

## ACE Hub

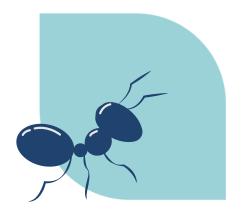


25 participants from North Rhine-Westphalia (Germany)

34 nationalities

21 - 35 age range days of workshop

## Top 5 Advocacy Challenges



"I'm too small and don't have any power!"



"We are acting as fast as we can!"



"I'm doing my best but nothing is changing!"



"We aren't in the same frequency, you don't get me!"



"No money no honey!"

## Workshop Tools

- **ABT (And, But, Therefore)** narrative
- Narratives as logical and emotional concerns
- **AIM (Audience, Intention,** Message) framework
- **Actor mapping**
- 6 handshakes rule

- Meaningful Feedback
- **Elevator Pitch** (script)
- **Transformative Coalitions**
- **Transformative Communications**
- Talk show

## **Transformative** Communication

for advocacy

Awareness Encourage Public

Raise

**Participation** 

**Facilitate Training** 

**Promote Access to** Information



