

‘Active public engagement’ – meaning what?





1.3 billion contacts

Through social media, newspapers, radio and television, and public events 23 DEAR projects made more than 1.3 billion contacts with Europeans, raising their awareness of global development issues and our inter-connected world.

source: europa.eu/capacity4dev/dear/node/84510 *



So what?

**... to engage, recruit,
enthuse, inspire, educate ...**



5 million Europeans

On average, DEAR projects engage some 5 million Europeans
in campaigning-advocacy and education actions every year.

But: who are these activists?

But these ones
are the actively
engaged...

And these ones are
particularly active...

Neither these
ones ...

Not these ones ...

Engagement

Awareness

Indirect

Level 6: Innovator: Is committed to the action/the issues and develops and implements (new) ideas for its promotion

Level 5: Multiplier: Is committed to the action and promotes it to others

Level 4: Activist: Is committed to (parts of) the action

Level 3: Supporter: Agrees with and expresses support for (parts of) the action

Level 2: Follower/Interested: Is interested in the project/the issue and keeps or agrees to be kept up to date, without further commitment

Level 1: Spectator/Aware: Is aware of the project

Level 0: Consumer: Is exposed to information about the project

The problem ...

... recruiting and supporting

MULTIPLIERS

through ONLINE and SOCIAL MEDIA: how?

- Developing their understanding about the project and what it wants to do, and
- Developing their skills so they can take the project's ideas forward in their own social and/or work settings



