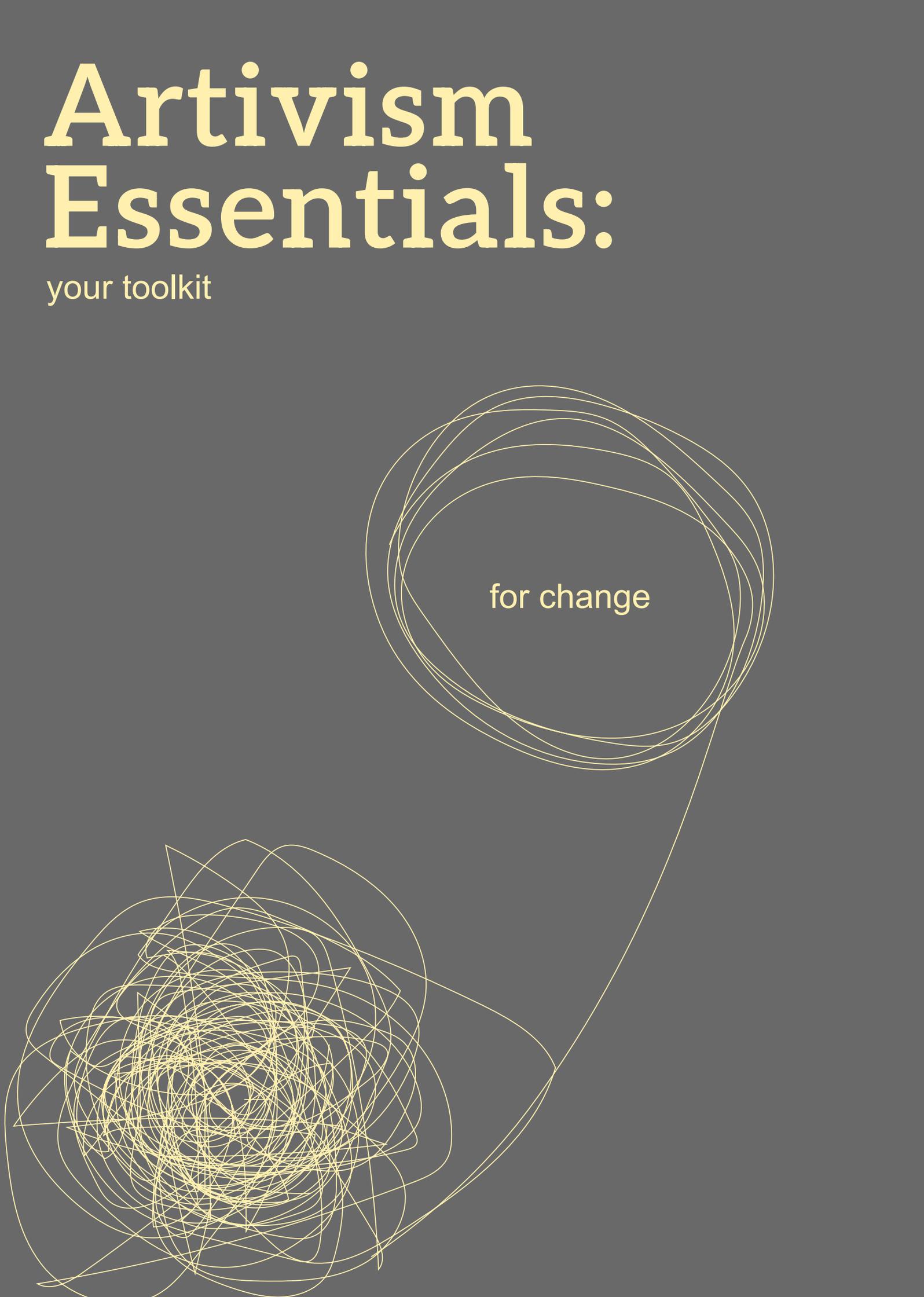


Artivism Essentials:

your toolkit



for change

Take pART! (KA220-YOU-000101040) is a project that merges art, therapy, and activism to inspire active citizenship, empower youth, and advance gender equality.

Funded by the European Union.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



WHAT YOU WILL FIND INSIDE

WHAT IS THIS TOOLKIT?	6	EXPLORING GENDER THROUGH CREATIVE EXPRESSION	40
WHO IS THIS TOOLKIT FOR?	7	PERFORMANCE ARTS IN PUBLIC SPACES	43
UNDERSTANDING THE GOALS OF ARTIVISM	7	FLYERS	46
THE CREATORS OF THE TOOLKIT	8	A STEP-BY-STEP GUIDE TO CREATING IMPACTFUL ARTIVISTIC MURALS	48
INTRODUCTION TO ARTIVISM	13	GENDER EQUALITY THROUGH MEDIA – A PRACTICAL GUIDE	50
INTERSECTIONALITY IN ARTIVISM	14	DOCUMENTARY PHOTOGRAPHY	52
THEORETICAL INTEGRATION OF INTERSECTIONALITY	15	GUERRILLA-STYLE EXHIBITION	61
PRACTICAL IMPLICATIONS OF INTERSECTIONALITY IN ARTIVISM	15	PODCASTING AND SELF PUBLISHING	62
EXAMPLES OF INTERSECTIONAL ARTIVISM	15	PODCAST	63
GENDER, COMMUNICATION AND ADVOCACY THROUGH THE ARTS	18	ZINE	66
HISTORICAL CONTEXT	19	SOCIAL MEDIA CAMPAIGN	68
LATE 19TH AND EARLY 20TH CENTURIES	19	ETHICS AND SAFETY	70
DIVERSE ARTISTIC MEDIUMS	20	ETHICS OF ARTIVISM	72
IMPACT OF ARTIVISM	20	SAFETY CONSIDERATIONS FOR ARTIVISTS	72
FURTHER EXAMPLES	20	IMPORTANT: BEFORE YOU START	74
CASE STUDIES	21	HOW TO MEASURE THE IMPACT OF ARTIVISM WORKSHOPS	86
PLANNING	22	WORKSHOP FEEDBACK SURVEY	89
PRACTICAL TIPS AND COMMON PITFALLS	24	ADDITIONAL RESOURCES	92
LANGUAGE AND MESSAGING GUIDELINES FOR GENDER ADVOCACY IN ARTIVISM	27	GENDER ADVOCACY ARTIVISM CAMPAIGN – PLANNING TEMPLATE	93
BUILDING GENDER-SENSITIVE ARTIVISM CAMPAIGNS	28	PHOTO STORY PLANNER	99
STORYTELLING AS A TOOL FOR ARTIVISM	30	PHOTO STORY PLANNER – CHECK LIST	102
STORYTELLING WORKSHOP	32		

WHAT IS THIS TOOLKIT?



WHO IS THIS TOOLKIT FOR?

UNDERSTANDING THE GOALS
OF ARTIVISM

THE CREATORS OF THE TOOLKIT

This toolkit embarks on a journey into the world of activism—an intricate blend of art and activism that transcends boundaries to foster social change and advocacy. Aimed at empowering young creatives, educators, and

social advocates, it is carefully designed to offer insights and practical guidance across various spheres of activism. Activism harnesses the transformative power of art to address societal issues, especially gen-

der equality, ignite dialogue, and inspire action. This toolkit aims to equip groups and individuals with the tools, knowledge, and ethical principles essential for leveraging art as a force for societal change.

WHO IS THIS TOOLKIT FOR?

Who is this toolkit for?

Youth workers and organisations seeking innovative and alternative forms of youth participation.

What is its purpose?

Fostering connection to social issues and encouraging deeper engagement through creative expression.

Ideal for:

New Groups: Exploring fresh ways to get involved and make an impact.

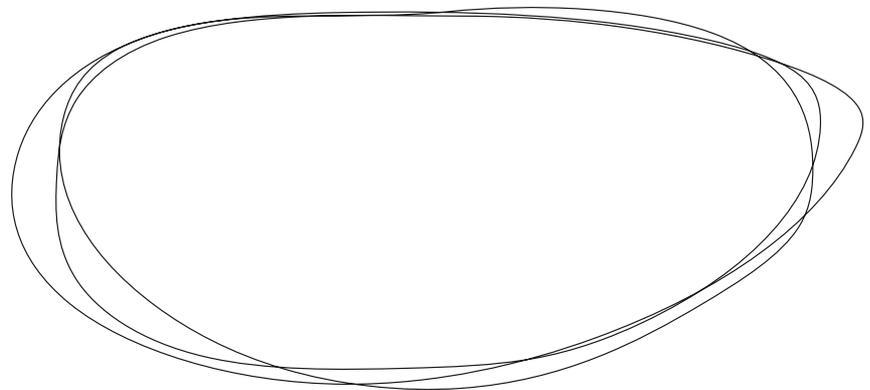
Established Groups: Enhancing their current methods of expressing concerns through art.

Individuals: Looking for ways to engage their communities.

Note for New Groups:

- ▶ **Group Bonding:** It's essential to schedule extra time at the start of workshops for participants to get acquainted and establish trust.
- ▶ **Trust Building:** Activism, particularly when addressing sensitive themes like gender equality, requires a safe space where participants feel comfortable expressing themselves.
- ▶ **Continuity:** Where possible, facilitators should aim to work with the same group over multiple sessions. This continuity fosters deeper connections and allows for more powerful and cohesive activist outcomes.

Describe your group:



UNDERSTANDING THE GOALS OF ARTIVISM

Activism can serve diverse purposes, each crucial in its own right. It may seek to educate and inform the public about pressing social issues, challenge stereotypes deeply ingrained in society, or galvanise communities into collective action.

Throughout this toolkit, we explore each of the different facets of activism—

**education,
challenge,
and mobilisation**

—offering practical strategies and inspiring examples to guide you on your activist journey. Let's examine how art can transcend its aesthetic function to become a potent catalyst for positive social change.

THE CREATORS OF THE TOOLKIT

Take pART!, implemented between 2023 and 2025 and co-funded by the EU, is a project focused on combining art therapy, and activism to promote active citizenship, youth empowerment, and gender equality. The project is coordinated by the association D'Antilles et D'Ailleurs and brings together seven partners from France, Estonia, Spain, the Netherlands, Italy and Greece. As part of this initiative, two key resources have been developed to support individuals and organisations in leveraging creative practices for social change.

The first one is this artistic toolkit, which includes a theoretical section about activism, detailed workshop plans, and ethical guidelines. This toolkit aims to equip future activists with the knowledge and tools needed to advocate for social change effectively through artistic expression. The second resource is a [toolkit on art therapy](#), which highlights how the combination of therapy and art can be transformative in addressing social issues while working with youth.

This artistic toolkit, developed by femLENS, offers a foundation in activism, outlining its principles and significance. The workshop outlines provide samples of structured approaches to conducting artistic activities. Meanwhile, the ethical sections address the responsibilities and considerations necessary when engaging in activism, emphasising respect for diverse voices and communities.



femLENS is a volunteer-driven non-profit association founded in 2015, dedicated to teaching documentary photography to women and girls from diverse economic and cultural backgrounds. With a successful track record of working with groups who have never had documentary photography experience before, femLENS use photography, exhibitions, publications, and online tools to run campaigns focusing on women's rights. femLENS collaborates with other women's organisations to help them develop their campaigns.

D'Antilles et D'Ailleurs is a feminist association based in Martinique and founded in 2016, fighting for women's rights and against all forms of gender-based violence and discrimination. The association has an intersectional and abolitionist approach. In particular, it works to facilitate access to citizenship and socio-professional integration of the most vulnerable women and girls - from migrant and minority backgrounds, victims of prostitution and trafficking.

NoGap is a non-profit established in Orvieto, Italy, in 2020 to support individuals facing mental suffering, violence, and exploitation. Driven by the question, "What's Normal?", NoGap challenges societal norms and works to promote dignity and autonomy for those at the margins. Focused on gender violence, dual diagnoses, and mental health, NoGap creates pathways to recovery and autonomy for vulnerable women and youth, offering safe spaces and integration opportunities. Through dedicated services, NoGap addresses the intersection of mental health and trauma, fighting stigma and facilitating access to essential support.

femLENS



NOGAP
WHAT'S NORMAL?

INTRAS is a non-profit organisation committed to improving mental health and social inclusion. Founded in Spain in 1994, we have a strong track record of high-quality research and intervention. Our mission is to enhance European societies by addressing mental health challenges and social exclusion. We focus on individuals with mental health disorders, the elderly, and those at risk of social exclusion. Through our network of centres and over 700 professionals, we offer various services, including psychosocial rehabilitation, vocational training and employment, and social inclusion programs. By adopting a recovery-oriented approach, we empower individuals to take control of their lives and reach their full potential. INTRAS is dedicated to making a positive impact on the lives of individuals and communities.



Stichting art.1 is an Amsterdam-based foundation working on international cooperation projects on human development, democratic participation and human rights through the arts. We work in the intersection between social and cultural work, using art as a driver for change. The organisation was established in 2011, and it uses the first article of the Dutch constitution as its founding document, which states that no one shall be discriminated against

Élan Interculturel is an association based in Paris, France, dedicated to creating pedagogical tools in the field of interculturality. Committed to nurturing intercultural skills, Élan strives to promote dialogue between cultures and foster a deeper understanding of one another. At its core, Élan champions openness, hospitality, and active listening, all while encouraging individuals to explore and deepen their own cultural identities.



élan interculturel

Innovation Hive is a private non-profit organisation based in Greece dedicated to enhancing the economic and social cohesion of European societies through research and innovation. Focused on addressing contemporary challenges, Innovation Hive seeks sustainable solutions that foster growth and create a lasting societal impact. By combining skills, tools, values, and motivation, Innovation Hive strives to empower communities and contribute to transformative social initiatives, aligning closely with the principles of the Take pART! project. Its commitment to innovation and inclusion plays a pivotal role in driving social change and promoting active citizenship.



on grounds of religion, race, political or sexual preference – the organisation’s name refers to ‘article’ as well as to the arts, designing and implementing large, medium and small scale projects using art as a form of expression, communication and social transformation.

Throughout the years, Stichting art.1 has worked with talented filmmakers, storytellers, change makers, civil society organisations, and young individuals on

the visualisation of human rights and LGBTi rights through multiple art projects in different parts of the world. We offer a platform for all those untold stories to be told through film, podcasts, and storytelling. The foundation functions as an international bureau for human development, democratic participation, and human rights projects with partners all across the globe.





In 2024, as part of the Take pART! project, femLENS held an artistic residency in Narva, Estonia. This residency significantly contributed to the development of this artistic toolkit. Activities during the residency provided valuable insights and experiences that informed the content and structure of the toolkit, ensuring it was both practical and contextually relevant.



The activism residency in Haarlem, The Netherlands, organised by Stichting art.1 on August 13–15, 2024, provided an essential space to test and refine the methodologies outlined in this Artivism toolkit. Over three days, participants, including refugees, queer individuals, and youth, engaged in various art forms such as zine-making, collages, and visualising safe spaces. These activities encouraged personal expression and emotional exploration while fostering a sense of community and mutual support among attendees.

Feedback from participants was instrumental in refining the toolkit. Many appreciated the diversity of artistic approaches and the use of digital tools, such as iPads, for presentations, which allowed for flexibility in creative expression. Exercises such as the safe space visualisation helped participants confront personal challenges in a supportive environment, highlighting the importance of emotional engagement in activism.

The residency's collaborative atmosphere and practical testing of methodologies emphasised the importance of accessibility, adaptability, and inclusivity in the Artivism toolkit. These insights ensured the toolkit would resonate with a broad audience, making it a versatile resource for fostering social change through art.



In the last week of May 2024, élan interculturel organised the Take pART! workshop titled **The Art of Revolution: Gender and Resistance in Paris, France**. Linking intimacy and politics, the workshop invited young people identifying as queer to explore how activism tools can transform anger into empowerment for marginalised gender identities, while giving them the chance to communicate their experiences to others.

The workshop focused on two primary art forms: visual mediums—including zines, stickers, placards, flyers—and podcasts. These creative approaches allowed participants to express their identities and perspectives through impactful storytelling. Lou Dvina and Seungjoo Bae's generous collaboration further enriched the event — their expertise guided participants in their exploration of activism.



In Martinique, the artistic training took place in June 2024, organised by D'Antilles et D'Ailleurs, bringing together ten local youth with a diverse background. The central theme of the training was gender equality in Martinique, and with the youth collaboration, the association tested several activities: from documentary photography to visual arts, producing a zine, creating posters, designing and painting a mural on the theme of the "fanm potomitan", which explores the local concept of the woman as the central figure of the family and the multiple nuances of this concept. Valuable insight was gained for the finalisation of this toolkit, especially concerning the need for facilitators to be prepared for participants to share some traumatic experiences triggered by the gender equality theme.

From October 7 to 10, 2024, NoGap held an activism residency in Orvieto, Italy, as part of the Take pART! project. The residency brought together young women affected by gender-based violence, youth with dual diagnoses (mental health related + addiction), and students from

Orvieto's art high school to explore art's potential for social change. Participants engaged with two main art forms: visual mediums—including zines, stickers, placards, and flyers. The collaborative zine-making workshop tackled critical issues such as online violence, femininity in media, and support systems for those facing abuse, providing a platform for personal and collective expression. In parallel, a flyer workshop invited NoGap's target group to examine stereotypical femininity under the theme "What's Normal?" resulting in impactful visual content distributed around Orvieto. These activities fostered collaboration while encouraging participants to challenge societal norms and imagine alternative narratives.



This residency provided essential insights for refining the Artivism toolkit. Feedback from young women with dual diagnoses, who viewed gender-based violence as an accepted reality in their lives, underscored the importance of straightforward, accessible resources and content that directly addresses such experiences. Engaging a broader demographic, including students unfamiliar with social impact of art, helped shape the booklet's themes, emphasising inclusivity and awareness. Initial sessions on "artivism" and gender violence revealed knowledge gaps, informing clearer, more practical messaging. Group presentations offered an opportunity to refine complex ideas into approachable, actionable resources, with participant feedback crucial in this process. Logistical challenges, such as coordinating a large group, reinforced the importance of flexible content and well-structured activities. Despite these challenges, the residency successfully demonstrated the transformative power of artivism. It provided invaluable feedback, ensuring that the Artivism toolkit would be a versatile and effective tool for fostering engagement and driving social change.

The artivism art residency in Larissa, Greece, called "Do Your Part!" was held from September 8 to 24 as part of the Take pART! Project from Innovation Hive, gathering young participants to explore themes of active citizenship, while focusing on supporting young women. Across eight workshops, participants engaged with performative arts—including drama, sketching, storytelling through images, and lyrics (songwriting) composition—to reflect on and express ideas about social activism and civic responsibility. Each workshop began with an introduction to artivism and the concept of active citizenship, offering context and inspiration to over 50 attendees and encouraging them to see art as a means to create positive social change.



Here is an overview of the workshop series:

"Your Art is Your Part": Linking personal expression to social change.

"Music Impro-Activism": Exploring activism through musical improvisation.

"Sketching for All": Using sketches to address social issues.

"One Picture, Multiple Perspectives": Challenging stereotypes through photography and writing.

Drama Workshops: Highlighting civic engagement and human rights.

The culmination of the residency saw participants not only enriched by their creative experiences but also inspired to take these newfound skills and perspectives into their communities. The "Do Your Part!" Artivism Residency in Larissa exemplified the transformative power of art, equipping young people with tools to become active, empathetic citizens and agents of social change.

Between September and November 2024, Fundación INTRAS hosted two artivism residencies in Valladolid and Zamora, Spain. These residencies showcased the transformative power of artivism to foster dialogue, inclusion, and social change.



In Zamora, workshops held at the Peromato Sociocultural Center between September 19 and October 28 focused on debate and mural painting, addressing themes such as social justice, gender, and identity. These sessions brought together 12 participants from diverse ages and backgrounds, including youth in foster care and individuals facing mental health challenges. The workshops culminated in the design of a collaborative mural symbolising the right to equitable education, with its final execution postponed to early 2025 due to weather conditions.

In Valladolid, the ARTE y MUJER project at the 20 Metros Day Center ran from September 19 to November 13, 2024. It used textile art to explore topics like gender stereotypes, body acceptance, and resilience. This initiative, aimed at women with experiences of gender-based violence and mental health challenges, resulted in a collective textile mural representing their manifesto for equity.

Both residencies highlighted activism's potential as a tool for expression, empowerment, and social cohesion. The outcomes provided valuable insights for the Artivism toolkit, particularly regarding the effectiveness of collaborative and inclusive methodologies in addressing complex social themes.

INTRODUCTION TO ARTIVISM



INTERSECTIONALITY IN ARTIVISM

THEORETICAL INTEGRATION
OF INTERSECTIONALITY

PRACTICAL IMPLICATIONS
OF INTERSECTIONALITY IN ARTIVISM

EXAMPLES OF INTERSECTIONAL ARTIVISM

Artivism, a dynamic fusion of “art” and “activism,” symbolises a vibrant creative way of expression that transcends conventional boundaries and genres. It captures the relationship between art and activism, referring to artists who use their art intentionally as a form of political engagement and activists who incorporate art into their collective actions to advance their cause.

Tracing the roots of artivism reveals a rich historical tapestry. While the term itself is said to have gained prominence in the 1990s and it is attributed to the Chicanos of East Los Angeles, the intersection of art and activism has represented a profound aspect of human expression throughout history.

Art as a Mirror and Catalyst

From the politically charged paintings of the Renaissance that subtly critiqued the status quo to the bold, defiant posters of the 1960s civil rights and anti-war movements, art has always been a mirror and a catalyst for societal change. In many cultures, traditional art forms like music, dance, and storytelling have long served as vehicles for social and political commentary. This historical perspective underscores the enduring power of art as a tool for social transformation, setting the stage for the contemporary artivism movement.

Diverse Art Forms for Social Change

Artivism employs diverse art forms—from visual arts, music, performance, and street art to film and spoken word—to convey compelling messages and incite action on critical, social, political, and environmental issues. Artivism is not just a local phenomenon but a global language,

connecting individuals across cultures and languages, and transcending geographical borders.

Rethinking Traditional Activism

At its heart, artivism urges us to rethink traditional methods of protest and activism, emphasising the profound impact of art in all its forms. It is a potent tool for addressing pressing global concerns, fostering dialogue, and striving for a more just and equitable future. Artivism becomes an inclusive platform through mediums like photography, storytelling, filmmaking, podcasts, and artistic performances. It amplifies marginalised voices and empowers individuals to share their stories, advocate for social causes, and promote gender-sensitive narratives. Artivism can amplify marginalised voices, empower individuals to share their stories, while advocating for social causes and promoting gender-sensitive narratives.

INTERSECTIONALITY IN ARTIVISM

Core Concept:

Intersectionality, a term coined by [Kimberlé Crenshaw](#), is an important framework and lens to understand the multifaceted nature of oppression and privilege.

INTERSECTIONALITY POSITS THAT INDIVIDUALS EXPERIENCE DISCRIMINATION AND PRIVILEGE IN VARYING CONFIGURATIONS AND DEGREES BASED ON THEIR OVERLAPPING SOCIAL IDENTITIES.

Crenshaw, K. (1991). Mapping the Margins: Intersectionality, Identity Politics, and Violence Against Women of Color. *Stanford Law Review*, 43(6), 1241–1299.

Key Social Identities:

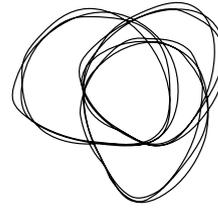
RACE

CLASS

SEXUALITY

GENDER

ABILITY



Importance in Activism:

- ▶ **Representation:** Ensures that the voices and experiences of marginalised communities are included.
- ▶ **Validation:** Recognises the diverse experiences of individuals within these communities.

THEORETICAL INTEGRATION OF INTERSECTIONALITY

To deepen the theoretical discussion of intersectionality within activism, we can draw on scholars like Patricia Hill Collins and bell hooks. Collins' concept of the "matrix of domination" explores how various forms of oppression interlock and compound the experiences of marginalised individuals. bell hooks' work on "the oppositional gaze" and "talking back" provides insights into how activism can serve as a form of resistance and empowerment for marginalised groups, allowing them to reclaim narratives and spaces that have historically excluded them.

PRACTICAL IMPLICATIONS OF INTERSECTIONALITY IN ACTIVISM

Incorporating intersectionality into activism means acknowledging and addressing different communities' unique experiences and challenges. **For example, an intersectional approach to gender-sensitive activism might involve creating projects that specifically address the experiences of disabled women of colour, who face distinct forms of discrimination and violence.**

Ensuring that artistic spaces are accessible and inclusive, considering factors such as physical accessibility, language barriers, and cultural sensitivities, is essential.

EXAMPLES OF INTERSECTIONAL ARTIVISM

Intersection of gender, race, class, and migration status: [Sung A-Yoon's documentary Overseas](#) focuses on the situation of migrant domestic workers.



Intersection of gender and cultural identity: [Kara Walker](#), an African American artist, is best known for her room-sized tableaux of black cut-paper silhouettes. These works address complex themes such as race, gender, sexuality, violence, and identity, often referencing the history of slavery in the United States.



Adaptations and Global Resonance: A performance created in one context can be reinterpreted in another, as happened with the performance of the Chilean collective [LASTESIS](#).

- ▶ In Mexico, women referenced the high rates of femicide and disappearances of women in their art.
- ▶ In Turkey, Kurdish women incorporated their experiences of ethnic discrimination and political violence.
- ▶ In France, the performance included themes related to the struggles of women in marginalised suburban areas, often affected by racial and economic inequalities.



Black LGBTQIA+ individuals, particularly those from South Africa- [Zanele Muholi](#) is a South African visual activist and photographer whose powerful portraits and self-portraits challenge the underrepresentation and misrepresentation of queer Black identities in media and art.



Notable artists like Ai Weiwei, Banksy, Aja Monet, and many others exemplify the power of activism in generating community through multi-disciplinary teamwork for a more dignified and meaningful coexistence. The vision of activism is to engage people in transforming society through the power of art, believing that art can be a catalyst for social change.

Tip: Define Objectives Early for Clarity and Purpose

Activism thrives on intentionality. Encourage participants to define their objectives early on, ensuring clarity and purpose. Whether your goal is to [educate](#), [challenge stereotypes](#), or [mobilise communities](#), articulating these aims from the outset will guide your creative process and amplify the impact of your artistic work. By clearly defining your objectives, you sharpen your focus and align your efforts with the desired outcomes, fostering meaningful engagement and effective advocacy through art.

Activism promotes social justice in various ways:

- ▶ **Raising awareness:** Activism is often used to raise awareness about social, political, and environmental issues. By creating powerful and thought-provoking art, activists can draw attention to these concerns and encourage people to take action.
- ▶ **Community engagement:** Activism aims to generate community through multi-disciplinary teamwork, fostering a more dignified and meaningful coexistence. By engaging people in transforming society through the power of art, activism can nurture confidence in taking continuous action for social change.



- ▶ **Advocacy:** Artists can use their art to advocate for specific causes or social justice issues. For instance, environmental activism promotes environmental justice and raises awareness about environmental issues.
- ▶ **Challenging injustice:** Activism can be used to challenge social injustice and promote equality. For example, Guerrilla Girls have used provocative art and guerrilla-style tactics to expose gender and racial inequalities in the art world.
- ▶ **Breaking language barriers:** Activism can break language barriers and literacy levels, as it is not required to know a specific language to understand the emotions and feelings conveyed through art. This makes it an effective tool for reaching a diverse audience and promoting social justice.
- ▶ **Inspiring change:** Activism can inspire change by pushing political agendas through art. Artists like Ai Weiwei and Banksy have used their creative expression to advocate for change and raise awareness of pressing social issues.

In summary, activism represents a powerful union of art and activism, where skills like photography, storytelling, and other artistic mediums are key components. It is a movement that inspires, challenges and connects, offering a unique approach to addressing the world's most pressing concerns and empowering voices through creative expression.

GENDER, COMMUNICATION AND ADVOCACY THROUGH THE ARTS



HISTORICAL CONTEXT
LATE 19TH AND EARLY
20TH CENTURIES
DIVERSE ARTISTIC ME-
DIUMS
IMPACT OF ARTIVISM
FURTHER EXAMPLES
CASE STUDIES

In exploring gender advocacy through activism, it is crucial to recognise the rich tapestry of cultural perspectives on gender. Around the world, gender roles and issues vary, influenced by traditions, religions, and societal norms.

This section explores how activism addresses gender issues across different cultures. From regions where gender roles are strictly defined to societies challenging gender norms, activism is a powerful tool to challenge, question, and redefine gender norms. By showcasing global examples, we aim to highlight the universal relevance of gender-focused activism while respecting and learning from the uniqueness of each culture's approach to gender issues.

Gender, communication, and advocacy through activism have been intertwined throughout history. Artists use their creative expression to challenge societal norms, raise awareness about gender issues, and promote gender equality.



HISTORICAL CONTEXT

LATE 19TH AND EARLY 20TH CENTURIES



Women across all continents harnessed the power of activism to advocate for their rights and challenge societal norms. Here's a glimpse into the vibrant world of early feminist activism:

Europe and North America:
Suffragettes like Mary Lowndes and Alice Paul created compelling banners, posters, and performances to demand voting rights.

Latin America:
Frida Kahlo: Through her paintings, Kahlo expressed personal and political struggles related to gender, class, disability and identity.

Africa:
Miriam Makeba: Used music to

highlight racial and gender injustice.

Japan:
Hiratsuka Raichō: Published a journal called *Seito* and flyers to spread feminist ideas and challenge patriarchal norms.

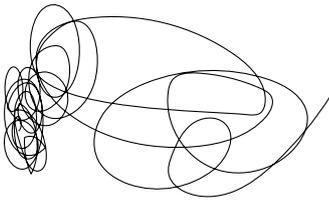
Australia:
Nora Heysen: Utilised visual art to portray strong, independent women, challenging traditional gender roles and representations.

DIVERSE ARTISTIC MEDIUMS

Women employed a range of artistic mediums to articulate their demands for justice, equality, and societal change. These included:

- ▶ **Visual Arts:** Paintings, banners, posters.
- ▶ **Literature:** Journals, flyers, zines.
- ▶ **Music:** Songs and performances.
- ▶ **Performance Art:** Theatrical and street performances.
- ▶ **Photography and Video:** Documenting realities and creating impactful narratives.
- ▶ **Murals:** Public art to engage communities.

IMPACT OF ARTIVISM



Artivism enabled individuals to communicate impactful messages regarding gender-related matters and highlighted the nuanced experiences of women, refugees, and ethnic minorities. By harnessing creative tools, the voices and stories of marginalised communities were elevated, making artistic expressions a catalyst for change. These efforts:

- ▶ **Challenged Societal Norms:** Questioned and redefined traditional gender roles.
- ▶ **Advocated for Equal Rights:** Pushed for legal and social reforms.
- ▶ **Inspired Action:** Motivated individuals and communities to strive for societal transformation.

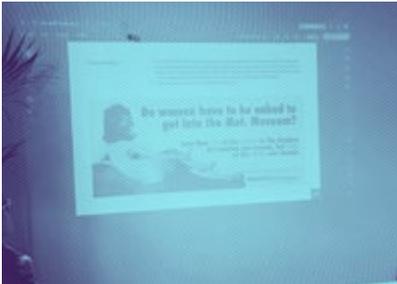
FURTHER EXAMPLES



- ▶ **Mural artivism:** Mural artivism is a form of activism that uses murals to address gender equality and women's rights issues. Initiatives like the "Generation Equality: Realising Women's Rights for an Equal Future" campaign have used murals to foster dialogue and engage citizens in conversations about social issues that are vital to their communities;
- ▶ **Performance art:** Performance art can be used to communicate feminist ideas and theories on GBV, as seen in the performance by Las Tesis. By combining artistic performance with political action, performance art can engage a wider audience and explore multiple perspectives on gender issues;
- ▶ **Artivism and social media:** Digital activism and social media platforms have enabled feminist artivism to reach a broader audience and inspire change in gender norms. By using visuals that ignite discussions and render the diverse experiences of resistance, artivism can help to shift gendered narratives and promote a more gender-equal society;
- ▶ **Artivism and craftivism:** Artivism and craftivism combine art and activism, with artists creating handmade items that advocate for social change. This approach allows artists to explore and communicate the complexity of issues related to gender, art, and activism.
- ▶ **Textile art:** Textile art has long been a powerful medium for women worldwide to express their identities, experiences, and forms of resistance in a tangible and accessible way. Through techniques such as weaving, embroidery, quilting, and collage, women have historically used this type of art to tell personal and collective stories, especially in contexts where their voices are marginalised or silenced. This form of 'artivism' transforms traditional crafts into an effective tool for social change, allowing women to convey complex messages about gender, culture, and justice. Examples

such as [Dora Bartilotti's](#) work in Mexico, the "[Gramáticas Textiles](#)" collaborative exhibition in Spain, and many other [initiatives](#) around the world demonstrate the impact of collaborative textile art in raising awareness and fostering dialogue on important social issues.

CASE STUDIES



The Guerrilla Girls: An anonymous group of feminist female artists, the Guerrilla Girls use public campaigns and posters to expose gender and ethnic bias in the art world. Their iconic work, like the poster "Do Women Have To Be Naked To Get Into the Met. Museum?" has sparked global conversations about inequality in the arts.

[Find out more](#)

Yoko Ono's "Cut Piece" (1964) is a powerful performance art piece in which audience members are invited to cut away pieces of Ono's clothing, symbolising the objectification and passive role often imposed on women. This performance is now hailed as a pioneering work in feminist activism.

[Find out more](#)

"Women on Walls" Campaign in Egypt: This street art project aims to create murals that focus on women's issues and rights in Egypt. The murals, painted in public spaces, have become a form of visual activism, promoting gender equality and challenging societal norms in a traditionally patriarchal society.

[Find out more](#)

Herstory in Ireland: Herstory Ireland is a project founded in 2016 that aims to tell the stories of Irish women through various forms of media and artistic expression. The project has several initiatives. This multidisciplinary storytelling platform illuminates and celebrates female role models through pioneering education and art programs, inspiring, educating, and empowering youth and the nation. The project aims to promote gender equality and recognition of the contributions of Irish women in various fields.

[Find out more](#)

Gender-sensitive artistic actions aim to challenge stereotypes, break barriers, and amplify the stories of those voices that often remain unheard. It is about fostering inclusivity and representation in the arts, ensuring that diverse perspectives on gender, identity, and social justice are showcased. By embracing various art forms, including those described in this toolkit, such as photography, filmmaking, podcasts, and murals, we create a space for marginalised communities to share their narratives, shaping a more inclusive and equitable society.

PLANNING



PRACTICAL TIPS AND COMMON PITFALLS

LANGUAGE AND MESSAGING GUIDELINES
FOR GENDER ADVOCACY IN ARTIVISM

BUILDING GENDER-SENSITIVE ARTIVISM
CAMPAIGNS

Activism is a powerful tool for addressing gender issues and promoting equality through creative expression. This toolkit is designed to help you create compelling and impactful activism campaigns sensitive to gender dynamics. Each of the activities outlined can be done independently or as part of a larger activist campaign.

Feel free to select the most relevant activities for your goals and skip those that may not apply or for which you lack resources. This flexibility allows you to tailor your approach to your specific context and needs, ensuring that your activist efforts are practical, impactful and respectful of your community. Gender-sensitive campaigns are designed to

address and challenge gender inequalities through thoughtful and inclusive strategies. These campaigns leverage creative expression to raise awareness, foster dialogue, and promote equality.

How to use this toolkit?

This toolkit is here to help you learn and take action. While it gives you everything you need to plan and lead activist activities and workshops, it is meant to be used flexibly. Adapt the suggested workshops, activities and outcomes to suit your context, group of participants and goals.

The chapters in this toolkit focus on the different types of mediums (e.g.: storytelling, podcasting, documentary photography, etc.) that can be used in activism, each providing detailed descriptions of workshop activities, along with examples and tips to help you plan and carry out your actions.

An entire chapter is dedicated to the ethical considerations of activism, which we strongly encourage you to explore—this is a vital part of the process.

We hope this toolkit supports you in creating meaningful and impactful activism.

The purpose of activism

Gender-sensitive campaigns aim to create a more inclusive and equitable society. By bringing these issues to the forefront, gender-sensitive campaigns seek to educate the public, influence policy, and inspire action to dismantle systemic inequalities. They also provide a platform for marginalised voices to be heard and validated.

Benefits of using this toolkit

This toolkit takes the guesswork out of planning activism projects. Instead of starting from scratch, you can build on the insights shared here, drawn from workshops that have been successfully carried out. It provides practical guidance to help you plan and think through important topics and considerations, such as ethics and inclusivity, making it especially valuable if this is your first time leading activist activities.

By using this toolkit, you can save time, gain confidence, and benefit from tried-and-tested approaches, ensuring your projects are both impactful and thoughtfully designed.

Why are these action plans useful?

This checklist is a practical tool designed to guide you through planning and executing a gender-sensitive campaign. Here is why it is useful:

► **Comprehensive Planning:** The action plans covers all essential steps, ensuring no critical aspect is overlooked. From defining objectives to engaging the audience and

evaluating impact, it provides a structured approach to campaign development.

► **Range:** The action plans emphasises inclusivity at every stage, helping you consider

your audience's diverse experiences and needs. This ensures your campaign resonates with and is accessible to a broader range of people.

- ▶ **Practical Guidance:** The action plan is designed to be user-friendly, with straightforward, actionable tips and examples. Whether you are new to activism or an experienced activist, it offers practical advice that can be easily implemented.
- ▶ **Flexibility:** Understanding

that resources and contexts vary, the outline action plan allows for flexibility. You can adapt activities to suit your specific situation, ensuring your campaign remains relevant and feasible.

- ▶ **Empowerment:** This toolkit empowers you to create impactful campaigns that highlight gender issues and promote positive change. It encourages creative expression and active participation from all involved.

By following this toolkit, you can create impactful artistic campaigns that effectively address gender issues and promote equality.

PRACTICAL TIPS AND COMMON PITFALLS

Practical tips

Practical tips are designed to provide actionable advice and step-by-step guidance to help you navigate the activism process effectively. These tips are designed to break down complex ideas into manageable actions, ensuring your projects are grounded, impactful, and achievable. Whether you are new to activism or experienced, these tips serve as a valuable resource. Feel free to consider what would be most appropriate in your context and remain flexible.

Start Small and Scale Up:

Tip: Begin with manageable projects that do not require extensive resources or large teams. Simple projects can have a significant impact and help build confidence. Beginning your journey with a pilot project can give you ideas and offer insight on how to navigate your project and possible challenges.

Example: Create a series of posters or a small mural in a local community centre before planning a larger public art installation.

Leverage Community Resources:

Tip: Utilise local resources such as community centres, schools, and libraries. Engage with local artists, activists, and organisations who can offer support and collaboration. Be ready to share a project description with them, and don't forget to make the goal of your project clear to everyone.

Example: Partner with a local art school to access art supplies and gain mentorship from experienced artists.

Build a Diverse Team:

Tip: Form a team with diverse skills and perspectives to bring different strengths to the project. Include members from the community you aim to represent. Be aware of power dynamics and strive to create an

inclusive environment among team members.

Example: Include artists, activists, community leaders, and youth representatives to ensure a holistic approach.

Engage the Community Early:

Tip: Involve community members from the planning stage to ensure the project resonates with their needs and values. This will also help build support and ownership.

Example: Hold community meetings to gather input and feedback on the proposed activism project.

Be Flexible and Adaptable:

Tip: Be prepared to adapt your plans based on feedback and changing circumstances. Flexibility ensures the project remains relevant and effective.

Example: If a proposed outdoor mural is met with resistance, consider alternative locations or formats, such as mobile installations.

Use Available Technology:

Tip: Use free or low-cost digital tools to plan, create, and promote your activism projects. Social media can be a powerful tool for engagement and dissemination. Make sure you have appropriate consent from all different parties involved.

Example: Use apps like Canva to design promotional materials and social media platforms to share your progress and engage with a broader audience.

Document and Share Your Work:

Tip: Document the process and outcomes of your projects through photos, videos, and written reflections. Sharing your work helps build a portfolio and can inspire others.

Example: Create a blog or social media page dedicated to your activism projects, showcasing the journey and the impact.

Important note:

FACILITATORS HAVE A KEY ROLE IN CREATING AND MAINTAINING A SUPPORTIVE ENVIRONMENT THROUGHOUT THE WORKSHOPS. BY ACTIVELY LISTENING, ENCOURAGING OPEN DIALOGUE, AND BEING RESPONSIVE TO THE GROUP'S NEEDS, THEY HELP ENSURE PARTICIPANTS FEEL SAFE AND HEARD. FACILITATORS PROVIDE SPACE FOR EMPOWERMENT, AS THE GROUP IS SUPPORTED IN EXPRESSING THROUGH THE ARTS. IT IS IMPORTANT THAT FACILITATORS INCLUDE INTERACTIVE EXERCISES TO REINFORCE THE PROJECT'S OBJECTIVES AND OFFER FREQUENT CHECK-INS TO ENSURE PARTICIPANTS ARE ON THE RIGHT TRACK. THIS APPROACH HELPS PARTICIPANTS BETTER UNDERSTAND AND APPLY THE CONCEPTS OF ARTIVISM IN THEIR WORK.

Common pitfalls and how to avoid them



Overambitious Goals:

Pitfall: Setting too broad or unrealistic goals can lead to frustration and burnout. For example, attempting to address every aspect of a systemic issue in one project may overwhelm participants and dilute the focus of your efforts.

Solution: Start with clear, achievable objectives and gradually expand the scope as you gain experience and resources.

Burnout Among Team Members:

Pitfall: Pushing too hard without rest can lead to burnout among team members, affecting the project's quality and sustainability.

Solution: Ensure a balanced workload, take regular breaks, and foster a supportive team environment. Encourage self-care and mutual support.

Insufficient Evaluation:

Pitfall: Not evaluating the project's impact can result in missed opportunities for learning and improvement.

Solution: Include evaluation methods such as surveys, interviews, and observation in your project plan. Use the findings to refine future projects.

Lack of Detailed Planning:

Pitfall: Skipping detailed planning can result in missed deadlines, resource shortages, and poorly executed projects.

Yet detailing every aspect of a project can be a challenge, as you might not be able to foresee actions in detail.

Solution: Develop a detailed project plan with timelines, resource lists, and contingency plans. Include important milestones, review and adjust the plan regularly as needed.

Limited Outreach:

Pitfall: Not using diverse channels to reach your audience can limit the campaign's reach and engagement.

Solution: Utilise multiple platforms for outreach, including social media, local media, community events, and word-of-mouth. Tailor your messages to different audiences.

Overlooking Ethical Considerations:

Pitfall: Ignoring ethical considerations can harm the community and damage the project's credibility. For instance, a project that uses sensitive imagery or stories to raise awareness may inadvertently re-traumatise participants or communities if their experiences are not handled with care and respect.

Solution: Prioritise ethics by obtaining informed consent, respecting cultural sensitivities, and ensuring representation and inclusivity in your projects. Prioritise trauma-informed practices by consulting with community members and experts before using sensitive materials. Ensure participants have the opportunity to share their experiences on their terms, and give them the option to withdraw at any point without consequences.

Ignoring Community Feedback:

Pitfall: Failing to seek and incorporate feedback from the community can alienate your audience and reduce the project's impact.

Solution: Seek feedback through surveys, focus groups, and informal conversations. Create opportunities to gather feedback, such as community events or closed exhibits. Use this feedback to make informed adjustments to your project.

LANGUAGE AND MESSAGING GUIDELINES FOR GENDER ADVOCACY IN ARTIVISM

Use Inclusive Language:

Avoid Stereotypes: Be cautious not to perpetuate gender stereotypes in your language. Challenge traditional roles and representations

Use gender-neutral terms: Instead of “policeman”, use “police officer”. Instead of “mankind”, use “humankind” or “people”. Instead of she/he, use they. Instead of “businessman”, use “entrepreneur” and so on.

Ask for Preferences: When possible, ask individuals how they prefer to be addressed or referred to. For example, not all women like to be addressed as “ladies” or “girls.”

Be Culturally Sensitive:

Respect Cultural Differences: Acknowledge and respect the diversity in gender expressions across different cultures.

Avoid Cultural Appropriation: Be mindful of cultural appropriation in your art and messaging. Always aim for representation and collaboration rather than exploitation.

Use Empowering Language:

Highlight Strength and Agency: Use language that empowers and portrays individuals as active agents rather than passive victims. Instead of saying, “These communities suffer from systemic poverty,” you could say, “These communities are resilient and resourceful, actively working to overcome the challenges of systemic poverty.”

Positive Framing: Frame gender issues in a way that focuses on positive change and empowerment rather than solely on victimhood or oppression. Rather than stating, “Women are oppressed and marginalised in this society,” you could reframe it as, “Women are leading movements for change and challenging societal barriers.” This focuses on their agency and the active role they play in creating change.

Be Specific and Accurate:

Clarity in Messaging: Ensure your messages are clear and accurately represent the gender issues you are addressing.

Be Sensitive to Intersectionality:

Recognise Intersectional Identities: Understand that gender intersects with other identities, such as race, class, sexuality, and ability. Reflect on these intersections in your language and messaging. If possible, make some space in your activism journey to reflect on your own and your group’s intersectionality as a first step to approach this complex topic.

Avoid Single-Story Narratives: Avoid oversimplifying complex issues. Recognise the multiple and varied experiences within gender narratives.

Encourage Dialogue and Understanding:

Educational Approach: Use your art and messages to educate your audience about gender issues in an accessible and engaging way.

Review and Feedback:

Seek Diverse Opinions: Before finalising your messages, seek feedback from diverse groups, especially those represented in your work. You can create opportunities to engage others through showcasing a preview of your work, asking questions and inviting to share anonymous feedback through sticky notes, QR codes and online forms.

Be Open to Learning and Adapting: Be willing to learn and adapt your language based on new understandings and feedback.

BUILDING GENDER-SENSITIVE ARTIVISM CAMPAIGNS

This is a Step-by-Step Guide with detailed instructions on how to create and execute an activism campaign on gender issues. We suggest that you use this part to guide your planning and implementation. We advise you to develop a personal plan that has reflected and touched upon every item outlined below.

Step 1: Define Your Objective

- ▶ Identify the specific gender issue or theme you want to address (e.g., gender equality, combating gender-based violence).
- ▶ Clearly define what you hope to achieve with your campaign (awareness, attitude change, policy change).
- ▶ Q: What specific gender issue or theme do you feel closer to you and want to address?

Tip: Identifying Key Messages for Your Artist Campaign

Listen actively to community members, engage in dialogues, and conduct research to identify pressing issues. From these insights, distil clear and concise key messages that resonate with your audience's values and experiences.

Step 6: Create the Art

- ▶ Engage artists and community members in the creation process.
- ▶ Encourage creativity and inclusivity in expressing the campaign's messages through art.
- ▶ Q: How will you look for artists to involve and how will you engage community members?

Step 2: Research and Understand Your Topic

- ▶ Gather information and statistics about the gender issue to ensure an informed approach.
- ▶ Understand the cultural and social context surrounding the issue.
- ▶ Q: Have you gathered enough information and considered the cultural and social context of the gender issue you are addressing?

Step 4: Choose Your Art Form(s)

- ▶ Select the art form(s) that best convey your messages and suit your objectives. Consider visual arts, performance, music, digital media, etc.
- ▶ Think about the accessibility and impact of each art form on your intended audience.
- ▶ Q: Which art form(s) best suit you and your messages? And are they accessible and impactful for your intended audience?

Step 3: Identify Key Messages

- ▶ Develop clear, concise messages that communicate your campaign's purpose.
- ▶ Ensure messages are sensitive to and inclusive of diverse experiences.
- ▶ Q: What key messages will resonate with your audience and how can you best communicate it?

Step 5: Plan Your Campaign (Go to page 93 to find a campaign planner template)

- ▶ Develop a detailed plan, including timelines, resources needed, and steps for creating the art.
- ▶ Consider partnerships with local artists, activists, and organisations for broader reach and support.
- ▶ Q: Have you reserved time to develop a detailed plan that includes a timeline, resource needs, and potential partnerships to support your campaign?

Step 7: Engage Your Target Audience and Stakeholders

- ▶ Identify your target audience and stakeholders and tailor your campaign to engage them effectively.
- ▶ Utilise various platforms for outreach, such as social media, community events, galleries, or public spaces.
- ▶ Q: Who is your target audience, and what platforms or methods will you use to effectively reach and engage them?

Step 9: Monitor and Evaluate

- ▶ Monitor the response and engagement with your campaign.
- ▶ Collect feedback and evaluate the campaign's impact on the audience and the issue addressed.

Step 10: Follow-Up and Sustain Engagement

- ▶ Plan for sustaining engagement post-campaign through follow-up events, discussions, or online platforms.
- ▶ Consider ways to keep the conversation going and inspire ongoing advocacy on the gender issue.

Platforms and Accessibility:

- ▶ Utilising a range of platforms—from traditional galleries to social media and streets—can help artists reach a broader audience. Each platform has its own set of ethical and safety considerations. For example, social media platforms are a great way to broaden your reach, but also pose challenges about privacy, copyright, and the potential for online harassment.
- ▶ Ensuring that art is accessible to diverse audiences, including those with disabilities, is crucial. This includes considering physical accessibility and providing translations and alternative formats.
- ▶ Artists should be mindful of potential for exploitation or misrepresentation of marginalised communities and strive to be proactive in addressing these issues to maintain integrity and respect throughout their projects.

Step 8: Launch and Promote Your Campaign

- ▶ Organise an event or a series of events to launch your campaign.
- ▶ Utilise press releases, social media, community networks, and collaborations to promote your campaign.

Community Engagement:

- ▶ Engaging the audience in dialogue and educational activities can enhance the impact of your work. This can involve workshops, discussions, and collaborations with educational institutions.
- ▶ Providing channels for audience feedback allows artists to understand the impact of their work and make improvements.
- ▶ Use QR codes that lead to your feedback forms.

Free QR code generator - www.qrcode-monkey.com



STORYTELLING AS A TOOL FOR ARTIVISM



STORYTELLING WORKSHOP

By femLENS and Stichting art.1

Storytelling is the art of using language, vocalisation, and physical movement or gesture to reveal the elements and images of a story to a specific audience. At its core, it involves a narrative, often with a structured plot and characters, conveyed through diverse mediums such as spoken word, written text, film, music, or dance.

In the realm of activism, storytelling serves as a powerful tool to amplify marginalised voices and advocate for change. It has the potential to evoke deep emotions and prompt action, equipping activists to craft compelling narratives that challenge stereotypes, promote equality, and empower those who have long been silenced. Through storytelling, activists engage and mobilise audiences, transforming traditional narratives and fostering a deeper understanding and commitment to societal transformation.

Understanding the fundamentals of compelling storytelling

A compelling story involves character development, conflict, resolution, and emotional engagement. Storytelling offers a dynamic platform to convey impactful messages across various forms—whether through written narratives, visual storytelling, podcasts, or spoken-word performances.

▶ **Embracing personal narratives:** Personal stories resonate deeply. Embracing personal narratives, especially those from marginalised communities, infuses authenticity into the activist message, fostering a connection with the audience. Facilitators are encouraged to record quotes and personal stories shared during group discussions for later use, upon agreement with participants.

▶ **Cultural sensitivity:** Respect and cultural sensitivity are vital when portraying stories from different backgrounds. Understanding and honouring cultural nuances avoids misrepresentation and promotes empathy.

▶ **Message clarity and impact:** Effectively structuring narratives ensures clear, impactful messages that align with the objectives of gender-sensitive activism. Using tools like metaphors or symbolism captivates audiences and drives engagement.

▶ **Inclusive perspectives:** Diverse perspectives enrich narratives. Incorporating voices that don't often find space to be heard, or are marginalised, enhances inclusivity and broadens the impact of activism.

▶ **Storytelling mediums:** Highlighting various mediums through which stories can be conveyed—written narratives, visual storytelling (like photography or filmmaking), podcasts, or spoken-word performances—allows individuals to choose the most suitable platform for their activist message.

Tips to be a good storyteller:

- **KNOW YOUR AUDIENCE**
- **THINK ABOUT THE GOAL OF YOUR STORY**
- **CHOOSE THE RIGHT TIME (AND THE RIGHT PLACE)**
- **USE A HOOK TO GET YOUR AUDIENCE'S ATTENTION**
- **BE CLEAR AND CONCISE**
- **GET PERSONAL**
- **BE AWARE OF YOUR BODY LANGUAGE**
- **PRACTICE OFTEN**
- **ASK FOR FEEDBACK**

STORYTELLING WORKSHOP:

Materials Needed:

- ▶ A large wall or board accessible to all participants
- ▶ Markers, pens, scissors, and crayons
- ▶ Sticky notes or cardstock
- ▶ Tape, glue or pins for affixing items to the wall

Planning Ahead:

This series of activities is designed to be flexible, allowing you to tailor the workshop to your needs. You can run it over multiple sessions on different days (with one or more activities per session) or as a single-day event. Consider your context and the needs of your group to decide what works best.

Exercise 1: Mapping Gender Stereotypes

Objective:

This exercise serves as an icebreaker, allowing participants to explore and share their initial thoughts and personal experiences related to gender stereotypes, setting a reflective tone for the workshop.

Duration:

15 min – 1 hr, depending on the size of the group

Process:

- ▶ Start with a brief explanation of what gender stereotypes are and why it is crucial to understand and challenge them. You can refer to the first section in this toolkit to draw on concepts and ideas.
- ▶ Introduce the concept of a “stereotype map” as a tool to visually organise thoughts and experiences related to gender stereotypes.
- ▶ Provide each participant with a piece of paper and some markers or pens. Ask them to individually draw a simple map or chart that represents their personal experiences with gender stereotypes. This could include times they felt stereotyped, stereotypes they’ve observed in their community, or instances where they, or someone they know challenged these stereotypes.
- ▶ Have participants pair up or form small groups to share their maps.

Encourage them to discuss openly and share as much or as little as they want:

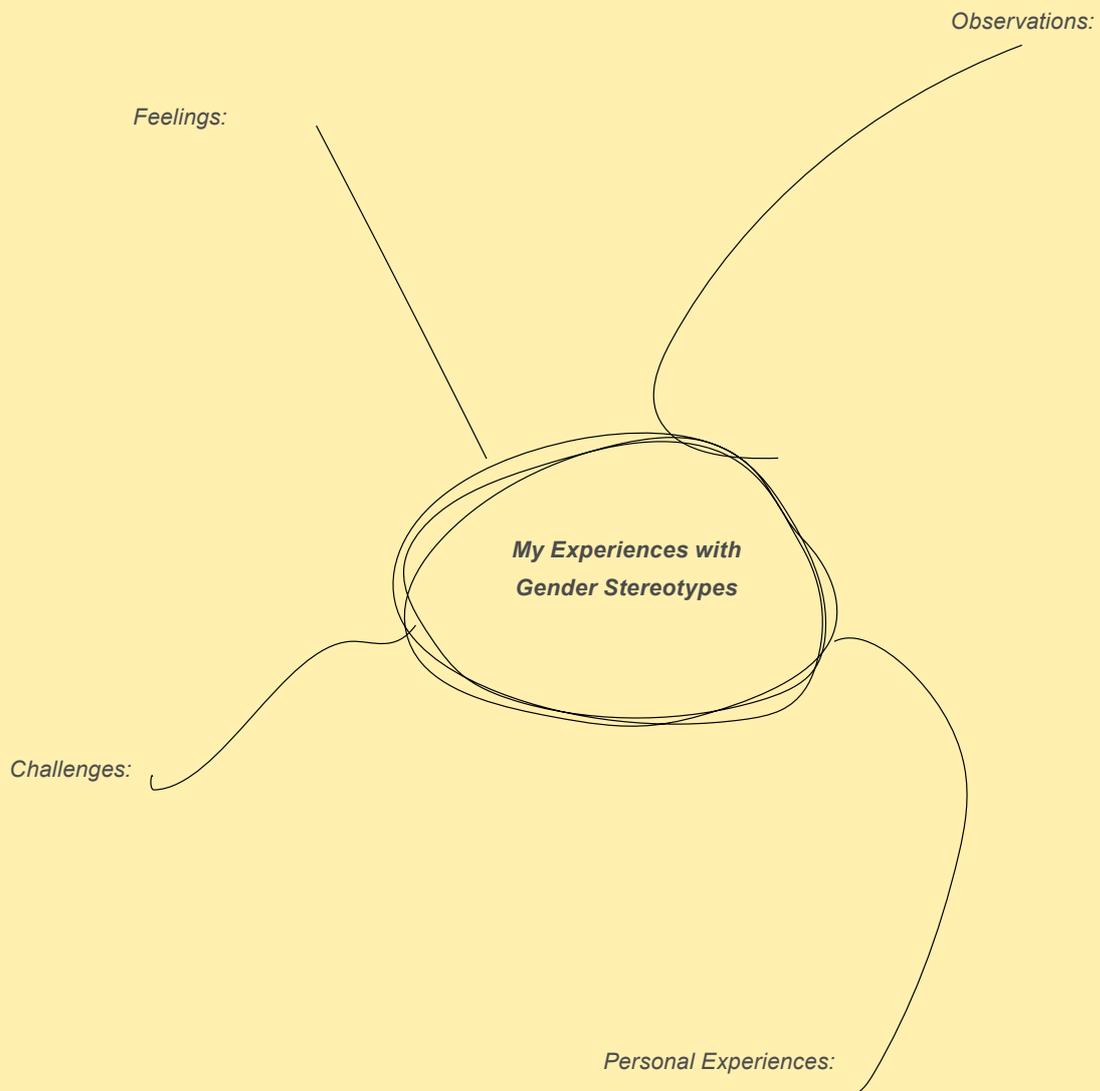
- What are key experiences they noted down?
 - How have these experiences shaped their understanding of gender roles?
 - Their feelings about the stereotypes they have encountered.
- ▶ Bring everyone together and ask a few volunteers to share their maps and discuss with the whole group. Facilitate a conversation about common themes, differences, and insights that emerged during the small group discussions.

Stereotype Map

- ▶ The centre of the map could start with a prompt or question such as “Gender Stereotypes I’ve Encountered” or simply “My Experiences with Gender Stereotypes.”
- ▶ From the central point, participants can draw lines or branches to different areas that represent various aspects of their experiences. These could include:
 - Personal Experiences: Instances where they felt boxed by gender expectations.
 - Observations: Stereotypes they have noticed in media, edu-

cation, or within their community.

- Challenges: Times they or someone they know actively challenged or broke away from these stereotypes.
 - Feelings: Emotions associated with these experiences can help discuss the impact of stereotypes on personal and emotional levels.
- ▶ On each branch, participants can add specific examples or short stories. This helps illustrate their points and adds depth to the discussion.
- ▶ Encourage the use of symbols, drawings, or even different colours to represent various emotions or types of experiences (e.g., red for anger, blue for sadness and green for growth/change).



Exercise 2: Media Stereotypes Analysis

Objective: To identify and discuss gender stereotypes in popular media, fostering awareness of how media shapes societal expectations of gender roles.

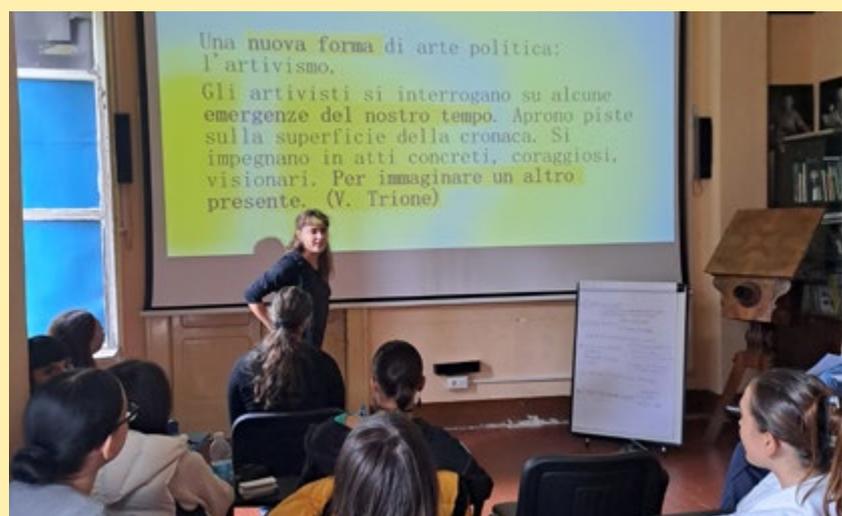
Duration: 1-2 hours

Process:

- ▶ Get ready for the workshop by selecting various media clips from movies, TV shows, advertisements, and news segments that are commonly accessible and likely to contain clear examples of gender stereotyping. Ensure a diverse range of media types and content to cover a broad spectrum of gender representation.
- ▶ Begin this activity by dividing participants into small groups and assigning them different materials for group analysis and discussion.

Discussion Points:

- What stereotypes are evident in the portrayal of different genders?
 - How might these media representations influence viewers' perceptions of gender roles?
 - Are there any positive aspects or challenges to the stereotypes shown?
 - What changes would they suggest to alter these portrayals to be more equitable or realistic?
- ▶ Have each group present their findings in plenary, discussing the key stereotypes identified and their potential impacts. Encourage everyone to contribute to the discussion.
 - ▶ Discuss how media could evolve to foster more accurate and less stereotypical representations of gender. Reflect on the power of media in shaping societal norms and how participants can become more critical consumers of media in their everyday lives. Record your findings on paper, or a shared document, if possible.



Exercise 3: Creating a Gender Story Wall

Objective:	To visualise and understand the pervasive impact of gender stereotypes through collective storytelling and shared experiences.
Duration:	1-2 hours
Process:	<ul style="list-style-type: none">▶ Ask participants to gather written pieces, drawings, maps, or analyses they had created in earlier sessions. Encourage them to add anything new they have been reflecting on.▶ Set up a wall or board in a central location where all participants can easily access and contribute. Provide any additional materials that they might need to attach their work or decorate the wall. You, as the facilitator, can contribute with your work, too.▶ One by one, invite participants to stick their pieces on the wall/board. As they place each item, invite everyone to briefly explain how it relates to their understanding of gender stereotypes. This process displays their work and provides an opportunity for storytelling and sharing insights with the group.▶ As participants add their contributions to the wall, guide them to think about and discuss potential themes that naturally emerge. For example, themes could be organised around specific stereotypes (e.g., leadership, emotionality, domestic roles), responses to stereotypes (e.g., challenging, conforming), or the settings in which stereotypes are encountered (e.g., work, home, media). Use coloured markers or sticky notes to visually group related stories and themes on the wall.▶ Once all materials are displayed, give participants time to view the entire wall. Facilitate a guided reflection where participants can discuss what they observe, the themes that emerge, and how the visual representations impact their understanding of the topics covered. Encourage them to consider how these stereotypes can be challenged or redefined. Discuss practical steps or strategies that could be taken to address these stereotypes in their personal lives or broader communities.

Exercise 4: Future Vision Stories

Objective: To envision a world free of gender stereotypes and explore the societal transformations necessary to achieve this vision.

Duration: 1-2 hours

Process:

- ▶ Introduce the concept of this exercise by emphasising the power of visionary thinking in driving social change. Explain that imagining a world without gender stereotypes helps clarify and identify the goals and steps needed for societal transformation.
- ▶ Give participants 20-30 minutes to write a short story set in a future where gender stereotypes do not exist.
- ▶ Invite participants to share their stories in small groups then move to plenary. Take into consideration the time available.

Discussion: Facilitate a group discussion about the common themes and ideas that emerged from the stories.

- Ask participants to identify which aspects of the envisioned societies are most inspiring or surprising.
 - Discuss the practical steps and challenges in moving towards the envisioned future. This might include changes in education, policy, cultural norms, and personal behaviours.
- ▶ Transition from discussion to action planning. Have participants identify specific actions they can take, or advocate for in their communities, to move closer to the futures they have envisioned. This might involve commitments to raise awareness, influence policy, change personal interactions, or support relevant organisations.



Exercise 5: Reflecting on storytelling

Objective:	To give participants an opportunity to reflect on their personal and collective journey throughout the workshop, examining how their views on storytelling and its power have evolved. This exercise also encourages participants to articulate their own storytelling vision.
Duration:	1-2 hours
Process:	<ul style="list-style-type: none">▶ Story Collection: Ensure each participant has access to all the stories and materials created and discussed throughout the workshop.▶ Reflection Space: Arrange a comfortable setting conducive to open discussion and reflection. Maybe circle up chairs or create a relaxed ambience with cushions on the floor.▶ Provide participants with some quiet time to think about all the stories they have engaged with during the workshop. Ask them to briefly write down key moments or insights that stood out to them. You can ask to start the reflection individually, then move into pairs or small groups before sharing with the full group.▶ Re-convene as a group and facilitate a discussion around a few guiding questions:<ul style="list-style-type: none">• How has your understanding of storytelling changed throughout this workshop?• Can you share a moment or story from today that particularly impacted you?• How do you see yourself using storytelling differently in the future?• Were there any themes or ideas brought up today that you found challenging or eye-opening?▶ Ask participants to choose one story or aspect of the workshop that resonated with them the most. Encourage them to create a short narrative, poem, or even a visual piece that captures their personal reflection on that element.▶ Wrap up with a final sharing round where everyone shares one word that sums up their workshop experience.▶ Remember to wrap up the session by asking for feedback on the workshop as a whole.<ul style="list-style-type: none">• What did they like?• What could be improved?• How do they feel about storytelling now?

Tip: Managing long pauses during group work is essential for keeping the energy and focus of the group intact. Here are some recommendations for facilitators:

Recognise Silence: Briefly acknowledge the pause, as it can help normalise it and reduce any discomfort. A simple, "It seems we are all taking a moment to think," can ease the group.

Restate the Question: If the group is stuck, try rephrasing or simplifying the question or task at hand. Sometimes, confusion can cause pauses.

Summarise Progress: Briefly recap what has been discussed so far. This can help reignite the conversation and remind participants of key points.

Share Your Thoughts: If the group is hesitant, you can model the type of contribution you are looking for by sharing your thoughts or an example. This can

serve as a catalyst for others to join in.

Use Positive Reinforcement: Acknowledge contributions positively, which can encourage others to speak up.

Observe Group Energy: Be aware of the group's energy levels. Sometimes, a pause might indicate that the group needs a short break or a change of pace.

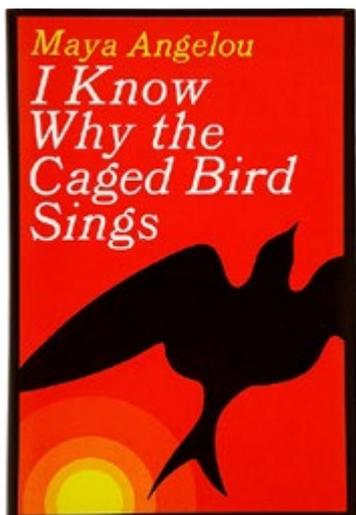
Encourage Equal Participation: Ensure that all voices are heard, especially if some participants tend to dominate the conversation. This might require gently steering the conversation towards quieter members. Remind everyone there is no right or wrong answer, especially when sharing personal experiences.

Reassure the group that everyone can share as little or as much as they feel comfortable. Make sure you are aware of any possible power dynamic among your group. Set rules on timing and share them with your group, so that everyone understands there are equal opportunities to share (e.g: "We have 20 minutes for this part and there are 10 of us, that means we have a couple minutes each to share.")

Revisit the Pause: After the session, reflect on why the pause occurred (recognising silence) and whether it might indicate a need for adjustments in facilitation style, group dynamics, or task difficulty. This can improve future sessions.

Examples of Storytelling in Minority Communities

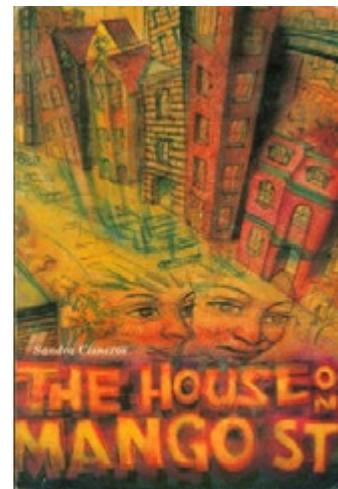
African American Storytelling: Storytelling has deep roots in African American culture. Historically, it has served as a means to preserve history and culture, especially when education was restricted. Notable figures like Maya Angelou and James Baldwin have used their narratives to explore themes of race and identity. Angelou's memoir, *I Know Why the Caged Bird Sings*, recounts her childhood and the challenges she faced. At the same time, Baldwin's works provide profound insights into the complexities of race relations in America.



Indigenous Storytelling: Indigenous communities often use storytelling to convey cultural values, history, and teachings. For instance, the oral traditions of Native American tribes serve to pass down knowledge about their heritage, spirituality, and connection to the land. Stories like those of the Anishinaabe people often include lessons about respect for nature and community.



Latinx Storytelling: Latinx communities utilise storytelling to highlight their cultural narratives and struggles. Authors like Sandra Cisneros and Junot Diaz share stories that reflect the immigrant experience, identity, and the complexities of navigating multiple cultures. For example, Cisneros' *The House on Mango Street* presents vignettes that capture the life of a young Latina girl growing up in Chicago.



Online Resources: The Everyday Sexism Project, created by Laura Bates, “exists to catalogue instances of sexism experienced daily. They might be serious or minor, outrageously offensive or so niggling and normalised that you do not even feel able to protest.” These stories are shared on social media to raise awareness and foster understanding.

[Everyday Sexism Project website](https://www.everydaysexism.com/)

EXPLORING GENDER THROUGH CREATIVE EXPRESSION



PERFORMANCE ARTS IN PUBLIC SPACES

FLYERS

A STEP-BY-STEP GUIDE TO CREATING
IMPACTFUL ARTIVISTIC MURALS

An Overview

Creating feminist activism workshops is a fantastic way to engage participants in the exploration and creation of art that challenges gender stereotypes and promotes equality. Below is a sample outline for a series of activities to bring to life your artistic campaign. The details for each workshop are provided in this toolkit, and you can make each session as long or as short as required.

Tip:

Spend some time laying down ground rules at the start. Ground rules are a group agreement that can be used to help set expectations and then returned to as a guide for behaviour.

Here are some examples of ground rules you might want to include:

One mic: Only one person speaks at a time. No side conversations.

Land the plane: Be concise and get to your point.

Take space, make space: Everyone should contribute. After you speak, let others have their turn before speaking again.

Confusion clapping: If someone is confused, they can call it out, and the group is available to clarify before moving on.

What happens here, stays here: Share lessons learned, but keep personal stories within the group.

Parking lot: Note ideas or issues that arise but can't be addressed immediately and revisit them later, if possible.

Respect the agenda: Stick to the agenda and time limits.

Use "I" statements: Speak from your own experience and avoid assuming others feel the same.

Be curious: Listen to understand; if you disagree, do it respectfully.

Assume good intentions: Remember that everyone is on the same team, even when opinions differ.

No distractions: Silence and put away phones to stay focused.

1. Introduction to Feminist Activism (Duration: 30 minutes)

- ▶ A brief presentation on the history and impact of feminist activism (described in the first part of the toolkit).
- ▶ Discuss the role of art in challenging gender norms and stereotypes.

2. Guided Discussion on Gender and Art (Duration: 1 hour)

- ▶ Group discussion on personal experiences with gender stereotypes.
- ▶ Exploration of how art can be used to address and challenge these stereotypes.

3. Artistic Expression Exercise (Duration: 2 hours per activity)

- ▶ Participants create individual or collaborative art pieces that express their perspectives on gender equality and feminism.
- ▶ Various mediums can be used, such as a collage, flyers, sculpture, digital art, or performance.

4. Collaborative Art Project (Duration: 4-8 hours minimum per activity)

- ▶ Working in groups, participants develop a larger-scale art project that embodies feminist themes.
- ▶ This could be a mural, a zine, podcast or video project.

5. Critique and Feedback Session (Duration: 2 hour)

- ▶ Participants present their art pieces and projects to the group.
- ▶ Constructive feedback and discussion on the message, impact, and artistic quality of the works.

6. Reflection and Discussion (Duration: 1 hour)

- ▶ Reflection on the creative process and its potential for advocacy.
- ▶ Discussion on how participants can continue to use activism in their communities.

For example:

Community Murals: Participants can collaborate with local artists and community members to create murals that address social issues. This can involve securing public spaces, brainstorming themes, and involving diverse community voices.

Digital Artivism Campaigns: Participants can create digital art campaigns, such as a series of impactful images or videos shared on social media to support a cause.



PERFORMANCE ARTS IN PUBLIC SPACES

Performance art in public spaces has become a powerful tool for activism, as activism uses artistic expression to promote social, political, or environmental change. Artists can reach broader audiences, provoke thought, and inspire action in ways that traditional activism or art alone might not achieve, thanks to the accessibility and visibility of public spaces.

The Role of Public Space in Activism

Public spaces are inherently democratic and accessible, making them ideal for activists who aim to reach diverse and often unsuspecting audiences. It requires public participation, turning passive viewers into active contributors to the message conveyed by the art.

Performance art is sometimes spontaneous and can disrupt the everyday routine, prompting people to directly engage with the issues being presented. It often serves as a symbol of resistance against a part of the system. The artist is using public space to express and protest and through this artistic lens, they are asserting the right to free expression. By situating these performances in significant or symbolic locations (e.g., government buildings, public squares, streets), artists can amplify their message, creating a dialogue between the artwork, the space, and the audience.

Examples of Artist Performance Art in Public Spaces: “El violador eres tú” (“The rapist is you”)

“El violador eres tú” is an artistic and activist performance initiated by the Chilean feminist collective LasTesis in 2019. This flashmob quickly became a global symbol of the feminist movement, denouncing sexual violence, rape culture, and the impunity often afforded to perpetrators within patriarchal judicial systems. It emerged during a period of social unrest and massive protests in Chile, in 2019, when people were demonstrating against social, economic, and political inequalities. LasTesis created a piece of art that could channel the anger and indignation of women in the face of gender-based violence, while resonating with people beyond Chileans borders.

► **Choreography:** The performance features a group of women performing a synchronised dance while chanting the lyrics that highlight the societal complicity in sexual violence. The phrase “El violador eres tú” translates to “The rapist is you,” directly confronting societal norms and calling out systemic injustices.

► **Public Spaces:** The performance typically occurs in public areas such as plazas, streets, and other communal spaces, making it accessible to a broad audience and encouraging community engagement. This choice of venue underscores the collective nature of the protest and aims to provoke public discourse on the issue of sexual violence.

The simplicity of the performance allowed “El violador eres tú” to spread rapidly across the globe. Similar flashmobs were organised in dozens of countries, including Mexico, Spain, France, India, and Kenya, turning this performance into a global symbol of the fight against sexual violence.

Guidelines for an Artistic Flashmob

By femLENS and D'Antilles & D'Ailleurs



Materials Needed:

- ▶ Art supplies (paints, brushes, canvases, digital tools such as phones, laptops, etc.)
- ▶ Presentation equipment (projector, screen, speakers)
- ▶ Comfortable and adaptable workspace

Outcomes:

- ▶ Enhanced understanding of feminist activism.
- ▶ Development of artistic skills focused on gender advocacy.
- ▶ Creation of feminist art pieces that can be used for advocacy.

Target Audience:

- ▶ Artists, activists, educators, students, and community members interested in gender advocacy and art.

Post-Workshop Activities:

- ▶ Exhibition or online showcase of the art created during the workshop.
- ▶ Formation of a network or community group for ongoing feminist artistic projects.

Organising an artistic flashmob requires careful planning and a clear strategy to maximise impact while ensuring safety and effective participation. Here are guidelines for organising such an event:

1. Define Objectives and Message: Determine the central theme of the flashmob, such as denouncing sexual violence, gender equality, or another relevant issue. Create a catchy slogan or phrase that encapsulates the message to help it be noticed. This slogan can be chanted or displayed on signs during the event.

2. Design the Performance and Distribute Roles: Choose an artistic form that conveys the message, such as a dance, song, living tableau, or symbolic action. Other types of flashmobs can include acting out scenarios, singing, miming, or doing a freeze flash mob. Ensure the performance is easy to reproduce and accessible so participants can join without extensive preparation or talent. Adding visual elements (banners, costumes) and auditory elements (chants, music) is always interesting.

- If possible, hire a choreographer with dance experience.
- Choose a royalty-free song to avoid legal issues when sharing videos online.
- Design simple, visible choreography with easy-to-learn, large movements.
- Film a tutorial video for participants to practise independently.
- Hold rehearsals, potentially in smaller subgroups, if needed.
- Form a working group with roles such as choreographer, prop/costume makers, participant recruiters, videographers, and conflict de-escalators.

3. Choose an Appropriate Location and Time: To maximise visibility and impact, it is advised to choose a busy public space (like a square, pedestrian street, or in front of a symbolic monument). The place can be particularly significant to the message. Plan the event for a time when there are many people around, like a Saturday afternoon, but avoid rush hours to prevent safety issues.

- **Tip:** Scout out the location to envision the performance in advance.

4. Logistics: Always verify if permits are needed to hold a flashmob in the chosen public space and ensure compliance with local laws, as this varies by location.

5. Assemble your Team: Recruit participants who are passionate about the cause through social media, local organisations, community groups/events and personal networks. Also, consider forming smaller groups within your team for specific roles (e.g., dancers, actors, videographers).

6. Organise and Mobilise Participants: The easiest way is to create a communication group on one of the apps popular in your region to coordinate participants and share a tutorial video to prepare them for the day.

- Assign volunteers to manage the event, oversee the crowd, ensure safety, and prepare an evacuation plan in case of emergencies. Volunteers should also organise and distribute necessary items, like props for the performance.

7. Execution of the Flashmob: Choose a discreet meeting point where participants can gather before the action without attracting attention.

- Ensure all participants know precisely how and when to start the performance as well as where the cameras will be.
- Keep the performance short and impactful (2 to 5 minutes) to maintain the public's attention.
- **Establish an Exit Strategy:** After the performance, participants should disperse quickly and blend back into the crowd as if nothing happened. This maintains the element of surprise and prevents disruption.

8. Document and Share the Event: Prepare a team to film and photograph the event from multiple angles to capture the flashmob's visual and emotional impact.

- Capture reactions from bystanders and authorities, and consider interviewing them and participants to gather their thoughts.
- Include subtitles in the video if there are lyrics, and during editing, add a concrete action viewers can take or a website for more information.
- After the flashmob, share videos, photos, and testimonials on social media and consider sending a press release to the media.
- Organise a wrap-up event with participants, encouraging them to share the video on their social networks.

9. Evaluation of the Impact and Realisation: Gather feedback from participants and spectators by tracking media coverage and social media reactions to assess the impact.

- The outcomes can then be used to organise future actions, maintain participant engagement, and continue raising awareness of the issue.

FLYERS

Creating flyers offers numerous benefits for artists, serving as a powerful tool for self-expression and advocacy. Flyers enable artists to communicate their messages and causes, visually, to a broad audience, effectively raising awareness and mobilising support. Designing flyers allows artists to hone their artis-

tic skills and experiment with new creative techniques. Distributing them fosters community engagement, facilitating direct interaction with the public and sparking conversations that can lead to meaningful connections and dialogue within and beyond the community.

Through this guide, we outline the necessary materials and steps to create impactful flyers, ensuring that artists can maximise their outreach and engage constructively with their target audiences.

This activity can be done in groups or individually.

Creating Effective Activism Flyers

When designing artistic flyers, consider the following tips:

Clear Messaging: Ensure that the main message is concise and easy to understand.

Strong Visuals: Use compelling images or artwork that resonate with the theme of the flyer.

Call to Action: Include specific actions for the audience, such as attending an event or visiting a website for more information.

Contact Information: Include contact details or social media handles, so interested individuals can connect with you or your organisation or learn more about your advocacy.

Materials Needed:

- Whiteboard or large paper
- Markers
- Sticky notes
- Display boards or tables
- Magazines
- Newspapers
- Scissors
- Glue
- Large paper
- Drawing paper
- Pencils
- Markers
- Watercolours
- Brushes
- Laptops or tablets
- Graphic design software (Canva, Photoshop, etc.)
- Printer and paper
- Information on local laws for flyer distribution and stickers
- Contact details for obtaining permissions



Steps:

Planning and Developing Content (Session 1)

- ▶ Get into groups of two or three, or work individually.
- ▶ Brainstorm and define the message and objectives.
- ▶ Research and identify the target audience.
- ▶ Create a content plan and list topics.

Developing Materials (Session 2-4)

Collage Creation (Session 2-3):

- Collect and arrange images and text cutouts from magazines and newspapers. Consider collecting different types of publications for a wide variety of images.

Drawing/Painting (Session 2-3):

- Create hand-drawn or painted elements.

Digital Design (Session 2-3):

- Use graphic design software to create digital flyer elements.

Writing and Editing (Session 4):

- Write articles or messages for the flyers.
- Review and refine written content.

Developing Materials (Session 2-4)

- ▶ Review all flyer elements.
- ▶ Provide and receive feedback.
- ▶ Make necessary adjustments.

Designing, Printing, Distributing (Session 5-6)

Final Design (Session 5):

- Assemble all elements into final flyer designs.
- Add illustrations, photos, and other visual elements.
- Ensure pages are readable and well-structured.

Printing (Session 6):

- Print the flyers and stickers.

Distribution Planning (Session 6):

Discuss and plan distribution methods:

- Handing out in public (best practices and legal considerations).
- Postboxes (guidelines for distribution).
- Performance (planning a flyer-throwing event from a high place, legal aspects, and permissions).

Create flyers using collage, drawing/painting, and/or digital techniques following a brainstorming session on messaging. Once you are done, you may scan the designs and print out copies at the local copy shop, cut them up and start distributing! You can hand them out in public, place them into post boxes (checking local laws for publicity), or perform a flyer-throwing performance by releasing a stack of flyers from a high vantage point in a busy location (with permission or be prepared to pay a fine).

Lastly, these flyer designs can be repurposed as stickers, included in zines, and used in social media campaigns.

A STEP-BY-STEP GUIDE TO CREATING IMPACTFUL ARTIVISTIC MURALS

Creating an artivistic mural is a compelling way to blend art and activism, making a visual statement that can inspire and mobilise your community.

Here is a step-by-step guide to help you successfully create a mural that resonates with both aesthetics and purpose:

1. Identify the right location

Audience consideration: Select a space where the mural will be most effective. Consider who needs to see the mural and what message it will convey. High-traffic areas are ideal for maximum visibility.

Permission: Ensure you have legal permission to use the space. This might involve negotiating with property owners or local authorities. Getting permission is crucial to avoid legal issues and ensure your mural remains a long-lasting community art piece.

2. Conceptualise and design

Team brainstorming: Gather your team for a brainstorming session to discuss themes and messages. Consider involving community members in these discussions to foster broader engagement and input.

Sketch the mural: Based on the brainstorming, start sketching the design. This can be done individually or as a group, depending on the artistic skills available. Remember to consider the physical characteristics of the wall—its size, shape, and texture—as these will influence your design.

3. Plan your materials

Choosing paints: Decide between acrylic paints, spray paints, or a combination of both, based on the desired visual effects and the artists' preferences.

Additional supplies: Depending on the complexity and size of the mural, you might need primers, sealants, brushes, rollers, and cleaning supplies. For large or high areas, scaffolding or ladders may be necessary.

4. Execute the mural

Preparation: Prepare the wall by cleaning it and applying any necessary undercoats or primers. This will help the paint adhere better and last longer.

Painting: Schedule the painting when weather conditions are favourable. Ensure you have enough volunteers or artists to complete the mural in the planned time. Consider the logistics of meals and breaks, especially for large projects.

Time management: Allow more time than you think you will need. This gives you room to address any unexpected challenges that may arise.

5. Community involvement

Engaging local talent: Invite local artists or community members to participate in the painting process. This can increase community ownership and appreciation of the mural.

Educational workshops: Organise workshops or talks about the issues depicted in the mural to deepen the community's understanding and engagement with the topics.

6. Unveiling and maintenance

Celebration: Organise an unveiling event to celebrate the mural's completion with the community. This can also serve as a platform to discuss the mural's message and further mobilise community action.

Maintenance plan: Establish a maintenance plan to keep the mural looking its best. This might involve regular cleanings or touch-ups.



WHY CREATE YOUR MEDIA PROJECTS?

Self-publishing or accessible media is the tradition of creating and distributing independent content without using official channels and publishers. This opportunity arose thanks to new technologies that enabled almost everyone to print books, leaflets and magazines.

Modern context

In today's world, self-publishing is experiencing a renaissance thanks to the availability of the Internet, design software, and cheap printing. Anyone can create and distribute their content regardless of censorship or financial constraints.

The role of self-publishing

SELF-PUBLISHING CAN SERVE AS A PLATFORM FOR FREE EXPRESSION AND EXCHANGE OF IDEAS, AS WELL AS A TOOL TO FIGHT FOR FREEDOM OF EXPRESSION AND INFORMATION INDEPENDENCE. IN REGIONS WITH FEW INTERESTING INFORMATION SOURCES, IT IS AN OPPORTUNITY TO CREATE CONTENT INDEPENDENTLY.

- ▶ **Freedom of Expression:** Creating your media projects allows you to express yourself and share your ideas with your audience without restrictions.
- ▶ **Community building:** Your media project can serve as a basis for building a community with like-minded people, discussing topics that interest you and developing together.
- ▶ **Practical skills and career development:** Working on media projects gives you valuable experience in publishing, editing, audio and video production, which can be helpful in a career in the media industry or other fields.
- ▶ **Innovation and impact:** Media projects allow you to bring innovative ideas into the public dialogue and influence public processes.

DOCUMENTARY PHOTOGRAPHY



The fusion of activism and documentary photography offers a unique opportunity to create impactful narratives that resonate with people across borders. In this section you will find instructions to conduct a documentary photography workshop. This lab will equip participants with the knowledge and tools to engage in meaningful advocacy and storytelling. Activism and documentary photography share a profound connection through their common goal of utilising visual storytelling to drive social and political change.

Here are some key points to acknowledge and share with your group:

Emotional connection: Art and visual storytelling can evoke deep emotional responses. This emotional resonance can be a catalyst for empathy, encouraging people to empathise with the subjects of the artwork or photographs and feel compelled to support the cause.

Challenge the status quo: Both activism and documentary photography have the potential to challenge existing power structures and social norms. They can question the status quo, provoke thought, and stimulate conversations about pressing matters.

Inspiration and empowerment: These forms of creative expression can empower individuals by showcasing that they, too, can contribute to social change. Whether it is taking up a camera or creating art, they inspire others to be active participants in advocating for a better world.

Global reach: In the age of digital media and the internet, activism and documentary photography have the potential for a global audience. They transcend geographic boundaries, allowing artists and photographers to reach individuals worldwide and promoting cross-cultural understanding.

Accountability and documentation: Documentary photography is a vital tool for recording and preserving historical events and societal conditions. It can hold institutions accountable for their actions and provide a factual record of events. Activism can complement this by adding an emotional and personal dimension to these documented stories.

Activism through art: Activism often involves creating art designed to be seen in public spaces, such as street art or large installations. These works transform public spaces into platforms for activism, making a statement and demanding attention

A PHOTOGRAPHY WORKSHOP GUIDE

The following photography workshop aims to inspire and educate participants on using photography as a tool for activism and storytelling. This structured workshop will improve participants' technical photography skills and empower them to use photography as a means of storytelling and activism.

Duration:	2 days (Note: the workshop may require two days, but participants might need up to a week to develop their work)
Workshop Objectives:	<ul style="list-style-type: none">▶ Learn about notable activist photo projects and their impact on society.▶ Gain basic skills in phone photography, including composition and essential photo techniques.▶ Learn how to find, develop, and present a compelling photo story.▶ Understand how to select and sequence images to create a cohesive photo story.
Tools needed:	<ul style="list-style-type: none">• A mobile phone with acceptable camera quality• A laptop for editing and sequencing (optional)• An editing application (Snapseed for mobile phones, Adobe or other apps for laptops)

WORKSHOP OUTLINE AND PRACTICAL EXERCISES:

1. Presentation of Activistic Photo Projects

Duration:	1 hour
Objective:	To introduce participants to powerful examples of photography used for activism and social change.
Outline:	<ul style="list-style-type: none">• Overview of Darci Padilla's work on chronicling the life of a single mother living with AIDS.• Introduction to the Farm Security Administration (FSA) Photo Project and its documentation of American life during the Great Depression.• Examination of Dysturb, a collective of photojournalists who paste large-format images in urban environments to raise awareness about global issues.• Explore femLENS Women at Work photography campaign.
Reflection:	Hold a group discussion on the impact of these projects. Invite participants to reflect on which project resonated most with them and why.

2. Photo Techniques: Phone Photography Basics

Duration:	4 hour
Workshop Objectives:	To equip participants with essential skills for taking high-quality photos using their phones.
Outline:	Introduce topics 1-3, focusing on the key points developed below. Make sure to also include time for the practice exercises.

1. WHAT IS DOCUMENTARY PHOTOGRAPHY?

Documentary photography is a style of photography that aims to chronicle events or environments in a truthful, objective, and often candid manner. It involves capturing real-life moments and scenes to tell stories, convey emotions, and provide insights into various aspects of life.

Key features of documentary photography:

Storytelling:

- The primary goal is to tell a story or highlight an issue through images.
- Each photograph contributes to a larger narrative, offering a glimpse into different perspectives and experiences.

Authenticity:

- Emphasises capturing genuine, unposed moments.
- Strives to present subjects and scenes as they are, without manipulation.

Context:

- Provides context and background to the subjects being photographed.
- Often includes elements that help viewers understand the broader situation or environment.

Emotional Impact:

- Aims to evoke emotions and provoke thought in viewers.
- Uses powerful imagery to connect with the audience on a personal level.

Ethics and Responsibility:

- Documentary photographers have a responsibility to represent their subjects accurately and respectfully.
- Ethical considerations include gaining consent and avoiding exploitation or misrepresentation.

Examples of documentary photography use:

Social Issues: Highlighting issues like poverty, inequality, and human rights.

Cultural Documentation: Showcasing traditions, rituals, and everyday life in different communities.

Historical Events: Capturing significant events and moments in history.

Role of mobile phones:

- Mobile phones have made documentary photography more accessible.
- They allow photographers to capture moments discreetly and spontaneously, making it easier to document real-life scenarios as they unfold.

2. PRINCIPLES OF COMPOSITION (RULE OF THIRDS, LEADING LINES, FRAMING)

Rule of thirds:

The rule of thirds is a fundamental composition technique used to create balanced and engaging photos. Imagine dividing your image into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines. The key elements of your photo should be placed along these lines or at their intersections rather than in the centre.

Practice exercise:

- Enable the grid feature on your mobile phone.
- Take a few photos, positioning the main subject along the grid lines or at their intersections.
- Share one of your photos with the group and explain your composition choice.

Framing:

Framing involves using natural elements like windows, doorways, arches, or branches to create a “frame” within your photo. This technique draws attention to the subject, adds depth, and provides context.

Practice exercise:



- Find a natural frame in your surroundings (e.g., a window, a doorway, an arch).
- Take a photo with your subject positioned within this frame.
- Share your photo with the group and explain how framing helped highlight your subject.

Symmetry and patterns:

Symmetry refers to creating a balanced and harmonious composition where elements on both sides of the image mirror each other. Patterns involve repeating elements like shapes, colours, or lines that create visual interest.

Practice exercise:



- Look for symmetrical scenes (e.g., a reflection in water, a symmetrical building) or patterns (e.g., tiled floors, repeated architectural elements).
- Capture a photo showcasing either symmetry or patterns.
- Share your photo with the group and describe how symmetry or patterns contribute to the overall composition.

Lighting techniques

Natural light:

Natural light is one of the most critical elements in photography. The quality and direction of natural light change throughout the day, significantly affecting the mood and appearance of your photos.

Types of natural light include:

Golden hour:

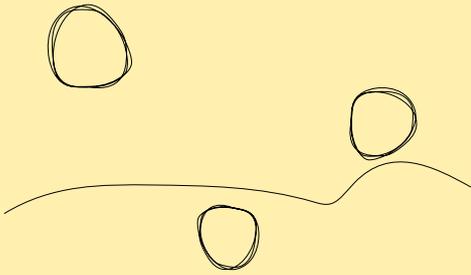
Morning/evening, soft light, warm tones—great for portraits and landscapes.

Blue hour:

Before sunrise/after sunset, cool, moody tones—ideal for cityscapes and serene scenes.

Midday sun:

Bright, high contrast—adds drama but is challenging for portraits.



Overcast light:

Diffused light, soft shadows—ideal for close-ups and even lighting.

Dappled light:

Sunlight filtered through leaves; creates texture with light and shadow—great for creative nature shots.

Twilight:

Low light, moody—good for silhouettes and subtle effects.

Understanding these different types of natural light and their characteristics helps photographers choose the best times and conditions for their desired outcomes.

Artificial light:

Artificial light sources can create various effects in photography, especially when natural light is insufficient or unavailable.

Indoor lighting:

- Incandescent, LED, or fluorescent—ideal for portraits, still life, and studio setups.
- **Tips:** Experiment with different light sources for more interesting light effects.

Street lights:

- Add drama and mood to night photography, urban scenes and street portraits.
- **Tips:** Use the ambient light from street lights to illuminate your subjects creatively.

Direction and quality of light:

Direction of Light:

Front Light:

- Light that comes from behind the photographer and illuminates the subject directly.
- **Effect:** Creates even lighting, reduces shadows, and highlights details.

Side Light:

- Light that comes from the side of the subject.
- **Effect:** Creates strong shadows and highlights, adding depth and texture to the image.

Back Light:

- Light that comes from behind the subject, facing the camera.
- **Effect:** Creates silhouettes and rim lighting, highlighting the subject's edges.

Quality of Light:

Soft Light:

Light that is diffused, creating gentle shadows and smooth transitions between light and dark areas — found on cloudy days, at the golden hour or light diffused through a softbox or curtain.

Hard Light:

Light that is direct and harsh, creating sharp shadows and high contrast between light and dark areas — found during Midday sun, direct spotlight, and uncovered bulbs.

Practical exercise:

Photographing shadows helps to learn to see light. Follow the instructions and create five or more photographs where the difference between light and dark is very clear.

What you need for shadow photography:

- Turn off the top light
- Natural light
- A flash light
- Other strong light source

What you need to consider before taking photos:

Where does the light come from?

When you look at an object or a person, you can tell where the light is coming from - the direction of the light - by what part of the object or person is illuminated.

Direction of light, e.g.:

- Side light that comes from the side either through a window or a doorway
- Top light that comes from a lamp, a street light, sun light
- Bottom light is light that comes from a flash light or street lights built into the pavement

Light quality:

- Hard light is when there are abrupt changes - very bright on one side and very dark on the other side.
 - Soft light is when there is a gradual transition from light to dark.
- For shadow photography you want to have very hard, contrasted light.

3. FOCUS, EXPOSURE, AND STABILITY TECHNIQUES

Focus:

Focus determines which part of your photo is sharp and clear. Proper focus is essential for drawing attention to your subject and ensuring the main elements are crisp.

Manual Adjustment on Mobile Phones:

iPhone:

- Open the Camera app.
- Tap on the screen where you want to focus. A yellow box will appear, indicating the focus area.
- You can lock the focus and exposure by pressing and holding the focus area until “AE/AF Lock” appears.

Android:

- Open the Camera app.
- Tap on the screen where you want to focus. A focus indicator (e.g., a circle or square) will appear.
- Some Android phones allow you to lock focus by pressing and holding the focus area.

Exposure:

Exposure determines how light or dark your photo appears. Proper exposure ensures your photo is not too bright (overexposed) or too dark (underexposed).

Manual Adjustment on Mobile Phones:

iPhone:

After tapping to focus, slide your finger up or down on the screen to adjust the exposure. An icon, usually a sun, will appear to indicate exposure adjustments.

Android:

After tapping to focus, look for the exposure slider (often represented by a sun icon or a +/- symbol) and adjust it by sliding your finger.

Stability:

Importance:

Keeping your phone steady is crucial for taking sharp, clear photos. Camera shake can result in blurry images, especially in low-light conditions or when using a slower shutter speed.

Tips for Maintaining Stability:

- **Use Both Hands:** Hold your phone with both hands, keeping your elbows close to your body to minimise movement.
- **Lean Against a Stable Surface:** Lean against a wall or other stable surface to steady yourself.

Practice exercise:

Hands-on practice session where participants take photos based on the discussed techniques. Ask participants to share their best photos and explain their choices in composition and technique.

4. STORYTELLING: DEVELOPING A PHOTO STORY

Duration:

3 hours

Objective:

To guide participants on how to find and tell a compelling story through photography.

Outline:

Familiarise yourself with steps A to C to successfully identify stories that matter, develop a photo story and write captions. Share these insights and steps with your group, then proceed with the final practice exercise.

Identifying stories that matter (research, empathy, and relevance)

Here is a list of suggestions to help you find a photo story idea:

Environmental Concerns:

Bring attention to environmental issues and their gendered aspects in your community through your photography. Capture the impact of climate change, conservation efforts, or the relationship between humans and nature.

Generational Stories:

Explore the stories of different generations within a family or community. Document the experiences, traditions, and perspectives of the elderly juxtaposed with those of the youth.

Historical Reflection:

Delve into the history of a place or a family and create a visual narrative that reflects on the past. This could involve interviewing older members of the community or exploring archives to bring historical events and stories to life through your lens.

Sheroes:

Is there a group of women that you admire? Grandmothers, nurses, teachers, anyone else?

Tip: Ask **open-ended questions** to understand your group's joys and struggles, and pay attention to **recurring themes or issues** that evoke strong emotions. Supplement your direct interactions with background research to gain a broader context. This empathetic and informed approach will help you identify and tell stories that **truly matter**.

Developing a photo story
(theme, narrative arc, key moments)

Story construction:

A story should have a beginning, a middle, and an end—an introduction, a “body,” and a conclusion.

The introduction sets the scene: It introduces the people, the situation, and the location. The introduction can include one to three pictures.

Middle: The middle or the body will be the main and biggest part of the story. It shows the action going on in the story with the characters, shows some development of the situation or person, and changes. This part can be from 5-10 pictures.

Conclusion: The conclusion is often the resolution of the story. There may be 2 or 3 photos.

Example - a story about girl boxers:

Opening of the story: Where is it happening, and how many people are involved?

Middle of the story: Getting to know the girls, how they train, their emotions, their results, communication, etc.

Resolution/conclusion of the story: A championship or some kind of competition, win or lose. Remember the way your message/idea/ thought is communicated: when you photograph reality - you capture what you see in front of you; when you photograph symbols - you capture symbols - for example, colours have symbolism, sunrise is a new beginning, sunset is the end of the journey, etc.

Writing text and captions using the 5 Ws and H (Who, What, Where, When, Why, and How)

Tip:

A text allows you to add more context to the story and should answer the following questions, using 5 Ws: “Who”, “What”, “When”, “Where” and “Why”:

- **Who** is it?
- **What** happened?
- **When** did it happen?
- **Where** did it happen?
- **Why** did it happen? And “Why are we doing this project?”
- **How** did it happen?

Practice exercise:

Have participants brainstorm and outline a photo story idea. Ask participants to write a brief description and captions for a hypothetical series of photos. Once the stories have been photographed, these texts will be helpful in writing the final draft.

Sequencing and Finalising: Creating a Cohesive Photo Story

This session is best delivered after the participants have decided on their theme and have gone out into the field to get their photographs.

Duration:

1 hour

Objective:

To help participants learn how to select and sequence images to tell a coherent story.

Outline:

- Selecting the best images (a variety of angles used, light and colour used well, a variety of wide-angle/mid/close-up shots, a variety of situations the subject is presented in, does the story tell the viewers something new).
- Sequencing photos to create a narrative flow (beginning, middle, end). Begin with a strong opening image to grab attention, then arrange the photos to follow a logical flow, typically chronologically or thematically.
- Final touches (does colour or light correction need to be done? Check for consistency in editing and presentation formats.)

Practice exercise:

Participants should review images they made in the field, select the relevant ones to their story (7-12 images) and sequence them into a cohesive photo story. They will then present their sequence and explain their choices. The created photographs can be used in various ways—**printed and exhibited in a guerrilla-style exhibition, across social media platforms, in a zine, or in flyer actions.**

5. FINAL PRESENTATION AND FEEDBACK

Duration:

30 minutes to 1 hour (at the end of the workshop).

Objective:

To have participants present their finalised photo stories and gather group feedback.

Outline:

Participants will present their final photo stories to the group. This will be followed by constructive feedback and a discussion on potential next steps for their projects.

GUERRILLA-STYLE EXHIBITION

Guerilla-style exhibitions are an innovative approach to displaying art and photography outside traditional gallery settings. This method leverages public spaces to engage a broader audience, making art accessible to everyone, not just the customary art-going public.

By taking art directly to the streets, under bridges, or on café walls, these exhibitions break down barriers to cultural access and invite spontaneous interactions with art. They are particularly effective in activism, where the goal is to present art and provoke thought, stir public

discourse, and inspire action on pressing social issues.

Guerilla exhibitions are flexible, cost-effective, and dynamic. They allow artists and activists to quickly set up impactful displays without the constraints and formalities of conventional exhibition venues.



Here is how to plan and execute a guerilla-style exhibition, ensuring the message reaches and resonates with a diverse audience.

Following the photography workshop, a photo/art exhibition can be organised in any location: an office, a local cafe, a street wall, under a bridge, a fence, an electric box, a street light, etc.

Steps:

Location and Permissions: Find an exhibition location (your office, a local cafe, a wall on a street that you think would work well for showing photos), get permission from appropriate people to organise the exhibition (city council or private owners) if needed, choose a date for the opening, decide how long the exhibition will run for, and find a printer within your available budget.

Printing and Format: Choose paper and format for printing (this may depend on location: a street exhibition can have simple, larger poster paper; smaller prints on higher-quality paper will be a better choice for an indoor exhibition).

Outreach: Create a poster with the date, location and information about the exhibition. Then, share the poster on your social media and tag people. You can also put up posters in the area where the exhibition will happen.

Plan your Set-up: Choose a mounting (hanging) option (this may depend on print type: for large outdoor poster prints, you will need a bucket, some flour, water and a paintbrush to make glue; for wall mounting indoors, you may want to use Blu Tack or double-sided tape).

Glue recipe:

Ingredients:

1/2 cup flour
1/2 to 1 cup cold water

Instructions:

1. In a saucepan, whisk together flour and cold water. Use equal portions of flour and water to make a thick paste, and add more water to make glue.
2. Heat the mixture until it boils and thickens. If it is too thick, add a bit more water. Keep in mind that this recipe will thicken as it cools.
3. Remove from heat. Add colouring if desired. Store the glue in a sealed container.

PODCASTING AND SELF PUBLISHING

For this workshop, organise the group into different teams according to the medium participants are most interested in - podcast or zine, following the guide below.

Groups work together for 35 minutes (or longer, depending on your timeframe), develop a plan for the creation of one of the media projects, taking into account the audience, topics of interest, frequency of publication, team and roles, etc., answering the questions below. At the end, each group makes a presentation (5 minutes per group). Develop a zine or podcast and dedicate as much time to each medium, as necessary.



PODCAST

As the world becomes busier, the podcast format has become incredibly popular, allowing users of all ages and sectors to access information and analysis on the go. **In 2020, an estimated 100 million people tuned in to a podcast each month, which was expected to reach 125 million by 2022.**

From an advocacy perspective, podcasts have the potential to democratise information, combating the widespread use of strategic disinformation and fake news. It is precisely in its simplicity that podcasts are providing democracy with a breath of fresh air, allowing grassroots initiatives to organise and reach both niche as well as broad audiences, creat-

ing communities around specific topics and exploring the many layers within through key interviews, opinions or text analysis. Podcasts are a platform for fresh storytelling and humanising voices, allowing the perspectives of marginalised and invisibilised communities to gain new meaning in the public sphere.

Duration:

3 sessions

Session 1: Planning and developing content

Session 2: Recording the material

Session 3: Editing and sharing

Essentials: what we need for the podcast workshop

- ▶ Safe art space with a room to work that has desks and chairs for each participant
- ▶ WIFI (reliable connection)
- ▶ Flip over or blackboard with markers, notebooks and pens for the participants to take notes, printer
- ▶ To record: (based on a group of 8 trainees).
 - one or two mobile phones that can record audio
 - a quiet, small room that is protected from outside noise during recording
- ▶ To edit: a computer with sufficient space and capacity for editing

Before you begin this workshop, ask the group to choose their roles based on their interests: researcher, writer, presenter, editor, or promoter.

Step 1: Choose the audience, a topic and a format for your podcast.

Step 2: Prepare equipment and software.

Step 3: Script and record the episode.

Step 4: Editing and sound design.

Step 5: Post and promote the podcast.

Step 1: Choosing the audience, a topic and format for your podcast

Before you start recording, it is important to reflect on the reasons why you are making a podcast and who is your ideal audience. This is not only key to keep you and the group motivated in the process, but it also helps with choosing a format that fits the purpose of your podcast. Also, be sure to select a memorable title for your podcast, something that well reflects its content.

Defining your goal:

Start by determining what goal you want to achieve with your podcast. This can be educational, entertaining, informational, or a combination of different goals.

Identify your audience:

Think about whom you are making this podcast. Do you already have a group in mind or are you starting with a blank slate?

Topic selection:

Once you know your audience, reflect on why they should listen to your podcast. Choose topics that interest you and match the interests of your target audience.

Podcast format:

Decide what format your podcast will have:

- A solo or monologue podcast
- A co-hosted or conversation-style podcast with two or more hosts
- An interview-style podcast with one or more guest speakers
- A panel or roundtable-style podcast
- A documentary or narrative storytelling style podcast
- A repurposed content-style podcast

Length:

Decide how long the episode will be and how many episodes you would like to make.

- **Standard Length:** Most podcasts are 20 to 40 minutes long. This duration is often considered a sweet spot, allowing enough time to explore in-depth topics while still being concise enough to maintain listener engagement.
- **Long-form podcasts:** These episodes usually exceed 40 minutes and can reach an hour or more. This format suits in-depth discussions, detailed storytelling, or comprehensive interviews.
- **Short-Form Podcasts:** Episodes under 15 minutes are ideal for quick updates, tips, or single-topic discussions. This format caters to listeners who prefer brief, digestible content.

Key things to consider:

Content Type: The complexity of the topic can dictate length. More intricate subjects may require longer episodes, while straightforward topics can be effectively covered in shorter formats.

Audience Preferences: It is crucial to understand your target audience's listening habits. For example, commuters prefer episodes within their travel time, typically around 20 to 30 minutes.

Consistency: Maintaining a consistent episode length helps set listener expectations. If your episodes vary significantly in length, it may confuse your audience.

Engagement: Focus on keeping your content engaging. Podcasts are never too long, but they can often get too dull. Remember the importance of maintaining interest over merely meeting a time quota.

Step 2: Prepare equipment and software

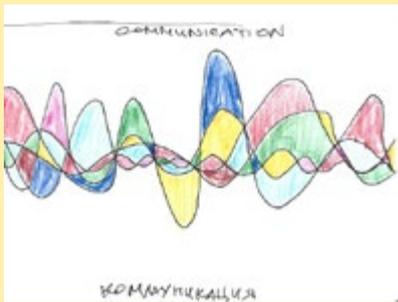
Audio equipment: To record good-quality sound, you will need microphones or mobile phones, headphones, sound editing software, etc., but you can start with a mobile phone voice recorder and a small, quiet, well-sounding room.

Software: There are various software programs for sound correction and slicing a podcast, including inserts and other audio elements. A good free program to start with is **Audacity**. For interviews, consider tools like **Zoom** or **Welder**, which allow for easy recording and collaboration.

Step 3: Script and record the episode

Scripting: Develop a script for the episode, including an introduction to what listeners are tuning into and what they can expect. Outline the main topic, indicate

whether there will be guests, and detail the structure and length of the podcast. Include the topics to be discussed and the issues to be addressed. Develop any



questions you would like to ask during the interview or recording in advance and keep them on a screen or printed out during the recording. Finally, conclude your podcast episode with a strong outro that serves as a call to action. This should be crafted to encourage listener engagement and retention.

Recording: Once you have developed your script, you can

proceed to record your podcast. During the recording phase, it is important to consider the rules of voice acting (speak loudly, evenly and clearly) as well as creating a good interaction between presenters (if there are several).

Sound quality control: Pay attention to sound quality control, including eliminating noise and interference.

Step 4: Editing and sound design

Noise Reduction: Eliminate background noise.

Volume Normalisation: Ensure consistent audio levels.

Background Music: Add music to enhance the listening experience.

Step 5: Posting and promoting the podcast

Hosting: Choose a hosting platform for your podcast where your content will be hosted (e.g. SoundCloud or YouTube).

Distribution: Consider ways to distribute your podcast through popular platforms such as Apple Podcasts, Spotify, Google Podcasts, and others.

Promotion: Consider promotional strategies, including social media, search engine optimisation, advertising and audience interaction, as well as an in-person event to present it.

Visual promotion plays a crucial role in attracting listeners to your podcast. Here are some important aspects to consider, including the creation of a cover picture and a short description:

Cover art:

The cover art is often the first impression potential listeners will have of your podcast. It should be visually appealing and reflective of your podcast's theme and tone.

- **Simplicity:** Keep the design clean and uncluttered. A simple design is more recognisable, especially as a small thumbnail.
- **Colour Scheme:** Use colours that evoke the emotions or themes of your podcast. Ensure good contrast for readability.
- **Typography:** Choose legible fonts that align with your podcast's personality. Avoid overly ornate fonts that may be hard to read at smaller sizes.
- **Colour Scheme:** Use colours that evoke the emotions or themes of your podcast. Ensure good contrast for readability.
- **Imagery:** Incorporate relevant images or icons that represent your podcast's focus. This could include symbols of activism, community, or specific themes you cover.

Short Description:

A concise and engaging description helps potential listeners understand what your podcast is about and why they should tune in.

- **Be Clear and Concise:** Aim for an informative yet succinct description, ideally between 50 to 150 words.
- **Highlight Key Themes:** Mention the main topics or issues your podcast addresses, emphasising your unique perspective or approach.
- **Include a Hook:** Start with an engaging sentence that captures attention and encourages listeners to learn more.

Legal and Ethical Considerations

Copyright and Fair Use: Understand the boundaries of using third-party content. This includes music, podcast clips, sound effects, and copyrighted material. To use such content legally, you may need to obtain permission directly from the copyright holder or ensure that your use qualifies under fair use laws, which typically cover uses such as criticism, comment, news reporting, teaching, scholarship, or research.

Privacy Rights: Always obtain consent before sharing personal stories or sensitive information about individuals. This is particularly pertinent when dealing with vulnerable populations or sensitive subjects. Explicit permission should be documented, and the privacy of those who wish to remain anonymous must be respected.

Examples of Podcasts:

www.activisthandbook.org/resources/podcasts
www.player.fm/podcasts/Activist

Free services for podcast publishing:

- Spotify Podcasts • Apple Podcasts • Soundcloud • Deezer

ZINE

Zines are a powerful medium traditionally embraced by activists, serving as an effective entry point into activism. **This format is easily accessible, allowing groups to collectively express their thoughts while preserving each member's unique perspectives without the need for consensus.**

The zine-making process can be adapted to accommodate any group size, making it versatile for different settings. The medium's inherent constraints, such as the limited number of pages and the time available for cre-

ation, encourage participants to distil their ideas and focus their messages sharply. This dynamic makes zines ideal for articulating and spreading innovative ideas in activism.

The traditional approach to creating zines is through analogue methods, such as collaging or hand-drawing. This involves manually writing out text and creating illustrations by hand. Additionally, you can compile visual materials by collecting archival photographs, photocopying images from books, cutting out pieces from magazines, and printing out

texts or employing a typewriter. These elements are then assembled manually to form the pages of the zine, allowing for a rich, textured expression of ideas.

As with the podcast workshop, you will need to ask the group to choose a role in creating the zine based on their skills and interests, such as editor, photographer, designer, writer, or illustrator. You can reuse materials created during other workshops, such as posters, collages, or photo stories.

Duration:

7 sessions

Session 1: Planning and developing content

Session 2-4: Developing materials (articles, illustrations, photo stories)

Session 5: Editing

Session 6-7: Designing, printing, distributing

Step 1: Choose a topic and an audience

Step 2: Create a content plan

Step 3: Write and edit articles

Step 4: Design and visualisation

Step 5: Publication and distribution

Essentials: What you need for the zine workshop

- ▶ A safe and creative space with desks and chairs for each participant
- ▶ WIFI or reliable connection
- ▶ Notebooks and pens for participants

- ▶ Access to a printer for producing final zines
- ▶ Zine making materials: paper, scissors, glue, markers, magazines and other craft supplies
- ▶ Computers or tablets if zine-making involves digital tools (e.g. Canva or InDesign)

Step 1: Choose a topic and an audience.

- ▶ **Defining your objectives:** The first step in creating your zine is to define the project's goals. Ask yourself what exactly you want to achieve with it. It can be educational, entertaining, informational, or something else entirely.
- ▶ **Choosing a topic:** Choose a topic that interests you, one that will appeal to your target audience. This could be in the arts, science, culture, sports, or any other field.
- ▶ **Identify your audience:** Research your target audience - who they are, what their interests are, what problems they would like to solve, their age, region, and how your zine can meet their needs.

Step 2: Create a content plan

- ▶ **Creating a list of topics:** Create a list of topics and article titles that you would like to include in your magazine. This will help you structure your content and plan future issues.
- ▶ **Distributing content:** Divide your content into sections or by themes to improve navigation for readers.
- ▶ **Planning regularity:** Decide on the regularity with which you will release new issues of your zine - it could be monthly, biannual, etc.

Step 3: Write and edit articles

- ▶ **Research and Analysis:** Research the topics you are writing about to ensure the information is accurate and relevant.
- ▶ **Content writing:** Write articles according to your content plan. Keep in mind the value they bring to your audience.
- ▶ **Editing and proofreading:** Devote time to editing and proofreading to ensure that your publications are high quality.

Step 4: Design and visualisation

- ▶ **Style choices:** Develop a design and style for your zine that reflects its subject matter and audience.
- ▶ **Use graphics:** Add illustrations, photos and other visual elements that complement the text and make the zine more appealing.
- ▶ **Formatting:** Pay attention to formatting to ensure that pages are readable and well-structured.

Step 5: Publication and distribution

- ▶ **Choosing a platform:** Decide where you will publish your zine—in print, electronic format (pdf), a website, or on social media.
- ▶ **Promotion:** Use social media, marketing and other tools to promote your magazine and engage your audience.
- ▶ **Feedback and analysis:** Monitor reader feedback and analyse traffic and audience engagement data to improve your zine.

Workshop instructions:

Preparation:

- ▶ Before the workshop, let people know you will be making a zine together in response to the workshop themes, encouraging them to bring useful materials. You can also send them some links to zine projects online before the workshop. (See note for the team below for details.)
- ▶ Prepare the materials: paper, glue, magazines and scissors.

Process:



- ▶ Show the group some examples of zines in case they are unfamiliar with them. A zine is a well-recognised, affordable way of producing collaborative work that can be easily shared on paper or online.
- ▶ Agree the theme with the group and allocate 1 or 2 pages to each person.
- ▶ Using a collaging technique, the group sits together while they cut, stick, stitch, and/or illustrate their individual page or pages.
- ▶ Participants share their work at the end of the exercise and assign someone to take a photo of each piece or scan it onto a computer and collate the work.

What can you put in it?

- Sketches • Drawings • Mini-comics • Mix words with images and textures • Print lines of poetry

What format do you want your zine to take?

- Do you want it to fit in someone's pocket, or do you want to make something a bit more substantial?
- Will it be a folded piece of paper, stapled together, or will you have it printed and bound somewhere?

Zines archive: www.archizines.com/About

SOCIAL MEDIA CAMPAIGN

Digital activism has paved the way for a new era of activism. Social media has become a crucial instrument for mobilising individuals and organising online and offline protests.

Once you have done several workshops, you will have enough materials to run a big social media campaign, which can be the final step in your activism project.

- Define the objective of each of your posts. Remember that it should be related to the journey you defined for each of your target audiences.
- Craft a short and clear call to action – related to the objective of each post.
- Use visual stories – use images and videos! If you use Facebook, you should upload the videos directly to this platform so they will play automatically.
- Be social and interact with your audience.
- Make referrals and tag people—by tagging people related to the post's content, you can grab their and their friends' attention.
- Crosspost where and when your target audience is more active, but adapt the message to the different social media channels.
- Plan and schedule posts in advance—you can use tools like Facebook Business Suite, which works for both Facebook and Instagram. Canva also has scheduling and publishing options.
- Try ads and promoted posts—if done right, they can help leverage the post and reach more people. Choose specific audiences; the more precise, the better the reach.
- And finally, do not forget to analyse the impact.

Tips:

1. Make it more shareable – it has to be Useful, Emotional and it should make your audience Look Good by sharing.
2. Use the 70/20/10 rule – 70% Valuable Content, 20% Shared Content and 10% Promotional Content.
3. Not too short, not too long – on Facebook, this would ideally mean between 80-100 characters.

Practical Exercise: Creating a Social Media Post

1. Brainstorming:

- Identify a key message you want to convey.
- **Example:** "Gender equality in the workplace."

2. Drafting:

- Write a short, engaging post.
- **Example:** "Equal pay for equal work! Let's close the gender pay gap. #GenderEquality #EqualPay"

3. Visuals:

- Choose or create an image that supports your message.
- **Example:** An infographic showing statistics about the gender pay gap.

4. Call to Action:

- Include a clear call to action.
- **Example:** "Share this post if you believe in equal pay!"



ETHICS AND SAFETY

By femLENS and Stichting art.1



ETHICS OF ARTIVISM

SAFETY CONSIDERATIONS
FOR ARTIVISTS

Ethics and safety in activism are paramount to ensure a supportive and empowering environment for all participants. Here are some key considerations:

- **Inclusivity:** Ensure that the workshop is inclusive and safe. Create a safe space where everyone feels respected and valued.

Tip: Collaboratively create a set of guidelines with the group, covering aspects like respectful communication and confidentiality. Encourage input from all members to ensure everyone feels ownership of these norms.

- **Consent:** Prioritise consent in all aspects of the workshop, including participation in activities, sharing personal experiences, and physical contact, if applicable. Make it clear that participants have the right to opt out of any activity they are uncomfortable with.
- **Confidentiality:** Establish confidentiality guidelines to protect participants' privacy, especially when sharing personal stories or experiences. Encourage open communication while respecting each individual's boundaries.
- **Intersectionality:** Recognise and address the intersectionality of feminism, acknowledging that individuals may face different forms of oppression based on factors such as race, class, sexuality, and ability. Ensure that the workshop content is inclusive and relevant to diverse experiences.
- **Safety:** Create a physically and emotionally safe environment for participants. This may include providing trigger warnings for sensitive topics, offering support resources for those in distress, and addressing any instances of harassment or discrimination immediately and effectively.
- **Empowerment:** Empower participants to express themselves freely and authentically. Encourage active participation, creative expression, and critical dialogue to foster personal growth and collective empowerment.

Tip: Start with low-stakes activities, like icebreakers or pair-share exercises, where participants can engage at their own pace. Allow individuals to contribute in ways that suit them best, such as writing down thoughts before speaking or contributing via chat if virtual.

As a facilitator, model active listening by nodding, making eye contact, and summarising or reflecting on what someone has said and encourage the group to practise these skills as well.

- **Accountability:** Hold yourself and other facilitators accountable for maintaining ethical standards and addressing any issues that arise during the workshop. This may involve establishing a code of conduct, providing avenues for feedback and complaints, and taking appropriate action to address concerns.

By prioritising ethics and safety in activism workshops, you can create a supportive and empowering space for participants to explore feminist principles, engage in activism, and cultivate solidarity within the community.

Activism itself presents unique **ethical and safety considerations for artists** who use their work to advocate for social, political, and environmental change. These considerations encompass the well-being of the artists themselves, the impact on their audience, and the broader societal implications of their work.

ETHICS OF ARTIVISM

1. Intent and Impact

- **Respect and sensitivity:** Be aware of the communities and individuals you represent or critique. You should ensure your work does not inadvertently harm or disrespect the people involved.
- **Accuracy and honesty:** Artivism often deals with real-world issues. Representing facts accurately and honestly is crucial to maintain credibility and trust.
- **Cultural appropriation:** Avoid exploiting cultures and traditions that are not your own for artistic or political gain. This includes being mindful of using symbols, languages, or narratives from marginalised communities.

2. Consent and Collaboration:

- **Informed consent:** When involving real people in your art, especially those from vulnerable communities, **you must obtain informed consent**. This ensures that participants understand how their likeness or story will be used.
- **Collaborative processes:** Engaging with communities as partners rather than subjects can lead to more respectful and impactful art. This collaborative approach helps ensure that the art reflects the voices and perspectives of those it aims to represent.

3. Purpose and Accountability:

- **Clear objectives:** Have clear, ethical objectives behind your work. Your art should aim to promote understanding, empathy, and positive change rather than simply provoke or shock. Be ready to explain your ideas and goals to others.
- **Accountability:** Be open to feedback and criticism. You should be willing to engage in dialogue about your work and its impact and make adjustments if necessary.

SAFETY CONSIDERATIONS FOR ARTIVISTS

PROTEST PHOTOGRAPHY AND VIDEOGRAPHY GUIDE

Photographing protests and demonstrations can be a powerful way to document social movements, moments of change and amplify the voices of those who stand up for their beliefs. However, it is crucial to approach this task with a focus on safety, preparation, and effective visual storytelling.

If participants decide to photograph a protest or demonstration as part of a photography workshop, it is crucial to prioritise safety while ensuring documentation is impactful and respectful.

Safety First

Look around and study the area of the protest. Have a screenshot or a photo of a map of the area. This may help you find a way out to safety if things escalate. Let someone know you are going to the protest. Look for other photographers and videographers if things get violent at the protest.

Pack Your Bag Well

Have a big bottle of water, some muesli/snack bars, a scarf, a notebook and pens, lots of batteries, a memory bank if recording on a mobile, and memory cards for a camera. Wear comfortable shoes. Have a plastic bag to protect your equipment from water. Take with you only what you are comfortable carrying around all day long. Consider bringing a helmet, even a bike one, and eye protection (goggles).

Guidelines for Effective Visual Documentation

- If recording with a phone, consider your sharing platform and record according to the most suitable format (i.e. horizontally or

vertically).

- If recording video - pan slowly from side to side. Do not move fast as the video will come out blurred. Keep your movements slow. Practice before the protest and look at your practice footage to understand how video panning looks.
- For photography and video: Record a wide angle (to show the general scene and number of people present), use mid shots (for action and signs), closeups (for emotions, details, etc.). Try different points of view - you can use bus stops, window ledges, lying down on the ground, etc.
- Get portraits only when you have permission from people.
- Try to avoid photographing faces; as this could make it easier for authorities to identify individuals later on.
- For video: Try to get some testimonials/interviews throughout the day. Start with simple questions if there is time "Where are we? Why did you come here today? What do you hope to see as a result?"
- Identify the key figures at the protest on the side of the authorities. Document their gear, quantity of police present, their behaviour. Most protest footage focuses on the "action" - clashes between police and protestors, however, the behaviour of the authorities should also be observed and documented.
- RECORD A LOT!

1. Personal Safety:

- **Risk assessment:** Conduct thorough risk assessments, especially when working in politically sensitive or dangerous environments. Understanding potential threats and having a plan in place is crucial.
- **Anonymity and pseudonymity:** In some cases, maintaining anonymity or using pseudonyms can protect activists from retaliation or harassment. This is particularly important for those addressing controversial or oppressive regimes.

2. Legal Risks:

- **Knowledge of laws:** Be aware of the legal implications of your work. This includes understanding local laws related to public demonstrations, vandalism, and intellectual property.
- **Legal support:** Having access to legal advice and support can help activists navigate challenges and protect their rights.

The Urgent Action Fund for Feminist Activism provides fast, flexible support to activists so that they can respond to unexpected risks and opportunities, protect and care for themselves and one another, and nurture and sustain thriving frontline feminist movements for a just and equitable world. www.urgentactionfund.org

3. Mental and Emotional Well-being:

- **Self-care:** activism can be emotionally taxing, particularly when dealing with traumatic subjects. Prioritise self-care and seek support when needed.
- **Support Networks:** Building a network of supportive peers and allies can provide emotional and practical assistance, reducing the sense of isolation and increasing resilience.

4. Audience Safety:

- **Trigger warnings:** When discussing sensitive or potentially distressing topics, provide appropriate warnings to your audience. This respects their well-being and allows them to make informed decisions about their engagement with the work.
- **Inclusive spaces:** Creating safe and inclusive spaces for sharing art can foster constructive dialogue and ensure that all voices are heard and respected.

IMPORTANT: BEFORE YOU START



HOW TO MEASURE THE IMPACT
OF ARTIVISM WORKSHOPS

WORKSHOP FEEDBACK SURVEY

Here are some effective ways to educate oneself before engaging in activism:

Provide Context and Nuance

- Avoid oversimplifying complex issues. Seek to understand the historical context, data, and multiple perspectives involved.
- Acknowledge the nuances and grey areas of the addressed topics rather than presenting them as black and white.
- Encourage yourself and others to seek additional resources and information beyond social media posts.

Prioritise Authentic Voices

- Amplify the voices and experiences of those directly impacted by the issues you want to address.
- Collaborate with community organisations and grassroots activists who have deep expertise and relationships.
- Avoid tokenising or exploiting marginalised communities for the sake of the activist message.

Maintain Consistency and Accountability

- Ensure your life and work align with the values and causes you promote.
- Acknowledge mistakes and missteps transparently and use them as opportunities for growth and learning.
- Maintain an ongoing dialogue with your community and be open to feedback and criticism.

Encourage Action Beyond Posting

- Identify clear, actionable steps you and others can take to support the cause beyond sharing posts online.
- Highlight ways to get involved with local organisations, mutual aid efforts, and other on-the-ground initiatives.
- Emphasise the importance of sustained commitment and long-term change rather than short-term social media trends.

By educating yourself through nuanced, authentic, and action-oriented approaches, you can develop a stronger foundation for effective and impactful activism. This will help you avoid oversimplification, performative gestures, and other common pitfalls that can undermine the effectiveness of activist efforts.

Activistic Project Guidelines

When starting any project, it is helpful to take a moment and think about a few key aspects: what you want to achieve, who you want to connect with, and how you will measure success. Here is a simple guide to navigating through your project:

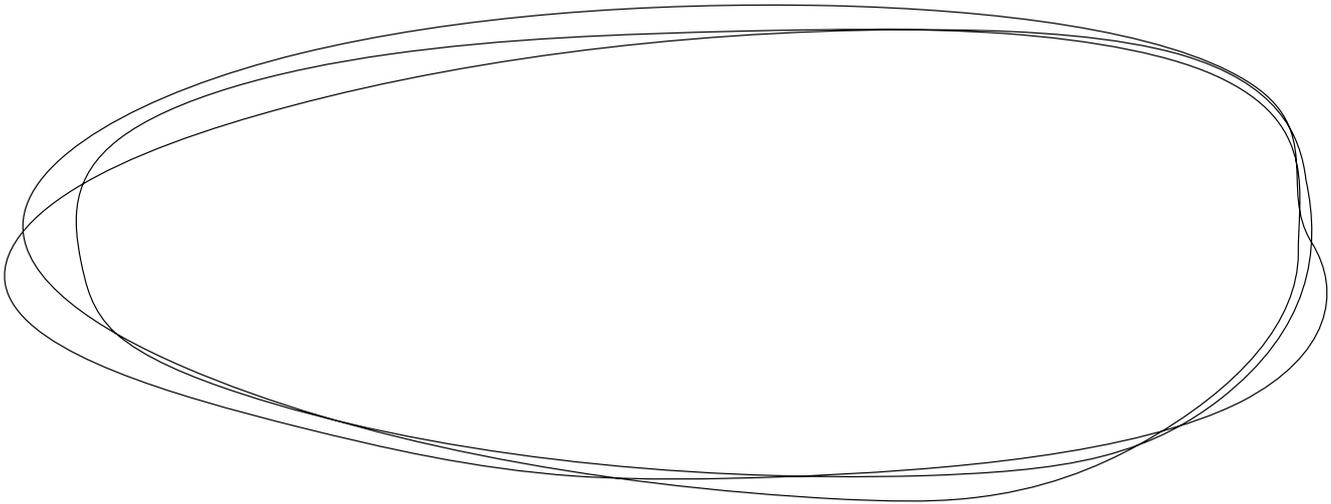
1. **Goals:** What do you want to accomplish?
2. **Audience:** Who do you want to reach?
3. **Ethics:** What principles guide your work?
4. **Intervention:** What do you want to create?
5. **Metrics:** How will you know if it works?
6. **Evaluation:** Did it work?
7. **Iteration:** What can you improve for next time?

GOALS

The first, and probably most important, question to answer when starting a project is about **GOALS**. What do you want your project to achieve?

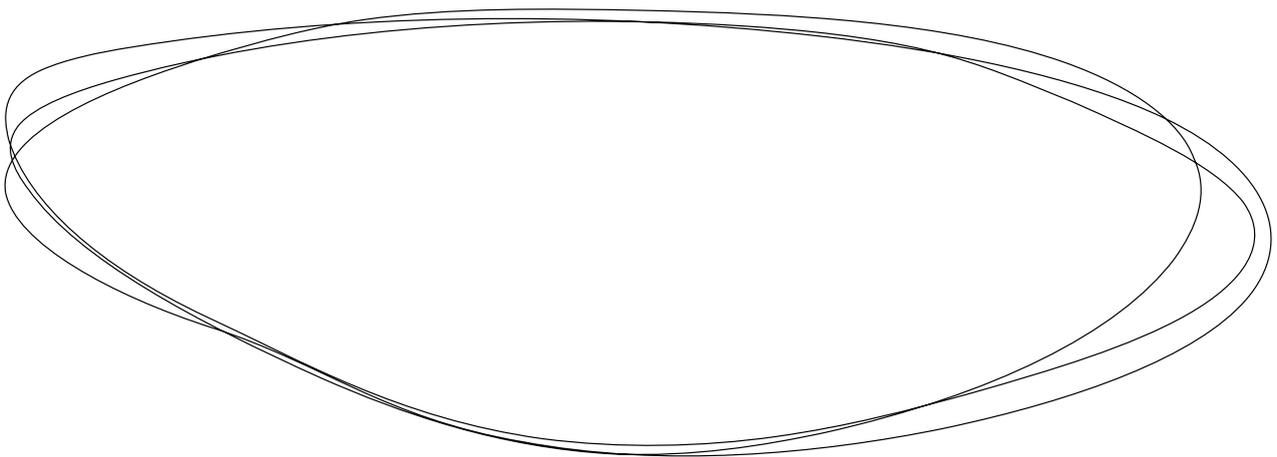
Your activist goal is the sort of social change you want to make in the world and the effects you would like to see. Allow yourself to be ambitious. Later, you will make this goal into more do-able actions. Now is the time to Dream Big.

What is your activist goal?



Think about what you want people to feel when they see your work. Maybe you want to make them feel clear and focused or curious and questioning. You might want your project to unite people. Perhaps you hope to inspire them or make them feel angry. Do not worry about the details of your project—you will figure that out later. Right now, reflect on the effect you want your project to have.

What is your artistic aim?



An artistic aim reflects the creator's intent, whether to provoke thought, evoke emotion, raise awareness, or inspire action, and serves as a foundation for making artistic choices.

Example:

Amina is a photographer based in Nairobi, Kenya. Nairobi is known for its vibrant culture and rapid urbanisation, but this growth has brought

significant air pollution. The air quality in parts of the city is deteriorating due to exhaust from vehicles and industrial emissions, affecting the health of its residents, especially children and the elderly. Air quality management is supposed to be overseen by environmental agencies, but pollution continues to rise due to lax enforcement and regulatory loopholes. Politicians and industrial leaders often overlook the issue, and many residents feel powerless. Amina loves her city's dynamism but is deeply concerned about its air pollution. Amina is not an environmental scientist; she is an artist. Yet, she is determined to use her photography to highlight this issue. Her artistic aim might be articulated as:

My Artistic Aim is: to create visual narratives that empower communities to advocate for their health.

My Activist Goal is: to promote cleaner air in Nairobi.

With these goals in mind, Amina needs to set specific OBJECTIVES that are measurable and achievable, steps that will guide her project towards making a tangible impact. For instance, if her goal is to raise awareness about air pollution, an objective could be to organise a photo exhibition in central Nairobi that visually documents the effects of air pollution on daily life, aiming to attract media attention and spark public discussions. This is just one objective; as she progresses, she can define more to help fulfil her broader goals.

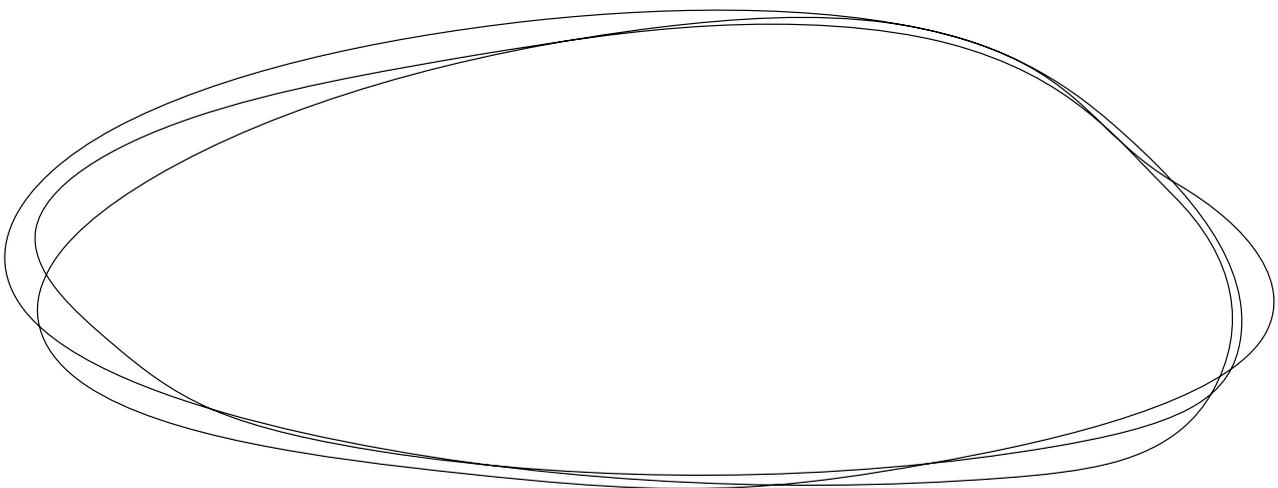
OBJECTIVE

Now that you have set your goals, it is time to narrow them down into specific OBJECTIVES. While goals are ambitious and sometimes a bit lofty, objectives are clear, measurable steps that show whether you are heading towards your goal.

For example, if your goal is to tackle climate change, a practical objective could be the pass of a local law banning disposable garbage bags. You will have several objectives to achieve along the way to your main goal, but for now, just focus on establishing one.

Your overall goal is:

What is the objective of your project?



Example:

Amina has set a visionary goal: to promote cleaner air in Nairobi. But this goal, as noble as it is, feels vast and complex—where should she begin? Such a broad aim requires narrowing down to manageable actions. She decides to focus on the more immediate and observable issue of air pollution caused by vehicle emissions, which is a significant part of the problem.

Simply “raising awareness” or “starting a conversation” about air pollution is insufficient. Most residents are already aware and concerned about the smog and its effects on their health. The real challenge is a lack of proactive measures to combat it. After much consideration, Amina defines her initial concrete step:

The Objective of my project is: to organise a city-wide campaign encouraging the use of public transport and bicycles, paired with a photography series capturing the daily impact of pollution and the benefits of alternative transport solutions.

Now, let’s dive into something more technical and discuss SMART(IE) objectives. The concept comes from the business world, but it can be useful for making more effective artistic activism. But because we are interested in social justice, not maximising profit, we have added an I.E. These S.M.A.R.T.I.E. objectives are:

- **Specific:** They identify a particular thing you want to do, change, or impact.
- **Measurable:** They include something that can be evaluated to determine whether you accomplished or made progress toward what you set out to do.
- **Achievable:** They are something you can realistically hope to attain.
- **Relevant:** They are in alignment with your overall goal.
- **Timed:** They have a deadline.
- **Inclusive:** They include and engage people most impacted.
- **Equitable:** They address systemic injustice, inequity, or oppression.

The objective of your project is:

Now make it SMARTIERer

How is your objective Specific?

How is your objective Measurable?

**How is your objective
Achievable?**



**How is your objective
Relevant?**



**How is your objective
Timed?**



**How is your objective
Inclusive?**



**How is your objective
Equitable?**



**Do you want to adjust your initial
objective to meet the above crite-
ria? If so,**

**What is your revised
Objective?**



Example:

Amina wrote: The Objective of my project is: to **organise a city-wide campaign to promote the use of public transport and bicycles.**

She then evaluates if it is a S.M.A.R.T.I.E. objective. This is what she writes:

- **How my objective is Specific:** It targets a clear action: with my photography and public engagement, I want to encourage people to reduce reliance on private vehicles and use public transport or bicycles.
- **How my objective is Measurable:** I can measure the campaign's success by tracking the increase in public transport and bicycle usage rates and collecting feedback from participants. Additionally, I can compare air quality data before and after the campaign.
- **How my objective is Achievable:** Similar initiatives have been successfully implemented in cities like Bogotá and Amsterdam, which have seen significant public shifts towards cycling and public transit usage. While Nairobi has unique challenges, these examples provide a proven blueprint for success.
- **How my objective is Relevant:** Reducing vehicle emissions directly tackles one of the primary sources of air pollution in Nairobi, contributing to cleaner air and healthier urban living.
- **How my objective is Timed:** Amina realises she needs a clear timeline. She considers her resources and constraints and decides: I am setting a timeline of one year to launch and evaluate the campaign's initial impact.
- **How my objective is Inclusive:** She continues with the social justice "Inclusive and Equitable" aspects: The campaign will involve community leaders, local businesses, and residents from diverse backgrounds to ensure broad participation and support.
- **How my objective is Equitable:** By promoting public transport and cycling, the campaign addresses the disproportionate impact of air pollution on lower-income communities who often live in more polluted areas and rely more heavily on public amenities.

Finally, Amina revises her objective to include the timing element:

- **The aim of my project is** to organise a city-wide campaign within one year to promote the use of public transport and bicycles.

AUDIENCE

Once you have figured out the purpose of your project, the next step is to consider who you want to impact. Identifying your AUDIENCE is crucial, especially in artistic activism, because social change is driven by influencing people.

It can be helpful to think of your audience as a fictional character, known as a "persona." Creating a persona makes it easier to consider your broader, more diverse audience.

Remember, every audience connects with certain symbols, and stories. Knowing your audience and their cultural context increases the chances of your project making an impact. This is much simpler when your audience is well-defined.

Who is the primary audience you want to reach?

Why do you want to reach this audience?



To effectively reach your audience, you need to understand them deeply. This involves knowing their language and culture, fears and aspirations, and the narratives they use to interpret their world. It also means understanding the factors that influence their behaviours and the barriers that might prevent them from taking action.

A useful strategy is to think of your audience as a single “individual” that embodies the traits of the group you aim to connect with. This technique, often used by market researchers, is known as creating a **PERSONA**.

Here are some simple steps for doing this:

1. Visualise a person who represents your audience
2. Give them:
 - A name
 - Age, race, class, gender, sexuality, and education
 - Political and religious beliefs
 - Where they live and what they do for work
 - What they like and dislike
 - What they do for fun
 - What entertainment or media they enjoy
 - And anything else that might flesh out who they are.
3. Now compose a portrait: You can draw a picture of your character, cut and paste pictures scrapbook style, and/or write a description below.

Example:

Amina’s activist goal is: Cleaner air in Nairobi. She refined this broad goal into a more practical objective: to organise a city-wide campaign to promote the use of public transport and bicycles within one year. Now, who is her audience?

To determine this, Amina asks herself: Who has the power to realise my objective? Since her objective involves changing transportation habits, the answer becomes quite clear.

The audience or audiences that have the power to realise my objective are: the everyday commuters of Nairobi who primarily use private vehicles.

Amina decides that this group is the Primary Audience she wants to reach.

She then adds:

I want to reach this audience because: Government action on pollution is slow, and many commuters are unaware of the impact their choices

have on air quality. If we are going to improve air quality in Nairobi, it will be through the actions of individual commuters. These are the people I want to engage and motivate.

Audience Persona for Amina's Campaign:

Name: John Kamau
Age: 35
Occupation: Corporate Employee
Commute Habits: Drives a personal car to work daily
Interests: Technology, outdoor activities, family time
Media Consumption: Frequently uses social media and listens to local radio during his commute
Values: Health-conscious, environmentally aware, open to adopting new habits if shown clear personal and communal benefits

Name: Grace Wanjiku
Age: 28
Occupation: High School Teacher
Commute Habits: Uses public transport but is open to cycling if it feels safe and convenient
Interests: Reading, blogging about environmental issues, volunteering in community clean-ups
Media Consumption: Active on Instagram and blogs, follows environmental and educational content
Values: Strong advocate for education and community involvement, believes in leading by example to inspire her students and peers

Amina can further tailor her approach to specific groups within this audience. She might focus on corporate employees who commute long distances, parents who do school runs, or young adults who are more likely to adopt bicycle use quickly. Each of these groups has unique habits and incentives that resonate with them. Understanding these will make her campaign more effective. But for now, Amina identifies a broad yet impactful audience.

ETHICS

Creativity is a potent tool, and while it has been used in many successful movements for social justice, it has also been employed for harmful purposes. Developing an ETHICAL CODE to guide your work is essential.

How do you go about this? Start by envisioning the ideal world you are striving towards. Ask yourself: Would this world support sustainable practices? Would it value kindness and honesty? If these qualities align with your vision, begin your ethical code with principles like sustainability, caring for others, and honesty.

Another method is to think about what you find objectionable in today's world. If you are concerned about environmental degradation, selfishness, and dishonesty, transform these negatives into positive values: Sustainability, Care, and Truth. This approach helps you define the values you want to uphold. Now, move on to integrating these into your work.

What is your ethical code?



As you move from planning to the execution of your project, think back frequently to your code of ethics and ask yourself:

- Are my aims, goals and objectives consistent with my ethical code?
- Are the values expressed by my project true to my ethical code?
- Was my project created according to my ethical code?
- Are the intended effects of my project in line with my ethical code?

Now, think of how you will apply your ethics to your project.

How will you apply your ethical code?



Example:

Amina sits down and carefully considers the values she holds dear, as well as those she rejects. She compiles a list of values she admires:

My ethical code is:

- Integrity
- Independence

- Civic Responsibility
- Cooperation
- Environmental Stewardship
- Respect for Nature
- Empowering Communities
- Mutual Learning
- Respecting Heritage
- Fostering Innovation

Amina then thinks about how she will integrate these values into her campaign.

I will apply my Ethical Code by: Creating a cooperative initiative that harnesses the collective effort of all participants. My campaign will benefit Nairobi, promote healthier lifestyles, and contribute to environmental conservation. I will actively seek feedback from the communities I engage with, ensuring the campaign resonates with their needs and values. The project will honour local cultural practices while introducing innovative approaches to sustainability. I will maintain transparency in decision-making and resource allocation, ensuring that no external political or commercial interests compromise the campaign's goals.

INTERVENTION

Now that you have a clearer understanding of the change you want to create and who you are targeting, it is time to start crafting your **INTERVENTION**. This is where your creative energy really comes into play.

As you design your intervention, remember the groundwork you have laid out—your goal, objectives, audience, and ethical guidelines. Use this information to fuel your creativity, but do not let it box you in. Allow your imagination to take flight.

Think of this as an initial draft of your intervention. It does not have to be perfect right away. You will have plenty of opportunities to tweak and refine your ideas as they evolve from concepts into tangible actions.

What is your idea for an Intervention?



Example:

Amina, who primarily identifies as a photographer and visual artist, is passionate about capturing images that can inspire change and provoke thought. Intrigued by the idea of using art to tackle air pollution, she envisioned creating something that would visually captivate and engage the community.

After many solo brainstorming sessions and discussions with her peers, Amina decides:

My idea for an intervention is: Creating a large-scale outdoor photo exhibition featuring images of daily life in Nairobi affected by air pollution contrasted with potentially healthier alternatives. This exhibition will be set up in a popular public park in the city centre. The central piece will be a striking photo collage in the shape of a lung—representing the respiratory health risks posed by pollution. The lung symbol is significant as it directly relates to the health impacts of poor air quality, a critical issue that often goes unnoticed. This symbol will also be used in promotional materials to highlight the urgency of addressing air pollution.

This concept is still in its early stages, but it gives Amina a solid foundation to refine and expand upon as she develops her project further.

CHECK INTENT

Now that you have sketched out your intervention, you should check it against what you originally wanted it to do.

How will your intervention get you closer to your aims, goals and objectives?



Now that you have thought a bit about your original intent, do you want to revise your intervention idea? If so, revise what you wrote below.

What is your revised intervention idea?



Example:

Amina’s Artistic Aim was: to use photography to inspire people to rethink their daily transportation choices.

Amina’s Activist Goal was: to promote cleaner air in Nairobi.

Her Objective was: to organise a campaign encouraging the use of public transport and bicycles within one year.

Now, she evaluates her original intent against the intervention she proposed and writes:

My intervention gets me closer to my aims/goals/objectives by: creating a visual narrative that engages the community in discussions about air pollution and encourages them to adopt healthier, sustainable transportation alternatives.

Since Amina’s intervention clearly aligns with her aims, goals, and objectives, focusing on impactful visual storytelling and community involvement, she sees no need to modify it at this stage.

METRICS

Now that you have sketched out what you want your project to do and who you want to reach, it is time to ask the crucial question: **How will you know if you have succeeded?**

What evaluation tools will you use?

A large, empty, wavy-edged box intended for writing evaluation tools. The box is defined by two thin, black, wavy lines that curve inward at the top and bottom, creating a wide, open space for text.

See below for a list of suggestions on possible evaluation methods.

HOW TO MEASURE THE IMPACT OF ARTIVISM WORKSHOPS

Measuring the impact of your artistic workshops helps you understand what worked well, what can be improved, and how your efforts are making a difference. This guide will show you easy ways to measure the impact of different types of workshops.

General Steps for Measuring Impact

1. Set clear goals:

What do you want to achieve with your workshop? (e.g., raise awareness, change attitudes, build skills)

2. Decide what to measure:

Pick a few key things to measure, like how much people learned, how they felt about the workshop, and any changes in their behaviour.

3. Choose simple methods:

Use easy methods like surveys, feedback forms, and interviews to gather information.

4. Collect data:

Gather information before, dur-

ing, and after the workshop to see what changes.

5. Look at the results:

See what the information tells you about the workshop's impact.

6. Share what you found:

Tell participants, funders, and community members about your findings.

7. Take action:

Reflect on and note how you may do things differently next time. Are there any significant changes you could make to improve your workshops?

Measuring impact by workshop type

1. Feminist activism workshops

Goals:

- Challenge gender stereotypes
- Promote gender equality
- Empower participants through art

Tips for impact measurement:

- Focus on attitude changes: Prioritise questions that assess shifts in perspectives on gender issues.
- Artwork reflections: Encourage participants to describe how creating art influenced their understanding of the workshop themes.

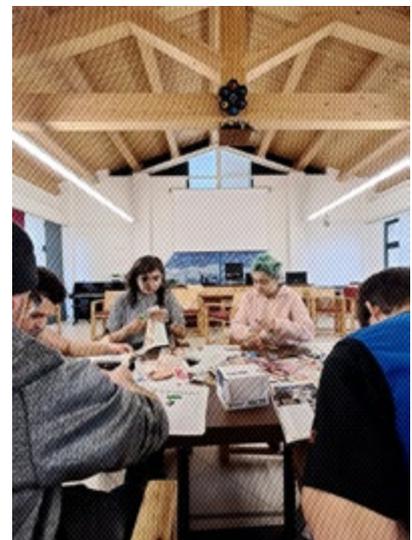
2. Feminist artistic performances

Goals:

- Raise awareness about gender issues
- Encourage public dialogue

Tips for impact measurement:

- Audience engagement: Pay special attention to audience reactions immediately following the performance.
- Public dialogue: Track any discussions sparked by the performance in forums, social media, or community gatherings.



3. Documentary photography

Goals:

- Highlight gender issues through photos
- Engage communities in dialogue

Tips for impact measurement:

- **Visual impact:** Focus on gathering feedback about the emotional and educational impact of the photographs.
- **Community feedback:** Collect insights from community members during exhibitions, community forums, and social media.

4. Podcast creation

Goals:

- Discuss gender issues through audio
- Build a community of listeners

Tips for impact measurement:

- **Listener engagement:** Look at episode download trends and listener comments to gauge ongoing engagement.
- **Feedback channels:** Set up dedicated email or social media channels for listeners to discuss topics and provide feedback.

5. Zine creation

Goals:

- Raise awareness through self-published zines.
- Empower participants to share their stories.

Tips for impact measurement:

- **Reader submissions:** Track the number of submissions for upcoming issues as a measure of engagement and influence.
- **Distribution feedback:** Gather feedback on the accessibility and reach of the zine, particularly in community spaces.

Reporting and using your findings

1. Create a simple report:

- Write down what you learned in a short, easy-to-read report.
- Use charts or graphs to show key points.

2. Share your findings:

- Tell participants, funders, and community members what you found.
- Use your findings to improve future workshops.

3. Make improvements:

- Use the feedback to make your next workshop even better.
- Share tips and successes with other activists.

By following these steps, you can measure the impact of your activism workshops and show how they are making a difference.

Ethical Reminders for Evaluation

When conducting any form of feedback or data collection during your activism workshops, it is important to uphold high ethical standards. This respects the rights of your participants and enhances the credibility of your findings. Here are some key points to keep in mind:

Respect for privacy: Always inform participants about the purpose of collecting their feedback and how it will be used. Make sure to obtain their consent before collecting any data. If participants prefer not to provide feedback, respect their decision without consequences.

Ensuring anonymity: If you are collecting sensitive information or feedback that participants may want to keep confidential, ensure that their responses are anonymous. Avoid asking for names or other identifying details on feedback forms unless absolutely necessary.

Confidential handling of data: Handle all data confidentially. This means that personal information should not be shared outside the workshop without the ex-

plicit consent of the participants. If you share results with others, such as in reports or presentations, ensure that data is aggregated or anonymised to prevent any participant from being identified.

Transparency and communication: Be transparent with participants about how their data will be used. Explain what measures are in place to protect their information and how their input will contribute to the workshop's objectives.

Feedback use: Clearly communicate that feedback will be used constructively to improve future workshops and to better understand the impact of activism. This helps set expectations and reinforces the value of their contributions.

By adhering to these ethical practices, you will protect the participants and build trust and integrity in your activism workshops. Remember, ethical considerations are not just a formality but a core aspect of respecting and valuing all participants and their contributions.

WORKSHOP FEEDBACK SURVEY

Instructions:

Please rate each statement below based on your experience in the workshop today, **from 1 (Strongly Disagree) to 5 (Strongly Agree)**.

1. Understanding and Insights

I gained new insights related to the workshop's theme (e.g., gender issues and social justice).



The workshop improved my understanding of how art can be used for advocacy.



2. Engagement and Interaction

The workshop activities were engaging and effectively delivered.



The facilitators effectively encouraged participation and discussion.



3. Personal Impact

I feel inspired to use the skills learned today in my own activism projects.



I am likely to engage in activism activities as a result of this workshop.



4. Practical Application

I feel equipped with practical tools and techniques to apply in activism (specify if visual arts, performance, photography, etc.).



I plan to share what I learned today with others in my community.



5. Overall Satisfaction

Overall, I am satisfied with the experience and outcomes of this workshop.



Optional Comment Section:

Please provide any additional feedback or suggestions to help us improve future workshops:

A large, empty, wavy-edged box for providing optional comments.

Thank you for your feedback and participation!

Conducting Quick Informal Feedback Sessions

Conducting a brief and informal feedback session at the close of each activism workshop can be incredibly valuable. This allows you to gather immediate insights into the participants' experiences, perceptions, and the overall impact of the session. These discussions are designed to be engaging and non-intimidating, ensuring participants feel comfortable sharing their honest thoughts.

Procedure:

1. Timing:

- Schedule the feedback session at the end of the workshop, when participants' memories of the experience are still fresh.
- Aim for a discussion length of about 10-15 minutes to keep it concise and focused.

2. Setting the tone:

- Start by thanking participants for their involvement and express your genuine interest in their opinions to improve future workshops.
- Reassure them that all positive or negative feedback is welcomed and valuable.

3. Guiding Questions:

To streamline the session and ensure it remains focused, select 3-5 simple questions. Here are some suggestions:

- ▶ What did you enjoy the most about today's workshop?
- ▶ Was there anything about the workshop that you found particularly challenging or confusing?
- ▶ How would you describe your overall experience in today's workshop?
- ▶ Did the workshop meet your expectations?
- ▶ How relevant did you find the workshop's content to your interests or needs?
- ▶ Were there any topics you wished had been covered more deeply or included in the session?
- ▶ How do you feel about the skills or knowledge you have gained today? Do you see yourself using them in the future?

- ▶ Did you feel encouraged to participate during the workshop?
- ▶ Were there any activities or parts of the workshop that particularly engaged you?
- ▶ What is the most important thing you learned today?
- ▶ How do you plan to apply what you have learned personally or professionally?
- ▶ How did you find the facilitator's approach? Was it clear and engaging?
- ▶ Was the facilitator effective in managing the group and discussions?
- ▶ How did you find the pace of the workshop? Too fast, too slow, or just right?
- ▶ Was there enough time for discussions and activities?
- ▶ Were the materials (handouts, tools, etc.) helpful and informative?
- ▶ Is there any additional material or resources you wish had been available?
- ▶ How comfortable were you in the workshop environment?
- ▶ Were there any logistical aspects that could be improved (e.g., seating, room temperature, audio-visual equipment)?
- ▶ Did you find interactions with other participants valuable?
- ▶ Would you have liked more time to interact with your peers?
- ▶ Based on your experience today, how likely are you to attend future workshops like this one?
- ▶ Are there specific topics or types of workshops you would be interested in attending in the future?
- ▶ Do you have any suggestions for how we could improve this workshop?

4. Facilitating the discussion:

- Encourage an open dialogue and allow each participant who wishes to speak the opportunity to share their thoughts without interruption.
- If participants are shy or reluctant to speak up, consider using a 'pass the object' approach where only the person holding a designated item may speak. This can help manage the discussion and encourage participation.

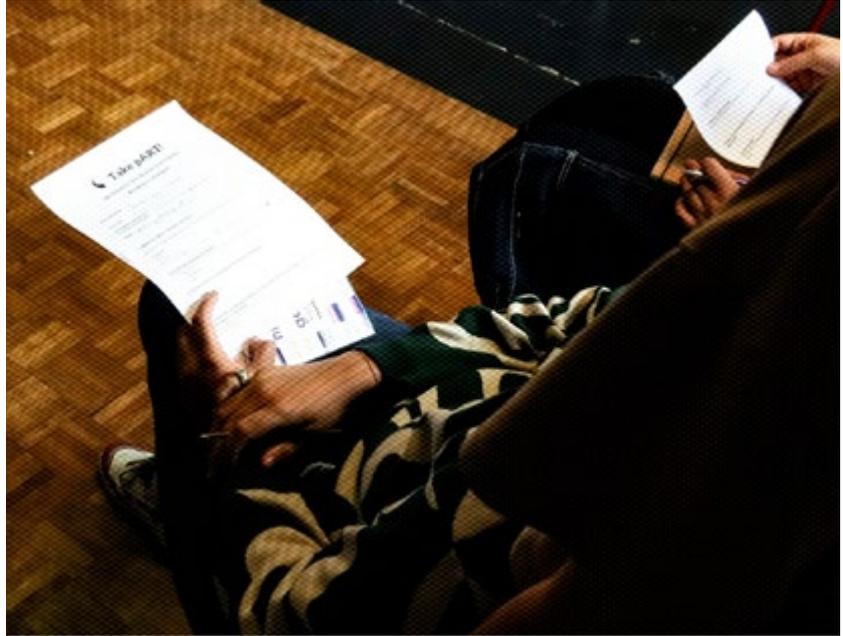
5. Documentation:

- Designate a facilitator or assistant to take notes during the discussion. This ensures that you capture all feedback without disrupting the flow of conversation.
- Alternatively, consider recording the session (with participants' consent) to ensure no valuable feedback is missed.

6. Closing the decision:

- Conclude the session by summarising the key points raised and thank everyone for their contributions.
- Highlight any immediate changes or considerations you plan to implement as a result of their feedback.

ADDITIONAL RESOURCES



GENDER ADVOCACY ARTIVISM CAMPAIGN –
PLANNING TEMPLATE

PHOTO STORY PLANNER

PHOTO STORY PLANNER - CHECK LIST

GENDER ADVOCACY ARTIVISM CAMPAIGN – PLANNING TEMPLATE

Campaign Name:

Provide a concise and descriptive name for your campaign.

Campaign Objective:

Primary Goal: Define the main goal of your campaign.
What change or impact are you aiming to achieve?

Target Audience:

Identify the specific group(s) you aim to reach and influence.

Key Messages:

What is the central message of your campaign?

Supporting Messages:

List any secondary messages that support your main message.

Artistic Approach

Art Form(s) Selected:

Choose the art form(s) you will use – e.g., mural, performance art, digital media.

Reason for Selection:

Explain why these art forms are appropriate for your message and audience.

Campaign Timeline

Start Date:

When will the campaign officially begin?

Key Milestones:

List important dates and milestones in the campaign.

End Date:

When will the campaign conclude?

Resources Needed

Materials:

List all materials needed for the artistic creation and campaign execution.

Human Resources:

Identify the team members, artists, and volunteers required.

**Partnerships
and Collaborations**

Potential Partners:

List any organisations, groups, or individuals you plan to collaborate with.

Roles and Contributions:

Identify the team members, artists, and volunteers required.

**Outreach and Engagement
Strategy**

Channels of Communication:

Specify the platforms and channels you will use to promote your campaign – e.g., social media, community events.

Engagement Activities:

Outline activities to engage your audience – e.g., workshops, interactive sessions.

Monitoring and Evaluation

Success Metrics:

Define how you will measure the success of your campaign.

Feedback Mechanism:

How will you collect feedback from participants and the audience?

Campaign Review and Follow-Up

Post-Campaign Evaluation:

Plan for how you will evaluate the campaign's impact after its conclusion.

Sustainability Plan:

How will you maintain engagement or continue the message beyond the campaign?

DEVELOPING A ZINE PRACTICAL EXERCISE

Get into groups based on interest and skills (writing, research, design, photography, editing, etc.). Answer the below questions to plan a media project you can create together.

Step 1: Choosing a topic and audience

Define the purpose:

Educational content, informational, entertainment - detail the purpose and value to the audience.

Topic selection:

Culture, science, events, public interest, news - detail with ideas for specific articles.

Defining the audience:

Who they are, what interests do they have, what problems would they like to solve, age, region and how your magazine can meet their needs - spell out in detail.

Step 2: Create a content plan

Make a list of topics:

Create a list of topics and article headlines you would like to include in your magazine - write down at least 10 ideas, add more if there is time left at the end of the session

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Distribution of content:

Divide your content into headings or sections to improve navigation for readers - write out the headings, example: city news, environmental news, interviews with interesting people, photo report, etc.

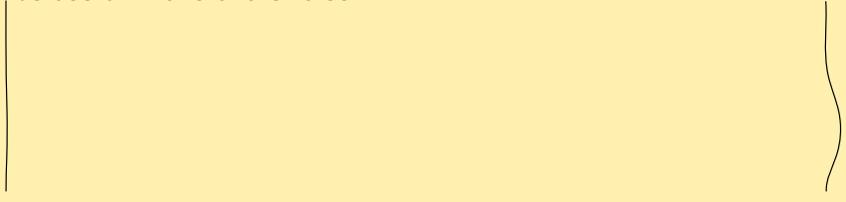
Planning regularity:

Decide with what regularity you will publish new issues of your magazine - it can be weekly, monthly, etc. - write down the desired and actual regularity of the issue.

Step 3: Assemble the team

Team:

Divide the roles for creating the magazine by skills - editor, designer, photographer, illustrator, writer - find out from each team member what skills they have and previous experience that might be useful in one of the roles.



Step 4: Design and visualisation

Design and format:

Determine the format (print or online or both) and design of your publication - describe why you chose print or online platform and what you want the design to look like.



Step 5: Distribution.

Promotion and distribution:

Where and how are you going to promote your publication - describe roles, platforms, promotion processes.

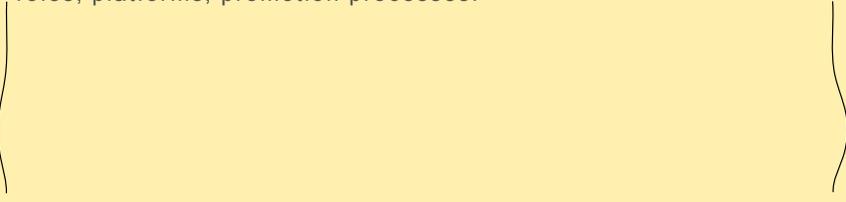


PHOTO STORY PLANNER

Proposed title of the Story:

Subject/s:

Who are your subjects? How can you reach them? How to organise meetings?

Organise:

When is a good time for the story to go and take photos?
Make a list of things/events/people you would like to photograph that are key to the story.

Research:

What else has been done on this story?
What data do you need to save and reference (keep links, names, dates)?
Does the data back up your story or is data missing?

Problem/Conflict:

What is the issue you would like to cover? Research this topic. Explore ways you can cover this topic.

Setting:

Where is the story taking place?

Solution/Journey:

Have the subjects undergone visible transformation?

Results/Action:

Is your story Dynamic or Static?
How can you show it?

Audience:

Who will be the main audience?
How can your audience benefit from this project?

Goal/Key message:

What is the goal you want to achieve?
Why are you telling the story?
What do you want the audience to know, feel or do?

Notes:

Reasoning:

What does the viewer need to know here?
Does the story have any conflict?

Results/Action:

What response does it request from the viewer?
Does your story offer insight?
Offer a way in which people feel like they're involved in the world and can make a difference.

Structure:

From the beginning to the end

Conclusion:

Notes:

PHOTO STORY PLANNER – CHECK LIST

Content:

What story is the photograph telling?

- subject
- background
- foreground
- people
- story
- mood/feeling
- symbol/metaphor

Context:

What are the circumstances in which the photograph is made?

- time
- place
- social beliefs
- cultural practises
- photographer's intent

Subject:

- people
- places
- ▶ How do the people or activities use the objects in the photograph?
- ▶ Is there a relationship between subjects in the photograph?
- ▶ Do they touch or look at each other?
- ▶ What indicates the type of relationship?
- things
- activities

Photographic attributes:

- light
- focus
- time of day
- motion
- point of view
- framing
- cropping
- composition
- "voice"

Narrative:

Visual flow, the coherence of the set of images, or the construction of the single image.

Knowledge Transfer - what people will learn from your photo/text story?

Composition:

- shape
- line
- angle
- colour and tone
- pattern
- depth
- composition overall

Meaning:

- intention/purpose
- meaning

Final assessment of the story:

1. Angles used
2. Light and colour
3. Wide/mid/close-up shots
4. Variety of situations the subject is in
5. If the photo/story really tells me something new I didn't know about

ILLUSTRATIONS SOURCES

Screenshot from the documentary movie trailer "OVERSEAS". 2019	15	By Janet Halverson. Cover from the first edition. Source: Wikipedia	39
Kara Walker. "Cut". 1998	15	Anishinaabe camp by Benjamin F. Upton, 1870. Source: Wikiversity	39
Screenshot from performance collective Las Tesis "A Rapist in Your Path".	16	The House on Mango Street. Sandra Cisneros. Cover from the first edition.	
"Qiniso, The Sails, Durban". 2019	16	Source: Wikipedia	39
A front cover of Seito by Chieko Nagamura. Source: Wikipedia	19		

