

SEEN AND HEARD

HELPING YOU PUT COMMUNITY
VOICES FRONT AND CENTRE

FORSTER
COMMUNICATIONS

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Certified

Corporation

WHAT'S THE ISSUE?

GLOBAL CHALLENGES LIKE CLIMATE CHANGE ARE DISPROPORTIONATELY IMPACTING COMMUNITIES WHO CURRENTLY DON'T HAVE ENOUGH OF A VOICE OR INFLUENCE ON THOSE ISSUES AND HOW TO TACKLE THEM.

As a result, campaigning organisations and the policy and decision makers they are seeking to influence are both missing out on the experience and expertise of the people whose lives are being most affected.

Now's the time for a step change in approach – for more funders, NGOs and progressive businesses to empower those communities by creating platforms for them to be seen, heard and listened to on the issues that affect them the most.



FIVE REASONS WHY NOW IS THE TIME

1

We are in the age of the omni-crisis. Globally, and locally, we face a series of profound and interrelated challenges disproportionately affecting people from poorer, marginalised and minoritised communities.

2

The capability and capacity to tackle those challenges is increasingly concentrated in the hands of a small number of institutions and individuals. Many of those are using that power to push a populist message that questions the validity of being progressive and excludes the voices of those most affected.

3

Organisations pushing for progress on issues like climate change, international development, health and social justice, are rightly being urged to be as inclusive and empowering as possible through centring the voices and experiences of those most affected.

4

Social and environmental issues are increasingly being co-opted into culture wars and used to create confusion, mistrust and fear. Those already experiencing prejudice, such as migrants or trans people, are being vilified and dehumanised as scapegoats for incredibly complicated issues. The most powerful weapon against this trend is platforming the real voices and experiences of those affected.

5

Organisations who have set net zero targets and commitments are struggling to realise them. They're being hindered by the complexities of global systems and the challenge of bringing key audiences and stakeholders along with them.

FORSTER CAN HELP YOU TO:

DEVELOP

Develop more powerful, inclusive and authentic communications and campaigns that platform the voices, experiences and insights of communities most affected by the issues.

ENGAGE

Engage on issues in ways that truly connect and motivate audiences without disempowering and objectifying communities central to solving them.

SHIFT

Shift from talking about communities to elevating them and collaborating with them so they can share their stories and experiences authentically while giving them a seat at the table.



OUR APPROACH

WE'VE DEVELOPED THIS APPROACH TO HELP ORGANISATIONS CAMPAIGN ALONGSIDE THE MOST AFFECTED COMMUNITIES THROUGH:

1

BUILD

Increasing the volume for marginalised community voices and their influence over change through training, consultancy, capacity building and creating peer networks.

2

PARTNER

Partnering to tell first person stories in powerful, creative and authentic ways through words, images and film.

3

CREATE

Creating platforms for all voices to be heard through qualitative and quantitative research, social, earned media, direct engagement and speaking opportunities

4

ALLY

Allying powerful lived experience, expertise and ideas for change with the insights, data and evidence produced by the organisations running campaigns to form an undeniable case for change.

5

HELP

Training progressive leaders to develop a more inspiring and inclusive communications style, engaging and motivating audiences without disempowering and objectifying the communities who are central to what they are seeking to achieve.

WHERE WE HAVE USED THIS APPROACH



We worked closely with the Grenfell survivors and bereaved families to get their voices heard in the media during Grenfell Testimony Week.



We trained leaders in several international NGOs to develop a more inclusive and empowering leadership communications style so they could more powerfully advocate for those people and communities in the Global South who are disproportionately affected by issues like climate change and wealth inequality.



We built the capacity, confidence and capability of grassroots campaigners, scientists and advocates in Mexico, Mongolia and the Philippines to help them make a more powerful case for change through the media.



We provided media and public speaking training to the national and global winners of the Frontiers Planet Prize, based in the Global North and the Global South, so they could spread the word on the importance of innovation for tackling the climate crisis.

PARTNERS FOR CHANGE

If you are looking to elevate the voices and experiences of the people most affected by the issues you are seeking to tackle, come and talk to us.



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