

ENGAGEMENT MODEL FOR ORGANISATIONS

How can more people become involved in climate action? Engage civil society groups, NGOs, sport clubs, choirs or any form of community group to inspire individuals to adopt a sustainable lifestyle. In this module you will learn how to develop your very own Globe League.

REQUIRED ROLES

Project manager, service designers/workshop facilitators x 2, community builder.

PREREQUISITES

Local context understanding, (Motivation profiles) or other ways to help to think differently

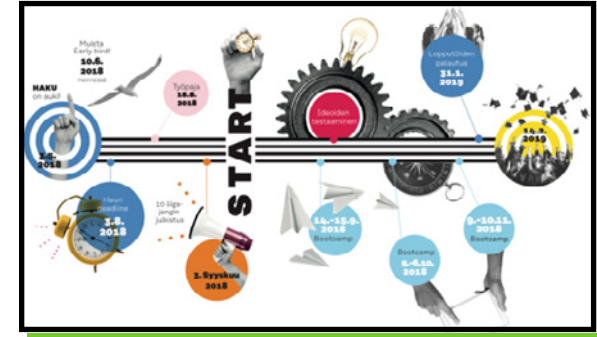


OVERVIEW

This engagement model for organisations, or what we call the **Globe League**, was created as a development programme for a wide variety of non-profit organisations and associations, whether large or small, national or local, from sports clubs to knitting circles. It sought and developed new ways to inspire Finns to make environmentally friendly choices in their daily lives.

The Globe League brought together the impact of organisations and sustainable everyday actions. The aim was to find excellent concepts, events, campaigns and services that would help people live a sustainable everyday life.

The non-profit organisations developed ideas for new ways to inspire people that they applied to the programme. The goal of the programme was to develop these initial ideas into concepts that could be tested out with a target group. The concepts inspired people to make sustainable everyday choices that reduce their carbon footprints and save natural resources in their daily activities. ●



PAYOFFS

1 **By engaging communities** and other actors, your message's reach is maximised.

2 **Often, we tend to act** in our own bubbles. This is the chance to get out of those bubbles and reach people in all kinds of places and situations; for example, highlighting ecological aspects at football matches might surprise fans in a nice way.

3 **In this way**, social norms are changed effectively. ●

Results — Finland

- ✔ The Globe League was a success in Finland. Many teams' projects were featured on national news bulletins and many articles were written about the projects.
- ✔ The winning team, Eetti (an NGO promoting the use of ethical products), is still running their programme #lempivaatteni (#myfavoriteclothing). [See the video.](#)



WHAT IS NEEDED

You need a clear challenge for the organisations to tackle. For example: we challenge non-profit organisations, associations and clubs to develop a solution that will inspire and activate people to take environmentally friendly action in their daily lives. Decide the tone of your own Globe League: do you want it to be a safe place in which to develop engagement skills or do you want it to be more like a competition? If you want to go with the competition aspect, then you must clearly state the criteria upon which you will be grading the solutions.

Whatever the solution, it should aim to be a concept that:

- inspires people to reduce their own carbon footprint;
- is innovative and offers new ways to encourage people to take climate-friendly action;
- is repeatable, which means that someone else can start to use the solution or modify it for their own use;
- affects as many people as possible. ●

TEAM AND RESOURCES REQUIRED

In your team:

- ➔ Project manager
- ➔ Content specialist
- ➔ Community builder

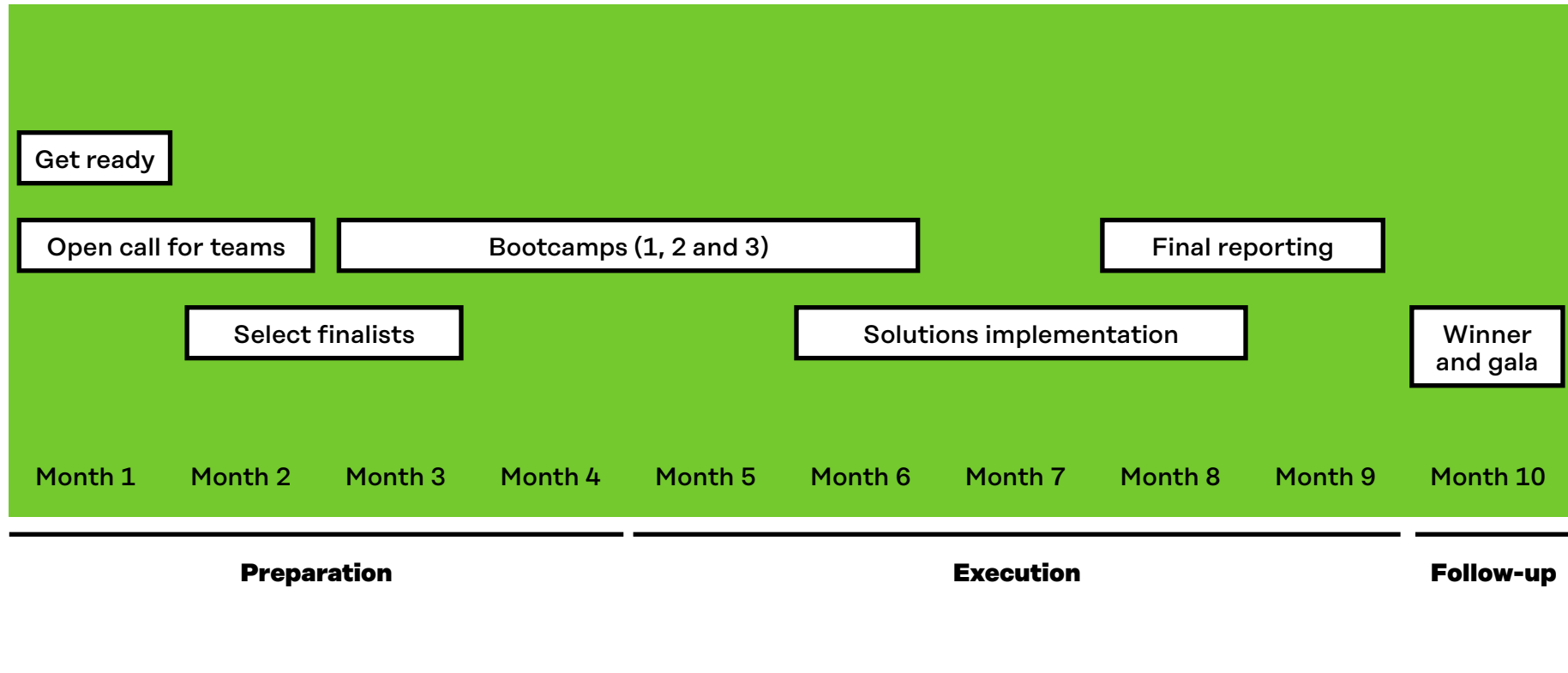
Additional roles:

These can be outsourced

- ➔ Facilitators / Service designers
- ➔ Coaches for the teams
- ➔ Legal help, if money is granted



BLUEPRINT



EXECUTION

GET READY

The most important thing before anything is to formulate the challenge and its criteria.

Start contacting the right stakeholders, with whom you can spread the message. How can you spread the message of the programme as far as possible? All kinds of non-governmental umbrella organisations are often great and open to enhanced visibility. Think as broadly as you can of all the different fields. Do not limit the message to environmentally driven organisations. Create ready-made social media messages, so that everyone can easily spread the message.

OPEN CALL FOR TEAMS AND SELECT THE FINALIST

When you are ready with the challenge and criteria, start an open call for teams. The easiest way is to just create a simple form on a web page that teams can use to write a short synopsis of their idea and introduce their team. If you have time, you may have a semi-final phase for, perhaps, 30 of the best teams, and use the event to ask the teams to create a more detailed action plan and budget. Based on those action plans, you could then select 10 finalists. With a semi-final phase you will also have an opportunity to meet the teams before the selection process. Try to be very transparent with the selection criteria. ●

MATERIALS ON REQUEST FOR GET READY -PHASE

- Ready-made social media messages
- Visualisations
- Playbook of the Globe League – Guide for teams

MATERIALS ON REQUEST FOR OPEN CALL PHASE

- Semi-final material
- Format for Action Plan
- Correspondence –templates with the teams



EXECUTION

BOOTCAMPS

Bootcamps are the soul of this programme. These require well-equipped spaces for teamwork and brainstorming. Reserve some of the budget for providing energising snacks. Start inviting guest stars and mentors to your bootcamps as soon as you dare. Remember that bootcamps should be during the weekends as many of the participants will be volunteers (and these are the people we really want on this programme) who might work elsewhere during weekdays.

BOOTCAMP 1

This bootcamp is all about the teams. They have just been selected and should already be made to feel like winners! Celebrate them and boost their confidence. The workshop should be used for envisioning the big picture. How will the teams' solutions attract more people to live sustainably? How will they use other motives other than just the ecological aspects? Think about effectiveness.

BOOTCAMP 2

This bootcamp is about testing. Encourage the teams to test their raw ideas. Ask innovators, mentors and service designers from other organisations to help you to coach the teams. Encourage them to go out and pitch with their posters. Assign homework to ask different people what they think about their idea.

BOOTCAMP 3

The third bootcamp is about marketing and storytelling skills. How can teams contact the media? How should they explain their solution? This time try to get marketing people to come and help you for a few hours. Hold a “dragons’ den” for the teams. The three best teams can pitch their solutions to everyone. Then let them go and make their impact! ●

MATERIALS ON REQUEST

FOR BOOTCAMP 1

- ➔ Content slides for bootcamp 1 with agenda
- ➔ Effectiveness canvas

FOR BOOTCAMP 2

- ➔ Content slides for bootcamp 2 with agenda
- ➔ Get ready for testing -slides

FOR BOOTCAMP 3

- ➔ Content slides for bootcamp 3 with agenda



EXECUTION

SOLUTION IMPLEMENTATION

Now the teams are making their magic. You can sit back a little and trust that they are ready to implement their solutions. Many teams will probably have already done this a little during the bootcamps, and that is ideal. The best way is to time-test and develop the solution. Hopefully the teams will attract some media coverage. Or maybe they have found other (maybe bigger) partners with whom they can operate and scale up their message.

FINAL REPORTING

A final report is important if the programme has been more competition-based and you want to declare a winner. You might even want to have categories for the winners, for example, the best test, the team that learned the most and the overall winner. Advise the teams to use a common template for reporting but let them reveal their personality in the reports. Once you have the final reports, you may grade them yourself, but the best way is to use an outside jury to do the judging; you might be too familiar with the teams and a jury might be able to see the impact more clearly. ●

MATERIALS ON REQUEST FOR SOLUTION IMPLEMENTATION

- Correspondence –templates
- Social media templates

MATERIALS ON REQUEST FOR FINAL REPORTING

- Template for final reporting
- Examples of teams' reports



THEN WHAT?

Have a party! Heck, have a gala night!

This has been a long process, and everyone deserves to celebrate.

- ☑ Try to encourage the teams to continue with their efforts and make sure they understand how much they are appreciated. Start planning the new programme. Is there something that can be learned from this process and what would you do differently next time? Remember to tell them about Shift 1.5 as well!
- ☑ Look for other stakeholders or upcoming events that could share your workload and get something out of it as well.
- ☑ See if there is still something you can help the teams with. Hopefully they will carry on and also get others on board. However, remember that many NGOs operate to tight budgets. Encourage them to take the lessons learned into their everyday practices, even if campaigns and more ambitious outcomes may be limited because of resources.

MEDIA RELATIONS

Solutions offer nice content for the media. Nowadays the media are looking for positive storylines around climate change. These teams are doing, not just talking, so there is a lot to report. ●



ADDITIONAL RESOURCES AND CONTACTS



THE GLOBE LEAGUE IN FINLAND WEB PAGE

Check what happened in Finland and see what kind of solutions the teams created. ➔ sitra.fi/en/projects/globe-league

CONTACTS

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