

RAISING AWARENESS TOOLKIT



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Introduction

This toolkit is created to support the implementation of local projects focusing on soil management and conservation, part of the Soil4Life project.

More about the Soil4Life project:

Soil4Life is a European project that involves Italian, French and Croatian partners, which aims to promote sustainable use of the soil as a strategic, limited and non-renewable resource. A goal in line with the commitment signed by the European countries at the United Nations table, through adherence to the Sustainable Development Goals - SDG.

Co-financed by the European Commission through the Life programme, Soil4Life involves associations and research institutions convinced that the soil must be preserved with concrete actions and policies, supported by analyses and data that allow monitoring of the ecological status. Soil4Life pursues the application of the Voluntary Guidelines for sustainable soil management promoted by FAO, adapting them to national, regional and local contexts, and provides information and support to territorial planning involving the agricultural sector and sector professionals (agronomists, geologists, urban planners and designers). Soil4Life also aims to increase citizens' awareness of soil protection and to raise awareness among national and EU institutions of the need to adopt adequate regulations to stop soil consumption and prevent its degradation.

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Some of the specific project objectives include:

- Improving governance of land-use decision-making processes at national, regional and local level
- Providing decision makers and stakeholders with the information necessary for soil protection and planning support tools
- Increasing knowledge and awareness of farmers and the agricultural world on the role of agriculture in soil protection
- Increasing knowledge and awareness in the world of freelancers (agronomists, architects, geologists and surveyors) about the soil problem
- Achieving a higher level of citizen consent to policies in favour of soil protection
- Raising awareness among community institutions and other member states about the need to adopt adequate regulations to reduce land consumption and to promote sustainable use.
- Promoting the reduction of soil consumption in urban planning.
- Increasing awareness of farms and stakeholders (institutions, technicians, citizenship), with respect to ecosystem services generated by the adoption of appropriate practices to maintain or restore adequate organic carbon content in agricultural soils.

<http://soil4life.eu/en/gli-obiettivi/>

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During 2020, we invite organisations to organise local level awareness campaigns on soil protection which engage the local community and local authorities. This can be in the form of a one off event or a longer term project such as a 'workcamp' a 2-3 week long volunteer programme which focuses on the theme of SOIL4LIFE. We propose actions for one off and longer term projects in the following pages.



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E INGEGNERIA
DEPARTMENT OF ARCHITECTURE
AND URBAN STUDIES

ROMA



Action Plans

WHERE

is the event taking place? Where are you going to make it visible? This can be interpreted with physical places, but also with platforms like social media.

WHAT

is the camp or the project you are running. What type of activities are you organising? Who is involved? When and where is it taking place?

WHEN

is the project happening? But also when will you start promoting it, including the before, during and after.

WHO

are we talking to? Who is our target (audience), our stakeholders, volunteers, experts, etc. Everyone who you want to reach.

WHY

should people engage? Which are/is the goal/s of the campaign?

HOW

are you managing the project? It includes the methods and resources (material, human) needed.



- » What actions would best help communicate our message?
- » What would appeal to the people we want to reach?
- » What would excite and motivate our staff and volunteers?
- » What would be the best use of our money and people?

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Resources

Time

Time is an important resource if we take into account that not everyone will be working on the action 24 hours a day/ 7 days per week. Think about how much time it will take to plan the action, do the action and evaluate it. Do you have enough time? Will you need help from other organisations or programs?

Human Resources

To be planned taking into account the skills and availability of suitable people to manage the project. If local recruits are not available, you should consider whether it is possible or advisable to bring staff or volunteers from elsewhere in the country.

Financial Resources

Know how much money you have for your action before you begin to plan and organise it. Take care of distributing the budget in order to spend money when and where it is necessary.

Material Resources

Promote the project at the local, national and international level and recruit participants. Use relevant promotional material, but also create personalized promotional material to promote the project.

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Involvement

Who do we want to reach? Are we looking for a special target or we want to reach a general audience? It is important that you determine which group will be your focus, how much information they will receive and how. You can relate each goal to a specific audience. When setting up a campaign, it is important to think about the resources you will use for each target.

Here is a simple demographic way to think about who do you want to reach:

- » families with school age children
- » couples without children
- » singles
- » seniors
- » teens
- » children
- » young adults
- » other

You can also think about people with concrete and special interests. In this case we would think about people interested in climate change, soil, scientists, local communities, professionals, volunteers,...



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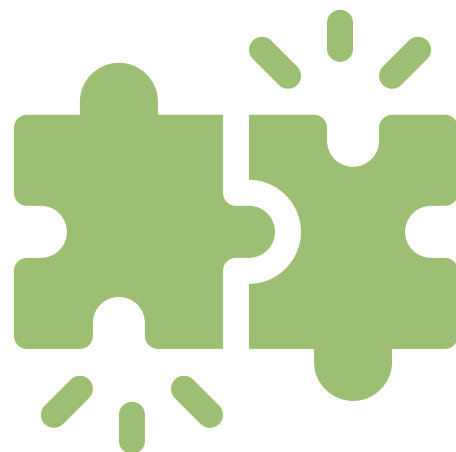
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Partners

Building strategic and sustainable partnerships is essential for voluntary organizations. A partnership is strategic when it provides the means and methods for advancing one's mission. The reasons for diversifying partnerships are to achieve more effective and efficient projects or programmes; to innovate and diversify sources of funding; to pool resources; to build or consolidate networks; and to create long-term and permanent social change. When interacting with each other in new ways we have different levels of shared resources and responsibilities. Partnerships can range from the informal to the very formal, from the private and public sector, including educational institutions, governmental bodies, private institutions, civil society and the corporate sector. Sometimes relationships with specific partners evolve into active relationships of exchange and support. Possible partnerships can include cooperation, collaboration, coordination, multisector collaboration or networking.

- » Identify and engage the stakeholders.
- » Create relationships, begin to build trust.
- » Explain the scope and objectives of each partner.
- » Implement a partnership that is mutually beneficial with a shared purpose.
- » Establish roles, methods, ground rules and decision-making structure.



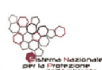
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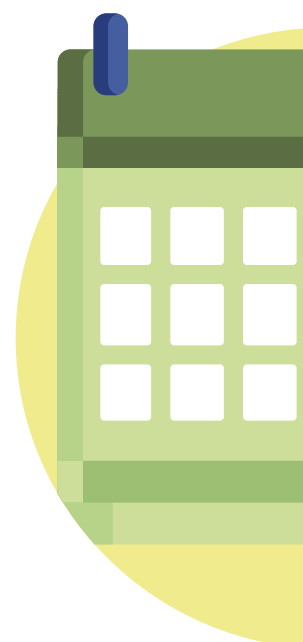


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Events

- There are several international days celebrated (Volunteer Day on December 5th, Youth Day on August 12th, etc.). Think of planning your events around the theme of soil!
- Organize events around Soil World Day on December 5th (<http://www.fao.org/world-soil-day/en/?fbclid=IwAR2Eq889MDDO69SQWHLYs3QRcnNc-B2HqsPRHrXHdlvRm8Y7pPZ53jOhzuaY>)
- Support youth events aimed at protecting soil and campaigns by youth for youth. This is the future generation, and real change will come from them.
- Organize your own events in your community. Write an article on your event and send it to your national focal point or to us so that you can share your ideas with the world.
- Make presentations to your community, classrooms, schools, at work etc., on anything from the importance of preserving soil, to making a presentation on a particular activity or problem to your school class.
- Encourage your school system and local government to help develop and promote a soil conservation ethic among children and adults.
- Look at past promises made by your government in terms of protecting the soil of your country and see if these promises were kept. If not, follow up on this and start campaigns to remind your government of these promises, and to encourage and mobilize your own community to get started on ensuring that



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these agreements are kept. Soil is everyone's responsibility.

- If you are working within a community group, organization, network etc., organize some events relating to soil during the year, public awareness campaigns, podcasts, letter writing campaigns etc.
- Create stickers, posters, songs, plays, radio messages, TV spots, anything that can be used by your community to educate people about soil and to give them ideas about what they can do.
- Take pictures of your community doing concrete action to protect your soil resources, write 150 words describing what the picture represents and send it. Not only will you have a chance to share your stories and experiences with others around the world, but could be part of a special travelling exhibit for the year.
- If you have access to the internet, organize Soil Information Days for youth and adults to give those who do not have access to the internet a chance to learn about soil issues through the different websites and to learn more about water in their country.
- When organizing conferences, symposiums, workshops etc., make sure you incorporate an action element. While discussing the subjects it is also important to seriously and realistically discuss how you can make a difference in your communities with these findings.

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Evaluation and Celebration

An evaluation plan is the next key element for the successful implementation of a project. Active participation and feedback are essential to the process of assessment and evaluation. Evaluation should be done at different levels: internally and with participants, partners and stakeholders, and local communities. Besides the potential multipliers in further developing activities, the evaluation should tackle changes in knowledge and skills, cultural self-awareness and social change. The purpose of the evaluation is to improve the project, to share results with stakeholders and partners, to contribute to a comprehensive discussion and to foster comprehension and communication.

Celebration can be informal or formal. It's the time to thank the people who was part of the action. Don't forget your funders and partners.

- » How did we do?
- » Did we meet our objectives?
- » What could we do next time to make it even better?
- » Who do we need to thank?
- » How shall we celebrate?



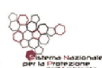
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Workcamps (2-3 weeks)

Elaborate community needs assessment through participatory methods.

» Identify areas for strategic communication and define communication objectives.

» Community involvement in the preparation, organization and promotion of the project: involve the local community in the project implementation, organize an 'Open day' on the work site open to the press, local authorities and local community; organize free time for excursions, study visits or leisure time between volunteers and the local community.

» Arrange a meeting between camp leaders, site managers, local partners, stakeholders and the local community.

» Promote the project at the local, national and international level and recruit participants. Use promotional material any relevant, but also create personalized promotional material to promote the project.

» Prepare promotional documents for the media. Write press releases in advance and create a press release schedule.

» Build awareness through local involvement keeping long-term relations with the local community. Organize open days, informative events, implement long-term volunteer projects, etc.

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- » Create appropriate communication instruments to raise awareness about projects and other activities.
- » Elaborate impact measurement research and use data.
- » Arrange a meeting between camp leaders and site managers, local partners and stakeholders.
- » Organize a feasibility visit. When considering organizing a volunteer project, visit locations and check the conditions, accessibility, safety, facilities availability and accommodation.
- » Make a provisional budget filling it in with information you have from your research on costs of supplies, materials, staff and allocation of costs.
- » Define the activities: set goals, objectives and a working plan indicating times and volunteers responsible to carry them out. Define the tasks for the volunteers with the site managers and other partners.
- » Recruit camp leaders according to the project, ensure their training for camp leaders and create camp leading duos.
- » Recruit volunteers. Set up a project description, exchange it with your partner organizations and answer application requests.
- » Standardized instruments to be used to assess projects.



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- » Ensure volunteers' safety and travel preparation. Check visa requirements for participants and ensure volunteers' and organizations' insurance.
- » Organize a meeting between camp leaders and site managers, local partners and stakeholders.
- » Realise a baseline study from the results of the impact measurement questionnaires to provide background information to monitor and assess the project progress.
- » Monitoring and evaluation during the project: hold a middle and a final evaluation and reflection time with volunteers.
- » Follow-up and monitor the process of the project involving camp leaders, site managers, local community, stakeholders and donors to the project.
- » Receive feedback from volunteers, camp leaders and local community (quantitative and qualitative data).
- » Organise a final evaluation meeting with camp leaders, local partners and stakeholders.
- » Issue activity reports and send them to: members of the local community, authorities, donors and local/national media.

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Further reading

Looking without glasses: How to organize a training session for volunteers in the frame of an inter-regional exchange, CCIVS, April 2001 to March 2002.

Education for Sustainable Development: Guidelines and Kit for IVS Organisations, CCIVS, UN Decade of Education for Sustainable Development, 2005-2014.

How to present a project: A guide for NGOs and individuals who want to draw up and present their projects to international organisations, CCIVS, 1994, Republished 2000.

The Freshwater Guide, CCIVS, On the occasion of the International Year of Freshwater 2003.

Act, Learn and Teach: Theatre, HIV and AIDS, Toolkit for Youth in Africa. UNESCO-CCIVS, 2006.

Volunteering and Heritage handbook, CCIVS, 2018.

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soil4life

What is essential is invisible to the eye

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