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SCALE UP CYCLING

HOW TO ORGANISE & DISSEMINATE A COMMUNITY AWARENESS EVENT

PR3: Community building through upcycling training modules

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GLOSSARY OF TERMS

Awareness-raising events	Events are designed to inform, educate, and engage a community on various topics, such as health, social issues, or environmental sustainability.
In-Kind Support	Support provided by sponsors in the form of goods or services, such as printing services or venue space.
Initiatives Tool	A tool used for creating upcycling event plans, as mentioned in the practical exercises section.
KPI	it stands for Key Performance Indicator. In the context of organizing events, Key Performance Indicators (KPIs) are specific metrics used to measure the effectiveness and success of various aspects of the event planning and execution process. These KPIs help event organizers assess their performance, make data-driven decisions, and identify areas for improvement.
Logistics	The detailed coordination and organization of various aspects of an event, such as transportation, equipment, and scheduling.
Media Kit	A collection of promotional materials, information, and resources provided to media outlets for coverage of an event.
SMART Goals	An acronym for Specific, Measurable, Achievable, Relevant, and Time-bound goals that are crucial for effective event planning.
Stakeholder	Any individual or group with an interest or concern in the success of the event, including sponsors, partners, and community members.

INTRODUCTION

Welcome to the seventh module of the European project "ScaleUpcycling".



This module aims to clarify the importance of organizing community awareness events. You will learn how to set goals and plan events, and how important the type and location of events are. Important aspects such as budget and volunteering, partners, sponsorship, advertising, and marketing are also considered.

We have tried to clarify all the dangers that the wrong planning, the choice of a place or an inadequate budget hides in the success of an event and how this can be avoided. Last but not least, we have emphasized the importance of volunteering for the realization of a given cause.

Let's go!

1. AWARENESS-RAISING EVENTS



Awareness-raising events are important for local communities for several reasons:

- Informing the Community: These events provide valuable information to community members. Whether it's about health issues, social services, or civic rights, awareness events educate people, empowering them to make informed decisions.
- Building a Sense of Community: When people gather for a common cause, it fosters a sense of belonging and togetherness. This can strengthen the social fabric of a community, creating bonds among residents.
- Encouraging Positive Change: Awareness events often highlight issues within the community that need addressing. By bringing these issues to light, communities can work together to find solutions and make positive changes.
- Promoting Local Resources: Communities usually have various resources that people might not be aware of. Awareness events can highlight these resources, ensuring that community members know where to go for help and support.
- Empowering Individuals: When people are informed, they feel empowered. This empowerment can lead to active participation in community matters, volunteering, and even political involvement.
- Raising Funds and Support: Awareness events can also serve as fundraising platforms for community projects or charitable causes. They can attract donations and support from both within and outside the community.
- Promoting Health and Well-being: Many awareness events focus on health issues. By educating people about healthy lifestyles, preventive measures, and healthcare services, these events contribute to the overall well-being of the community.

- Fostering Dialogue: Awareness events often encourage open discussions. Dialogues can lead to a better understanding of various perspectives within the community, which is essential for harmony and cooperation.
- Crisis Preparedness: Awareness events can also prepare communities for emergencies. Whether it's natural disasters or health crises, being aware and prepared can minimize damage and save lives.
- Cultural Exchange: In culturally diverse communities, awareness events can promote understanding and appreciation of different cultures, fostering tolerance and reducing conflicts.

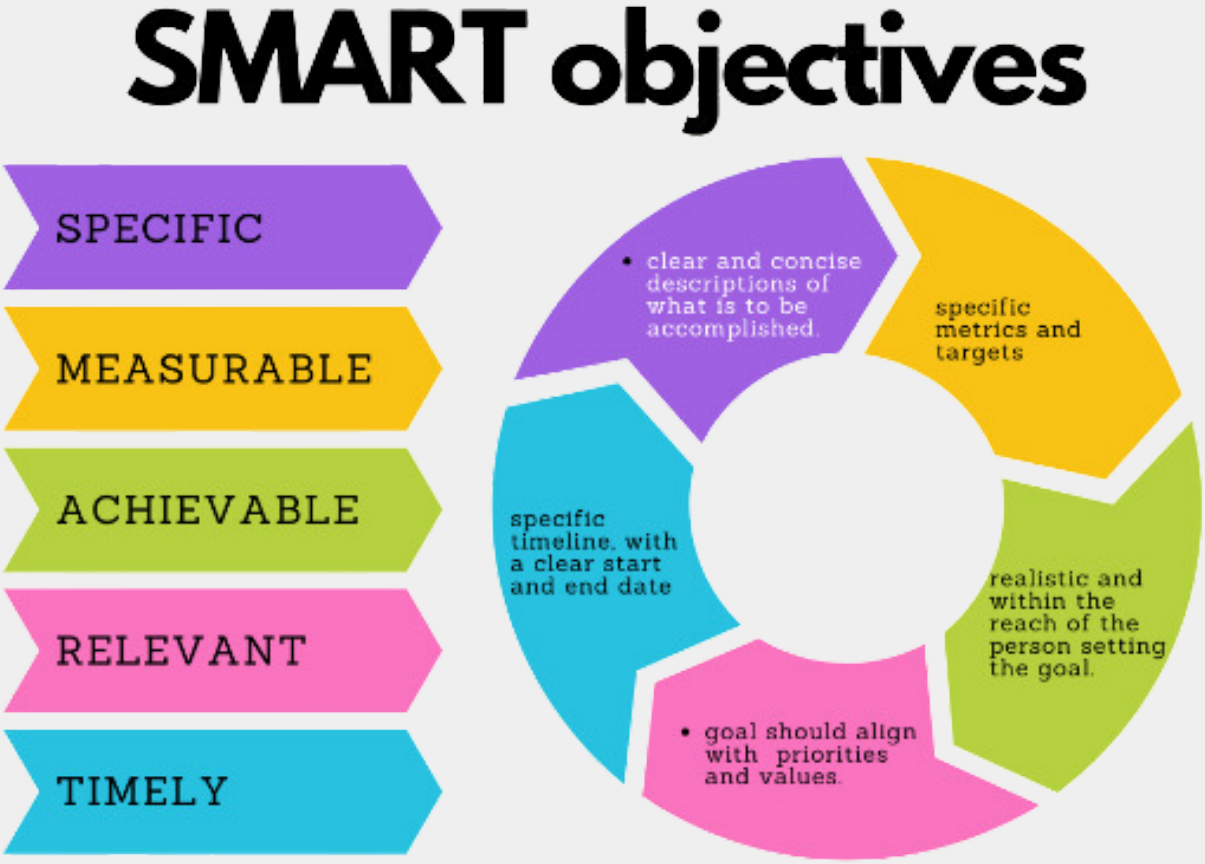
In summary, awareness-raising events play a vital role in informing, empowering, and unifying local communities. They facilitate positive change, promote well-being, and create a sense of belonging among community members.

2. SETTING GOALS AND PLANNING



Setting SMART goals is crucial for planning a successful awareness event. SMART stands for Specific, Measurable, Achievable, Relevant, and Time-bound. Here's how you can apply this framework when planning an awareness event:

- Specific: Clearly define what you want to achieve with your awareness event. Ask yourself questions like: What is the main purpose of the event? Who is your target audience? What kind of awareness do you want to raise? The more specific you are, the better you can plan your event.
- Measurable: Establish concrete criteria for measuring your progress. How will you amount of money raised, the percentage of the audience engaged, or any other quantifiable metric. Measurable goals provide a way to track your progress and assess the impact of your event.
- Achievable: Make sure your goals are realistic and attainable. Consider the resources you have, such as budget, manpower, and time. Setting goals that are too ambitious and beyond your means can lead to frustration and disappointment. Assess what you can reasonably accomplish with the resources available to you.
- Relevant: Ensure that your goals align with the purpose of your awareness event. They should be relevant to the cause or issue you are addressing. Think about how achieving these goals will contribute to the overall mission of your event and the awareness you want to raise. Relevance keeps your efforts focused and meaningful.
- Time-bound: Set a specific timeframe for achieving your goals. Deadlines create a sense of urgency and help you stay on track. Determine when the event will take place and set milestones leading up to the event date. Having a timeline will help you allocate tasks and resources effectively.



Here's an example of a SMART goal for an awareness event:

- Specific: Raise awareness about upcycling practices and their environmental impact among 500 attendees from local communities.
- Measurable: Attract at least 500 attendees to the upcycling awareness event, measured through registration data and attendance records.
- Achievable: Utilize social media campaigns, local community centers and schools to reach the target audience. Collaborate with upcycling experts and environmental organizations for support and expertise.
- Relevant: Upcycling awareness aligns with environmental sustainability goals and promotes eco-friendly practices, making it relevant to the local community's interests and concerns.
- Time-bound: Organize the upcycling awareness event on Earth Day, April 22nd, allowing a focused timeframe for planning, promotion, and execution.

Event planning involves several KEY STEPS to ensure a successful and well-executed event. Here are the main steps in event planning:

Setting Goals and Planning:



- Define Objectives: Clearly outline the event's purpose, goals, and desired outcomes.
- Create a Plan: Develop a detailed event plan, including budgeting, scheduling, and logistics.
- Research and Strategy: Understand your audience and competitors, formulating a marketing and promotional strategy.

Event Type and Location:

- Choose Event Type: Determine the type of event (workshop, conference, fundraiser) based on goals and audience.
- Select Venue: Choose a suitable location considering event size, theme, and accessibility for attendees.
- Logistical Arrangements: Plan layout, equipment, and other logistics depending on the event type and venue requirements.

Budget and Volunteering:

- Create Budget: Define expenses, allocate funds, and balance the budget. Consider cost-saving options and negotiate with vendors.
- Utilize Volunteers: Identify tasks suitable for volunteers, recruit, and provide training. Volunteers help minimize costs and enhance community engagement.

Hosts, Partners, and Sponsorship:

- Identify Hosts: Determine event hosts or speakers who align with the event's theme and audience.
- Partnerships: Collaborate with community organizations or local businesses to enhance resources and reach.
- Attract Sponsors: Seek sponsorship to secure financial and in-kind support. Sponsors enhance the event's budget and credibility.

Advertising and Marketing:

- Develop Marketing Materials: Create visually appealing content, including posters, flyers, and digital graphics.
- Online Promotion: Utilize social media, email marketing, and event listing platforms to reach a broader audience.
- Engage Media: Reach out to local media outlets, bloggers, and influencers for event coverage and promotion.



Execute the Event:

- Ensure all elements are in place according to the timeline and plan.
- Have a team in charge of managing different aspects of the event, including guest assistance, technical support, and troubleshooting.

Gather Feedback and Follow Up:

- Collect feedback from attendees, sponsors, and participants to evaluate the event's success.
- Send thank-you notes to sponsors, vendors, speakers, and volunteers.
- Use feedback to analyze what worked well and areas for improvement for future events.

Evaluate and Analyze:

- Review the event's success against the predetermined goals.
- Analyze attendance, participant engagement, feedback, and any other relevant metrics.
- Document lessons learned to improve future events.

By following these steps and staying organized, event planners can ensure a smooth and successful event from start to finish.

Watch the video to hear what are the steps to the perfect event according to Chris Powell - director of The Event Expert Ltd., having over 20+ years of experience in organising events.



3. EVENT TYPE AND LOCATION



Awareness-raising events can take various forms, tailored to the specific cause, audience, and goals. The choice of the type of awareness-raising event depends on the nature of the cause, the target audience, available resources, and the desired impact. Combining different event types or using a variety of approaches can enhance the effectiveness of awareness-raising efforts. Here are different types of awareness-raising events and how event types and goals can inform the selection of an appropriate event location:

Workshops and Seminars

- Event Type: These events are educational and interactive, requiring space for presentations and group discussions.
- Ideal Location: Consider venues with meeting rooms, classrooms, or conference centers. These venues should provide audio-visual equipment, comfortable seating, and an environment conducive to learning and discussion.

Conferences and Summits

Larger-scale events bring together professionals, activists, and experts to discuss key issues, share research, and collaborate on solutions. Conferences provide a platform for networking and knowledge exchange.

- Event Type: Large-scale gatherings with multiple sessions, keynote speakers, and networking opportunities.
- Ideal Location: Conference centers, convention halls, or hotels with spacious auditoriums and breakout rooms. These venues should accommodate hundreds of attendees, offer technical facilities, and have ample space for networking.

Awareness Walks, Runs, or Rides

Participants engage in physical activities such as walks, runs, or bike rides to raise awareness and funds for a cause. These events are often organized as fundraisers for related charities.

- Event Type: Physical activities promoting a cause, often conducted outdoors.
- Ideal Location: Parks, public squares, or dedicated event spaces. Consider locations with scenic routes and sufficient space for participants. Permits may be required for public spaces.

Art Exhibitions and Performance

Artistic events, including exhibitions, theater performances, poetry slams, and concerts, can be used to address social issues creatively. Artists often use their work to raise awareness and provoke discussions.

- Event Type: Artistic displays, exhibitions, theater performances, and concerts.
- Ideal Location: Art galleries, theaters, concert halls, or outdoor spaces for art installations. Venues should complement the artistic theme and provide necessary staging and lighting.

Community Fairs and Festivals

Community events featuring informational booths, workshops, live demonstrations, and entertainment. Fairs and festivals create a festive atmosphere, attracting diverse audiences and providing opportunities for engagement.

- Event Type: Interactive events with informational booths, workshops, and entertainment.
- Ideal Location: Public parks, fairgrounds, or community centers. These locations offer ample space for booths, stages, and visitor activities. Accessibility and parking facilities are important.

Town Hall Meetings and Public Forums

Public gatherings where community members discuss specific issues with experts, policymakers, and stakeholders. These events facilitate open dialogues and provide a platform for community voices to be heard.

- Event Type: Public discussions with community members, experts, and policymakers.
- Ideal Location: Town halls, community centers, or government buildings. These venues should be easily accessible to the public and offer facilities for presentations and audience interactions.

Social Media Challenges and Hashtag Campaigns

Online initiatives leveraging social media platforms to encourage user participation. Challenges and hashtag campaigns go viral, spreading awareness quickly to a wide audience.

- Event Type: Online activities encouraging user participation.
- Ideal Location: Various social media platforms and websites for online engagement. Physical location is not applicable for these events.

Flash Mobs and Public Demonstrations

Creative and unexpected public displays, like flash mobs or street theater, to capture attention and convey messages in a memorable way.

- Event Type: Creative and unexpected public displays.
- Ideal Location: Busy public areas, shopping malls, or iconic landmarks. These events aim for high visibility and often require permits for public demonstrations.

Always consider factors such as accessibility, capacity, technical requirements, budget constraints, and necessary permits when choosing the event location. The venue should align with the event type, accommodate the expected number of attendees, and enhance the overall experience for participants, ensuring the goals of the event are met effectively.

4. BUDGET AND VOLUNTEERING



Creating a realistic event budget involves defining key expenses and income sources. Here's a concise guide:

Define the event

- Determine event type and goals (awareness, fundraising, etc.).
- Understand the scope to identify specific requirements.

List of expenses

- Venue: Rent, permits, insurance.
- Equipment: Audio-visual, technical support.
- Marketing: Online/offline promotions, print materials.
- Speakers/Performers: Fees, travel, accommodation.
- Catering: Food, beverages, special dietary needs.
- Staff: Wages for hired staff or stipends for volunteers.
- Transportation: Shuttles, equipment transport.
- Printing: Programs, name tags, posters.
- Security: Personnel, first aid services.

Research and Negotiate

- Obtain quotes from vendors, and negotiate for discounts.
- Balance expenses with available funds.

Budget Spreadsheet

- Use spreadsheet software.
- Categorize expenses, and list specific items and costs.
- Include quantities if applicable.

Track Income Sources

- Ticket sales, donations, sponsorships, partnerships.
- Keep a record of all income sources.

Balance and Revise

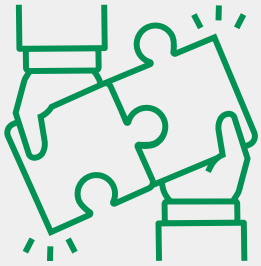
- Ensure expenses don’t exceed income.
- Regularly review and adjust the budget as needed.

Document Everything

- Maintain detailed records of expenses, payments, and income sources.

By following these steps, you can create a concise and effective event budget, ensuring careful financial planning and successful event management.

5. HOSTS, PARTNERS AND SPONSORSHIP



HOSTS, PARTNERS AND SPONSORSHIP

Attracting partners and sponsors to an event is crucial for several reasons:

- Financial Support: Partners and sponsors provide financial backing, helping cover event costs such as venue rental, equipment, marketing, and more. This financial support is often essential, especially for larger events.
- Enhanced Resources: Sponsors can offer resources like catering, promotional materials, or technical equipment. This reduces expenses and ensures high-quality services for the event.
- Increased Credibility: Partnering with reputable organizations enhances the event's credibility. Attendees are more likely to trust and participate in an event associated with well-known sponsors.
- Extended Reach: Sponsors often have extensive networks and marketing capabilities. They can promote the event to a wider audience, attracting more attendees and participants.
- Networking Opportunities: Partnerships provide opportunities for networking with other organizations and sponsors. Building professional relationships can lead to future collaborations and support.
- Brand Visibility: Sponsors' logos and branding displayed at the event increase their visibility. This exposure benefits sponsors, especially if their target audience aligns with the event attendees.
- In-Kind Support: Sponsors might offer goods or services in kind, such as printing services or venue space. This support directly reduces expenses and contributes to the event's success.
- Community Engagement: Sponsors often have community engagement initiatives. Partnering with them can lead to meaningful community interactions, creating a positive impact beyond the event.

In summary, attracting partners and sponsors not only provides financial and logistical support but also enhances the event's credibility, reach, and overall success.

ADVERTISING AND MARKETING AN EVENT

Identifying target groups and appropriate communication channels is essential for effective event promotion. Here are some examples of target groups and suitable communication channels:

- Community Residents: Local community centers, posters in local businesses, community newsletters, and neighborhood social media groups.
- Students and Young Adults: University or college bulletin boards, campus events, social media platforms (Instagram, Snapchat, Facebook), and student organizations.
- Professionals and Entrepreneurs: LinkedIn, professional networking events, industry-specific forums, and business conferences.
- Families and Children: Schools and daycare centers, parenting forums, family-oriented events, local parks, and community centers.
- Non-Profit Organizations and Volunteers: Volunteer websites (VolunteerMatch, Idealist), non-profit networking events, newsletters of related organizations, and social media groups focused on volunteering.
- Corporations and Businesses: Corporate networking events, business chambers of commerce, B2B networking websites, industry-specific conferences, and business magazines.
- Health and Wellness Enthusiasts: Fitness centers, health-related forums and blogs, wellness events, and social media platforms (especially Pinterest and Instagram for visual content).
- Cultural and Art Enthusiasts: Art galleries, cultural events, theater performances, local museums, art forums, and social media platforms (especially Instagram and Twitter for visual arts).

Identifying Communication Channels

- Research: Understand where your target group spends time online and offline. Conduct surveys or research their preferences.
- Social Media: Utilize platforms popular among your target group. Facebook, Instagram, Twitter, and LinkedIn are versatile options.
- Community Centers: Ideal for reaching local residents. Posters, flyers, and community events can be promoted here.
- Specific Websites: Explore industry-specific forums, event directories, and volunteer platforms related to your target group
- Collaborations: Partner with influencers, local businesses, or community leaders who have a significant following among your target audience.

SUMMARY

The event management process can be broadly divided into three phases: preparation, implementation, and follow-up.

Here are the key steps to evaluate if event goals have been achieved, simplified:

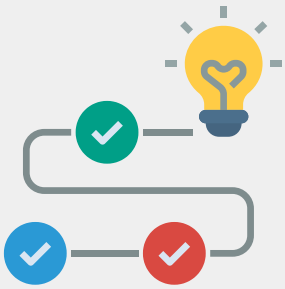
1. Define Clear Objectives and KPIs:
   - Set specific, measurable, and time-bound event goals.
   - Establish clear Key Performance Indicators (KPIs) for each goal.
2. Collect Data and Feedback:
   - Gather real-time data during the event through surveys, interactions, and social media.
   - Distribute post-event surveys and analyze feedback from attendees, sponsors, and partners.
3. Analyze and Compare:
   - Compare post-event data and feedback against pre-event baselines and objectives.
   - Create a comprehensive post-event report highlighting achievements, areas for improvement, and lessons learned.

Events serve as powerful platforms for education, engagement, and inspiration. They bring together people with shared interests, providing opportunities to learn from experts, participate in hands-on activities, and explore innovative ideas. Events foster a sense of community, encouraging networking and idea exchange. Moreover, they showcase real-life examples of success, inspiring attendees to adopt new practices and perspectives. Events also attract media attention, amplifying their impact and reaching a broader audience. By creating immersive and interactive experiences, events effectively raise awareness, drive positive change, and empower individuals and communities to embrace new concepts, such as upcycling, and contribute to a more sustainable future.

What the video to see what are the typical mistakes when organising an event.



CONCLUSION



With this module, we hope that you will know how to organise an event that really engages your community.

You need to know the importance of planning so that you can organise successful events. Remember that there are many strategies and you will need to find the one that best suits you, your needs the needs of your community, and the purpose of your event.

We hope that after this module you will have the necessary knowledge to organize an upcycling event where you can influence and even change other people's behavior and attitudes towards more upcycling ideas in our everyday life at home, at school, or at work.

With this module, we end the course of this project, but remember that you still have the platform available for you to continue sharing materials.



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ADDITIONAL MATERIALS

Event Name: EcoCraft Fair: Upcycling for a Sustainable Future

Event Overview: The EcoCraft Fair is a community event dedicated to promoting eco-friendly practices and creativity. One of the main highlights of the fair is the Upcycling Workshop, where attendees are encouraged to transform old and unused items into new, functional, and artistic creations.

Event Schedule:
10:00 AM - 10:30 AM: Registration and Welcome Attendees arrive, register, and receive a welcome kit containing information about upcycling, DIY guides, and a reusable tote bag made from upcycled materials.
10:30 AM - 11:00 AM: Upcycling Introduction and Inspiration Session A guest speaker, an expert in upcycling, gives a talk about the importance of upcycling, and its environmental benefits, and showcases inspiring examples of upcycled projects from around the world.
11:00 AM - 1:00 PM: Upcycling Workshop Participants join hands-on workshops led by local artisans and upcycling enthusiasts. Workstations are set up with various materials such as old clothes, glass bottles, cardboard, and broken furniture. Attendees learn to create items like tote bags from old t-shirts, flower vases from glass bottles, and shelves from wooden pallets.
1:00 PM - 2:00 PM: Upcycled Fashion Show and Lunch Break Local designers showcase their upcycled fashion creations made from discarded textiles and garments. Attendees enjoy a sustainable lunch made from locally sourced ingredients, served in compostable plates and utensils.
2:00 PM - 3:30 PM: Upcycling Competition Participants showcase their upcycled creations. A panel of judges evaluates the projects based on creativity, functionality, and use of recycled materials. Winners receive prizes and recognition for their innovative efforts.
3:30 PM - 4:00 PM: Sustainability Panel Discussion A panel of environmental experts, designers, and upcycling enthusiasts engage in a discussion about the role of upcycling in building a more sustainable future. Attendees can ask questions and participate in the conversation.
4:00 PM - 5:00 PM: Upcycled Art and Crafts Market Local artisans and upcycling enthusiasts set up stalls to sell their upcycled products, from home decor items to fashion accessories. Attendees can shop for unique, environmentally friendly products and support local craftsmen.
5:00 PM - 5:30 PM: Closing Ceremony and Thank You The event organizers thank the participants, sponsors, and volunteers for their contributions. Attendees receive certificates of participation, and the winners of the upcycling competition are announced once again. The event concludes with a pledge to continue practicing upcycling and promoting sustainability in the community.
This event not only raises awareness about upcycling but also empowers individuals to make a positive impact on the environment through creative and practical means.

THE FUTURE IS NOT INHERITED, IT IS BUILT. LET'S MAKE A SUSTAINABLE WORLD FOR FUTURE GENERATIONS



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