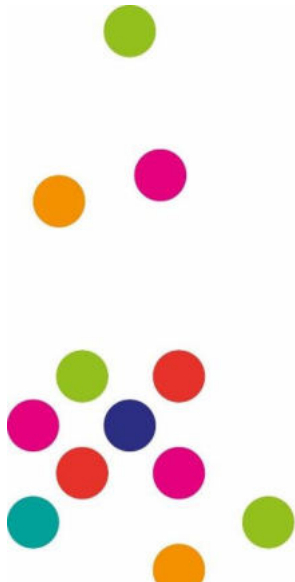




Activating citizens through the community network



Introduction

Structure of the presentation

- What Topagunea is
- Euskaraldia: basis and network structure
- Planning and general coordination of the network
- Working in towns/villages
- Final conclusions



Euskaltzaleen Topagunea



- It is a movement of *euskaltzales* (defenders of the Basque language) whose focus is the use of *euskera*.
- It is set up as a federation of associations of *euskaltzales* at local and district level:
90 associations (20,000 individuals)
- It is a non-profit association.
- Collaborative and constructive

- Driving a range of programmes to promote the use of the language: publicly-owned media, conversation programmes, leisure, culture, awareness creation...
- It works towards a healthy community of Basque-speakers, so that the use of Basque in the whole of Euskal Herria should be a common and simple practice.



Basis and structure of the network



“11 days in Basque in all Euskal Herria at once”

405 local committees

200 supra-municipal promoting bodies

225,000 participants

How was the Euskaraldia network created?

Networks prior to Euskaraldia


Activation process in Egia, Agurain, Arrigorriaga, Estella, Lasarte, Deusto... (2016)

- Horizontal expansion in a natural way

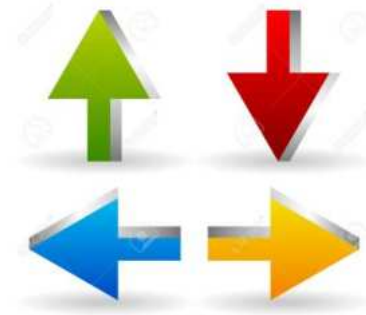


Euskaraldia: standardize, create networks and disseminate

- From the towns/villages  To Euskal Herria

- From Euskal Herria  To the territories

- From the territories  To the towns/villages



Based on collaboration

Collaboration on 3 levels:

1. Among social stakeholders and public institutions: **HPS and Topagunea, the driving effort**
2. Among the stakeholders who work in both the **language area** and in **others.**
3. Among local and supra-municipal **groups**



Basis of the network: joint work...



Shared leadership

Joint decisions,
taken horizontally

Joint appearances

Recognition to lead
each one's natural
space

Mutual recognition

Own functions

Going it alone does
not work

Complementary
nature

Distribution of functions

AMONG PUBLIC
INSTITUTIONS

AMONG SOCIAL
STAKEHOLDERS

ORGANIZATION AND COORDINATION

GENERAL COORDINATION (Euskal Herria)

General framework: planning, timeline, digital formats, recommendations, communication guide, training content

Basque Government, Government of Navarre, Public Employment Offers, Basque College and Euskaltzaleen Topagunea...

LOCAL COMMITTEES (TOWNS/VILLAGES/DISTRICTS)

Adaptation and performance of the general planning of Euskaraldia in the municipality

Municipal councils, associations of *euskaltzales*, stakeholders in the Basque language, individual *euskaltzales*, other stakeholders (traders, companies, horeca...)

EUSKALGINTZA
social, Diputaciones Forales (territorial administrations), promoting bodies



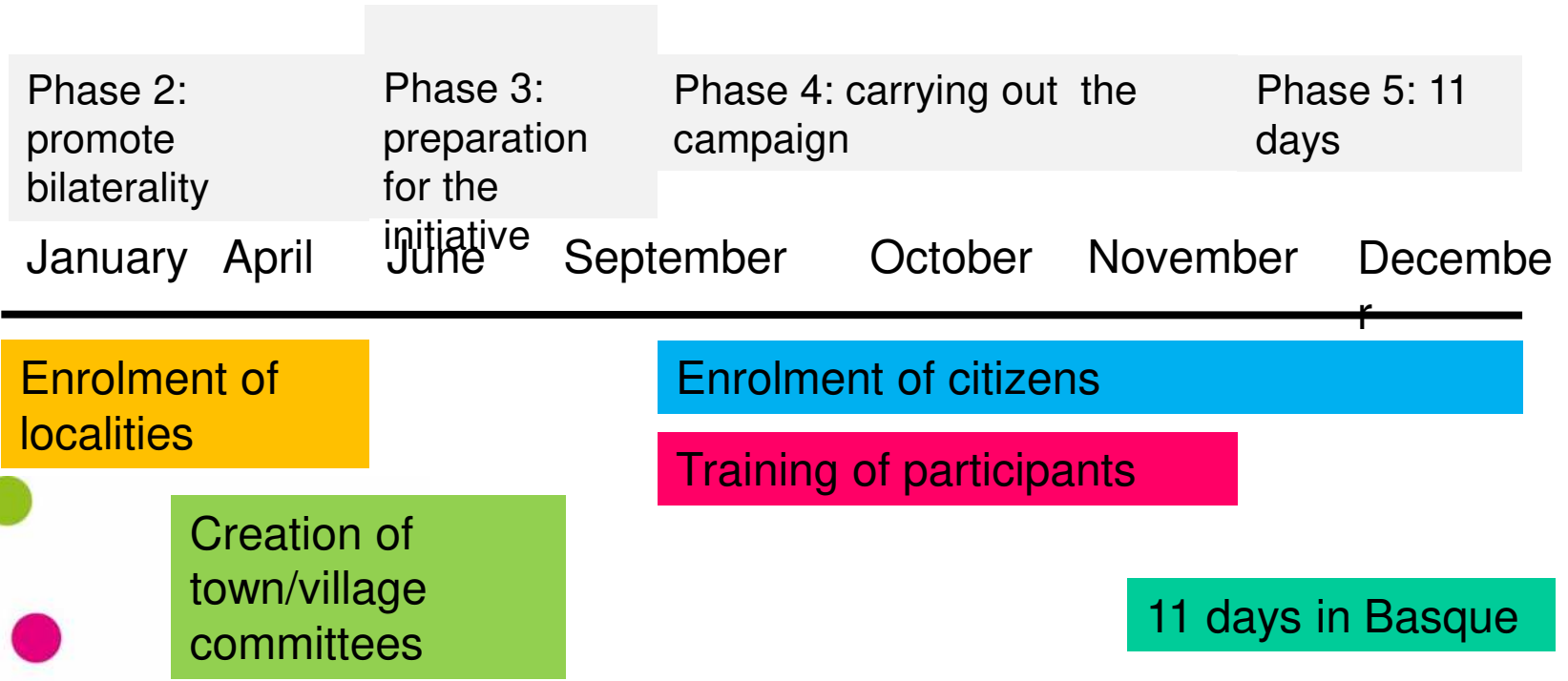
General planning and coordination

Presentation of Euskaraldia

23 November 2017



Phase 1: presentation of the initiative (September-December 2017)



20 June: training session for trainers



Coordination process

How did we do it?

- **Presentations, training sessions and seminars aimed at the local committees during the initiative, by territory**
- **Distribution of all the proposals and formats through the website (intranet, enrolment)**
- **Communication: general campaigns in the media, social media, local activities**





How did we reach out to citizens
IN MY TOWN/VILLAGE?

How could we get citizens to ENROL as an *ahobizi* (fluent Basque speaker) or *belarriprest* (intermediate level speaker) before 23 November?

How could we get people to be *ahobizi* or *belarriprest* for 11 days?



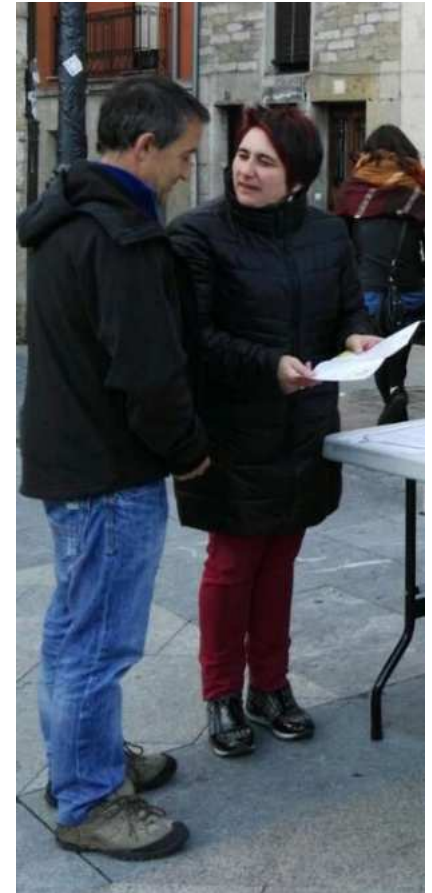
Strategy

“The 50-centimetre Rule”

Getting close to people is one of the key factors.

An individualised approach to individuals, stakeholders and institutions make people feel part of the project.

Taking the characteristics of what one wants to convey has to be taken into account in drawing up the proposal, and adapting it to the receiver's profile.





ENROLMENT T BEIN G



1.
Get people to
sign up

2.
Get people
ready

3.
Find
promoters

Presentation
of the "11
days"

Setting up
forums in
different
places

Organization
of events

Communication
formats/materials

Identification and
warm-up

1.
Get people to
sign up



2.
Get people
ready

In-depth
courses

Workshops

In paper
format

In digital
format

Simulations



What am I
going to do?
Materials and
means that
answer the
question



Make the
proposal

Data
managem
nt

Provide
training

Provide
identification
(stickers/badges)

3. Find promoters

People who can provide training (groups, establishments, workshops, sports clubs...) that will attract a high level of enrolment



Enrolment form

- ✓ Standardised
- ✓ Materials available on the Intranet

IZENA EMAN

AHOBIZI

BELARRIPREST

IZENA

1. ABIZENA

2. ABIZENA

GENEROA

EZ BINARIOA EMAKUMEA GIZONA

LURRALDEA

ARABA BEHE NAFARROA BIZKAIA GIPUZKOA

LAPURDI NAFARROA ZUBEROA

UDALERRIA

HERRIA/AUZOA

JAIOTZE URTEA

TELEFONO ZENBAKIA

POSTA ELEKTRONIKOA

INFORMAZIOA JASOTZEA

ONARTZEN DUT

LEGE AIPUA*

ONARTZEN DUT

Main conclusions

- Reflecting and going into detail together on cooperation is an essential prior step
- What is needed is a healthy popular movement that promotes the use of the language to work closely with citizens and activate the volunteer network
- Carrying out an exercise of this type requires strong communicative planning
- To organize Euskaraldia, considerable material and human resources are required. However, the enthusiasm and the support for mobilizing a people are sufficient in themselves.

