



**PAX**

# **PAX** **ACTIVIST** **ACADEMY**

**Building peace**  
**starts with you.**



**welcome!**

# Why would you participate?



**Our mission is crystal clear: we aim to empower you, a young changemaker who fights for peace, exposes injustice, and speaks out boldly against abuse of power.**

We are committed to strengthening your position, whether you protest in the streets or pursue justice through policy development. We believe that by doing so, we directly contribute to expanding the space for social justice and strengthening civic power.

To achieve this, we provide you with training in non-violent action, campaigning, lobbying, and much more. By sharing this expertise, you enhance your knowledge and ability to communicate effectively, develop strategies, and exert influence. This way, you become stronger in your fight for social justice and change.

It's important for young people like you to **actively participate** and **speak out** against injustice because youth possess the power and ideas to enact lasting **social changes** and build a more **just future**.



FOCUS:

# Students, raise your voice

The **Activist Academy** trains change makers in each series, with each round focusing on a different theme or area of interest. Despite the varying focuses, the entire program remains dedicated to educating '**all-round changemakers**'. In this round, due to its urgency, we're focusing on empowering the voice and opportunities of students in higher education. Our goal is to equip them with the **tools and knowledge** they need to effectively advocate for their rights and bring about **positive change**.

The Activist Academy assists students in higher education in obtaining a stronger voice. With growing distrust towards the government and media, it's crucial for students to learn how to defend their rights and take action.

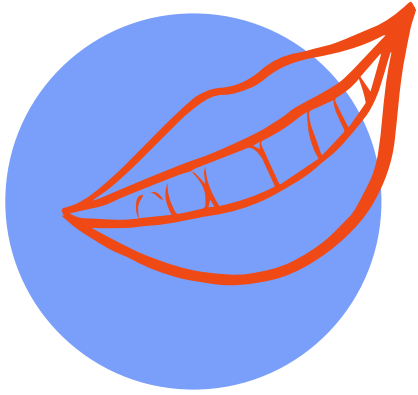
Often, universities and colleges prioritize profit over the interests of students, resulting in less inclusivity. Working alongside experts, we strive to empower students and faculty with more involvement and transparency in education.

We also support students in their calls and actions by equipping them with the right tools and knowledge. By engaging everyone, we aim to achieve a positive change that contributes to peace and justice in our society.



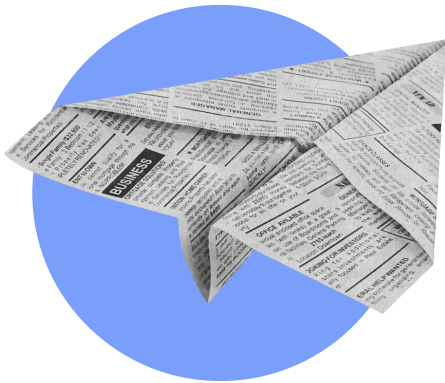
# What will we do?

DAY 1



**Welcome & Introduction**

DAY 3



**Lobby & Advocacy**

DAY 5



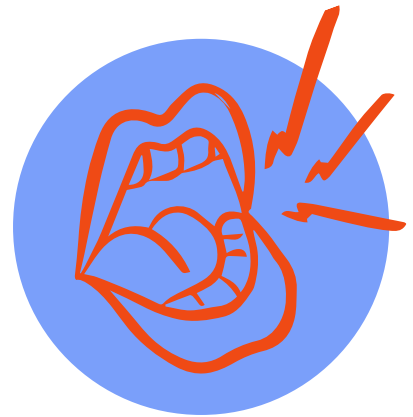
**Action day 1:  
'Building campaigns together'**

DAY 2



**Non-Violent Action**

DAY 4



**Communication & Campaigning**

DAY 6



**Action day 2:  
'Campaign Fair'**

# Your voice, Your future

## TRAINING DAYS

The core of our training lies in collective learning and empowering each other's voices and strengths. Through interactive sessions and an open space for brainstorming actions and campaigns, we encourage the group to come together in advocating for justice.



## COACHING

In addition to the regular training days, we also offer a learning journey where participants can engage in individual coaching sessions. Here, you can brainstorm your ideas for actions or campaigns, receive personal support within the program, and foster your own growth as a change maker.

## NETWORK & PEERREVIEWS

Furthermore, we consider it of paramount importance for participants to connect with other groups and individuals dedicated to justice. That's why we organize meetings with experts from other organizations and provide ample opportunities for networking, both among participants and with PAX's own experts.



**DAY 1**

# Welcome & Introduction

Today, we take the first step in your journey as a changemaker. Our day starts with an introduction, where you'll have the chance to meet your fellow participants and build a network of like-minded individuals. Together, we'll share our personal missions and goals, so we can better understand each other's motivations and drive.

## **GETTING TO KNOW EACH OTHER**

We begin the day with interactive introductory sessions. This is your opportunity to connect with other participants, share your story, and listen to the inspiring reasons why others have joined this training.

## **MISSION & VISION**

What drives you? What do you hope to achieve with your activism? During this session, we'll formulate our individual missions and goals. This exercise not only helps us clarify our personal motivations but also lays the foundation for effective collaboration and support within the group.

## **BASIC PRINCIPLES**

We introduce the fundamental theories that support activism. We delve into strategies, tactics, and the role of social movements in effecting change. Here, we'll also discuss power and building counterpower. Understanding power is crucial for effective activism. We explore how power operates in different contexts, how it can be acquired and wielded, and how we can influence power structures to achieve our goals.

# Non-Violent Action

## DAY 2

On the second day of our training program, we focus on strengthening our skills in organizing and executing non-violent actions. We delve deep into strategies for building counterpower and forming effective coalitions. With a special guest lecture we also explore the legal aspects of the right to protest, with a specific focus on student protests.

### NON-VIOLENT ACTION

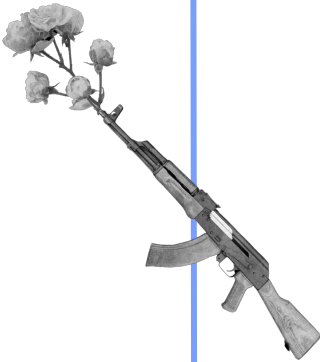
We start the day with an introduction to organizing and nonviolent action. What makes a non-violent movement successful? Which techniques and strategies can we apply to convey our message powerfully and clearly? We delve into examples of non-violent action, analyze what works and why, and practice planning and executing non-violent campaigns. This session provides you with practical tools and insights to organize effective and impactful actions.

### BUILD YOUR COALITION

Power is not only maintained by existing structures but can also be challenged and changed by citizens. In this session, we explore the principles of coalition-building: how do you identify and approach potential allies? What are the best practices for creating sustainable and effective collaborations between diverse groups? Learn how to form powerful alliances that amplify your impact.

### PARTNER INSIGHT

With a focus on student protests, we explore a relevant case study to apply theoretical knowledge into practice. Our special guest provides an in-depth lesson on the right to protest. What are your rights as a demonstrator? How can you effectively and safely exercise these rights? This knowledge is crucial for anyone involved in or planning to participate in protests.





# Lobby & Advocacy

DAY 3

Activism isn't just about fighting in the streets; lobbying and advocacy can be equally important. Today, on the third day of our activist training program, we delve into the world of lobbying and advocacy.

We learn how to defend our cause and persuade political groups through evidence-based advocacy. A special Partner Insight from LOF (Landelijke Overleg Fracties) provides in-depth knowledge about lobbying and rights within higher education.

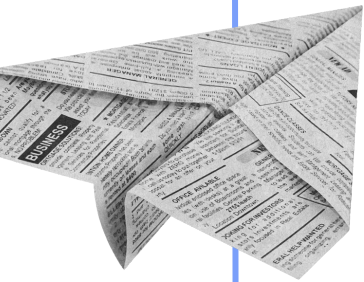
## LOBBY & ADVOCACY

The day begins with an introduction to lobbying and advocacy. What are the key strategies for successful advocacy? How can you effectively convey your message to policymakers and influential stakeholders? This session (led by the **PAX Public Affairs team**) provides you with the tools and techniques you need to get your cause on the political agenda and make an impact. We cover practical skills such as negotiation, lobbying, and persuading political groups. This hands-on exercise helps you translate theory into practice and learn to negotiate effectively.

## PARTNER INSIGHT: OVERCOMING BUREAUCRACY

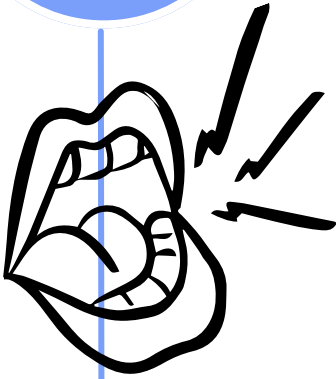
Our guest partner, **Landelijke Overleg Fracties**, shares their expertise on lobbying and rights within higher education. They provide an in-depth session on how students can raise their voices and influence education policy. What are the rights of students, and how can you defend and strengthen these rights through strategic lobbying practices?

Today, you'll learn the crucial skills to make your voice heard and effect meaningful changes within political and institutional structures. With the knowledge and insights you gain, you'll be better equipped to lobby for your cause and create sustainable impact. Together, we're building a stronger, more influential movement.



# Communication & Campaigning

DAY 4



On this day, the focus is on the art of effective communication and campaigning. You'll learn how to craft a strong and cohesive narrative (and convey it visually) that resonates with your audience and makes an impact on your public. This session provides insights into strategies for delivering your message clearly and persuasively, both online and offline.

## **SOCIAL MEDIA & DIGITAL CONTENT**

You'll learn how to effectively use social media platforms to disseminate your message, reach your audience, and generate engagement. Additionally, you'll gain insight into creating digital content that is appealing and impactful, strengthening your online presence and making your campaign even more powerful. With this training, you'll be better equipped to leverage the opportunities that the digital landscape offers to achieve your goals and spread your message.

## **STORYTELLING**

Storytelling is a powerful tool for evoking emotions, engaging people, and explaining complex issues in an accessible way. During this training, you'll learn how to use stories to communicate your message more effectively and strengthen your campaign.

## **PRESSURE COOKER: PUBLIC SPEAKING**

The day concludes with a pressure cooker course in public speaking. You'll have the opportunity to practice and improve your speaking skills. This intensive training enables you to speak confidently and persuasively in various situations, from formal presentations to informal conversations.

# Action day 1: 'One for all, all for one'

DAY 5

Today is the day to take action! You'll work on your own mission from day 1 by brainstorming and/or developing your action or campaign. It's a day of empowerment and action, giving you the opportunity to make an impact and bring about change in the world around you.

It's your moment to see how the goals and strategies you formulated work in practice and make adjustments where necessary. With the support of fellow participants and valuable insights from experienced organizations, you're ready to continue your mission and make your voice heard.

## BUILDING CAMPAIGNS TOGETHER

During this day, we will explore the opportunity to collectively build campaigns. By pooling our strengths and collaborating with other activists, we can amplify our impact and achieve our goals more swiftly. It's an opportunity to brainstorm, exchange ideas, and develop strategies for joint campaigns.

## PARTNER INSIGHT

A special Partner Insight will be provided on activism and campaigning. It will teach you more on how to collaborate and strengthen campaigns. This organization shares its expertise and experience in effective activism, offering valuable insights and advice to you. It's an opportunity to learn from experienced activists and be inspired by successful actions and campaigns.



# Action day 2: The Campagne Fair

DAY 6

Welcome to the climax of our training program, the Campaign Fair! Today is your moment to shine and present your action or campaign to fellow participants and experts. In an atmosphere of inspiration and collaboration, we'll share and celebrate the results of our efforts from the past few days.

This day is more than just a presentation—it's an opportunity to showcase how your mission comes to life, how you'll mobilize others, and the impact you aim to make in your community. You'll utilize the skills and insights gained during our training to convey your message powerfully and inspire others to join your movement.

Just as we've learned to collaborate and build joint campaigns, today, we'll support and encourage each other as we move through the various presentations. We'll listen, learn, and strengthen each other in our collective fight for change.



**So stand up, speak with passion, and let your voice be heard! Together, we'll show that small actions can have a big impact and that change is possible when we collaborate and raise our voices.**





# DO YOU WANT TO APPLY?

## IT'S EASY:

Write your motivation letter, give us your information via the form, and apply!

## MOTIVATION LETTER

### PERSONAL MOTIVATORS

What motivates you to participate in this programme?

### GOALS

What specific focus or action would you like to dedicate yourself to using the knowledge and skills you acquire in this program?

### LENGTH

Max. 1 A4-page (around 500 words)

## PARTICIPATION

### EXPECTATIONS

Since this programme is free of charge, we expect a high level of engagement and commitment.

### AVAILABILITY

Please indicate clearly if there are specific dates you are not available for participation in the course. This information is crucial to ensure that we assemble a group that can fully benefit from the programme.



## APPLYING IN ROUND 1

Sign up before July 15 via this [form](#) or through the QR code.

Registration opens: July 1, 2024, 12:00  
Registration closes: July 15, 2024, 12:00

You will be notified by July 17 at the latest whether you can participate.



## APPLYING IN ROUND 2

Form and QR-code will be provided at opening date.

Registration opens: Sep. 2, 2024, 12:00  
Registration closes: Sep. 17, 2024, 12:00

You will be notified by September 20 at the latest whether you can participate.

# PRACTICAL INFORMATION

## CALENDAR READY?

*Write down these dates*



Day 1: Friday, October 11

Day 2: Friday, October 25

Day 3: Friday, November 8

Day 4: Friday, November 22

Day 5: Friday, December 13

Day 6: Friday, January 10

## LOCATION

PAX head office  
St. Jacobsstraat 12, Utrecht



## TIME

09 30 - 15 00



*Have any questions? Don't hesitate to ask and mail us at:*

*[doemee@paxforpeace.nl](mailto:doemee@paxforpeace.nl)*

**PAYX**