



EuroCivic Lab

**Strengthening European
Identity and Citizenship
through SDGs, Social
Activism and Living Labs
Methodology in School
Education**



**Co-funded by
the European Union**

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Project Partners



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Module 5

**European Identity
& Social Activism**



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Welcome!



In this module you'll discover what “social activism” really means — and why it starts with you!

You don't need to change the world in a day.

Sometimes it's enough to clean up the schoolyard, cut down on food waste at lunch, or simply make sure no one is left alone at break.

Activism = notice → act together with others → make something better.



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What you'll get out of this module

- You'll understand what social activism is — and how it fits into everyday school life.
- You'll learn how to design small, responsible projects that actually change something.
- You'll connect your action to European values: dignity, solidarity, freedom, democracy.
- You'll see how your “small” project plugs into a global plan: the UN's 17 Sustainable Development Goals (SDGs).



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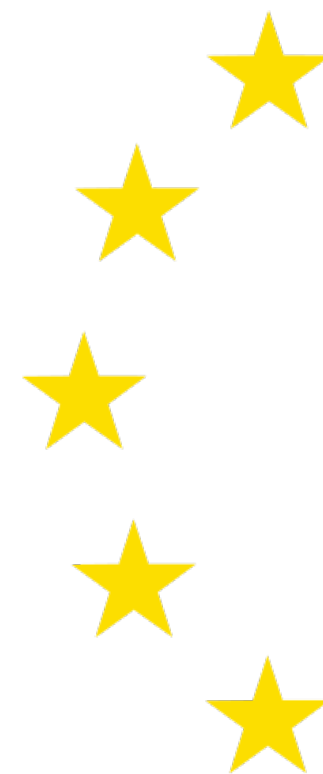
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What is social activism?

Activism starts with two simple steps:

- 1) You notice that something could be fairer, safer or kinder.
- 2) You team up with others to change it.



The word “social” is not random:

activism happens together with others and aims at the common good — not at your personal gain.





What does it look like at your school?

Small — but real — examples of action:

- You see litter all over the yard → you organise a clean-up.
- A classmate is left alone at break → you suggest a “friendship circle”.
- Someone can’t easily reach the library → you ask for a ramp.
- Food is wasted at lunch → you set up a “sharing shelf”.

It all begins with one short phrase: “I noticed that...”



A good activist: informed + responsible

Informed means:

I check the facts, I avoid rumours, I use reliable sources.

Responsible means:

I respect other people's rights.

The UN Convention on the Rights of the Child (1989) says YOU have the right:

to participate • to be heard • to be safe • to learn.



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The action cycle

Big changes don't come from one "super idea".

They come from small steps — repeated.

- I notice a problem.
- I listen to the people who live it.
- I pick a realistic goal.
- I try a small pilot (e.g. 2 weeks).
- I check what changed — and start again!

Try → Learn → Adjust → Try again.



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Why do people choose activism?

There are many reasons — and they all count:

- They care about fairness.
- They see a problem and want to fix it.
- They feel empathy (they put themselves in someone else's shoes).
- They want to belong to something bigger than themselves.

Activism is a mix: heart + head + hands.

Caring • Thinking carefully • Trying things out.



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The 3 foundations: Safety • Ethics • Inclusion

Not nice slogans. Practical rules.

- **SAFETY** — My action must never become someone else's harm.
- **ETHICS** — I am honest, I listen, I respect those who disagree.
- **INCLUSION** — Everyone can take part in their own way.



Without these three, activism can harm instead of help.





Safety: like “hygiene” for your data



In Europe, privacy is protected by strict rules — the GDPR.

In practice, that means:

- Ask before you photograph or post anyone.
- Use first names or roles only — not full personal details.
- Don't share classmates' phone numbers, addresses, or e-mails.
- Always check with your teacher before publishing anything.

Think of it like personal hygiene... but for data!



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Ethics: respect makes the campaign stronger

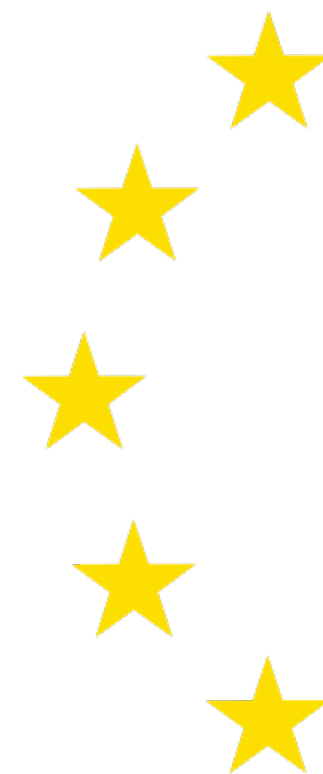
Ethics = how you treat others — especially the people who disagree with you.

Example: you want to reduce noise in the hallway.

Before proposing solutions, ask why it happens:

- Do kids hang out in the halls instead of going to the yard?
- Are they shouting because they feel “bottled up” in class?
- Is everyone leaving the classroom at the same time?

When you listen first, you find solutions others will actually accept.



Inclusion: there's a place for everyone

Different roles for different talents:

Writes • Designs • Records audio • Organises • Presents • Coordinates.

Think about who benefits first:

Planting trees? Start with the hottest, most uncomfortable spots — not the already-nice ones.

Don't exclude people by accident:

tiny text, colours you can't tell apart, a sharing shelf too high for a student in a wheelchair...



The 3 golden rules

If it all feels like too much to remember, keep these three:

- 1) ASK FIRST.**
- 2) BE KIND.**
- 3) INCLUDE EVERYONE.**

Stick to these three and your action will be safe, ethical and fair.



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Your activism IS European identity

“European identity” is not an ID card.

It’s a set of values you live every day:

- **Belonging** — “school is our home, we take care of it”.
- **Solidarity** — “when one of us struggles, we all help”.
- **Democratic trust** — “we decide fairly and keep our promises”.



Build a fair school, and you’re building a fair Europe.



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The 17 SDGs: the world's map



The UN Sustainable Development Goals are 17 global commitments for a better world by 2030.

Your project connects to one (or more) of them:

- Food-waste project → SDG 12 (Responsible Consumption)
- Clean-up & biodiversity → SDG 15 (Life on Land)
- Bike to school → SDG 13 (Climate Action)
- Equality in the classroom → SDG 10 (Reduced Inequalities)

Small action, big map.



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From vision to sustainable change

A strong project follows a simple cycle:

- **VISION** — What will be better if it works? (e.g. “calmer hallways”)
- **ACTION** — Which concrete steps? In what timeframe?
- **IMPACT** — How will I know something changed? (a mini survey, before/after photos...)
- **SUSTAIN** — How will it continue after the buzz fades? Who’s in charge?
- **REPEAT!** — What do I keep, what do I change, what do I try next?





Evidence that convinces

Evidence doesn't have to be complicated.

It just has to be honest and repeatable.

Examples of “success criteria”:

- “At least 80% of classes report less noise at break.”
- “The sharing shelf is restocked safely every day for 2 weeks.”
- “I counted litter 2 days before and 2 days after the clean-up.”

A simple “before & after” is worth a thousand words.



Your glossary (keep it close)



Agency — The feeling “I can act and it matters!”

Backward design — Planning from the end-goal back to the first step.

Common good — Benefits for the whole community, not just one person.

GDPR — European rules that protect personal data.

Inclusion — Everyone can take part in a meaningful way.

Pilot — A small test run of an idea for a short time.



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Quick recap — 5 things to remember

1. Activism begins when I notice — and act together with others.
2. Good activism = informed + responsible.
3. 3 foundations: Safety • Ethics • Inclusion.
4. Try → Learn → Adjust → Try again. (No fear of mistakes — I learn from them.)
5. My school links to Europe and the 17 SDGs.



Time to become your school's activist!



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