Advocacy Guide

SONGS FOR
CHANGE

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SONGS FOR CHANGE

The Songs for Change project is an Erasmus+ co-funded project to promote EU values through music. The project runs for two years (05/2022-05/2024).

Songs for Change gives young people and youth workers an opportunity to learn about EU values through music, express their views on important issues, and become active changemakers by producing Songs for Change songs and music videos reaching out to peers, community stakeholders, and policymakers.

It is developed by a Consortium of 7 partners from Italy, Netherlands, Greece, Germany, Belgium, Portugal and Slovakia who have complementary expertise in the field of non-formal education, youth empowerment and music.
The project is based on a learning model that combines music and non-formal education and thus targets both the intellectual and emotional levels. The learning model used draws on 4 steps: Learn, Create, Produce, Advocate (LCPA).

This method enables young people to understand, promote and implement EU values through music and advocate for change.

Four steps of the model correspond to four Project Results – a compact knowledge about key facts and figures around EU values and music in a youth-friendly style and available in diverse formats: as a toolkit, handbook, webinar series, and video tutorials.

LEARN - THE SONGS FOR CHANGE TOOLKIT (PR1)

CREATE - SONG CREATION SERIES (WEBINARS AND WORKSHOPS) (PR2)

PRODUCE - VIDEO CLIP PRODUCTION TUTORIALS (PR3)

ADVOCATE - THE SONGS FOR CHANGE BROADCAST (PR4)

This advocacy guide is part of Songs for Change BROADCAST, which is the fourth pillar (A-Advocate) of the project and the LCPA method. This result is a combination of tools (web radio, songs and video clips), channels (local media, social media) and activities (community events) in which young people will be able to reach out to and influence community members and stakeholders including politicians and policymakers, promote and discuss EU values through music.

Music and (video/film) images have a large potential to promote ideas and values, to influence and advocate, but also to discuss certain topics (e.g. through interactive features of social media).

Voice your opinions and express yourself through writing, speech, music, dance or other art forms and become active agents for change.

Music has a unique ability to transcend language barriers and connect people on an emotional level, so promoting EU values through music is a powerful way to foster unity, understanding, and a sense of shared identity among the diverse member states and their citizens. The EU is built on a foundation of shared values such as democracy, human rights, the rule of law, and social inclusion. Through music, the citizens of the EU can foster cultural exchange, and share appreciation for diversity while fostering a collective European identity. Music can be used to promote peace and understanding by focusing on themes of reconciliation, tolerance, empathy, and cooperation. It also is a means to educate about the history, challenges and journey of each nationality.

Music has a way of bridging the gaps between different cultures and is a reminder to people that despite differences, there are core values that bring us all together.

The Songs for Change Broadcast entails the development of community events, the launch of a web radio, the production and creation of content for the radio podcasts, live shows and social media campaigns. These will be led by youth workers, who are in charge of discussing this issue and guiding the group of young people they are working with, and young people, who are the primary audience for this advocacy guide.

The implementation of the Songs for Change Broadcast will take into consideration the target audiences the project is trying to reach and adapt the communication strategies and techniques to what best suits them.

Since we're targeting our project to young people in particular, it is important to conceive a cohesive and comprehensive social media strategy. We are calling on the youth to see our work!

This advocacy guide is designed to help YOUNG PEOPLE & YOUTH WORKERS, COMMUNITY MEMBERS, STAKEHOLDERS including POLICY MAKERS, and everybody who wants to be a changemaker to gather the knowledge of promoting EU values through music.

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HOW TO SET UP AN ADVOCACY STRATEGY

Your voice is a powerful catalyst for change and advocacy is a vital force in shaping the world that aligns with the values and aspirations of your generation. Advocacy is your declaration of your capacity to influence policies, challenge norms and sculpt the future the way you envision it.

In this chapter, we delve into the core elements of an advocacy strategy, guiding you on setting goals, maximizing effectiveness, identifying target audiences, and creating an actionable plan to bring your advocacy to life.

Do you think you can be an advocate? Are you:

- empathetic
- good at network
- aware of current state of issues and policies
- updated on policy framework
- good at public speaking
- able to apply tools and strategies
- good at empowering others
- have a clear mission and message
- a strategist
- persistent and committed person
- able to actively listen

An advocacy strategy can be highly beneficial for you for several reasons. It will provide you with a focus, direction, and guidance to address issues or promote the positive change you want to see. An advocacy strategy will help you have **focus** and clearly define your goals and objectives and allow you to identify specific issues or causes you are passionate about while ensuring that your efforts will have an impact. You will **tailor your messages** to a specific audience and increase the chances of capturing their attention and support. It will provide you with a **roadmap** of actions you can and need to take to achieve your goal. It will help you navigate **legal and ethical considerations** related to your cause. You will **refine** your approach based on lessons learned from other advocacy initiatives. You will feel **empowered** and build your skills and confidence. You will **interact and network** with like-minded individuals and organisations that can provide you with valuable support, resources and connections for future endeavours. It will help you define what **lasting change** (long-term) change you want to make.

Are you ready to be an advocate? The journey begins with defining the advocacy goals and objectives for crafting a strategy that amplifies your voice and propels you toward meaningful change.

DEFINING THE ADVOCACY GOALS AND OBJECTIVES

In the dynamic world of musical activism, where the resonance of chords and lyrics can spark powerful societal change, defining clear advocacy goals and objectives is paramount. Advocacy through music involves influencing decisions and actions in the cultural and social spheres, using melodies and lyrics as a medium for positive transformation. Let's explore the essential steps for setting impactful advocacy goals within the unique context of musical activism.

Advocacy is all about influencing decisions and actions within political, social, or economic systems. It can be carried out by individuals, organisations, or groups with the primary goal of creating positive change in society. This vital process involves raising awareness and educating the public on pertinent matters, all based on real facts. To make your voice heard, you can use several strategies, such as media campaigns, research publications, fundraising efforts, and engaging in public speaking engagements.

TO BE EFFECTIVE, ADVOCATES SHOULD FOLLOW THESE STEPS:

START WITH A NEEDS ASSESSMENT

To start a successful advocacy process, it is crucial to begin with a comprehensive needs assessment. This helps advocates figure out who the relevant decision-makers are and who is in charge of dealing with the issue. In addition, understanding the local and state laws is equally essential because it helps you know what you can and can't do within the existing legal framework.

Ask yourself: What needs to change?

FIND POTENTIAL ALLIES

Another key aspect of efficient advocacy is finding potential allies. These are individuals, groups, or organisations who care about the same issues you do. Teaming up with them and working together can make a big difference. The collective voices have a greater impact than those going at it alone.

Ask yourself: Who can help me?

SET CLEAR GOALS

The basis for efficient advocacy work lies in having clear answers to two main questions: "What do I want to achieve?" and "How can I make it happen?" By carefully addressing these questions, you can figure out exactly what you need to do and set specific goals to reach the desired results. This way, you stay focused and make sure your efforts lead to meaningful outcomes.

Ask yourself: What exactly needs to be done?

CONSIDER THE SCALE AND IMPACT

Additionally, it is important to understand the scope of your advocacy work. Advocacy can take place at local, national, or international levels, depending on the issue's scale and impact. Considering previous advocacy efforts and building on them can be beneficial and boost your strategies.

Ask yourself: What impact do I want to achieve?

Successful advocacy requires a strategic approach that includes comprehensive needs assessment, some familiarity with the rules, building alliances, and setting clear goals. If we as advocates are well-informed and take action, we can drive a positive change and create a fairer society.

Defining advocacy goals and objectives is a crucial step as they will be a roadmap for implementing the advocacy activities.

WHAT SHOULD ADVOCACY GOALS LOOK LIKE:

CLEAR AND SPECIFIC

This will prevent the confusion that may arise along the way and will ease the process of measuring the progress. The target, outcome, and purpose have to be clear to everyone.

Example: Increase public awareness and understanding of EU values by organising and promoting educational workshops in local community centres.

MEASURABLE

Having the quantity and quality target allows you to track the progress and achievements which is essential to see the impact and effectiveness of your efforts.

Example: Organise and promote 10 educational workshops reaching 150 people with an 80% satisfaction rate upon feedback.

RELEVANCE

Your goals need to relate to the issue you are trying to tackle.

Example: Increase public awareness and understanding of EU values with the aim of fostering better community synergy.

REALISTIC AND ACHIEVABLE

It is okay to be optimistic and ambitious but setting realistic and achievable goals is important to maintain your motivation and the momentum of your endeavour.

Example: think how much will it take to organise the workshops (getting consent from the centres, gathering people, promotion, planning the execution of the workshops, logistics, etc.)

TIME-BOUND

Set a deadline/s for your objective/s. This will help you stay on track in executing the tasks. Set **short-term objectives for long-term vision**, breaking down the long-term goals into manageable short-term objectives will maintain your impulse.

Example: Organise and promote 10 educational workshops by 3rd month of starting the project.

ALIGNED WITH ORGANISATIONAL VALUES AND MISSION

Credibility and authenticity are important to create trust in your goal.

Example: The increase in public awareness and understanding of EU values does not contradict our organisation's mission, vision and what we stand for in any way.

The world is changing at a very fast pace so may the circumstances of executing your plan. Advocacy is a dynamic process and you need to stay agile and prepared to respond in newly created situations.

Example: The possibility to implement activities online due to outside factors (COVID-19).

Advocacy goals and objectives will be the foundation for your advocacy campaign. Based on them you will make decisions, allocate resources and evaluate the success. Make sure you set them as clearly as possible to effectively work towards your desired outcome.

IDENTIFYING THE TARGET AUDIENCE AND THEIR NEEDS

In advocacy, there are two main groups to target: the primary target group, decision-makers (ministers and officials at different levels: European, national, regional, or local levels) as they possess the authority to accept and act upon the advocacy request. The secondary target group includes influencers (think experts, researchers, community, media peeps, and so on.), who have the potential to sway the primary target group's opinions and actions. It is crucial to know what drives these influencers and provide them with the right information to get them involved in our cause.

Engaging decision-makers requires diplomacy. Customise your advocacy message to match their priorities and concerns. To get them on board with your cause, clearly showcase the benefits and positive outcomes of accepting and acting upon your request.

Simultaneously, influencing the secondary target group requires strategic communication. Understanding what gets them excited about your cause and using that to shape your message. Whether it's facts, storytelling, or research, customise your approach to match their interests.

Collaboration and networking are vital for successful advocacy. Building relationships with both target groups strengthens your position and increases your campaign's impact. By fostering alliances, sharing knowledge, and supporting each other, we can stand united in positive change.

Effective advocacy involves targeting both decision-makers and influencers, providing a clear and convincing message that matches their interests, and fostering collaborations to maximise impact.

CHOOSING THE RIGHT MESSAGES AND COMMUNICATION CHANNELS

A clear and well-structured message is crucial for effective advocacy. It ensures that the goal and purpose are effectively delivered without any misunderstandings. To maximise the impact of your advocacy, follow these key principles:

PRESENT THE ISSUE
Clearly outline the problem you are advocating for. Provide relevant facts, data, and evidence to support your cause. Make sure that everything is well defined to understand the gravity of the issue.

SHARE YOUR STORY
Connect emotionally with your audience by sharing convincing stories that highlight the real-world impact of the problem. Personal narratives create empathy and inspire action.

ENGAGE THE AUDIENCE
Encourage active engagement from your audience. Use persuasive language and calls to action. Motivate them to get involved and support your cause.

CONNECT WITH VALUES AND INTERESTS
Tailor your message to match the values and interests of your target audience. Connect your advocacy goal to their personal concerns to foster commitment to the cause.

When choosing communication channels, consider the scope of your advocacy work (local, regional, international) and develop a comprehensive plan. Identify the stakeholders you need to reach and the most effective ways to engage them.

LOCAL ADVOCACY
Engage local influencers, community-based organisations (NGOs and CSOs), and local media outlets. Use community meetings, town halls, and local publications to disseminate your message.

REGIONAL ADVOCACY
Target regional decision-makers, NGOs, regional conferences or forums, and regional media. Use regional media outlets, webinars, and networking events.

INTERNATIONAL ADVOCACY
Aim to reach international organisations, global media platforms, and influential individuals. Use social media, online campaigns, and international conferences to reach a broader audience.
By tailoring your communication channels with your advocacy level and target stakeholders, you can maximise your reach and impact. A well-crafted communication plan ensures your advocacy efforts are strategic and effective, and create a powerful voice for change.

DEVELOPING A TIMELINE AND ACTION PLAN

Advocacy, with its aim to create positive change and influence decisions, requires a well-structured and purposeful approach. Two crucial elements that play a pivotal role in the success of any advocacy campaign are developing a comprehensive timeline and action plan. These essential tools provide advocates with a roadmap for their efforts, ensuring efficiency, accountability, and increased chances of achieving their goals. Let's explore the importance of both elements in the realm of advocacy.

4 KEY POINTS:

MILESTONES AND CLEAR OBJECTIVES

It helps in determining your plan timeline and the actions within it.

FUNDRAISING STRATEGY

Advocacy campaigns require a variety of resources e.g., finances, expertise, and manpower. A timeline and action plan help to allocate these resources efficiently. By identifying critical tasks and their time frames you can optimise resource utilisation. Alongside, funds are possible to obtain by different means e.g., fundraising events, individual contributions, and grants from private & public foundations. Not only your donors should comprehend your objective but also share the same values as your mission. When planning fundraising events explore formats to align with your cause, digital tools are great support. Bear in mind for instance: organising auctions, marathons, public events, challenges, performances, flashmobs, and anything that suits your purpose. When accepting donations, make the process straightforward and transparent, ensuring your donors can contribute easily. Don't forget to publicly acknowledge and appreciate your donors, fostering positive relationships could lead to future collaborations and serve as excellent references.

BUILD COLLABORATION AND ACCOUNTABILITY

Setting up a positive and collaborative environment within your team is crucial for the successful execution of any endeavour. You should also build a sense of accountability as well. Some key points that can help you foster all that in your team are: Define Clear Roles and Responsibilities of each member of your team. You can also take into account each individual expertise and strengths while assigning the roles. Make sure everyone understands the campaign's objectives and goals and what is expected from them. Schedule regular team meetings to discuss tasks, progress and any challenges that may have come up or can happen. Foster an open environment for your team members to feel comfortable and safe to share their ideas, different perspectives, concerns, and feedback. Set up transparent and clear communication guidelines and collaboration processes, which will help you foster consistency.

HOW TO SET UP AN ADVOCACY STRATEGY

You can use Project Management tools (track the assignments, deadlines etc) which will help you and your team members stay organised and accountable. Celebrating achievements is important, and you should recognise individual contributions and success. Unpredictable situations happen (inside your team or external influence) and you need to address them in a professional manner as soon as they occur through dialogue and collaboration. Be an example by fulfilling your tasks on time. Provide support and resources for your team members so they can do their tasks effectively. After the campaign is over, collect feedback from your team members and evaluate the performance of your team. A positive team culture is essential for the effective execution of your campaign and future plans.

EVALUATING AND ADAPTING THE STRATEGY AS NEEDED

Advocacy as all processes today, can face unforeseen challenges which can lead to opportunities. The timeline and action plan that you develop will allow you to anticipate potential obstacles and prepare yourself to address them effectively. Maintain a flexible approach, and adjust your strategies and timeline as needed but be sure to focus on the overarching goals. You will recognize if adaptation is needed by evaluating your plan on beforehand set objectives (quantity and quality indicators).

Below is an example of a timeline that you may need to adjust based on the specific details of your advocacy project. This will help you to monitor and adapt the plan as needed and will contribute to the success of your project.

Task	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
Project Planning and Coordination									
Workshop Material Development									
Outreach and Promotion									
Workshop Implementation									
Evaluation and Reflection									
Reporting and Follow-up									

HOW TO USE MUSIC TO ADVOCATE FOR EU VALUES

In this chapter, you will see what role music has and can have in the advocacy process to promote the 6 EU values.

MUSIC IN ADVOCACY WORK

Music can be a powerful tool for advocacy work, as it has the ability to reach and resonate with people on a deep emotional level. When used strategically, music can help raise awareness about important social, political, and environmental issues, inspire action, and foster positive change. Here are some ways music can be used for advocacy:

RAISING AWARENESS

Musicians can write and perform songs that focus on specific social or environmental issues, bringing attention to the problems and encouraging people to learn more about them.

Example: A singer-songwriter writes a song about the impact of plastic pollution on marine life, highlighting the urgency of reducing single-use plastics and promoting ocean conservation.

EMOTIONAL CONNECTION

Music has the ability to evoke emotions, and songs with powerful messages can create empathy and understanding among listeners, helping them connect to the cause.

Example: An organisation creates a music video featuring real-life stories of refugees, accompanied by a heartfelt song, to foster empathy and understanding among viewers and raise awareness about the refugee crisis.

MOBILISING COMMUNITIES

Music can bring people together, uniting them under a common cause and creating a sense of community and shared purpose.

Example: Local musicians organise a music festival in support of climate action, bringing together environmental organisations, activists, and the community to collectively advocate for sustainable practices and policy changes.

CAMPAIGN ANTHEMS

An advocacy campaign can have its own theme song or anthem, which helps in branding and creating a recognizable identity for the cause.

Example: An advocacy group launches a campaign to end child labour in the garment industry, and they use a powerful and catchy song as the campaign anthem, encouraging people to join the movement and sign a petition for corporate accountability.

HOW TO USE MUSIC TO ADVOCATE FOR EU VALUES

FUNDRAISING EVENTS

Musicians can organise benefit concerts or charity events to raise funds for a particular cause or organisation.

Example: A renowned musician hosts a charity concert to raise funds for an organisation dedicated to providing clean water and sanitation to underserved communities in developing countries.

LOBBYING AND POLICY CHANGE

Songs and music videos can advocate for specific policy changes, influencing public opinion and putting pressure on decision-makers to take action.

Example: A group of musicians creates a song and music video to raise awareness about climate change and its impact on vulnerable communities, urging policymakers to prioritise climate action and environmental justice.

SPREADING POSITIVE MESSAGES

Advocacy doesn't always have to focus solely on problems; it can also emphasise positive solutions and inspiring stories through music.

Example: A band writes an uplifting song that celebrates diversity and inclusivity, promoting tolerance and understanding among different cultures and backgrounds.

COLLABORATIONS AND ALLIANCES

Musicians can collaborate with other artists, NGOs, or activists to amplify the reach and impact of their advocacy efforts.

Example: Several artists come together to release a charity single for disaster relief efforts in the aftermath of a natural calamity, with all proceeds going to aid organisations on the ground.

SOCIAL MEDIA AND VIRALITY

Catchy songs with compelling messages have the potential to go viral on social media, reaching a much broader audience than traditional advocacy methods.

Example: A catchy and educational rap song about the importance of voting in elections goes viral on social media, encouraging young people to participate in the democratic process.

EDUCATION AND EMPOWERMENT

Music can be used as an educational tool, helping to inform people about complex issues in an accessible and engaging way.

Example: A non-profit organisation partners with local musicians to create songs that educate young people about reproductive health and empower them to make informed decisions.

INCLUSIVITY AND REPRESENTATION

Advocacy through music can give voice to marginalised communities and promote diversity and inclusion.

Example: An indigenous musician writes a song that highlights the struggles and resilience of their community, shedding light on the importance of preserving indigenous cultures and lands.

PROTEST SONGS

Throughout history, music has played a significant role in social movements, with protest songs becoming anthems for various causes.

Example: During a civil rights movement, a folk singer-songwriter composes a protest song that becomes an anthem for racial equality, inspiring people to take to the streets and demand change.

ARTISTIC ACTIVISM

Music videos and performances can be used creatively to challenge societal norms, encourage critical thinking, and provoke conversations.

Example: A performance artist stages a thought-provoking and visually stunning music video that challenges consumerism and its impact on the environment, urging viewers to adopt more sustainable lifestyles.

INTERNATIONAL SOLIDARITY

Music can transcend borders and language barriers, allowing advocacy efforts to connect with global audiences.

Example: Musicians from different countries collaborate on a multilingual song advocating for peace and humanitarian aid in conflict-affected regions.

CATHARSIS AND HEALING

Music can provide a sense of comfort and healing to those directly affected by the issues being advocated for.

Example: In the aftermath of a natural disaster, local musicians organise a healing concert to provide solace and support to affected communities through music and shared experiences.

Remember, effective advocacy through music requires careful planning and consideration of the target audience, the specific message, and the desired outcome. By combining the emotional power of music with strategic advocacy techniques, musicians and activists can create a lasting impact and inspire positive change in the world.

USING MUSIC TO ADVOCATE AND PROMOTE THE 6 EU VALUES

Using music to advocate for and promote the six EU values requires thoughtful and intentional approaches to effectively convey these principles to a diverse audience. Here are specific strategies and examples for each value:

HUMAN DIGNITY

- Compose songs that tell stories of resilience, overcoming adversity, and celebrating the uniqueness and worth of every individual.
- Collaborate with artists who have experienced or worked with vulnerable populations to create music that highlights the importance of treating all individuals with respect and compassion.
- Host benefit concerts to raise funds and awareness for organisations that protect and advocate for human dignity, such as those combating human trafficking or supporting refugees.

FREEDOM

- Write songs that celebrate the freedom of expression, speech, and artistic creativity.
- Use music videos to portray historical struggles for freedom and showcase the importance of safeguarding individual liberties.
- Organise concerts and performances in support of freedom of the press and media independence.

DEMOCRACY

- Compose songs that emphasise the significance of civic engagement, voting, and active participation in democratic processes.
- Collaborate with organisations that promote civic education and host music events to encourage youth involvement in politics.
- Release music videos that highlight the importance of an informed and diverse electorate in democratic societies.

EQUALITY

- Write songs that advocate for gender equality, LGBTQ+ rights, and equal opportunities for all individuals regardless of their background.
- Organise music festivals that feature artists from diverse backgrounds and highlight the value of inclusivity and representation in society. Use music to challenge stereotypes and discrimination, promoting a more inclusive and equal world.

RULE OF LAW

- Create songs that emphasise the importance of justice, accountability, and adherence to the rule of law in maintaining a fair and democratic society.
- Use music videos to showcase the significance of an independent judiciary and the protection of human rights.
- Organise concerts to support organisations working to uphold the rule of law and combat corruption.

HUMAN RIGHTS

- Write songs that address specific human rights issues, such as the right to education, healthcare, and freedom from discrimination.
- Collaborate with human rights activists and organisations to create music that sheds light on human rights violations and advocates for change.
- Use music videos and social media platforms to raise awareness about global human rights challenges and the importance of international solidarity.

To unleash the full potential of using music for EU values, collaborate with artists, activists, NGOs, and EU institutions. Embracing the dynamics of social media, music streaming platforms, and community engagement to amplify your advocacy. With these strategies, music becomes a potent force, driving the principles and values that form the heartbeat of the European Union. Let the melodies spark change and resonate across diverse horizons.

THE SONGS FOR CHANGE RADIO

The Songs for Change Radio is one major part of the advocacy strategy that aims at young people being able to reach out to and influence community members and stakeholders, including politicians and policymakers through podcasts, live shows, songs and other content. The general objective of the radio is to create more awareness around the EU values at a local and EU/international level.

Tune into *Songs for Change* web radio here.

With its multi-faceted approach to promoting EU values through music, *Songs for Change Radio* holds immense potential for advocacy work and can have a significant impact on promoting EU values. Here are the specific potentials and potential impact of the web radio in promoting the 6 EU values:

Engaging and Inspiring: By using music, songs, and music videos as creative tools, the web radio can engage and inspire a wide audience. Music has a unique ability to evoke emotions, making the advocacy messages more relatable and impactful.

Youth Empowerment: Involving young people in producing podcasts and music for the radio empowers them to actively participate in advocating for EU values, fostering a sense of ownership and responsibility among the youth.

Education and Awareness: The web radio serves as an educational platform, providing informative podcasts and music videos that raise awareness and deepen understanding of the 6 EU values, contributing to a more informed and engaged citizenry.

Cultural Celebration: Through music videos and songs from diverse European cultures, the radio celebrates the richness and diversity of the EU, reinforcing the idea of unity in diversity, which is a fundamental value of the EU.

Accessible Platform: Being a podcast-based web radio linked to social media, the project can reach a wide audience, including those who may not typically engage with traditional advocacy methods.

Multilingual Communication: Utilising music in various languages helps promote language inclusivity, making the advocacy messages accessible to people from different linguistic backgrounds across the EU.

Digital and Viral Reach: Through social media channels, web radio has the potential to reach a larger audience and can achieve viral reach if its content resonates with listeners, thereby magnifying the impact of the advocacy messages.

Empathy and Connection: Music fosters empathy and emotional connection. By conveying EU values through music, the web radio can create a sense of shared identity and purpose among listeners.

Community Building: The web radio can cultivate a community of individuals who share a common interest in promoting EU values, encouraging collaboration and fostering a sense of belonging.

Call-to-Action: By incorporating calls-to-action in podcasts and social media content, web radio can inspire listeners to actively engage with advocacy initiatives and contribute to positive change.

Influence on Public Discourse: The web radio's content can influence public discourse by bringing EU values to the forefront of discussions, encouraging more open dialogue and debate on these important topics.

Partnership Opportunities: The project's unique approach to advocacy through music can attract the attention of like-minded organisations, artists, and activists, leading to potential partnerships and collaborations.

Positive Representation of the EU: The web radio promotes the EU values in a positive and engaging manner, helping to counter negative narratives and perceptions of the EU.

Long-Term Impact: As an ongoing web radio, the project can have a sustained impact on promoting EU values, with the potential to foster lasting changes in attitudes and behaviours.

Contribution to EU Identity: By promoting and advocating for EU values, the web radio contributes to strengthening the sense of European identity and solidarity among citizens.

In summary, the **Songs for Change Radio** has the potential to be a dynamic and effective platform for advocacy work around the 6 EU values. Through its use of music, songs, music videos, podcasts, and social media, it can engage, inspire, educate, and empower audiences across the EU, ultimately contributing to the promotion and strengthening of EU values and creating a positive impact on European society as a whole.

Do you want to be a part of the Songs for Change Radio?

YOU CAN CONTACT US WITH YOUR OWN PODCASTS ABOUT THE EU VALUES!

HOW TO INFLUENCE DIFFERENT TARGET GROUPS

This chapter will give you an overview of digital and in-person ways to influence different audiences.

ONLINE CHANNELS TO BE USED

Advocacy work through music can be effectively conducted through a variety of channels, utilising both traditional and digital platforms to reach and engage a diverse audience. Here are some key channels that can be used for advocacy work through music:

SOCIAL MEDIA PLATFORMS

Utilise social media platforms like Facebook, Twitter, Instagram, and TikTok to share music videos, performances, and messages related to advocacy campaigns.

→ **YouTube and Music Streaming Services:** Upload music videos, lyric videos, and behind-the-scenes content on platforms like YouTube, Spotify, Apple Music, and SoundCloud to reach a global audience.

PUBLIC SERVICE ANNOUNCEMENTS (PSAS)

Work with broadcasters and media outlets to create and broadcast PSAs featuring music that promotes advocacy messages.

MUSIC BLOGS AND ONLINE MAGAZINES

Share advocacy-related content and music releases through music-focused blogs and online magazines that serve specific target audiences.

→ **Podcasts:** Collaborate with podcast creators to feature interviews with musicians and activists discussing advocacy efforts and sharing messages through music.

DIGITAL ADS AND SPONSORED CONTENT

Use targeted online advertisements and sponsored content to reach specific demographics and engage them with advocacy-themed music.

EMAIL NEWSLETTERS

Build an email subscriber list and send regular newsletters featuring updates on advocacy campaigns, music releases, and events.

ADVOCACY WEBSITES

Create dedicated websites or landing pages that provide information about the advocacy cause, related music, and ways for people to get involved.

Virtual Events and Livestreams

Organise virtual concerts, fundraisers, and live performances to connect with a broader audience worldwide.

OFFLINE CHANNELS TO BE USED

CONCERTS AND MUSIC EVENTS

Organise live concerts, music festivals, and benefit shows dedicated to specific causes to raise awareness and funds for advocacy initiatives.

COLLABORATIVE PROJECTS

Partner with musicians, artists, and influencers to create collaborative music projects that amplify advocacy messages and increase the impact of the campaign.

RADIO STATIONS

Contact radio stations to promote advocacy songs and campaigns, especially those that align with the station's target audience and interests.

EDUCATIONAL INSTITUTIONS

Partner with schools and universities to incorporate advocacy music and related discussions in curricula, promoting awareness and education among students.

COMMUNITY RADIO AND LOCAL EVENTS

Engage with community radio stations and local events to spread advocacy messages, particularly those that align with local issues and concerns.

MUSIC MERCHANDISE

Design and sell music merchandise (e.g., T-shirts, posters) that promote advocacy messages and help raise funds for the cause.

By utilising a combination of these channels, musicians, activists, and advocacy organisations can effectively leverage the power of music to raise awareness, inspire action, and drive positive change on various social, environmental, and political issues. Each channel offers unique opportunities to engage with different audiences, making music advocacy campaigns more inclusive, accessible, and impactful.

WE BELIEVE YOU HOLD THE POWER TO SPREAD THE IDEALS OF THE EUROPEAN UNION THROUGH MUSIC!

It is relevant to consider the social media networks and platforms that are most used by young people, such as Instagram, TikTok, YouTube, and so forth. Since we are promoting and working with music, there are some other networks that can be explored and used, such as Spotify, where we can upload our podcasts, upload the songs created in the workshops of each country of the consortium partners, and create a Songs for Change playlist.

CREATE A WEBSITE
Start by creating a website for your project where you can upload all your work and update it regularly! The Songs for Change website (https://songsforchange.eu/) is a space where you can find all the steps taken in the path of the project and its works, which include our songs.

CREATE AND CURATE YOUR SOCIAL MEDIA
Start by creating your social media pages and make sure the identity of your project is clear and cohesive. Be clear about what your project is about, your objectives and purpose, and your actions. It is also important to create and maintain the visual identity of your project, which means using the logos of the project, with posts with coherent colours and fonts.

POST CONTENT REGULARLY
Be regular with your posting! This will make people feel more engaged and interested in the content you are uploading. It may be helpful to create a schedule for posting content online on different social media networks so you keep track of your posts!

ENGAGE WITH YOUR COMMUNITY
In your posts, try to find a way to engage with your followers, and connect them to your project and your work. You can ask them to share experiences or opinions in the comment section of an Instagram post, or ask them to share your TikTok video with their own friends! Create interesting, authentic and informative posts in a way that people are drawn to connect with you and your project! It is relevant to establish a connection with your followers so that they too feel engaged and captivated by your content.

SHARE INSPIRING CONTENT
Be mindful that, in order for people to feel engaged and connected with your project in social media, you have to share inspiring experiences and stories that captivate their attention. In today's world, people go on scrolling for hours through different types of content that they may not feel connected to. This gives you more responsibility to create content that truly resonates with people. You can do that by sharing personal motivations, stories and perspectives on the EU values, and stir up conversations and debates in the comment sections.

HOW TO INFLUENCE DIFFERENT TARGET GROUPS

With the implementation of a social media strategy, the Songs for Change Broadcast which includes the promotion of the community events, webradio podcasts and live shows will be available to anyone in a matter of a click!

You may also consider involving influencers who resonate with your purpose and your work and who want to be involved in sharing the outcomes of the project! For example, finding musicians who also work as advocates for human rights and having them share some of your posts can be beneficial for your project, as they may reach a larger audience.

You may try to involve other organisations that share your values and purpose and try to establish a partnership so that they too share your posts and overall contribute to the promotion of your work in their realm of influence.

You can also consider addressing forms of traditional media as a way to promote the events that occur under your project. For instance, you can try to contact your local newspaper to do some coverage of an event you are having.

If you are doing a live performance in your town in a public event, you may contact the town's newspaper and let them know about your project. You may also contact your municipality directly and see what are the best options for your work to be a part of an event of the municipality.

Otherwise, if you are having a concert of your songs as a part of a larger event, you may even be interested in talking to a newspaper or magazine that is already covering the event or that may be interested in the topic of your work - music, human rights, etc.

HOW TO ENGAGE WITH YOUR AUDIENCE

Engaging is different from influencing. Community creation is one of the most important things in advocacy and here you will see why and how to do it.

CREATING A COMMUNITY AROUND THE MUSIC AND ADVOCACY CAMPAIGN

Music connects people emotionally and inspires them to take action, making it an ideal medium for advocacy. By creating and building a community alongside your advocacy campaign you can amplify your message and impact. This way, you foster a sense of belonging and shared purpose.

Your music should resonate with the message you want to send out and the campaign's cause by evoking the desired emotions, a rallying point in the form of a catchy anthem or a soft emotional ballad. Today, online platforms play a crucial role in community creation and building. Social media and streaming platforms serve to foster discussions, sharing personal stories, etc.

You can foster a sense of involvement and intimacy, engage your community members by sharing for example, videos, artwork, personal testimonials, behind-the-scenes content, updates, have a Q&A session with some artists or other people involved in your campaign or even the ones who are not. Collaboration with others is a good way to grow your community. Engage with artists, influencers, and organisations that are aligned with your campaign's values and extend your community's reach.

You can do events like webinars, online concerts, podcasts etc and foster a safe place for exchange, learning and networking.

You should actively share information about your campaign's objectives, progress, and ways to contribute to empower others to become advocates themselves. Create a positive environment by celebrating achievements, milestones and personal contributions, which will amplify motivation among your community. You can do that by, for example, sharing personalised messages of gratitude, virtual shout-outs or some other perks. By doing so your members will feel valued and encouraged to continue their involvement.

ENCOURAGING FEEDBACK AND DIALOGUE WITH THE AUDIENCE

Feedback is your ticket to greater success and is also crucial for building a stronger and more engaged community. How can you do this?

➡ **Be respectful and approachable**
➡ **Create a community space**
➡ **Create engaging content**
➡ **Host Q&A sessions**
➡ **Do surveys and polls**
➡ **Pay attention and listen actively**
➡ **Ask thought-provoking questions**
➡ **Acknowledge and appreciate**
➡ **Respond to feedback**

➡ **Empower critical thinking**
➡ **Collaborate and have guest contributions**
➡ **Be consistent**
➡ **Encourage your audience to create their own content**
➡ **Empower constructive criticism**
➡ **Adapt and evolve**

You should genuinely value your community members' and audience's input. Foster a culture of open dialogue where people can actively participate.

EMPOWERING THE AUDIENCE TO BECOME ADVOCATES FOR EU VALUES

To empower the audience to become advocates for EU values, you need to foster an understanding of the EU's core principles, promote engagement and encourage active participation. Here are some pieces of advice on how to do that:

➡ Through education and awareness rising. Provide historical context on how the EU was formed. Highlight the EU's commitment to foster cultural diversity and its role in promoting unity. Communicate clear and engaging content that explains the fundamental values of the EU.

➡ Foster open dialogue. Organise seminars, and workshops where people can discuss EU policies and their impact. Create online platforms where individuals can ask questions, express opinions, and share experiences that relate.

➡ Highlight success stories of how EU values have positively impacted individuals, communities, and others within and outside the EU.

➡ Engage with EU Programs where you can create activities aimed at young people like Erasmus+ which fosters a sense of European identity.

➡ Encourage citizens to participate. Make them feel a part of the decision-making process. Promote awareness of initiatives and petitions.

➡ Foster cultural exchange where you can promote a sense of belonging and unity in the EU. Organise events that celebrate diversity.

➡ Demonstrate how EU institutions operate transparently. Highlight initiatives to prevent corruption and showcase accountability.

➡ Celebrate anniversaries related to EU achievements to remind people of the work and the progress.

Empower the audience through a combination of education, engagement and a sense of ownership in shaping the future of the EU.

MEASURING THE IMPACT OF THE CAMPAIGN ON THE TARGET AUDIENCE

The crucial step in assessing the effectiveness of your campaign is measuring the impact on the target audience, which will also help you optimise your future endeavours. To determine how well you achieve the campaign goals you need to collect and analyse the data throughout the whole process. Here are some tips on how you can do that:

COLLECT THE STARTING POINT DATA

Before everything, you need to measure the current state of affairs. This data will be your baseline for showcasing the impact of your campaign.

SET SMART OBJECTIVES

Before you launch your campaign you should establish specific, measurable, achievable, relevant, and time-bound (SMART) objectives, which will be your baseline for measuring your success.

DEFINE KEY PERFORMANCE INDICATORS (KPIS)

You should define a quantifiable measure of performance over a specific period for each specific objective.

COLLECT DATA

Depending on what kind of actions you do (online and offline) you should aim to collect all data you can that will help you measure the impact while keeping in mind to respect GDPR and people's privacy. If you are implementing online actions, you can use Google Analytics, social media insights, etc.

SEGMENT YOUR AUDIENCE (IF NECESSARY AND APPLICABLE)

If you are targeting different groups (based on demographics, behaviour, interests, or any other relevant criteria) you can track the impact of your campaign on the specific subgroups.

ACTIVE MONITORING

During the implementation of your campaign, it is good to keep an eye on your KPIs to see how well you are doing. The real-time data will help you to realise if you need to adjust your efforts and objectives based on your audience's response.

POST-CAMPAIGN ANALYSIS

After the end of your campaign, compare the starting point data with the data you collect at the end. The qualitative (which you can gather through surveys, focus groups etc) and quantitative data (engagement rates etc.) will help you measure the impact. Evaluate if the campaign met the SMART objectives you set at the beginning. The insights and knowledge you get through implementing will help you better plan the strategy for your future endeavours. Prepare a report that will highlight the campaign's impact which can help the relevant stakeholder understand its success.

HOW TO SET UP A WEB RADIO

The creation of a web radio station is an innovative way to advocate for a message, as it gives the opportunity for interesting and informative conversations to be held in a safe space dedicated to spreading a message. That message can be to simply spread information about the EU values, such as democracy, freedom, equality and so on.

STARTING WITH THE BASIC EQUIPMENT

When beginning to think about creating a web radio, it is important to take into consideration the necessary things to be successful at it.

1. **Computer/Laptop**
2. **Microphone**
3. **Strong internet connection**
4. **Live broadcasting software**

Web radio is a convenient way to create your own radio platform because it broadcasts over the internet rather than the more conventional AM or FM bands. This makes web radios more convenient for the purpose of spreading a message, as it is possible to reach anyone and cross all possible borders or restrictions between people from different countries.

FINDING YOUR MOTIVATION

A web radio can be dedicated to a specific topic or issue, which in this case would be learning about the EU values through music, in order to incite discussions and critical thinking among the listeners. This brings us to a major question that you must take into consideration when thinking about creating a web station, which is "Why do you want to start a web station?".

This is relevant because you have to be clear about your motivations and intentions before starting a project like this. This way, you can target the right audience for your web radio programs, by expressing your purpose and connecting with the young people who are interested in hearing your contribution and learning about topics that interest them.

FINDING YOUR VISUAL IDENTITY

Deciding on your visual identity in the early stages of the process of developing a web radio is important. Start by exploring your most creative side and coming up with ideas, and let them take over the whole process. Besides coming up with a logo, you also have to create a website. For that, you may have to speak with a web designer for their professional skills. Bear in mind your aesthetic should be coherent and look put together. This will help you reach more people and keep more people interested in your project!

TAKE ADVANTAGE OF YOUR WORK BEING CROSSBORDERS

When you are broadcasting an internet radio, there are no geographical boundaries so you are free to reach anyone anywhere in the world. This allows you to spread a message to people from different cultural and historical backgrounds, which may stir up interesting conversations with different perspectives coming together. Being able to reach a broader audience means that your radio has the potential of bringing people from all around the world together for your cause!

PROMOTE YOUR WORK

You must promote your web radio on your social media. In order to build your audience and make them loyal to your project, you must be prepared, organised and consistent with what you put out there! As it was discussed in the section that focused on "How to Influence Different Target Groups", you must make the same efforts to promote your web radio!

As such, you have to:
➜ Be regular with your posting.
➜ Make people interested in tuning in to your web radio.
➜ Build your audience by engaging with them.

SOFTWARE NEEDS

You may use online radio hosts, such as RadioKing to conceive automatic or live broadcasts from home and address them to a radio server, which will share your programming worldwide via different media (social media, website, mobile application, etc.).
In terms of online equipment, you may need different software:
➜ **Recording software**: This will allow you to create your program's broadcast on your web radio. You may find different software for this purpose online. For example, Audacity is a free, easy-to-use, multi-track audio editor and recorder you can access.

➜ **Broadcasting software**: You can enhance the quality of your live shows with broadcasting software thanks to features and an interface made for this purpose. You might have access to tools like virtual mixing decks, audio effects, beat synchronisation, or equalisers, depending on the software you choose to use. Some programs come with a native encoder that enables you to connect them to your radio stream.

Mixxx is an example of a broadcasting software that presents you with the opportunity to explore and experiment with different tools and features to perform live mixes, such as virtual mixing decks, audio effects, beat synchronisation, and more. It is a very customizable software.
Tip about the volume on song files: If you are struggling to find a way to play all of your songs in the same volume, try MP3Gain. It is an easily accessible online platform that analyses and adjusts mp3 files in order for them to be at the same volume.

MAKE DECISIONS AND START PLANNING YOUR WORK

Besides deciding on what musical programs, broadcasting and recording software and musical techniques and features you will be using, you also must consider the program you want your web radio to stick to. What type of music do you want to include in your radio? Do you want to invite some musicians who work as advocates or activists for EU values? What is the message you want to spread by doing this work? What kind of segments will your live broadcast include? Is it relevant to your community? Is it a powerful and connecting message?

Bear in mind you should go through all means to make what you are working on meaningful. In that sense, take into consideration that figuring out what type of content and message it is you want to put out there is just as important as deciding on the technical aspects and making sure the web radio is set and ready to go live.

Then, decide on your schedule. Is it a monthly radio program? Is it weekly or daily? It is important to decide upon this, as you must put it out there on your social media platforms that you are working on this. When you make your web radio live broadcast schedule, you have to let people know about it so that they can join and tune in. Keep in mind it is through being consistent with your work that you can build an audience and strengthen your connection with the community you are creating and receiving support from.

CONCLUSION

Music holds significant importance in promoting EU values as it is a powerful and universal platform to spread the awareness of diversity, unity and cultural understanding that the European Union stands for. Music transcends all linguistic and cultural barriers, fosters a sense of belonging among people and reaches a global audience. Music can help strengthen bonds and reinforce shared ideals across borders.

> **WE ARE "CALLING ALL YOUNG CHANGEMAKERS AND MUSIC ENTHUSIASTS'' TO ACT**

Your creativity can become a force of good. Use the power of music as a tool for positive change through advocacy. Your inspiring minds and hearts can unite and create a better future.

Your melodies and lyrics can challenge norms and drive impactful conversations.

**JOIN US IN RAISING AWARENESS OF
HUMAN DIGNITY, FREEDOM, DEMOCRACY, EQUALITY,
THE RULE OF LAW, AND HUMAN RIGHTS
TO CREATE A BRIGHTER TOMORROW!!!**

Your passion and creativity
are an infinite source of
power, so put them to good
use and let's pave the way
for a more just and
inclusive society!

FURTHER READING

How to Create a Great Social Media
Strategy Plan in 2023 and free Global
Social Media Trends Report

How to plan a social media campaign,
step by step

A 10 Step Guide to a Successful
Fundraising Event

Three Best Practices for Sustaining
Interest in Advocacy Efforts

Using Local Outreach to Engage the
Online Generation

PARTNER NETWORK

This handbook was created under the leadership of the seven partner organizations YEPP EUROPE; YEPP Italia; Association for Better Life; Het Wilde Westen; Network for Children's Rights; Out of the Box; Young Educators.

YEPP EUROPE (BERLIN, GERMANY)

coordinates, develops and supports the YEPP Community Network of YEPP Local Sites and project partners in 19 countries and over 100 communities in Europe. We work for youth and community empowerment in disadvantaged areas, promote the participation of young people and local stakeholders in decision-making processes and foster active citizenship. We recognize young people as actors of social change and strive to make their voices heard. To achieve this, we develop capacity-building programmes for youth, as well as qualify youth workers to support youth in different fields of interest. We also work with municipalities on designing more youth-supportive policies and facilitate transnational learning and exchange of local actors in the YEPP Community Network.

YEPP ITALIA (TURIN, ITALY)

aims to disseminate and apply the principles of the Yepp methodology in Italy to empower young people to express their energies and skills in their local communities. Its objective is to empower young people to decide, to manage resources, to be active citizens; to concretely realize young people's ideas; to create communities that look to the future with confidence, aware of their own identity and needs; to build strong and lasting partnerships with public and private, national and international actors; to influence youth policies so that they promote empowerment, community development and partnerships.

ASSOCIATION FOR BETTER LIFE (HERL'ANY, SLOVAKIA)

was established in 2004 and its mission is to strengthen the development of marginalized Roma communities in eastern Slovakia. We mobilize local resources, create partnerships, and empower community members to participate in development projects. We cooperate with municipalities and connect social and community workers, teachers, pastoral workers and various experts. Since 2010 we have been members of an international network YEPP.

HET WILDE WESTEN (UTRECHT, NETHERLANDS)

is a cultural centre, local meeting spot and music school in one. The centre hosts and facilitates all kinds of activities and projects for people of all ages and walks of life, and operates mainly locally, in Utrecht West.

NETWORK FOR CHILDREN'S RIGHTS (ATHENS, GREECE)

It is a Greek non-profit association founded in 2004, with the aim of defending the rights of the child, as defined in the UN Convention on the Rights of the Child (UNDP 1989). The network has a range of experience and expertise in refugee issues, child protection, non-formal education, training to professionals and support to children, youth and their families. The Network is addressed to all children, regardless of ethnic origin, race, gender, religion and language, organizing and implementing specialized pedagogical programs, creative group activities and non-formal education activities in 4 places in the centre of Athens. At the same time, it runs awareness-raising campaigns and institutional interventions are being developed. The organization works closely with public authorities and public bodies.

OUT OF THE BOX INTERNATIONAL (BRUSSELS, BELGIUM)

is a European Network bringing together different organisations advocating for more innovative, citizen-centred and solidarity policies on the European and city level. Our main mission is to provide expertise, ICT tools and a network for the dissemination of research, training and innovative practices. We are experts in different EU policy areas such as youth, education, cohesion and solidarity, and digital, with a focus on cross-sectorial practices. Our target groups are young people, CSOs and policymakers. We believe that innovation, fresh ideas and active involvement of citizens in the political processes all together represent the sine qua non of making our societies better, fairer, more sustainable and just.

YOUNG EDUCATORS (CASTELO BRANCO, PORTUGAL)

is an International non-profit and non-governmental organization for development. We feel that the world is a place without borders, without racial or ethnic differences. We feel the world is a place where we can be different and diverse. We want to use our energy to fight for our causes and empower young people to move the global society in a new direction and promote democracy, human rights, equality, social inclusion, citizenship and knowledge.

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"LET'S GIVE THE EU VALUES OUR UNIQUE VOICES AND SOUNDS WHILE CONNECTING AND EMPOWERING EACH OTHER TO GENERATE CREATIVE SOLUTIONS FOR SOCIAL CHANGE!"