

**CIVIL SOCIETY  
FOR  
DEMOCRATIC  
SOLIDARITY  
EQUALITY**



**WE DEMAND:  
A JUST  
TRANSITION**



**6. WE DEMAND:  
HUMANS  
PROTECT  
RIGHTS  
OF NATURE**

**5. WE DEMAND:  
EQUAL  
RIGHTS  
FOR ALL**

**3. WE DEMAND:  
POLICY BASED  
ON SCIENCE  
NOT OFF FOSSIL FUEL  
IN 5-10 YEARS**

WHAT DO WE NEED &  
CLIMATE CHANGE  
HAVE IN COMMON

STOP DENYING  
OUR

PROTECT

KEEP

**CAMPAIGN TOOLKIT**

**[WWW.CIVICPRIDE.MEGACAMPAIGN.EU](http://WWW.CIVICPRIDE.MEGACAMPAIGN.EU)**

# GENERAL INFORMATION TAKE ACTION



## **SIGN THE CALL**

The call is available in more than 10 languages.  
Read it, sign it & share it !

**[CLICK HERE](#)**

## **TAKE A PICTURE OR RECORD A SHORT VIDEO**

Take a picture of your team, your community, or simply of yourself, with a message. Say why we should be proud of being part of civil society.



**[SEE THE #CIVICPRIDE SOCIAL MEDIA WALL](#)**



## **DOWNLOAD OUR RESOURCES & SHARE IT AROUND**

Check our **RESOURCES** webpage, download the material, customise your account & call your audiences to join the mobilisation.



## USE SOCIAL MEDIA

### **Use the #CivicPride hashtag**

Publish pictures of your activities on Twitter, Facebook or Instagram.

In addition and for better outreach, use it in combination with your own national-related hashtags.

All the publications using the #CivicPride will be visible

[HERE](#)

### **Reach out to influential decision-makers**

You can find a list of **KEY STAKEHOLDERS** at the European and national level, feel free to tag them in your Twitter posts when spreading your messages.

Indeed, you can tag whoever is relevant for your organisation.

Customise your personal profile with our picture frame.

Show your personal engagement in the action day by using our profile picture effect

[FIND IT HERE](#)



## **Any events planned?**

If you have existing events already planned in early December, label them #CivicPride to give more visibility.

All labelled events will be shared on the general Civic Pride event page on the **WEBSITE** and on the **ECF FACEBOOK PAGE**

## **Collect Positive Stories**

and create a storytelling within your organisation about the work you do. The idea is to create a positive narrative of civic organisations and show their impact on society.

In order to create an emotional connection with our followers, we are collecting positive stories from individuals and organisations.

**HAVE A LOOK AT THE POSITIVE STORIES**

## **Join forces**

The #CivicPride is also about showing Solidarity & Inclusiveness, so why not putting efforts together with organisations around you?

See who the national contact points are and get in contact with them to work together on the mobilisation

**SEE THE MOBILISATION MAP**

# WARM-UP FOR THE MOBILISATION DAY

## Write to the national and local media

We are encouraging all the coalitions and participating organisations in the **Civic Pride** days to write joint statements and release them through op-eds or columns in national media. For any help, feel free to contact the **coordination team**.

In addition, the coordination team is providing a general frame for the op-ed, which you can feel free to adapt according to the national/regional context. Op-eds are to be published between 2-8 December.

**SEE THE TEMPLATE PRESS RELEASE**

## Prepare the material

The #CivicPride days will mobilise thousands of organisations. To create a strong momentum, we have developed visual elements to customises your social media accounts.

You can download all of them and adjust it to your needs.

**GO TO OUR RESOURCES WEBPAGE**

**From December 5th, Civic Pride Days all around Europe  
With our diversity, across our various national and local contexts,  
we will mobilise to say:**

**We are proud of our work that makes our world and our society better!**

**Hands off human rights, democracy, civic participation and civic space!**

**No to criminalisation of civic activism and social solidarity!**

**Yes to freedom of association, expression and assembly!**

**We shall mobilise citizens to express**

**their support to the cause of rights and democracy for all  
and their solidarity to our actions.**

**We will call institutions to fully recognise and support our work**

**#MEGA  
MAKE  
EUROPE  
GREAT  
FOR ALL**