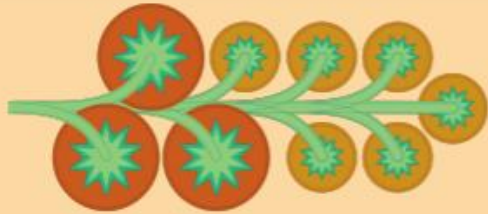


Webinar



Take-Aways

Communicating with Audiences:

In this webinar we'll explore the ins and outs of advocating for yourself effectively. Whether you're championing a cause, pushing for a specific viewpoint, or just trying to get your work noticed, knowing how to make a strong case for yourself is crucial. We'll dive into various strategies such as getting the word out through publicity, engaging in advocacy efforts, running impactful campaigns, and working with the press to boost your visibility and gain support for your goals.



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Speaker: Brighton & Hove Food Partnership

Summary of the Presentation

Brighton & Hove Food Partnership has a range of audiences from participants and community groups to policy makers and strategic partners. This presentation looks at communicating with each audience in a different way, how to make the case for our work and focuses on a couple of recent campaigns

Breakout - Session

Challenge of the speaker

How do we reach new audiences? We are often talking to the same people who are interested in food, because of cooking, growing, health or environmental concerns. How do we reach out to other groups or stakeholders?

Three Solutions

1. Cultivating strategic partnerships involves identifying individuals or organizations whose interests align with yours, leveraging their resources and networks to advance your cause effectively. Collaborating with those who share a vested interest can amplify your message and broaden your impact within relevant communities.
2. Engaging with "multipliers," influential figures within communities, fosters organic dissemination of your message. Maintaining consistent face-to-face interactions with them not only reinforces mutual trust but also ensures that your initiatives remain visible and endorsed within the community fabric.
3. Beyond conventional channels, diversifying your outreach through avenues like awards, festivals, and artistic collaborations taps into unconventional audiences, sparking interest from unexpected quarters. Such engagements serve as dynamic platforms to showcase your endeavors, drawing



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	<p>attention from diverse demographics and expanding your sphere of influence.</p>
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Speaker: Nesehnuti	
Summary of the Presentation	One of the first tools that NESEHNUT used to communicate with its audience was civic engagement campaigns, which continue to be a very important tool for them. NESEHNUTI now uses different means of communication, including social and print media. One of the current campaigns is aimed at changing the bylaw regulating school cafeteria meals - the Colorful Canteens.
Breakout - Session	
Challenge of the speaker	The "Colourful Canteens" campaign is a sustained effort to change the school canteen meals bylaw. It involves "hot phases" of mobilizing people and quieter periods in between. How can we best sustain interest and engagement during quieter periods to ensure continued support for demos and direct actions when needed?
Three Solutions	<ol style="list-style-type: none"> 1. Tailor your language to suit the demographics and platforms you're engaging with, considering the background and possibly first language of the audiences, but also check conceptualisation of key terms 2. Create engaging polls with visually appealing content such as meal pictures or color palettes to encourage participation and gather insights. These polls not only increase engagement but also foster a sense of community and involvement among followers. 3. Present arguments in a language familiar to policymakers, backed by evidence like statistical data and expert opinions. Highlight the potential benefits



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	<p>and consequences of policy decisions, particularly concerning budget allocation, to help policymakers make informed choices.</p>
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