

ComsForUs

CAMPAIGNS & STORIES

CAMPAGNES ET RÉCITS

CAMPAÑAS E HISTORIAS





Simultaneous interpretation available

Simultaneous interpretation available: Select the language in which you want to listen to this session: English, French or Spanish. Use the "raise hand" button to let us know that you wish to participate



Interprétation simultanée disponible

Interprétation simultanée disponible : Sélectionnez la langue dans laquelle vous souhaitez écouter cette session : anglais, français ou espagnol. Utilisez le bouton « lever la main » pour nous faire savoir que vous souhaitez participer.



Interpretación simultánea disponible

Interpretación simultánea disponible: Seleccione el idioma en el cual quiere escuchar esta sesión: inglés, francés o español. Use el botón de levantar la mano para indicarnos que quiere participar





Objectives of the workshop



Objetivos del taller



Objectifs de l'atelier



CAMPAIGNING. CAMPAGNES. CAMPAÑAS.

Storytelling
Histoires
Historias

Narratives
Récits
Narrativas

Connections
Connexions
Conexiones

Presentations - who and what?



Présentations - qui et quoi ?



Presentaciones: ¿quién y qué?





Testimonials

Témoignages

Testimonios





JAPAN

Keisuke Motoki

JANIC

#VoiceforPeace campaign



JAPAN

Ibuki Ozawa

Founder and a Chair of the Board of Authorized NPO PIECES / Psychiatrist for Child and Adult/Director of CBGM Children's Foundation

Let's use our voices to end the cycle of violence.

<https://voiceforpeace.world/en/>

It is people who have gone beyond their own nationality

- people who understand themselves to be world citizens -

who can make this happen.



COLOMBIA

Mario Alvarado Lucena

Amnesty International - Latin America

Digital Campaigner

**HANDS OFF OUR RIGHTS,
HANDS OFF OUR PLANET!**

GLOBAL VIDEO MARATHON

STRATEGY

Objective:

Promote the global 24-hour online Video Marathon on social media channels and create engagement with the main audience.

Main audience:

- / [Individuals:] activists involved in Climate Justice, Human Rights, and International development

Other Audiences:

/ Media

- Journalists, editors, press agencies.

/ Social media followers

- Followers in social media 18+. Search for new followers.

/ Allies

- Social organizations that address social change, campaigns, and open movements.
- Collaborative networks
- Social organizations of digital social mobilization and climate justice.

Theory of change

If we mobilize our activists, organizations, and allies to share, appropriate, create and post content in their channels and networks, we will be able to make visible the call to world leaders to act now.

Diffusion plan:

In order to ensure that the brief reaches the people who need it most in a way that makes it as useful to them in their work as possible. I propose to divide the activation into three phases:

1. Expectation:
2. Maintenance:
3. Launch:

Twitter, Facebook, Instagram, Linked-in.

SOCIAL CHANGE COMPASS

How to drive mass participation



STORYTELLING

Rebellion



Quest



Rags to Riches

Voyage & Return



Rebirth

Comedy



Mystery

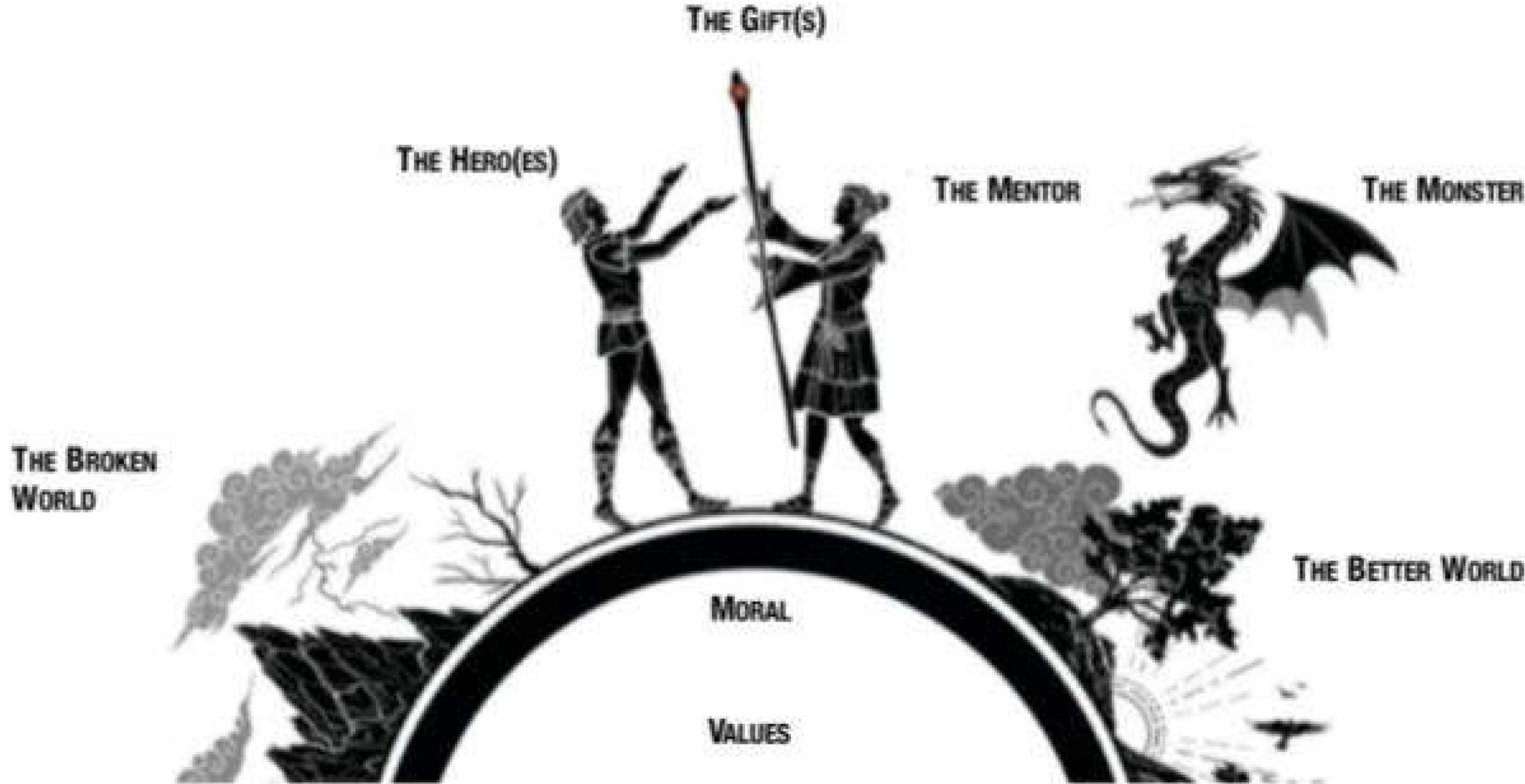


Tragedy



Overcoming the monster

THE HERO'S JOURNEY: A STRUCTURE



STAR WARS EXAMPLE

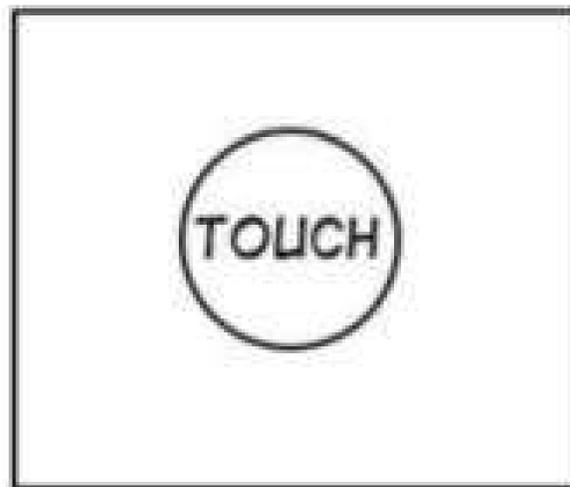


STORYTELLING



SIMPLE

TYPICAL APPLE PRODUCT...



YOUR COMPANY'S APP...

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LAST NAME:	<input type="text"/>	TQP STAT:	<input type="checkbox"/>	AA2-
SSN:	<input type="text"/>	VER:	<input type="text"/>	DK9B
ID:	<input type="text"/>	FT/PT:	<input checked="" type="checkbox"/>	KKAP
PHONE 1:	<input type="text"/>	CAT CD:	<input type="text"/>	CN3
PHONE 2:	<input type="text"/>	CITY:	<input type="text"/>	AA-9
ADDR 1:	<input type="text"/>	STATE:	<input type="text"/>	NEW
ACCT #:	<input type="text"/>	ZIP:	<input type="text"/>	DEL
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<input type="button" value="OKAY"/> <input type="button" value="APPLY"/> <input type="button" value="SAVE"/> <input type="button" value="UNDO"/> <input type="button" value="HELP"/> <input type="button" value="DELETE"/> <input type="button" value="EDIT"/>				
<input type="button" value="SELECT"/> <input type="button" value="BROWSE"/> <input type="button" value="ERRORS"/>				

STUFFTHATHAPPENS.COM BY ERIC BURKE

UNEXPECTED



© Melissa Brandts

CONCRETE

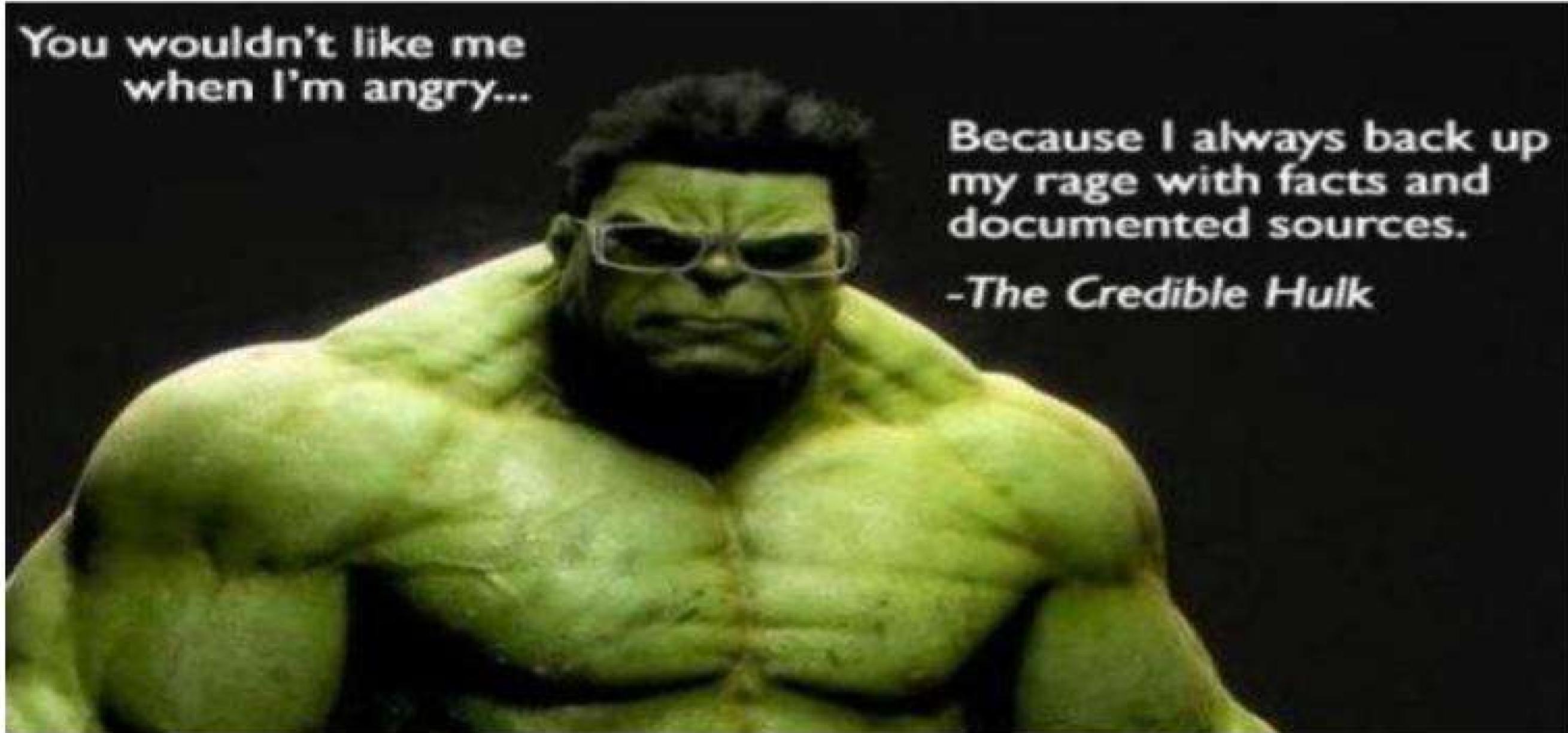


CREDIBLE

You wouldn't like me
when I'm angry...

Because I always back up
my rage with facts and
documented sources.

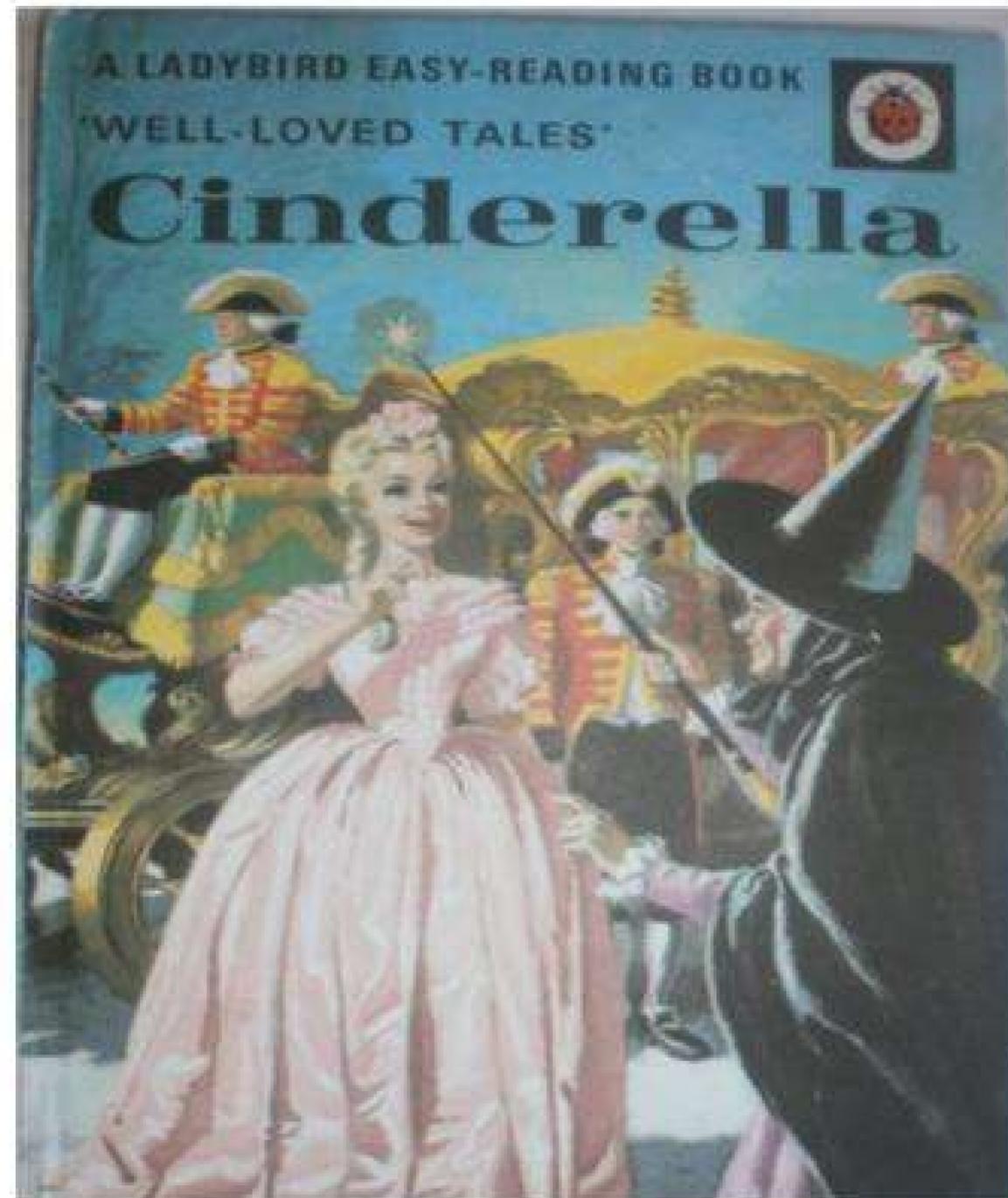
-The Credible Hulk



EMOTIONAL



STORIES



STRATEGY

Climate change is **here and now** - the **impacts** are being felt **all over the globe**. Massive rainfall from Indonesia to Germany and scorching temperatures from Canada to Pakistan.

As the crisis intensifies with each passing day, so do the losses to our human rights: lives, livelihoods, homes, food security and much more. Communities suffering from **inequality and discrimination** are the least protected from the impacts of the climate crisis and their voices are the last to be heard.

It is time for world leaders to see how their inaction on climate is violating our human rights: from the right to clean air to the right to a home to our right to livelihood and the right to resist are being threatened.

AWARENESS

Climaterights4all
Publicado por María Alejandra Lucena · 4 de noviembre de 2021 ·

Extinction is a bad thing. At least dinosaurs had an asteroid. What is our excuse?
👉 Share your testimony, demand global leaders to act, inspire others to mobilize for our planet.
🌍🌱
👉 <https://bit.ly/3rARDd1>
#COP26... Ver más



Climaterights4all
Publicado por Hootsuite · 3 de noviembre de 2021 ·

A propósito de nuestra Video maratón, ¿Cómo se puede enfriar el planeta y frenar el calentamiento global? via [BBC News Mundo](#)
Únete este 5 de Noviembre al llamado global a las y los líderes globales.
<https://www.climaterights4all.com/video-marathon-es/>



Fabiana Ferro

Muy bueno el video muy explicativo claro fácil de entender para los que estamos un poco más alejados de la realidad muy bueno excelente Ojalá que los que tienen el poder realmente cierren el Grifo

URGENCY + CAUSALITY



THERE IS NO ONE BETTER TO TELL YOUR STORY THAN YOU

ClimateRights4all
Publicado por Hostaluta · 1 de noviembre de 2021

The video Marathon is on! We are receiving videos from the whole world, in English, Spanish, Italian, French, Urdu, Portuguese. From the [#Philippines](#) to [#Senegal](#), from young people, children and adults.

Inspiring stories of people like you and me getting together fighting for this planet we call home.

It's not too late! Share your testimony, demand global leaders to act, and inspire others to mobilize for our future and our planet.

M... Ver más

Watch the 24-hour Online Global Video Marathon Here!



Climate Rights 4 all @all4_climate · Nov 3, 2021

Our marathon is just around the corner. Here are some tips to make your video a success.

[#cop26](#) [#cop26glasgow](#) [#climatechange](#) [#climateaction](#) [#climatecrisis](#)
[#climatecrisis](#) [#climatejustice](#) [#savetheplanet](#) [#savethedate](#)

7

And now it's your turn! ☺
Record your video, share it on social media, and inspire others to participate.



162 Views 1:00 / 1:03

DIFFERENT ENTRY POINTS



Climate Rights 4 all @all4_climate · Oct 3, 2021

Be like Regina.



Get in and let's get our climate rights back!

[#COP26](#) [#COP26Glasgow](#) [#climaterights4all](#) [#ClimateCrisis](#)
[#ClimateEmergency](#)



THANKS

MARIO ALVARADO LUCENA

 **@MARIO_ALVARADO**

 **MALVARAD2@GMAIL.COM**



NEPAL

Sabrina Dangol

Visual storyteller

Photojournalist and videographer



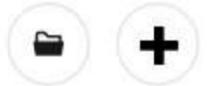
Stories of Lockdown 2020
Sabrina Dangol



Nepal Photo Project - Lockdown Stories of 2020



Stories of Nepali Women's Resilienc...
Sabrina Dangol



Portrait Series of Nepali Women's Resilience & Hope amid the Pandemic

Stories of Diversity and Resilience of Nepali
Women Amid the Pandemic

International Women's Day this year was dedicated to the efforts of women and girls in shaping an equal future and recovery from the COVID-19 pandemic. We caught up with 25 women from different walks of life—frontline health worker, teacher, pilot, sanitation worker, artists, and many more—to capture the





COLOMBIA

Sebastian Barros

Photojournalist

Documentary and fashion photographer based in Bogotá, Colombia.
Head of Photography at @longvisualpress



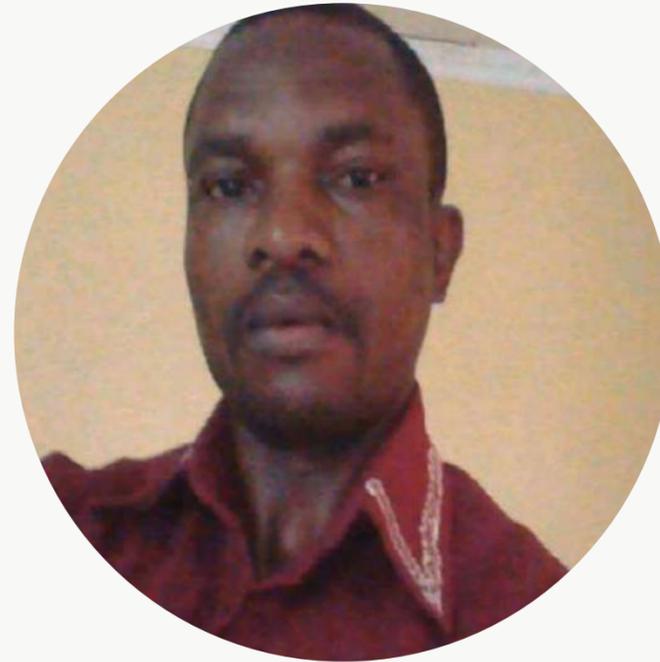
Sebastian Barros
Photojournalist



Sebastian Barros
Photojournalist



Sebastian Barros
Photojournalist



DEMOCRATIC REPUBLIC OF CONGO

Alain Serge Mifoundou

REPONGAC

Communication Officer

A close-up photograph of a hand holding a blue pen, poised to write on a crossword puzzle grid. The grid is partially filled with letters and has the title 'PAROLE INCROCIATE' at the top. The background is a blurred indoor setting with a red surface.

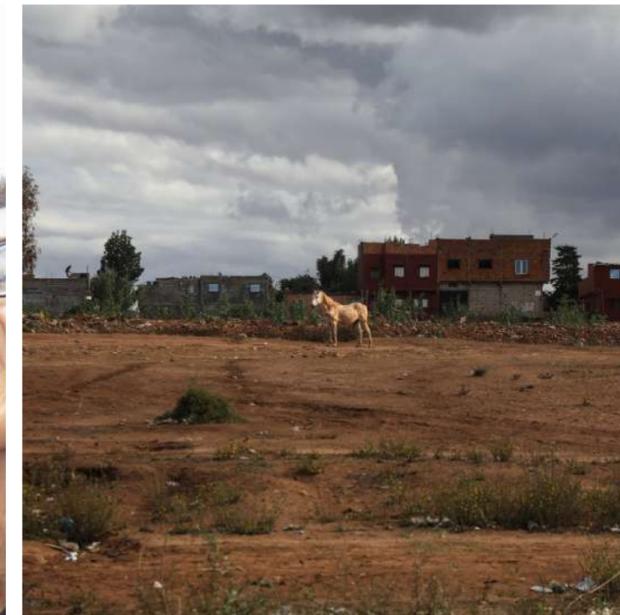
Collective Discussion
Debate colectivo
Discussion collective



**What is your
experience with
campaigns and
storytelling?**



**¿Cuál es su experiencia
con las campañas y las
narrativas?**



**Quelle est votre
expérience des
campagnes et du
storytelling ?**



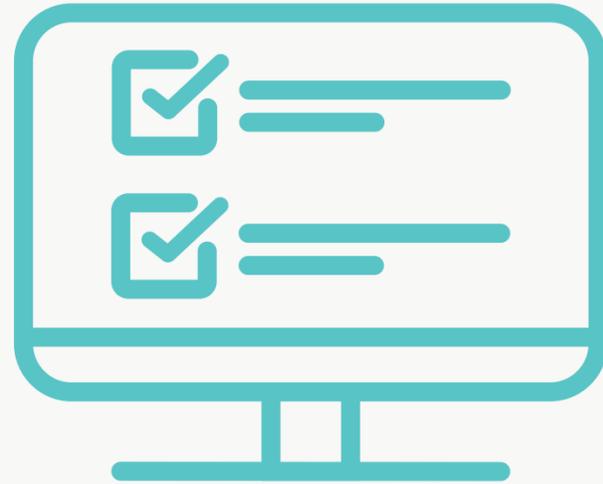


Micro-survey

Microencuesta

Micro-sondage





[English] Please click here to respond to our Campaigns & storytelling micro-survey! It will only take you 2 minutes:

<https://www.surveymonkey.com/r/Campaigns-2022>

[Français] Merci de cliquer ici pour répondre à notre micro-sondage sur les campagnes et les récits ! Cela ne vous prendra que 2 minutes:

<https://www.surveymonkey.com/r/Campaigns-2022?lang=fr>

[Español] Por favor, haga clic aquí para responder a nuestro micro-sondeo sobre Campañas y narrativas. Sólo le llevará 2 minutos:

<https://www.surveymonkey.com/r/Campaigns-2022?lang=es>





- **Are there possibilities for joint campaigns and initiatives in 2022?**

- **¿Existen posibilidades de realizar campañas e iniciativas conjuntas en 2022?**

- **Existe-t-il des possibilités de campagnes et d'initiatives communes en 2022?**



What are some storytelling practices that work in your own network and that the Forus network could learn from?

Quelles sont les pratiques de storytelling qui fonctionnent dans votre propre réseau et dont le réseau Forus pourrait s'inspirer ?

¿Cuáles son las prácticas de storytelling que funcionan en su propia red y de las que la red Forus podría aprender?

Campaigns & stories: Micro-survey



Campañas e historias: Microencuesta



Micro-enquête: Campagnes et récits



Collecting your opinion is very important for us!

Please take **20 seconds** to tell us **how satisfied you are** with today's **workshop!** **Scan** the **QR code** with your mobile phone.

Connaître votre opinion est très important pour nous !

Merci de prendre **20 secondes** pour nous indiquer **votre degré de satisfaction** à l'égard de cet atelier ! **Scannez** le **code QR** avec la camera de votre téléphone portable.

¡Conocer su opinión es muy importante para nosotros!

Por favor, tome **20 segundos** para indicarnos su **nivel de satisfacción** sobre el taller de hoy. **Escanee** el **Código QR** con la cámara de su teléfono móvil.

Or...



Click on the link in the chat box

Ou...



Cliquez sur le lien dans la chat box

ENLACE O...



Haga clic en el enlace en la caja de diálogo





What's next?

- Next ComsForUs workshop on May 25: Internal communication within a network
- You can add your thematic interests and initiatives in our collective file
- You can participate to our podcast and report for the HLPF 2022 on Narratives and digitalisation
- You will receive an email with the discussion from today and next workshops



¿Qué sigue?

- Próximo taller de ComsForUs el 25 de mayo: Comunicación interna en una red
- Puedes añadir tus intereses e iniciativas temáticas en nuestro archivo colectivo
- Puedes participar en nuestro podcast e informe para el HLPF 2022 sobre Narrativas y digitalización
- Recibirás un correo electrónico con el debate de hoy y los próximos talleres



Étapes suivantes

- Prochain atelier ComsForUs le 25 mai : Communication interne au sein d'un réseau
- Vous pouvez ajouter vos intérêts thématiques et vos initiatives dans notre dossier collectif
- Vous pouvez participer à notre podcast et à notre rapport pour le HLPF 2022 sur les récits et la numérisation.
- Vous recevrez un email avec les discussions d'aujourd'hui et des prochains ateliers.



Thank you !



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