

01
How To...?

Build Trust in the community

Check Strategies
S6

02
How To...?

Engage with citizens and the community

Check Strategies
S4, S6

03
How To...?

Set a dialogues with public authorities

Check Strategies
S2, S4, S5

04
How To...?

Build Advocacy and Mobilise Resources

Check Strategies
S3, S4, S5

05
How To...?

Activate Local Partnerships

Check Strategies
S4, S5

06
How To...?

Align interests and visions

Check Strategies
S2, S6

07
How To...?

Exchange Knowledge and Culture with local partners

Check Strategies
S1

01
Strategies

Through Peer-to-Peer Learning and Social Interactions

It is important to ensure that learning opportunities are built into projects. Ensure mutual learning through moment of exchange and interactions and disseminate those learnings across the organisation and the ecosystem of networks to ensure the development of an open and receptive mindset to change.

02
Strategies

Set Up a Clear Common Vision

For new practices to be adopted, they have to be linked to a clear common vision. This can be co-created together with the different parts involved in the process.

03
Strategies

Inspire and motivate through Strong Leadership

A leader's attitude which articulates the need for change by sharing his passion and motivations will inspire others to follow the same path. Leadership is also vital for mobilizing people and resources when necessary, in order to ensure project legacy.

04
Strategies

Setting Up a Communication Strategy

It is important to use the 'right' tone and communication style for different audiences.

- Where will you find your target?
- On which media, channel?
- How will you connect to them? Through which touch-point?

05
Strategies

Using Storytelling and Narration Techniques

- What is the core message you want to share and communicate?
- What are the benefits and values you bring to the society and users?
- What is the change you will create?

Once having reflected about those elements create your own story and make it compelling!

06
Strategies

Participatory and Collaborative Approaches

Building and nurturing a community is the way to effectively achieve positive change. A strategy could be to involve the users and stakeholders along the process and co-create with them, in order to generate lasting legacy and build trust. Moreover, by fostering ownership you may ensure new ambassadors of change!