



FACT SHEET

RADIO PRODUCTION GUIDE

OUTREACH GUIDE

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# **COMMUNITY ORGANISING (LOCAL LEVEL)**

ZAMBIA

## INTRODUCTION

Community organising is the process of people coming together to work towards a certain goal or to make impactful change. Community organising can bring people together to better their own shared space and land as well as work with other communities to create change and work cooperatively.

Young people have a lot of power to make changes and organise their communities. This can be done in a number of ways including creating youth led movements and working with organisations or NGOs that prioritize youth voices in their communities. In youth led movements, young people can work with each other to create different roles to achieve a certain kind of change. For example, if a group of young people wanted to take on encouraging their community to take recycling more seriously, there are a number of roles and tasks to take on including anything

from creating a social media campaign, to talking with a municipality, to talking with neighbors and the community one-one-one.

Community organising can also look like partnering or getting support from existing organisations or NGOs to help aid the cause you may be interested in. In the case of recycling, youth community organisers could reach out to an environmental justice NGO to request material needed to set up recycling bins, or set up classes in a community center about the different ways people can recycle and reuse certain household items.

Community organising at its heart is collaborative because everyone can play a role that best suits their passions and talents to make change.

## DEFINITIONS

**Emissions** refer to a release or discharge of things such as heat, liquid, gas, or heat. In the context of environmental justice, emissions are often talked about in reference to the emission of carbon dioxide or other greenhouse gases.

**Renewable Energy Systems** are things like wind generators or solar panels or sanitation programs that clean rainwater for human use. All of these systems use resources that come from

natural sources or processes that are constantly replenished, such as rain, wind, and sunlight. These kinds of energy sources offer both economic advantage in terms of job creation and training opportunities as well as great environmental advantage.

## IDENTIFYING THE ISSUE: HOW CLIMATE CHANGE IMPACTS MY COMMUNITY?

### **Waste**

How is waste managed in my community? How is it mismanaged? Where are the accessible dumpsters or trash facilities in my community? What are the sanitation measures in my community? What is lacking or putting people at risk whether it be plumbing, clean water, running water, and things of this nature?

### **Emissions**

In my community, what causes emissions? What are the organisations or people I can talk to about managing emissions? What kinds of vehicles are in my community? What are the buildings that create emissions in my community?

### **Transport**

What kinds of transport do people in my community use? What are the kinds of transport people in my community use? How much do people in my community use shared transport? How does the transport contribute (or not) to global warming?

### **Industry**

What industries are in my community that negatively impact the environment such as mass animal farming, mining, factories that produce waste or CO<sub>2</sub> emissions? What are the industries that produce energy sources in and around my community?

### **Health**

How is my community's health affected by climate change? What are the things that put my and others' health at risk

when it comes to climate change? How does climate change affect the health of our culture, language, and sense of community? How has our community responded to health risks like fires, floods, or earthquakes?

### **Food and Water Security**

Where are the sources of fresh food in my community? Can places of food sale such as markets or grocery stores or corner stores support my community in the ways it needs to? Are there enough sources of food as well as fresh food in my community? How is my community food contributing (or not) to climate change? Will my community food source be affected by climate change?

### **Economy**

What are the different kinds of jobs in my community? Are there green-jobs in my community - jobs that contribute positively towards a more sustainable environment and community? How will jobs in my community be affected by climate change?

## WHAT IS THE BIGGEST OR ISSUE WE COULD HAVE THE MOST IMPACT ON?

### Case- study: Recycling in Cape Town

Yola Mgogwana, born and raised in Khayelitsha, Cape Town, challenges her community to take better care of the environment, and to stop littering and using single-use plastics. Yola, as a grade five learner, took to her school and community to encourage her community, family and peers to recycle as well as reduce the amount of litter in their area. Every day on her way to school, Yola carries a black trash bag to pick up trash and bottles in the streets, and in 2019, Yola, her classmates and about 2,000 other young people marched to Cape Town's parliament to demand climate justice be a priority of the country Yola gave a speech that day urging president Cyril Ramaphosa to take climate change seriously and to ensure a future for young people.

#### Unpacking what must change?

- Researching the details
- Identifying the factors that affect the problem
- Name the stakeholders

#### Who will be part of the change (audience to reach)

- Radio show listeners
- Outreach audience
- Social media audience

#### Who will help us with the change?

- Change messaging and include key facts on the issue(s) and how people can be involved
- Identifying partners and collaborators
- Create plans of action to help map out what the projects or projects will look like

## IMPACT: YOUTH LED PROJECTS ON THE CONTINENT

### Case study: Tree replanting in Kenya

Elizabeth Wanjiru Wathuti founded the Green Generation Initiative in Kenya in 2016 as a way to get more young people interested in climate action and environmental health. Elizabeth was 7 when she planted her first tree and in her high school, she established an environmental club. After high school in her twenties is when she started the Green Generation Initiative and part of her organisation's mission is "greening" schools in her country by planting trees. Elizabeth was born and raised in Nyeri County, renowned for having the highest forest cover in Kenya. To date, the initiative has planted more than 30,000 trees.

- [https://www.instagram.com/ggi\\_kenya/](https://www.instagram.com/ggi_kenya/)

### PROS FROM YOUTH LED CHANGE:

#### Fresh perspective

When it comes to social change, young people can oftentimes bring a perspective that is new or fresh. Young people may have less experience in being a part of certain systems or having certain responsibilities, but many young people can also name and identify issues closer to the ground. For example, young students can be suited to identify better school transport systems as the people who have to use it everyday, whether it be pushing for buses or taxis with less emission, or more inclusive routes. Young people have more urgency as well compared to older people, and can push for change to be implemented sooner.

#### Less ties to existing structures

While many young people can take on large responsibilities in their family or community such as being caregivers or carrying out large numbers of chores, many young people don't have ties to existing structures. For example, because young people generally have less ties to government and government spending, they can lobby for change to renewable energy systems with less to lose and less commitment to the existing system. Oftentimes, governments don't make eco friendly changes in energy systems such as fossil fuels because those industries bring in profit and money for those involved.

#### There is often support of youth and youth led movements and projects

In many cases, society can look to young people for inspiration and change. For example, in September 2019, hundreds of students in Delhi, India skipped school to march to the local government and demand climate change be taken more serious as a part of the #FridaysforFuture international movement. India is a country that has been experiencing the effects of climate change including stronger and deadly heat

waves, deadlier storms, water-shortage, droughts. As a result, young people have been marching in large numbers to demand local and national governments take action. This kind of march and action has been supported by educators and teachers who encourage and make accommodations for students to miss classes to protest and make their voices heard. In addition, these marches have been attended by adults and other community members in various cities.

- <https://www.timesnownews.com/mirror-now/in-focus/photo-gallery/photos-fridays-for-future-citizens-take-over-delhi-streets-as-they-join-the-global-climate-change-strike/496679>

## CONS FROM YOUTH LED CHANGE:

### Adults don't always listen to youth on the account of age

Sometimes young people are dismissed on the account of age and being "less experienced" when trying to change things within a community. Young people can experience some push back or lack of support from adults as a result of this sentiment.

### Blindspots in terms of organising or planning due to lack of robust experience

Young people often have a great deal of ambition and understanding, but like any organisers, they can make mistakes. Because young people may just be starting a community organising project, they may not account for everything that can make a project go smoothly. For example, sometimes the issue of transport is not considered when doing community organising, and knowing how to manage that will ensure that community members can attend your project. For example if you host a tree replanting day the aspect of transport is very important so people can attend- but all these details will come with experience.

### Might exclude older people and other support systems

Sometimes young people when beginning to community organise may leave out certain perspectives and voices due to focusing on youth led or youth focused issues. Community organising led by young people is very strong but when it doesn't include all the voices in a community (such as the voices of adults and those who feel differently), it can exclude or repeat certain issues.

**Case-study: International Youth Led Environment Campaign**

One of the most well known, youth led environmental justice movements of our time right now is known as Fridays for Future. Fridays for Future was started in Europe, with credit to youth activist Greta Thunberg who began a school strike for climate change. In the three weeks leading up to the Swedish election, she sat outside Swedish Parliament every school day, demanding action be taken around climate change. From her strike, an international network and movement started with youth organisers all around the world have begun their own school and climate strikes. A global climate strike was organised by students on November 29th in 2019, where 2,200 strikes were organised in 125 countries, with over one million youth strikers participating from places like Europe, India, and various African countries. This took place at a critical moment, coinciding with the 25th Conference of Parties (COP25) in Madrid, which was a major global climate meeting between world leaders of the United Nations. Young people rose to the occasion to demand climate change be taken seriously, that renewable energy sources be adopted globally, as well as the following mandates:

- Keep the global temperature rise below 1.5 °C;
- Climate justice and equity for everyone;
- Follow the Paris Agreement;
- Unite behind the science;

**YOUTH ADVOCACY****How can we change it? (Getting organised)**

- Talking about change/using radio (sharing important facts)
- Reporting on the change that is happening
- Taking action
- Using social media
- Organising events (Social distancing)
- Flash Mob
- March

**Example:****Youth led Recycling and Sanitation in Nigeria**

U-Recycle Initiative Nigeria is a team of more than 40 young people who are passionate about promoting sustainable recycling in Nigeria, started by Moejoh Oluwaseyi, a 17 year old youth activist. While partnering with a Nigerian based NGO, The Nigerian Child Initiative, and her school, Oluwaseyi was able to start an environmental club to begin organising beach clean ups, recycling projects, and workshops that connect waste management to clean water and how young people can create a better future. Oluwaseyi and her team are involved in organising workshops, supporting environmental clubs, building “U-Recycle Hubs” for segregating waste, organising seasonal competitions, awareness walks, beach cleanups and more.

**Targeting where:**

- At home
- At school
- In the street
- On social media
- in the public space
- In the private space

**How will we know when it has changed?**

- More people will be aware of the issue
- People will act differently
- What will be different?



**MYTH BUSTER****MYTH**

**Young people can't change things, they have no voice or power over**

**FACT**

Young people can absolutely make change, and can start from any place to do it. For example, in 2016, a youth group of native americans in the United States helped launch and greatly support massive protests against the implementation of a pipeline that would carry oil underground, greatly threatening the ingiendous and sacred land of many tribes in the area of South Dakota, namely the Standing Rock Sioux tribe. A youth group One Mind Youth Movement set up camps and prayer circles at Standing Rock. By the end of 2016, the camps at Standing Rock grew to more than 10,000, filled with indigenous peoples from hundreds of nations, climate-change activists, and many other groups and individuals who were ready to defend the land and the health of the earth. Young people in this case sparked a movement that gained national attention as well as international support and in 2021, the new president of the United States retracted the permit for the pipeline to continue construction.

(New York Times)

**It takes a long time for change to happen**

Change happens both over time and very quickly. Just like how your outlook on something can change in one minute, that's also the start of change. For example, in response to the COVID-19 pandemic, Vittorio Foglio and his boy scout troupe in Geneva, Switzerland organised amongst themselves and other people to deliver supplies and groceries to the elderly in their community. Sparking other people's passion and agency to get involved and make change, is change itself.

(UN)

**As an individual I am powerless to change anything**

Individuals can make change, such as starting a project or cleaning up your neighborhood, but the change becomes that much bigger when other people join in and work together. Something very simple like picking up trash in your neighborhood and recruiting other people to help can make a big impact. For example, in 2008 in Estonia, 50,000 people came together to do a massive clean up project, where people in their communities across the country cleaned up trash and waste for the entire day. This then led to the World CleanUp Day movement where multiple countries have implemented clean up days.

(Letsdoitworld)

**Young people cant make large scale change**

Young people can organise in their communities around environmental justice, and sometimes that work can affect neighboring communities or be heard around the world. For example, Oladosu Adenike, a young climate activist from Nigeria, started experiencing climate change in her community when more frequent floods started happening. She runs community education forums where she visits schools and other public places to educate people about climate change. She also educates communities about the link between climate action and poverty and women's rights. Because of her work, she became an ambassador for Fridays for Future, Earth Uprising, and African Youth Climate, and she has been able to make her voice heard through these international platforms as well as to internal press and organisations like GreenPeace.

More about Oladosu here:

<https://www.queenscommonwealthtrust.org/inspiration/oladosu-adenike-i-lead-climate-nigeria-lake-chad/>

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**DID YOU KNOW?**

Zambia is on track to have one of the largest youth populations in any country by 2050



Zambia's youth population, that being anyone under the age of 30 is about 50% and growing



In 2019, youth activists in collaboration with NGO, Environment Africa spoke out against lead contamination from a former mine in Kabwe, Zambia on the 30 year anniversary of the UN's Convention on the Rights of the Child



Zambian Youth for Conservation, Agriculture and Livelihood Action (ZYCALA) is a three year program that aims to support over 400 youth leaders across three regions of the country to help create projects and amplify youth voices for change.

**Case study:**

In 2019, a youth group in Ofua 2 village in Uganda began collecting plastic waste every Saturday to make building materials. The youth group identified that packing bags, food raps, broken chairs, utensils, soda and water bottles make up the waste that is in their community, so they partnered with a local NGO to take the waste and melt it down into bricks. This has made a big difference in their community by reducing visible waste and protecting local animals from ingesting plastic.

(Source; Youth for Nature)

**RESOURCES**

- **Fridays for Future**
- **Global Citizen**
- **Youth Led Community organising Strategies and Tools**
- **Global Change Makers Toolkits**

# COMMUNITY ORGANISING (LOCAL LEVEL)

## RADIO PRODUCTION GUIDE



### ANGLES

#### DIFFERENT WAYS TO TALK ABOUT “COMMUNITY ORGANISING (LOCAL LEVEL)”

- What is community organising? Why is it important to talk about it in relation to young people?
- What are the examples of community organising in your community?
- Is it only adults getting organised or are youth also organising?
- Are there youth community projects in your school or community?
- What are some of the things that keep young people from thinking they can make change in their communities?
- How can young people work with older people when it comes to community organising? How do you keep community organising accessible for people of all ages and abilities?

### CHOOSE AN ANGLE

“What is community organising? Why is it important to talk about it in relation to young people?”

#### DIFFERENT WAYS TO TALK ABOUT “WHAT IS COMMUNITY ORGANISING?”

- What are the different kinds of community organising? What are examples of community organising you can think of?
- What are some of the positive impacts young people have made through community organising?

## FORMATS



### VOX POPS (30 SECONDS)



#### Vox pop aim

To get many opinions on one topic.



#### Who do you talk to?

Anybody in the community, for example at schools.



#### Question

What are some of the youth led projects in the community?



### AUDIO COMMENTARY (2 MINUTES)



#### Audio commentary aim

To get people's opinion about a topic that they care deeply about.



#### Who do you talk to?

- An NGO representative whose work involves aiding young people and/or environmental justice;
- A young community activist in your community; and
- A community member who is an organiser, especially around environmental or climate justice.

#### Talking points:

- What is community organising? How can young people be organisers and get involved in their community?
- What are community organising projects led by youth that have been successful or are ongoing?
- Why is it important for young people to feel empowered to make changes around environmental and climate justice?
- What are common misconceptions about how change is made?
- What are some of the most common mistakes people can make when it comes to community organising? How can people avoid these?
- What are sustainable environmental systems young people can work towards?
- How can young people work with other people, including people with differing abilities as well as older adults, to organise?
- What are the benefits of working together to create change towards climate change prevention?



## **PUBLIC SERVICE ANNOUNCEMENT (PSA) 30 SECONDS**



### **The aim of a PSA**

To create a public awareness message. Create a PSA that encourages people to save water



Create a PSA (Public Service Announcement) that raises awareness about the importance of talking to young people about (angle related to deforestation/ reforestation title).

**Voice 1:** Unathi, do you think young people can make important changes in our communities, especially when it comes to climate change?

**Voice 2:** Well, sometimes I think we are made to feel its too big of a problem

**Voice 1:** I do too, but young people have the power to organise in our community to make small changes that add up to big progress

**Voice 2:** That makes sense, we can make change!

**Slogan: organise for positive change, it all adds up!**



## **AUDIO PROFILE AIM (3 MINUTES)**



### **Audio profile aim:**

To get a first person account of someone's experience, passion or journey. Audio profiles often aim to inspire.



### **Who do you talk to?**

- A local farmer who can share their experience of trying to deal with issues regarding lack of access to water. Ask them how they make sure they have enough water for their farm, and what strategies they use to save water.
- A community member who can share their experience of how they collect, store and save water in their home.



### **Questions**

- How do you make sure you have enough water?
- What water saving ideas can you share with us?
- How do you think the water situation in our area is impacting on food production?
- How do you think the water situation in our area is impacting on people's health?

**Please see interview questions in "How to present your show"**



## HOW TO PRESENT YOUR SHOW

Use your produced radio features, your research and the suggested script and questions to write your own script.

[INTRO:]

**Host 1:** It's just gone [TIME] and you're just in time for the [NAME OF SHOW] on [RADIO STATION]. My name is [NAME].

**Host 2:** And my name is [NAME]. On today's show, we will be talking about community organising.

**Host 1:** Oh, wow! That's a complex topic! Where will we begin?

**Host 2:** How about we begin with defining it?

**Host 1:** Shap, go for it!

**Host 2:** Host 2: Ok let me start with an example. Remember that non-profit I was telling you about? Abalimi?

**Host 1:** Oh the one that teaches urban farming?

**Host 2:** Yes! So they teach people how to grow and maintain organic vegetable gardens in local disadvantaged communities in Cape Town. They support home gardens, community gardens and gardens who are aiming for income generation.

**Host 1:** Ok so this organiser has identified the problem of food insecurity and unemployment in their community. And the gardening tools and support

program is how they have organised to address that specific problem?

**Host 2:** Yes exactly!

**Host 1:** In other words, community organising like in this example is a kind of activism, of making positive change together?

**Host 2:** Yebo! That's it. Community organising, especially for young people, can look like starting a recycling project in your school. What's great about community organising is that everyone can play a role that is best suited for their interests or strengths. Use what you already know and have to build it up.

**Host 1:** I see! So some people could do social media or promotion, and some people can be in charge of getting materials, and some people can be in charge of getting other people involved etc.

**Host 2:** That's right. Community organising can even have a global impact. All it takes is young people sharing their stories for others to see how they can do the same!

**Host 1:** That makes sense, and it's inspiring to see the ways we can positively impact our communities. Young people have the power to step up and organise and work with each other as well as with older people, for change.





## HOW TO PRESENT YOUR SHOW

Use your produced radio features, your research and the suggested script and questions to write your own script.

**Host 1:** I think that's a great segue to hear from our listeners. We would love to hear from you. Have you been involved in community organising? Is there an environmental issue you think you could positively change?

[PRESENT WHO IS BEING INTERVIEWED]

[PLAY THE INTERVIEW]

[ENGAGE AUDIENCE BY ASKING QUESTIONS AND GIVING THEM A CHANCE TO SHARE THEIR THOUGHTS ABOUT WHAT THEY'VE HEARD]

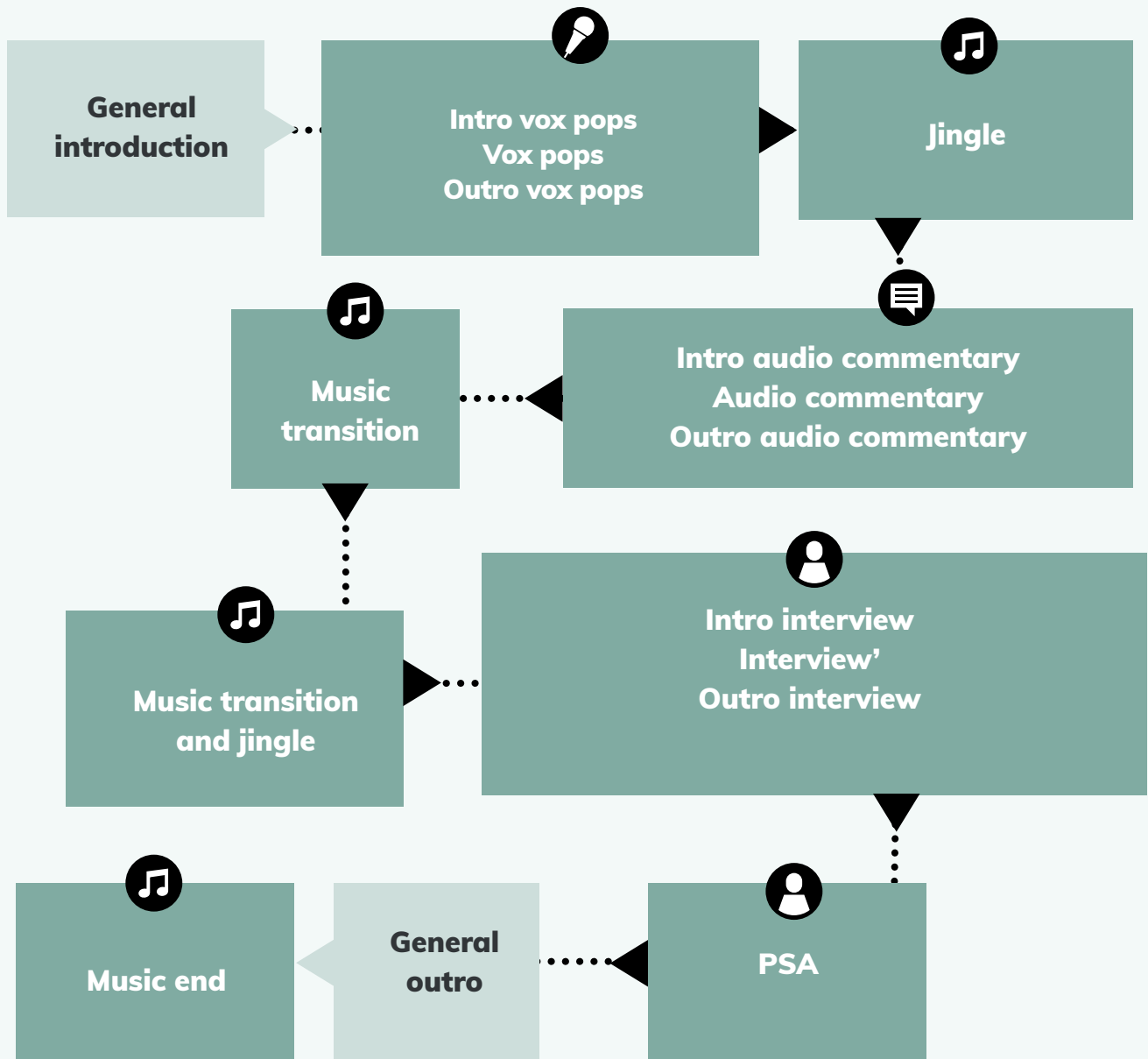
**Host 1:** It was good to hear from our listeners. I really like hearing about how

some of our listeners have been involved in community organising and the lessons they shared.

**Host 2:** Me too, it really does show that we can start today to make changes in our communities and protect the health of our environments.

**Host 1:** Today's conversation has been really informative and energizing! Join us next week on [DAY] at [TIME]. We'll be talking all about [NEXT WEEK'S SHOW TOPIC]. Until then, it's bye from us!

## SHOW OUTLINE



### ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.