

Budowanie koalicji oraz komunikacja

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Cooperation has been widely recognised as an essential element in the successful implementation of a wide range of policies and programmes. It is a participatory process through which individuals, groups and organisations work together to achieve desired outcomes.

- Partnerships are agreements in which the parties, referred to as partners, agree to work together to promote their mutual interests.
- Coalitions can be defined as a pact (or treaty) between individuals or groups during which they cooperate in joint action, each in their own interest, for a common cause.

The UN defines partnerships for the Sustainable Goals as multilateral initiatives voluntarily undertaken by governments, intergovernmental organizations, major groups and other stakeholders whose efforts contribute to achieving intergovernmentally agreed development goals and commitments.

The research indicates that coalitions and partnerships have been identified as some of the most effective organisational structures for driving change at the community level.

Coalitions and partnerships often influence the wider community by identifying and solving a specific local problem.

By representing the variety of people in the community they serve, coalitions and partnerships provide an avenue for the exchange of knowledge, ideas and strategies and can maximise the power of individuals and organisations to bring about positive change.



Stages of creating coalitions and partnerships

1) Identification of potential partners and allies.

To identify potential members, the coalition builder can draw up a list in three categories:

- all "natural" allies, individuals, groups, types of people who may share concerns and support a similar position;
- all types of persons, groups and societal structures that may be affected, either positively or negatively, by an issue or a position taken; and
- all potentially interested civic-minded groups who could gain indirectly from supporting the same issuer constituents.

2) Building trust and relationships

3) Negotiating and allocating roles and responsibilities

4) Building capacity and solidarity

Categories of partnerships and coalitions :

1. based on leverage/exchange
2. based on connection/integration
3. transformational

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Partnerships based on "leverage/exchange" - collaboration is rooted in complementarity: one organisation recognises that another can provide the resources (knowledge, services, skills) it needs to achieve its own strategic objectives.



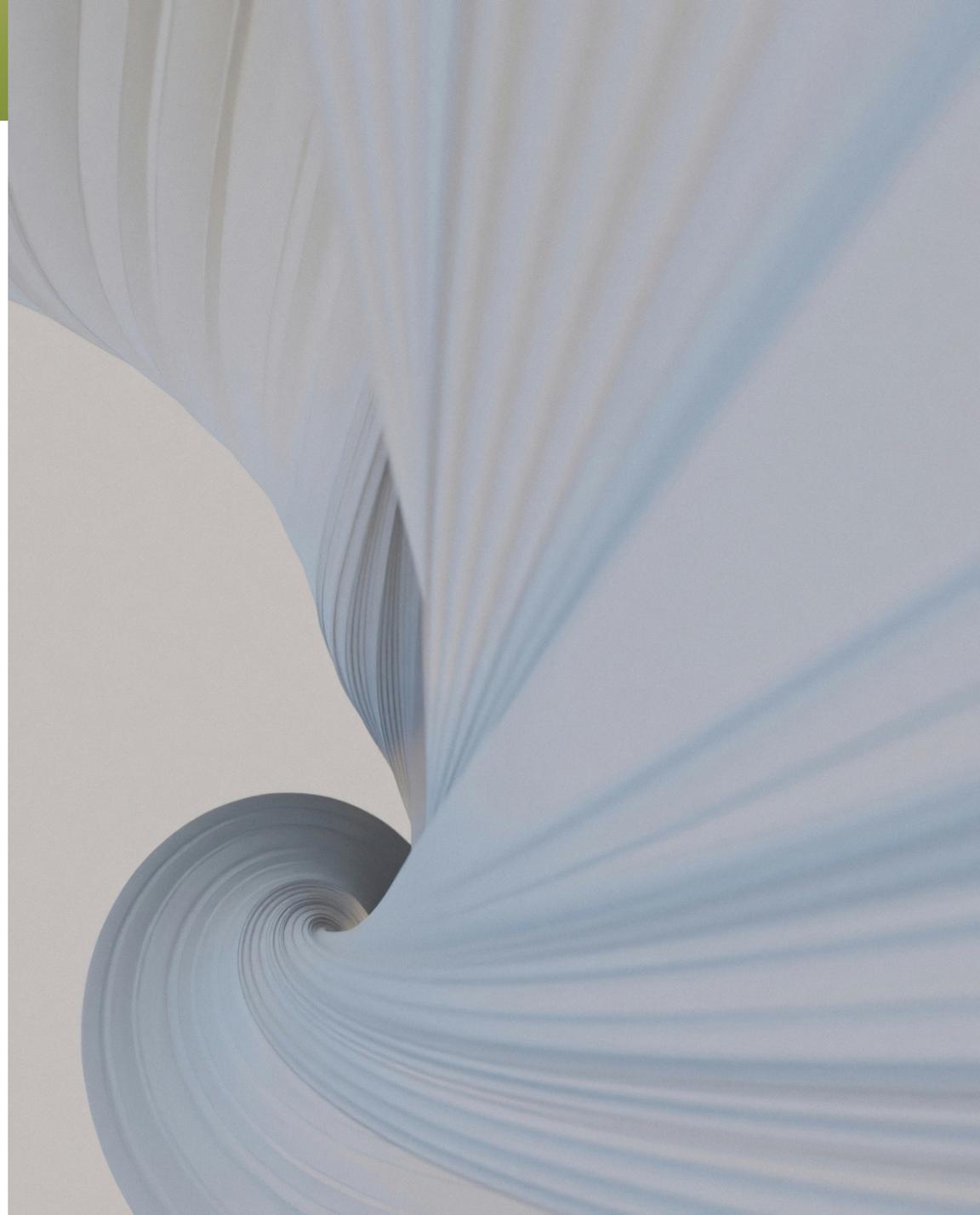
2

Partnerships based on "connection/integration" - a collaboration between two or more organisations in which complementary resources are brought together to address a common challenge or achieve common strategic objectives.



3

Transformational - its ultimate goal is to more ambitiously address a development challenge in an innovative and multifaceted way that results in systemic change.



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- There are many reasons why effective collaboration is challenging. Collaboration requires sufficient time, as well as compromise on the part of the stakeholders involved, to achieve a level of function related to efficiency.
 - Compromises necessary for collaboration often lead to noticeable delays in moving work forward and achieving goals; however, increased coordination of efforts has the potential to better achieve and sustain desired outcomes.

Types of partnerships and coalitions

Partnerships and coalitions can take different forms, depending on the nature of the issues addressed and the objectives of the cooperation :

- Formal partnerships refer to legally binding agreements between organisations or agencies that involve shared responsibilities and resources.
- Informal partnerships are more flexible and based on mutual understanding and trust.
- Multi-sector partnerships bring together organisations from different sectors, such as government, non-profit and private sectors, to address complex social problems.
- Multi-agency partnerships involve multiple organisations within a single sector or system, such as the health system.
- Community coalitions are formed by community members to address issues affecting their community.
- Finally, thematic coalitions are formed around a specific social problem, such as climate change or poverty, which requires collective action by different stakeholders.

Each type of partnership and coalition has its own strengths and weaknesses and can be tailored to the specific needs of the community and the problem at hand.

Benefits of partnerships and coalitions :

- they increase the capacity and resources available to tackle complex social problems that no single organisation can solve alone.
- they enhance the credibility and legitimacy of efforts by building on the strengths and expertise of different organisations and community members.
- can increase community involvement and participation by involving community members in decision-making and action planning.
- can lead to greater efficiency and impact by aligning the efforts of different organisations and stakeholders towards a common vision and goals.

Challenges of partnerships and coalitions :

- power imbalances and conflicts of interest that may arise from differences in organisational structure, size and resources
- lack of trust and communication between partners
- differences in the values and objectives of the partners
- limited resources and capacity
- difficulties in maintaining partnerships and coalitions over time



Strategies for building and maintaining partnerships and coalitions:

- setting clear goals and objectives which are mutually agreed upon by all partners.
- building trust among partners through open and frank communication.
- the use of common measurement systems that allow partners to track progress towards common goals.
- ensuring a fair distribution of decision-making power and resources among the partners.
- the maintenance of partnerships and coalitions requires constant evaluation, adaptation and renewal.



Research indicates that social media is one of the best tools that environmentalists can use today, simply because there are currently around 5 billion users on various social media platforms.

There is probably no better way to run an effective environmental campaign than an effective social media strategy.



Best practices for using social media

1. Create meaningful content:

The heart of a social media campaign is meaningful content.

People are more likely or more motivated to take action on an issue they have learned about from social media if they:

- strongly believe that if they take part, they will have a significant impact
- see an urgent need for immediate support
- recognise that the cause or problem is important to him/her personally

2. Citation of facts and statistics:

- Citing facts and statistics is generally interesting to the audience and evokes a range of emotions from nervousness and concern to motivation and inspiration.
- It is very important that the post should be a question of curiosity in order to arouse interest.
- Alternatively, a question can be published in the form of a survey. Surveys encourage users to actively engage with the content in question, while also having the opportunity to teach people something they didn't know.
- Text images can also be a great way to attract attention.

3. Choose your social media platform carefully:

Not all social media platforms are equal. Nor are they designed for the same purpose.

It is almost impossible to be successful on all social media platforms. The best way to decide which platform is best is to ask yourself the following basic questions :

- Who is your target audience? - Here you need to identify demographics (age, race, background, social status, income/education level, etc.) and interests beyond the products/services you offer.
- What are your objectives in relation to your audience?

Once you have identified your audience and defined your objectives, the next step is to choose the social media platform that works best for both your audience and your specific environmental action.

For example, if you want to reach a younger demographic by promoting a zero-waste lifestyle, research shows that you can better reach them via Instagram or TikTok. Younger audiences may have Facebook accounts, but tend to be more active on Instagram or TikTok.



Here is a brief overview of the three most popular social media platforms and how they can help more or less :

- Facebook - due to the large number of Facebook users that have been around since the platform's inception, it can be difficult to find new audiences even within your own network. So if you are trying to attract a new audience, perhaps Facebook is not the best place to start posting about your activities. However, if you want to build on your existing, dedicated observer base, Facebook is an option to consider.
- The "X" platform - "X" is great for building awareness and tracking trends in a specific industry using hashtags. You can see what's new and popular in the "X" community, and perhaps create posts based on that. "X" is also a great tool for publishing real-time updates to engage with your followers.
- Instagram - the perfect platform for visual storytelling. Instagram is a growing social media platform with a predominantly younger demographic participating.

4. Make use of videos:

- According to the Digital Marketing Institute, 97% of marketers said that videos help customers better understand their products and services. The organisation also noted that 90% of customers said that videos help them make a purchase decision.
- Video is a medium that interacts with multiple senses. And because humans are by nature visual creatures (i.e. we understand and comprehend things better if we can see them), videos are effective and encourage users to interact.
- Invest in good quality video production services and make videos showing, for example, waste management activities.



5. Be consistent in publishing posts:

- When you publish excellent quality content about your environmental initiatives, you can gain loyal watchers and subscribers. These people will look forward to reading, watching or interacting with your new content. Keep them interested by consistently publishing posts.
- A consistent and regular publication schedule helps maintain audience interest and engagement.

6. Interact with your audience

- Social media platforms are designed for people to connect with each other socially.
- Therefore, time and effort should be spent to connect with the audience.
- The primary way to do this is to respond to their messages, by replying to them in posts or private messages.

The effectiveness of a social media campaign can be tracked by paying attention to several important indicators.

- 1) Reach
- 2) Impressions
- 3) Commitment
- 4) Direct messages



Storytelling

- Storytelling can be defined as the activity of sharing narrative content in the form of a story; it articulates what is wrong, how it can be solved and how to convince or persuade actors to agree, unite and engage in a process of collective action.
- This definition is particularly relevant when considering sustainability storytelling, especially given that stories also provide information about the distinct temporal and spatial context in which they are located.
- In any environment where actors compete, there are bound to be multiple and perhaps conflicting perspectives on reality related to the ambitions, interests and opinions of group members on environmental issues. In this context, storytelling is seen as a promising planning tool for making sense of and supporting collective action towards a particular direction.





- Leaders must be able to connect with supporters and stakeholders and help others to connect with them. They must be able to establish relationships based on trust, influence stakeholders and initiate cooperation and action.
- The story is personal and provides some context and detail to stimulate the listener's imagination and build a connection with them. It is able to move not only the minds of the listeners but also their hearts. Allows them to emotionally enter the narrator's world.
- Storytelling is different from objective, explicit and fact-based communication. Stories reveal their message indirectly through an event. This allows listeners to draw their own conclusions. This implicit nature, which activates the listener, is the key to making a strong impact.

Modern organisations also use storytelling to communicate sustainability and other stories.

Sharing experiences through stories is becoming a powerful way to share and consolidate knowledge across professions.

The research highlights that storytelling has been identified as a tool:

1. Sharing norms and values
2. Developing trust and commitment
3. Sharing knowledge
4. Facilitating unlearning
5. Generating an emotional connection.

All of these potential outcomes of effective storytelling offer the opportunity to ground the knowledge and message of sustainability for the organisation's stakeholders.





Strategic storytelling is the art of using narrative to convey complex information in a way that engages and resonates with audiences.

In order to use strategic storytelling effectively in communication activities, it is necessary to:

- 1) **Identify your core message.**
- 2) **Get to know your audience.**
- 3) **Focus on the impact.**
- 4) **Use visual elements.**
- 5) **Be authentic.**

- The human brain absorbs and retains scientific knowledge and messages better when it is introduced in the form of a coherent narrative.
- Some studies even claim that narrative is the most effective way of instilling new ideas in the human brain.
- Research shows that stories and storytelling are potentially important tools for helping people from different disciplines and domains to better understand the world and each other when working on applied environmental problems, including by using the world of stories to move beyond normal constraints.



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- There seems to be no concrete and agreed definition of storytelling in the context of sustainable development.
 - The researchers suggest that storytelling for sustainability needs to contribute to change towards sustainability and build the capacity to take action competently and autonomously, empowering awareness, challenging assumptions, clarifying values and ideas about how the kind of sustainability we want enables individuals and groups to act appropriately.



Types of narratives commonly found in the creation of stakeholder engagement processes

1. Form of conversation: 2. Forms of performance:

Storytelling - provides perspectives, persuades others or prompts people to imagine policy and planning outcomes. Includes descriptions of feelings, experiences or preferences relevant to an issue.

Core narratives - refer to a recognised pattern of action and thus help to structure the expectations, interpretations and actions that make up the engagement process.

Narrative logic - provides a dynamic or sequence of steps linking different aspects of the engagement process. Explains what will (or will not) or should (or should not) happen next.

- The researchers developed a framework consisting of four strategic elements to effectively tell the sustainability story. The framework is not a collection of separate elements, but rather an interconnected whole that maximises the effectiveness.

1. "Why" (Purpose) - in this case, "why" refers to the purpose of the organisation or initiative.

Researchers identify three strategic goals for sustainability storytelling, as follows:

- Highlighting existing sustainability values
- Repositioning towards sustainability values
- Transforming ecosystems or society around the values of sustainability.

2. Active engagement of stakeholders and collaboration with partners (Actors).

Stakeholders are an important factor to consider when considering communication and are most often divided into internal and external stakeholder groups.



3. Using an aspirational context - sustainability is not usually classified as an entertaining topic, given at least the current state of the environment and the scale of the challenges involved. Using an aspirational context means that sustainability messages will be more accessible, in a less serious tone which can result in greater reach.

4. Using the right media to bring your story to life (Action) - for an effective message, the medium is as important as the message. Depending on the message, you can use social media, speeches at meetings, conventions, symposia, conferences.