 minutes): Using Mentimeter, participants vote on the most pressing environmental issues in their community. The results serve as a foundation for further discussion.
- Discussion (2 minutes): Analyze the poll results with the participants. Discuss patterns or surprising findings. Use the identified issues as a foundation for the next activities.

Resources:

Mentimeter: [Mentimeter Question](#)

Video: [tutorial on how to use Mentimeter](#)

Understanding (130 minutes):

Tools:

Padlet, Canva or Google Slides

Activities:

- **Brainstorming Session (20 minutes):** In small groups, participants use Padlet to brainstorm potential collective actions to address the previously identified environmental issues.
- **STEP 1:** Divide participants into small groups of 4-6 members. Assign each group an identified environmental issue from the poll.
- **STEP 2:** Provide each group access to a Padlet wall (see resources). Ensure all participants are familiar with the tool's basic functions. Encourage groups to document their ideas on the Padlet wall, and answer the questions there.
- **Quick Stakeholder Mapping Exercise (20 minutes):** Help participants quickly figure out who is important to involve in their environmental initiative — and why.
- **STEP 1 (2 minutes):** Give everyone sticky notes and pens. Draw a simple 2x2 grid on a large piece of paper, flipchart, or whiteboard. Label one side "Influence" (from low to high) and the other side "Interest" (from low to high).
- **STEP 2 (5 minutes):** Ask everyone to think of people, groups, or organizations that could be involved in their planned action. These could be schools, NGOs, local businesses, city councils, activists, etc. They should write down each stakeholder on a separate sticky note.
- **STEP 3 (8 minutes):** One by one, participants take turns placing their sticky notes on the matrix – based on how much influence and interest they think that stakeholder has. As they place each one, they briefly explain why they chose that position.
- **STEP 4(5 minutes):** Once all notes are on the matrix, have a quick discussion: Are there any notes that people would place differently? Which stakeholders seem the most important to involve actively? Who might be overlooked?

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- **Action Planning (25 minutes):** Now that they know the key environmental issue and who their stakeholders are, each group designs a basic but solid action plan.
 - **STEPS:** In their teams, participants work through the following steps to build their plan:
 - Objectives: What do they want to achieve? Be specific and realistic.
 - Target Groups: Who is this initiative aimed at?
 - Activities: What concrete steps will they take? (e.g., awareness event, petition, cleanup, social media challenge)
 - Timeline: When will each activity happen? Create a rough schedule.
 - Resources Needed: What materials, people, or funding will they need?
 - Challenges and Solutions: What problems could they face? How might they solve or prevent them?
 - **Presentation and Feedback (5 minutes):** Each group will present their plan.
 - **Campaign Material Creation (30 minutes):** Each group now creates basic visual materials to support their initiative. This could include: a poster for a local event, a social media post to raise awareness or a short slogan or hashtag.
 - **Group Presentations (30 minutes):** Each group presents - their action plan, their campaign materials. After each presentation, allow a few minutes for questions and feedback from others.

Resources:

[Padlet Wall](#)

[Canva Tutorial](#)

Reflection (10 minutes):

Tools: Google Forms

Activities:

- Feedback Collection (10 minutes): Participants complete a survey to reflect on their learning experiences, the effectiveness of the workshop, and areas for improvement. Here is the survey [as an example](#).

Resources:

Google Form: <https://forms.gle/DNtBPQmiwjc9rJy56>

Video: [Google Forms Tutorial](#)

5.Resources used and additional info

Links:

Website:

[Education for Climate](#)

Article:

[JRC Publications Repository - GreenComp The European sustainability competence framework](#)

Google Form:

<https://forms.gle/DNtBPQmiwjc9rJy56>

Padlet link:

<https://padlet.com/coordinator74/acting-for-sustainability-collective-action-uog2f09pujhkvq9q>

Video:

[How to use Google Forms - Tutorial for Beginners](#)

Mentimeter:

<https://www.menti.com/al2fgpiach8n>

Video:

[Collective Action – the power of community](#)

Presentation:

[Presentation of the competence model](#)

Website:

[Stakeholder Mapping 101: How to Make a Stakeholder Map](#)

Toolkit: [Digital Tools Guidebook](#)