

# Chamber Network Campaign Academy: Introduction to Social Change and Campaigning

London: Thursday 19 September 2019

Time	Activity	Outline
10.00 - 10.15	Registration, tea & coffee	
10.15 - 10.30	Welcome and introductions	Introduce Sheila McKechnie Foundation (SMK) and British Chambers of Commerce (BCC) - set objectives for the day.
10.30 - 11.00	Change starts with you	Focus on the fact that each of us bring individual passion and skills to achieving change for our organisations. Overcoming the barriers to change and seizing opportunities.
11.00 - 12.00	How change happens, case studies of change and an introduction to using the Social Change Grid	Work through SMK's Social Change Grid with examples of businesses and campaigning organisations achieving change e.g. local infrastructure, investment, major planning opportunities.
12.00 - 12.15	Tea and coffee break	
12.15 - 13.00	Identifying your campaign issue and solution	Work through the series of questions you need to think about when starting to campaign. Undertake a problem tree exercise to explore the many root causes for priority campaign issues and the opportunities / capacity / resource needed to truly tackle them.
13.00 - 14.00	Lunch	
14.00 - 15.00	How to work with others to achieve change	Change rarely happens via a solo effort and there's a need to think collaboratively about who to work with to achieve change. Using the Social Change Grid, we'll aim to map out different potential alliances for change.
15.00 - 15.15	Tea and coffee break	
15.15 - 16.00	BCC People Campaign: next steps and embedding the SMK approach	Workshop session to embed today's learnings into the next steps of the People Campaign, including implementation in different areas and consideration of necessary resources and materials.
16.00	End	