

# CREATING CHANGE THROUGH COLLECTIVE ACTION

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ALEA Conference  
24 Oct 2017

# Why is collective action important?



Theory, project, idea, value  
system, philosophy, system

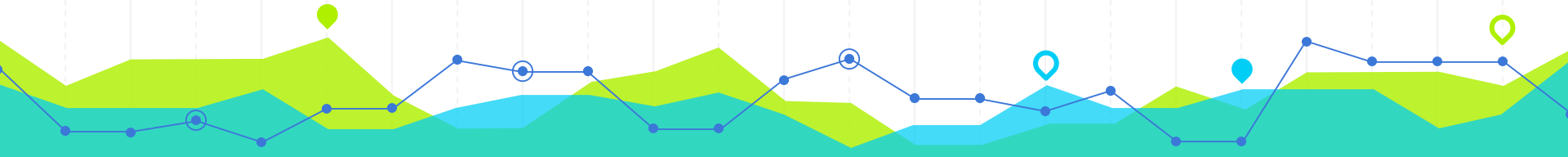


One person



Social change

'Collective action is one of the core mechanism of social change' (Van  
Zomeren & Iyer, 2009)



# What is collective action?

‘Activity involving two or more individuals contributing to a collective effort on the basis of mutual interests and the possibility of benefits from coordinated action’ (Argawal et al., 2011)

## Examples

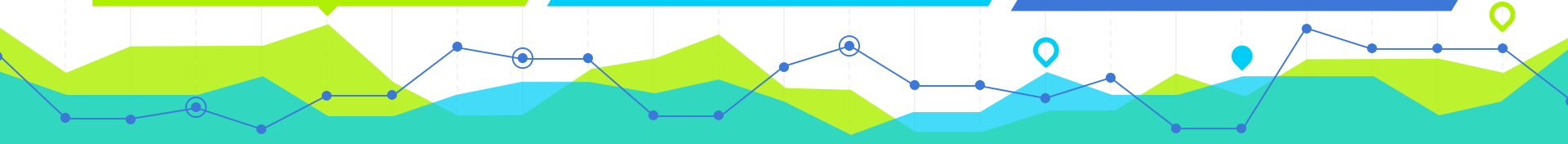
- Lobbying politicians for policy change
- Enlisting people to take non-violent direct action
- Having a letter writing lunch
- Creating a community garden organisation

## People advocating and taking action together

1. Creating your theory, project, idea, value system, philosophy, system

2. Communicating your idea to others

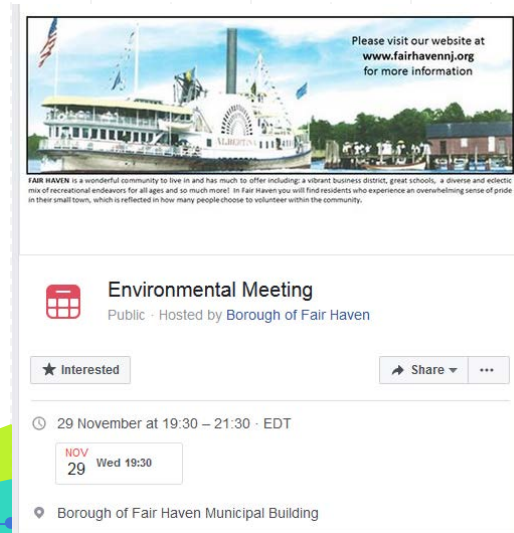
3. Building collective support for your idea



# Communicating your message

To create social change via collective action & advocacy information must be communicated.

- social media/alternative media
- websites
- mainstream media
- word of mouth
- actions/rallies/markets etc

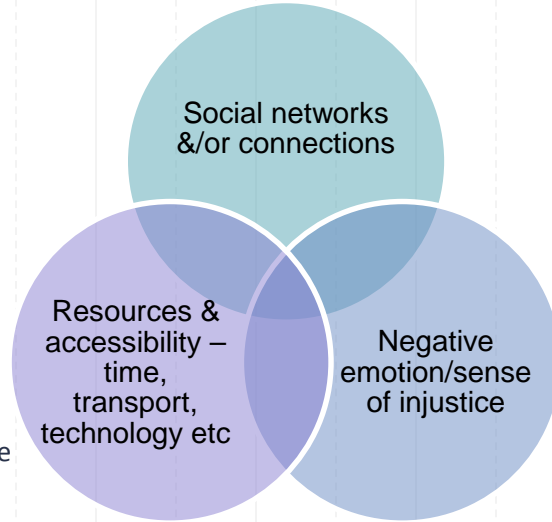


# Building collective support and action

## What the individual needs to prompt action

How are these conveyed on a poster, website etc?

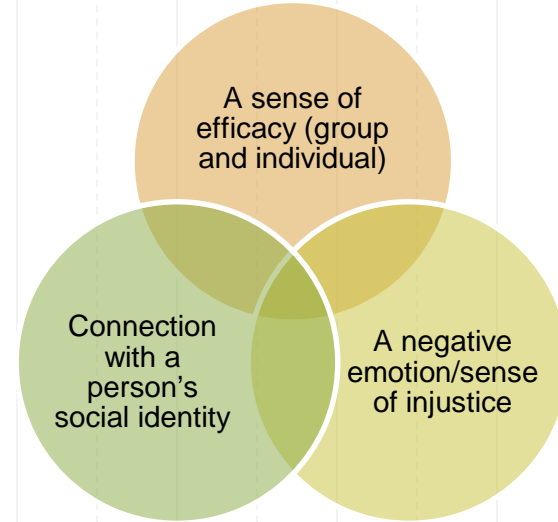
- Accessibility
- Clarity of the goal
- Opportunities to engage/connect/share



## What the group should show to grow supporters

How is this conveyed on a poster, website etc?

- The words, groups descriptions etc
- Imagery
- Audiovisual material
- In person at meetings, events etc



## Example – how does the poster encourage participation?

### Group features

	Group efficacy	Individual efficacy	Social identity	Negative emotions
What text shows these features?	'Hosted by', 'local organisations'	'Come together'	'Build relationships'	X
Images showing?	Clear design & information	X	X	X
Audiovisual	NA	NA	NA	NA
In person	NA – it's a poster, not an event	NA	NA	NA
Is it accessible?	'Free', 'all ages', 'community', 'gathering'			
Is the goal of the event clear?	'Come together' ... 'build relationships' ... 'improve communication'			
Is it clear what they need?	<i>Not exactly clear – is this for people who are already members of an environmental group? Is it just for women?</i>			

Individual accessibility

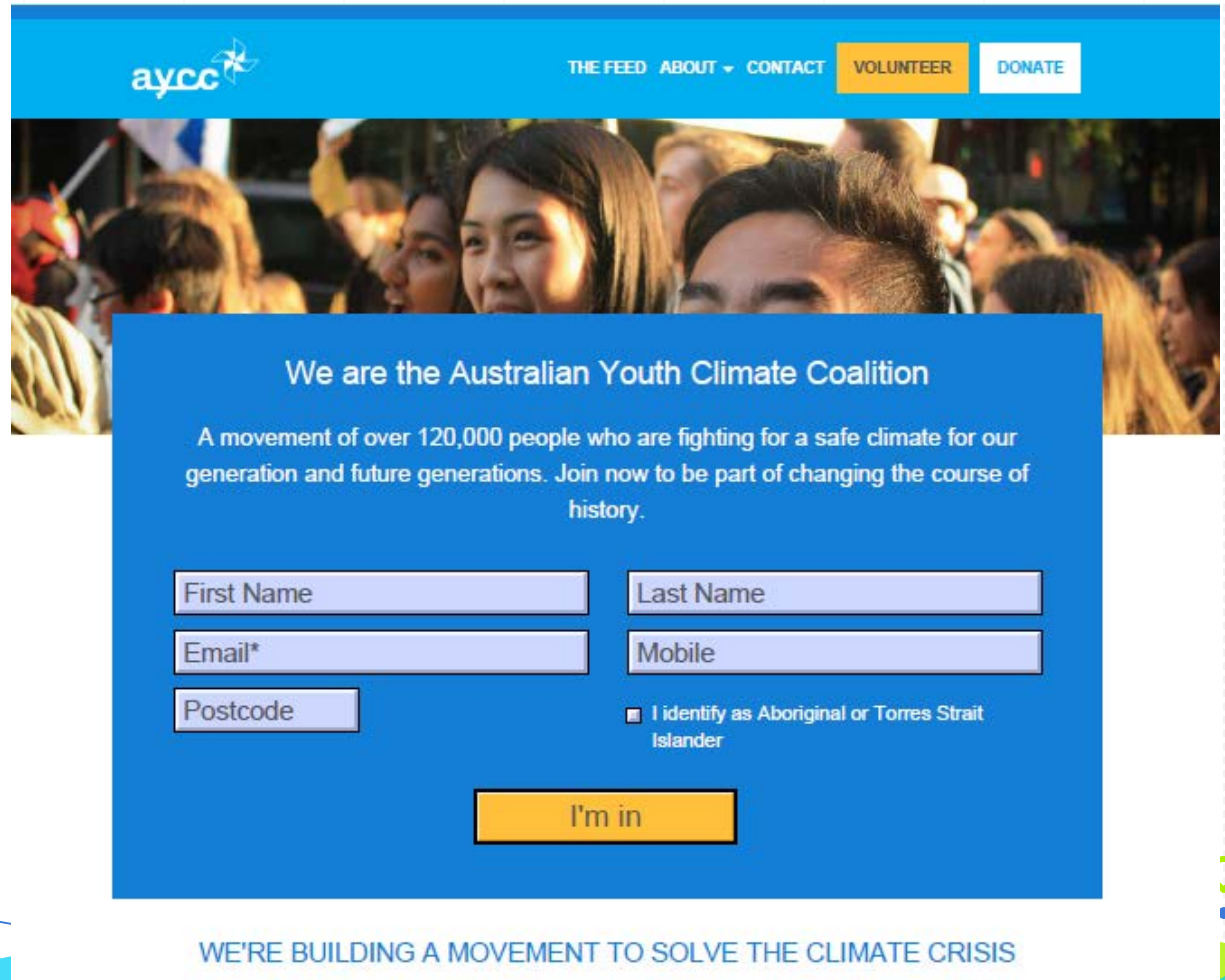


### Conclusion

This poster communicates information about an event which is accessible, open and with a clear goal. No negative emotion but a high sense of group and personal efficacy for those interested in participating.

## Practice Example

Fill out the worksheet to  
measure collective action  
features and individual  
accessibility of this particular  
website and following  
practice examples



The screenshot shows the AYCC website with a blue header. The header contains the AYCC logo, navigation links for 'THE FEED', 'ABOUT', and 'CONTACT', and two buttons: 'VOLUNTEER' (orange) and 'DONATE' (white). Below the header is a large image of a diverse group of young people. Overlaid on this image is a blue registration form. The form has the title 'We are the Australian Youth Climate Coalition' and a paragraph describing the movement. It includes input fields for 'First Name', 'Last Name', 'Email\*', 'Mobile', and 'Postcode'. There is also a checkbox for 'I identify as Aboriginal or Torres Strait Islander' and an orange 'I'm in' button. At the bottom of the page, a white banner reads 'WE'RE BUILDING A MOVEMENT TO SOLVE THE CLIMATE CRISIS'.

aycc

THE FEED ABOUT CONTACT VOLUNTEER DONATE

We are the Australian Youth Climate Coalition

A movement of over 120,000 people who are fighting for a safe climate for our generation and future generations. Join now to be part of changing the course of history.

First Name Last Name

Email\* Mobile

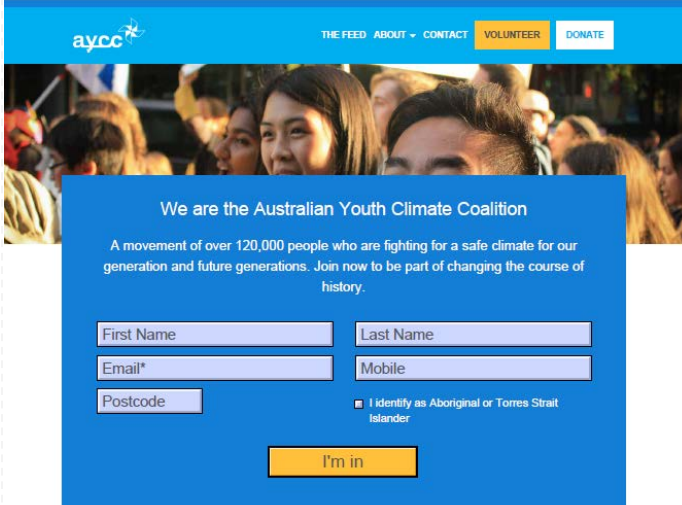
Postcode

☐ I identify as Aboriginal or Torres Strait Islander

I'm in

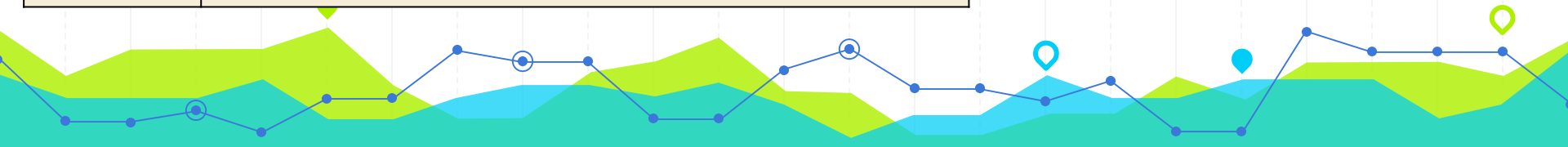
WE'RE BUILDING A MOVEMENT TO SOLVE THE CLIMATE CRISIS

	Group efficacy	Individual efficacy	Social identity	Negative emotions
Text	'over 120,000 people', 'building a movement'	Volunteer, donate, sign up, 'I'm in'	The feed, 'I'm in', 'coalition' 'we are'	'the climate crisis' 'fighting'
Images	Clear design & information	Individuals rallying	Clear message of youth	Image of a rally
Audiovisual	NA	NA	NA	NA
In person	NA	NA	NA	NA
Is it accessible?	Online signup, tickbox for Aboriginal or Torres Strait Islander, no mention of meetings, time required, distance etc			
Is the goal of the event clear?	'changing the course of history'.... 'solve the climate crisis'			
Is it clear what they need from the viewer?	Volunteer, donate, sign up, help solve the climate crisis			



The screenshot shows the AYCC website with a blue header containing the logo and navigation links: THE FEED, ABOUT, CONTACT, VOLUNTEER, and DONATE. Below the header is a large image of a crowd at a rally. Overlaid on the image is a blue sign-up form titled 'We are the Australian Youth Climate Coalition'. The form includes a sub-header 'A movement of over 120,000 people who are fighting for a safe climate for our generation and future generations. Join now to be part of changing the course of history.' and several input fields: First Name, Last Name, Email\*, Mobile, and Postcode. There is also a checkbox labeled 'I identify as Aboriginal or Torres Strait Islander' and a prominent orange 'I'm in' button at the bottom of the form.

WE'RE BUILDING A MOVEMENT TO SOLVE THE CLIMATE CRISIS





## Social media event



Please visit our website at  
[www.fairhavennj.org](http://www.fairhavennj.org)  
for more information

FAIR HAVEN is a wonderful community to live in and has much to offer including: a vibrant business district, great schools, a diverse and eclectic mix of recreational endeavors for all ages and so much more! In Fair Haven you will find residents who experience an overwhelming sense of pride in their small town, which is reflected in how many people choose to volunteer within the community.



### Environmental Meeting

Public - Hosted by [Borough of Fair Haven](#)

★ Interested

Share ▼



🕒 29 November at 19:30 – 21:30 - EDT

NOV  
29 Wed 19:30

📍 Borough of Fair Haven Municipal Building

## Practice 1

## Website



# CASSE

Center for the Advancement of the  
Steady State Economy

Search



email address

[Join Our Email List >>](#)

meet

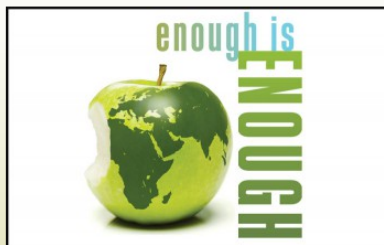
discover

track

act

join

give



**Enough Is Enough: Read the blueprint for a steady state economy.**

**Perpetual economic growth is neither possible nor desirable. Growth, especially in wealthy nations, is already causing more problems than it solves.**

Recession isn't sustainable or healthy either. The positive, sustainable alternative is a steady state economy. [Learn More >>](#)

*"CASSE is the foremost organization in advancing the precepts of the steady state economy to citizens and policy makers - an indispensable resource."*

~ Herman Daly

**SIGN  
POSITION >>**  
**TAKE THE FIRST STEP**

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## Mordialloc-Beaumaris Conservation League Inc.


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MBCL was formed in August 1969 and has constantly campaigned to protect the local environment through participating in community consultation, preparing submissions and attending hearings, letter writing and networking with other organisations.

[Read More »](#)

## Latest Articles/News

**Featured: Mentone Foreshore Bicycle Trail (video)**

2012

15 May

As has been discussed time and again, the Kingston Council's plan to build the foreshore bicycle trail on the cliff top is contrary to messages being brought forward by concerned residents and environmentalists.

Search

Search

## Recent Articles

July 1, 2015  
Mordialloc Beaumaris  
Conservation League - Minutes -  
1st July 2015

March 4, 2015  
Mordialloc Beaumaris

## CALL TO ACTION!

FOR ENVIRONMENTAL &amp; CLIMATE JUSTICE

Tell Trump, His Polluter &amp; Billionaire Cronies:

PROTECT OUR AIR, WATER,  
CLIMATE, HEALTH, COMMUNITIES,  
CIVIL RIGHTS & SCIENCE -  
NOT POLLUTER PROFITS

APRIL.21.2017

12PM • US EPA REGION IX OFFICE

75 Hawthorne Street, San Francisco  
(btwn 2nd/3rd & Howard/Folsom Streets,  
near Montgomery BART)

TO CO-SPONSOR OR MORE INFO:

✉ [greenaction@greenaction.org](mailto:greenaction@greenaction.org)  
OR [cejcoalition@gmail.com](mailto:cejcoalition@gmail.com)  
📞 Greenaction @ 415.447.3904 x 102

SPONSORED BY: California Environmental  
Justice Coalition and over 50 urban, rural &  
Indigenous organizations

• THIS IS A NONVIOLENT,  
COMMUNITY-LED ACTION •



# THANKS!

## Any questions?

You can find me at  
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