



**GLOBAL
PLATFORMS**
NETWORK FOR
YOUTH-LED
ACTIVISM **act:onaid**

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A SOCIAL MOVEMENT ECOSYSTEM

MOVE - Global Social Movement Centre implements, designs or pilots specific support mechanisms together with social movements, in order to address the lack of strategic capacity and tailored support mechanisms that enable better and safer impact of social movement work. MOVE provides a Social Movement Ecosystem for Human Rights Defenders and their movements to be supported in all aspects of their work through the full lifespan of their movements. Currently, it entails an integrated set of capacity strengthening activities for activists in social movements, core movement support functions to social movements, including funding and action research on relevant movements trends.

This document will outline how MOVE supports social movements at the right moment. It will provide an overview of the different kinds of support MOVE can offer and what criteria social movements need to fulfil to be eligible for each. MOVE consists of the components called GOLD, SMASH & REACT, while the below support framework is a full team support effort, and as such it is not important for applicants to understand where what belongs.

CRITERIA AND SUPPORT CATEGORIES

MOVE support to social movements is divided into 3 categories based on the experience and capacity of the movement as well as the challenges they are currently facing:

1. ACTION SUPPORT:

For movements that would benefit from doing actions and events to gain experience as a strong foundation to build a sustainable movement. In organising terms, we would talk about a movement that is in the middle of mobilising people to take action.

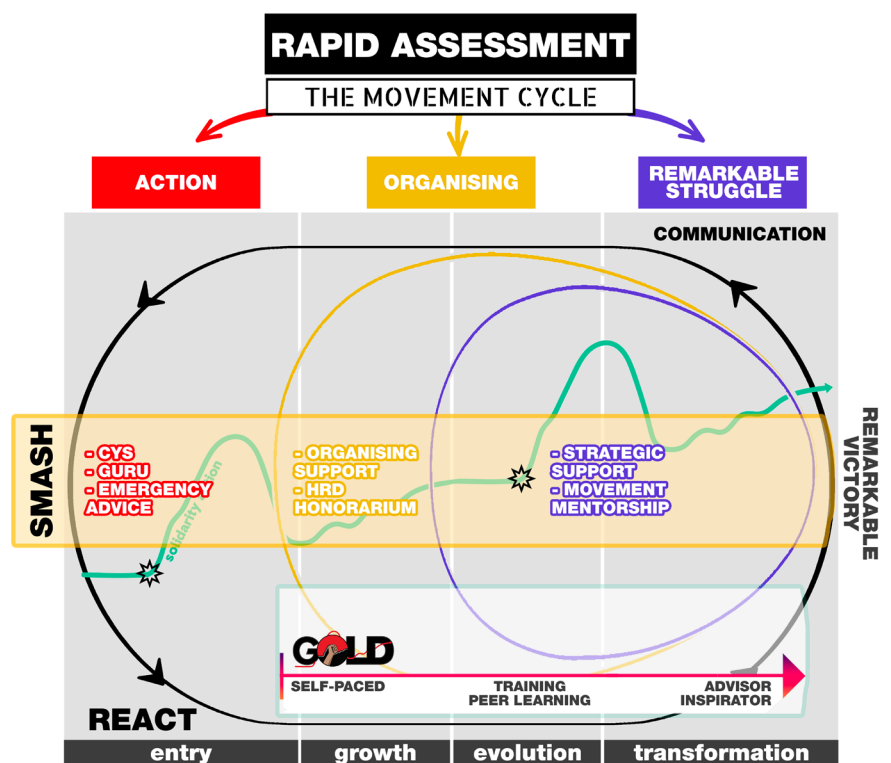
2. ORGANISING SUPPORT:

For movements that would benefit from building internal strategy and campaign strategy, recruitment practises or internal structures. MOVE team will be more involved in the movement's work and focuses on how to build long lasting change. The movement has successfully mobilised people and now needs support for organising itself.

3. CAMPAIGNING SUPPORT:

For movements that need support for winning campaigns to effect structural change. The MOVE team

will have built strong relations with movements in this phase of their work and will be in weekly if not daily contact with the movement to offer tailor-made support to help the movement reach its goals. The movement can both mobilise and organise and is ready for the final push to create long lasting change.



SUPPORT AND CRITERIA

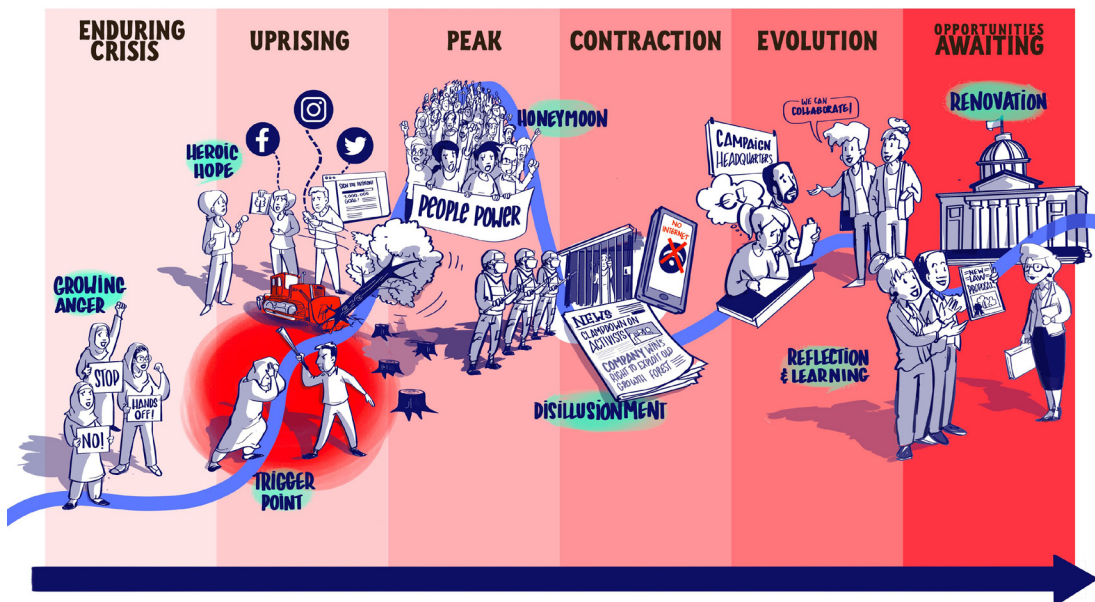
Below we have outlined the different forms of support and the minimum criteria a social movement needs to fulfil to be eligible for the support. For more details and examples of how the support works please see: [How we support social movements¹](#).

The interview guide for scoping the movements and putting them in the right phase [can be found here²](#).

Please be aware that as a movement progresses in experience and moves through the different phases earlier support measures will still be available to the movement.

The below criteria are priorities only. A movement can still receive support even if it is not fulfilling all the below criteria, however movements that do live up to the criteria will be prioritised.

Each of the support mechanisms has its own decision process for what support movements receive. Please follow the link under each individual support option to see how to apply.



0. ENTRY PHASE SUPPORT AND CRITERIA

Everybody has access to the entry level self-paced social movement courses online:

- **Global Organising and Leadership Development (GOLD) entry courses:** These mini courses provide knowledge and understanding of the basics of organising. We recommend all staff, trainers as well as social movement activists to complete the GOLD Entry courses as a foundation of our collaboration in order to have the same understanding of how social movements create change. [Find the GOLD entry courses here³](#).
- **Access to the Global Platforms Network:** Free spaces that movements can use to meet, learn and organise. [Read more about Global Platforms here.](#)

1. https://issuu.com/globalplatforms/docs/how_we_support_social_movements
 2. https://docs.google.com/document/d/15OARRsAgG4h_voLZk-7cb4c0AhfgjimpT_kYBiCiJEOK/edit
 3. <https://gold-actionaidlearning.talentims.com/entry>
 4. <https://www.globalplatforms.org>

1. ACTION SUPPORT AND CRITERIA

The purpose of the Action support phase is to support activists and movement leaders with rapid tools and funds for actions and events as part of a current or recent mass mobilisation. The Action phase can also support movements involved with a longer term campaign if there is a need for rapid assessments and support in specific moments.

Action phase support to movements will build the relation and trust with the movements which is essential for our further collaboration.



ACTION SUPPORT MECHANISMS:

All of the above (GOLD Entry courses) +:

- **Get Up Rise Up (GURU):** Direct action fund to support with streamlined micro-doses of resources to campaigns and strategic nonviolent direct actions. The fund supports up to 1000 USD. [Read more about the GURU fund here⁵](#).
- **Claim Your Space (CYS):** Rapid Response fund specifically supporting activists that can be verified by a partner that has collaborated with a Danish Civil Society Organisation. The CYS fund supports activists that experience restrictions such as threats, attacks, legal barriers, harassment, discrimination, marginalization, displacement, violence etc. due to their work. [Read more about the CYS fund here⁶](#).
- **Emergency Support:** Ad hoc emergency safety and security advice (Send a message on [Signal⁷](#) to +45 81116450) - through the MOVE regional Hubs, we have built a practice of tools and skills to ensure that social movements can remain safer while still being effective in their work.
- **GOLD Growth Courses:** Learning opportunities for movement activists. The Growth stage is designed to mirror the stages in the [Movement Cycle⁸](#) with timely and relevant learning opportunities on strategy, tactics, analytical tools and organising.
- **Action Research Support:** Professional support to movements to reflect & analyse previous efforts, impact & risks to advance future work. The MOVE team will provide existing knowledge that furthers the movement's work and support new research based on identified needs.

ACTION SUPPORT CRITERIA:

Values of justice, freedom and anti oppression: We support activists and movements that adhere to our [core values⁹](#), which include strategic nonviolent action, respect and dignity for all life, and promotion of justice, equality, and freedom to all.

Serving under-resourced communities: We realise that some movements may, depending on local or regional context, be controversial, underfunded, risky, or otherwise under-resourced. We are committed to funding all struggles for a more just world. Systematically underfunded issue areas or constituencies will be a priority for support.

5. <https://beautifultrouble.org/directaction>

6. <https://www.globaltofokus.dk/pulje/claim-your-space>

7. <https://signal.org/>

8. <https://beautifultrouble.org/compass>

9. https://actionaid.org/sites/default/files/strategy_2028_summary.pdf

Target: We will prioritise working with youth led and especially young women led groups and movements in fragile contexts of political unrest, economic instability and/or imminent climate disaster.

Geographic location: Priority will be given to activists and movements in the Global South. However, support is open for any and all geographic locations where access to resources are limited for the community.

Climate Justice: Priority will be given to movements and activists working specifically on Climate Justice related struggles and campaigns.

New lessons: We support activists and movements that can teach us something new and that are willing to share their new lessons with the wider activist community - their stories of success and failure.

2. ORGANISING SUPPORT AND CRITERIA

Organising support is for movements that already have action experience, but need to work more on their internal structures, recruitment practices, and long term strategy to be prepared for their next big struggle or to plan their next campaign. Movements relevant for this kind of support might already have received GURU funds for their prior actions or other Action support, but are still building up for their big campaign.



ORGANISING SUPPORT MECHANISMS:

All the above (Entry and Action Support) +:

- **Activists in Residency:** A stay of 3-4 weeks for a group of activists that are in need of the time, space, and support for reflecting, creating, strategizing, and planning. All costs associated with the residency, including full board accommodation and medical insurance is included for the duration of the programme. A modest stipend will be given to cater for personal needs. [Read more about Activists in Residency¹⁰](https://mstcdc.or.tz/activist-in-residence).
- **GOLD Evolution support courses and workshops:** In which social movements encounter a whole network of experts, trainers, and other learners to learn from each other, share challenges, ask questions, and get inspired around various thematic and leadership development.
- **Action Research:** Collaboration to verify, qualify & strengthen movements' demands through either direct support to activists with capacity or through partnerships with research institutions
- **Organising Support Funding:** Up to 5000 USD to build internal structures, recruitment and retention plans, and fine tune the long term strategies of the movement.
- **Honorarium Support to Human Right Defenders:** Support is given on a minimum basis to support the daily needs of movement leaders to ensure their wellbeing and safety as well as build the sustainability of their movements.

10. <https://mstcdc.or.tz/activist-in-residence>

ORGANISING SUPPORT CRITERIA:

Already mentioned criteria for Action Support +:

Led by the constituency: A basic principle in movement building is to keep the most affected constituency at the core of the movement. We prioritise movements and groups that are mostly constituted by those whose lives are affected by their struggle and the problems they are trying to solve. While a constituency might have a specific geographical scope, we recognise the importance of efforts undertaken to link local to national agendas (and even regional).

Commitment to long term struggle: Movements can have their ups and downs doing different actions. Trying to find a way to change the status quo is difficult and time consuming. We prioritise movements and groups that have some strategic understanding of the long term work that is required to succeed.

Organising structures: We prioritise movements and groups that have some sets of structures already in place for the organising efforts. These can be plans for recruitment, retention and decision making as well as distribution of responsibility within the movement.

Experience with actions: Priority will be given to movements and groups that have already done some actions, either stand alone or as part of a long term campaign, to gain ground on the issue they are tackling.

Relationship with MOVE or MOVE partners/collaborators: Social movements that are already working with or in close contact with MOVE will be prioritised for Organising Support Funding as concrete knowledge of and an existing relationship with the social movement is necessary at this stage of support.



3. STRATEGIC CAMPAIGNING SUPPORT AND CRITERIA

The purpose of the campaigning support is to help movements withstand some of the pressure they face when going into a campaign. There is internal pressure for success, external pressure from adversaries, and the public eye is on the movement. MOVE can provide substantial funding support to reduce the need for major fundraising while campaigning and give activists time to focus on the campaign. MOVE also offers advice, experience and training through an experienced activist taking on the role of a social movement mentor that will be in contact with the social movement on a weekly, if not daily basis.



CAMPAIGNING SUPPORT MECHANISMS:

All of the above (Entry, Action & Organising phase) +:

- **Social Movement Mentor:** An experienced activist directly attached to movement for support on a weekly basis including trainings, workshops & press support
- **Tailored Research:** Research collaboration with Roskilde University or International Center for Nonviolent conflict to support and strengthen the demands of the social movement during their campaign.
- **GOLD Transformation Capacity Support:** This stage support is completely individualised and depends on the movement's identified needs such as but not limited to the Strategic Campaign course, Activist in residence programme, Movement Swap, and Mentorship/Coaching.
- **Campaign Financing:** Between 15,000-25,000 USD Campaign support funds for campaigns lasting between 3-18 months to support a major campaign in the peak of a social movement's power. sustainability of their movements.

CAMPAIGNING SUPPORT CRITERIA:

Already mentioned criteria for Action and Organising Support +:

Clear strategy and window of opportunity: Priority is given to social movements that have a clear strategy, achievable goals, planned tactics, clear communication plan, and preparation for a window of opportunity that will create space for the campaign to succeed.

Ongoing recruitment and training: We prioritise movements that are recruiting new activists and plan for how to engage, retain and advance the knowledge of these activists to turn them into dedicated organisers for the social movement.

Internal structures and decision making process in place: A movement entering a campaigning phase can't have unclear lines for how decisions are made. Things are going to be moving fast and there will be a lot of pressure. If a movement is not disciplined enough when entering a full scale campaign, the said campaign will risk destabilising the movement.

Logistics setup: A campaign has a lot of moving parts that need to be coordinated at the same time. A social movement receiving Campaign support needs existing experience with managing actions, press releases, and a lot of activists at once.