

## WORKSHOP 5 - HOW TO MAKE OUR DEMANDS HEARD



This workshop started with a round of specific cases. Each group expresses its demands in different ways: various actions, public relations, media and social networks, information and awareness-raising events, brochures, campaigns, legal action, political pressure, alliances with other movements, etc.

In order to define a common and specific ECA strategy, we started by asking ourselves the question: to whom do we want to address our demands? Which authorities? How to address the people affected? To other social movements, experts, academics, transnational institutions, the general public, ...? It is necessary to have several strategies depending on the groups to be approached.

Much of the discussion focused on how to contact the press and use them in our favour. The theme of 'storytelling' was raised, i.e. how to make an issue 'worth telling' in societies over-saturated with information. A more generic critique of the press and media was discussed.

We could see that self-training in PR is a need for many grassroots initiatives. Also, more systematic guidelines on what we can do in advance of our actions (fanzines / brochures) should be discussed collectively. As EAC, we will come back to the topic of storytelling, as it has been mentioned several times.

