

# MY WORLD MY HOME



# BUILD



## Values and interests

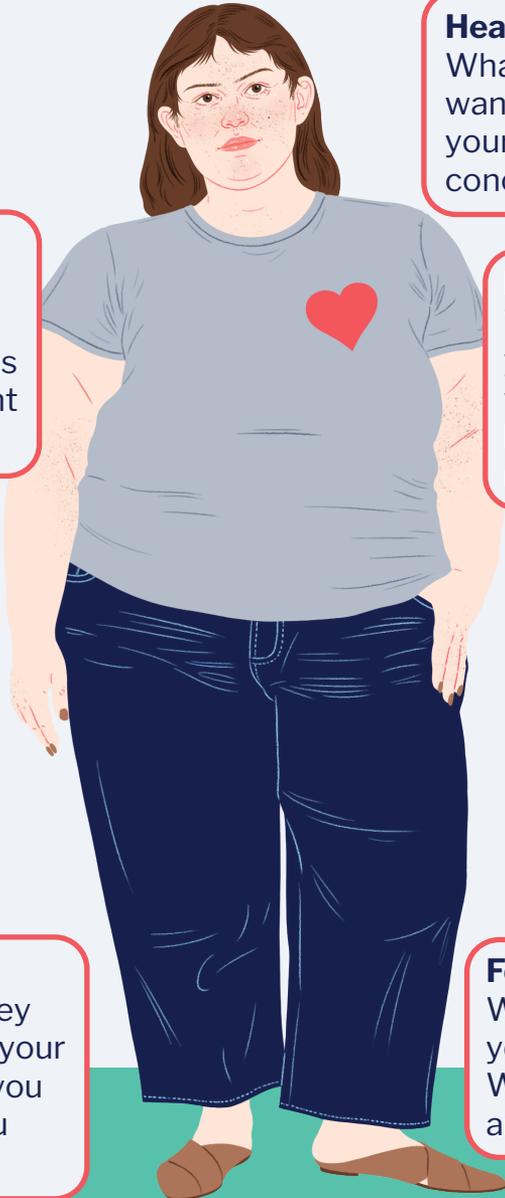
Meeting with leaders is an important part of campaigning. It is useful to find out what values and interests you have in common, and how these can help your campaign.

**Values** are the judgements we make about what's important in life. You could say values are what matters to us in our hearts.

**Interests** are what we want and need in our lives and how we spend our time and what we do. Our interests will often change throughout our lifetimes.



# Values and interests DIAGRAM



## Head

What do you want? What are your dreams and concerns?

## Arms

Which people and organisations are important to you?

## Heart

What are your core values - your beliefs and motivations?

## Hands

What are you doing with your time?

## Behind you

what were key moments in your life that led you to where you are now?

## Feet

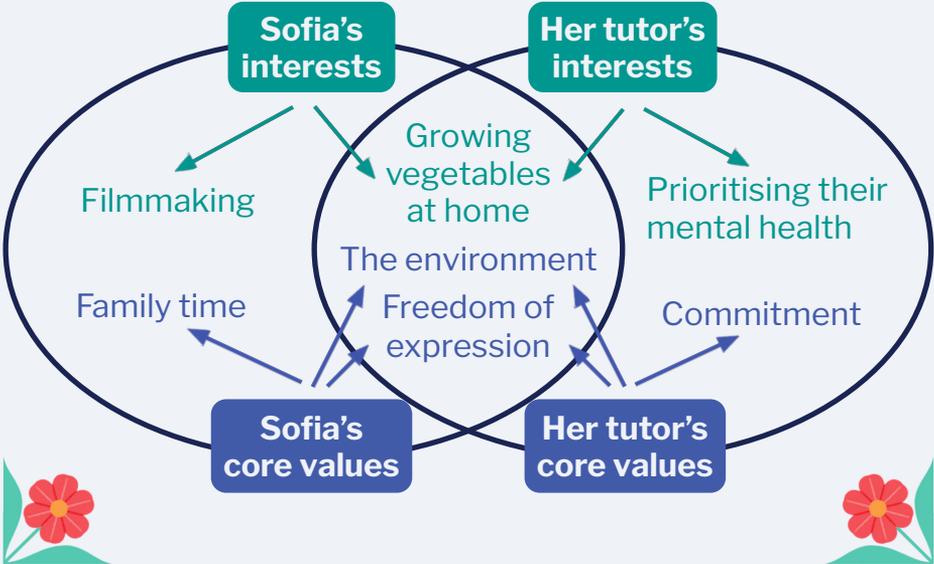
Where are you going? What are your ambitions?

# HAVING A ONE-TO-ONE

It's an opportunity to listen to another person's story, to discover what motivates them and to find out what you both have in common.

Through talking and building relationships in a one-to-one you can find out whether you can work with someone for the campaign. For example, you might find a passion that you both share, or identify something that you can work on together.

↑ Creating a values and self-interests Venn diagram can be a helpful exercise in one-to-ones:



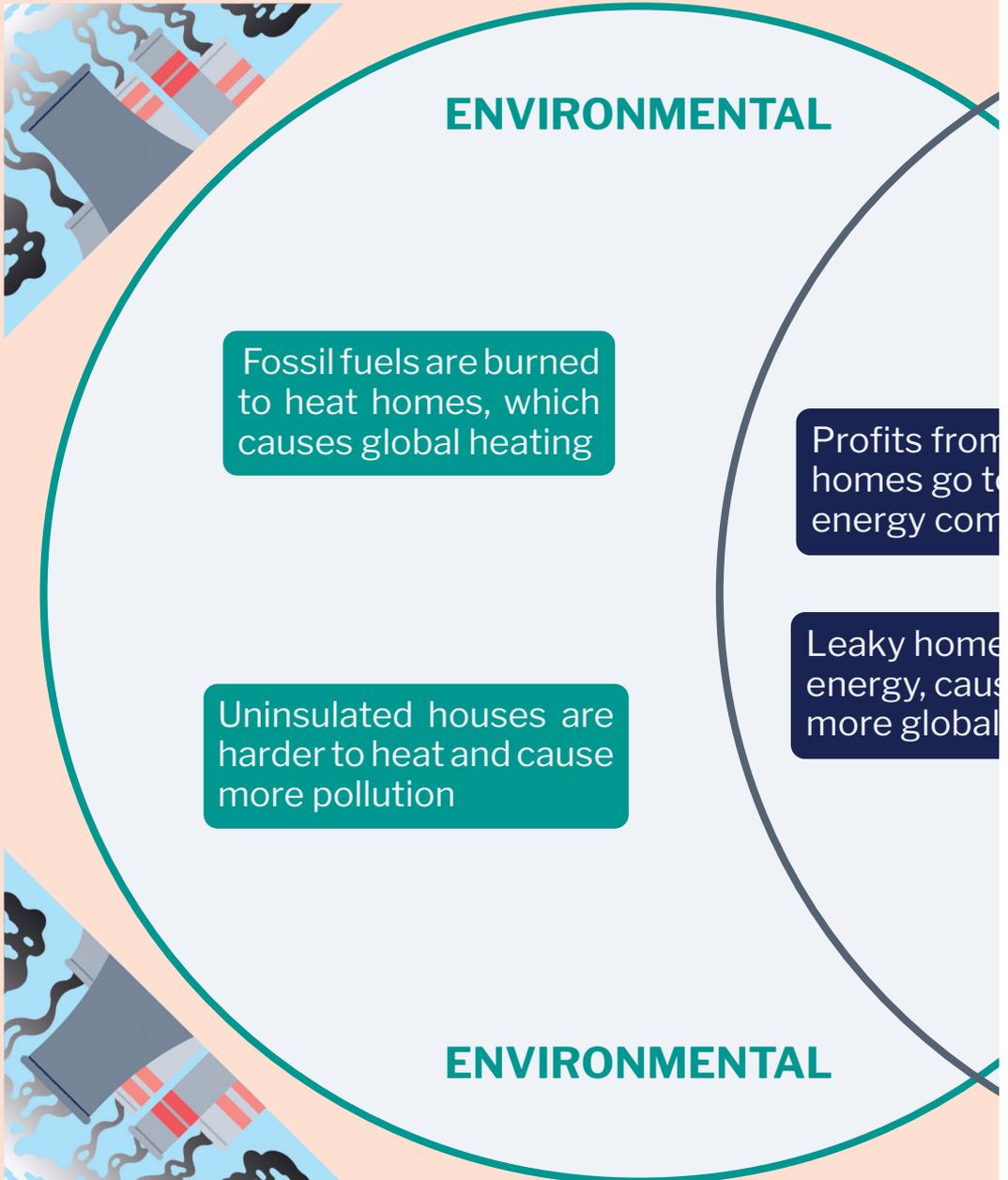


## INTERSECTIONALITY

‘Intersectional environmentalism’, a phrase reflecting Kimberlé Crenshaw’s theory of intersectionality, is a way to make environmental activism more inclusive. It calls for the protection of our environment while recognising the overlapping oppressions and the challenges facing those most affected by the impacts of climate breakdown.



# INTERSECTIONAL VENN DIAGRAM



# ENERGY AND HOME HEATING

## SOCIAL

People unable to afford their heating bills = cold homes

Disabled, racialised and elderly people more likely to experience fuel poverty

Cold and damp homes can cause health problems

Lack of accessible housing for disabled people

## SOCIAL

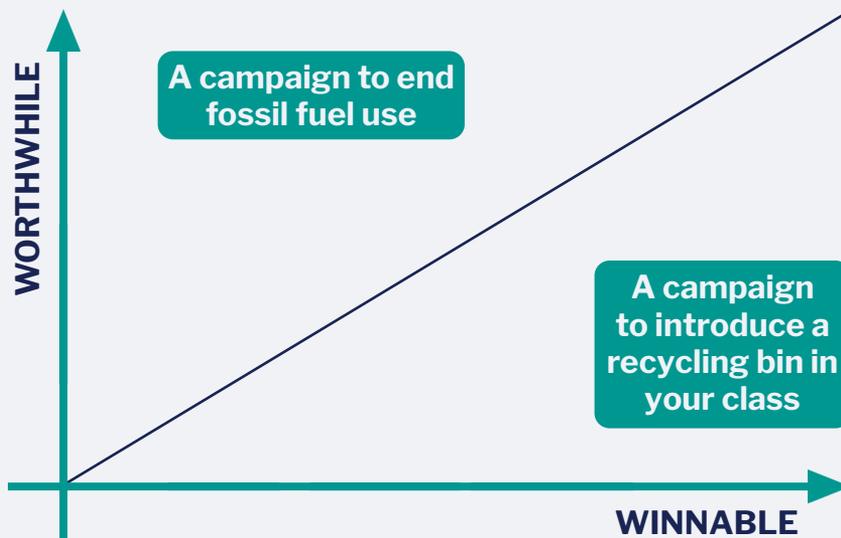
From heating to big companies

Waste causing even coal heating



## CHOOSING A CAMPAIGN

Having spoken with lots of people, you should have a clear idea of what issues are important to your community as well as what's important to you. You will likely have begun to identify common themes and problems that people want to be fixed. It's important to choose a campaign issue that is both worthwhile and winnable.



# CAMPAIGN AIMS AND OBJECTIVES

You can use this information to think of what solutions might exist, and what is needed to fix the problem. Even better, can you think of solutions that address multiple problems at the same time and are intersectional?



## What is an aim?

An aim is your overall goal – what would the college, community, city or world look like if your campaign wins? Be as specific as possible:

Eg, to have fewer cars driving to our college.

## Our aim is...

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## What is an objective?

Objectives are when you define the specific steps needed to ensure you reach your aims. Objectives are more likely to succeed if they are **SMART**: **S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime-bound. Eg, to persuade the college principal to put in safe bike parking by June 2023, so more people cycle to college instead of driving.

## Write some objectives for your campaign:

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# CAMPAIGN TIMELINE



A campaign timeline is all the activities you'll need to do to reach your objectives, mapped out over time. It will include key dates for meetings, planning actions and negotiations, organising meetings and events, as well as the actions and negotiations themselves.

## EXAMPLE CAMPAIGN TIMELINE: BRISTOL BUSES

### Events to plot on the timeline:

**Easter  
holiday**

Deliver petition to the Council

Negotiation meeting with  
Transport Manager at the Council

Information stall to get signatures  
for the petition

Launch petition

Write to local newspaper about  
petition

**February  
half-term**

Write petition



# BUILD CHECKLIST

Complete the checklist to achieve  
your **Build badge**

Attend the end of term **one-to-one**.

Be able to identify different types of **leaders**.

Write an **aim** for your campaign.

Make a **plan** for your campaign.

Be part of making an **inclusive group agreement**.

Hold a meeting with a **community leader** to present your listening campaign and find out their values and interests.

Find out shared **values and interests** with a teammate.

Be part of planning a **launch action** for your campaign.