



student action on world poverty and the environment

## General Proposal for the Forum 2009

Deadline for proposals: 8 December 2008

[peopleandplanet.org/forum](http://peopleandplanet.org/forum)

**Categories for proposals:** finance and fundraising, present campaign, group support, communications, democracy, network, other, events

### Your details

Please provide the details of those putting forward the proposal. More than one proposer is optional.

#### Proposer 1

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#### Proposer 2 (optional)

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### Your proposal

Total word limit for this section: **500 words**.

Which category does your proposal best fit into?	Communications
Title	People & Planet – web 2.0 savvy?
Summary of your proposal (no more than 30 words).  For example, a topic for discussion, a position to debate or suggested course of action (like a motion).	A discussion based around the use of new web based communication tools and how they could work within People & Planet campaigns and outreach.

*What is the proposed agenda item? (Write about your proposal in more detail here.)*

The way the internet is used has developed significantly over recent years. Web 2.0 is the name which has been given as an umbrella term to what is considered to be the next phase of the evolution of the internet, which aims to facilitate creativity, collaboration, and sharing between users. Web 2.0 includes communication tools such as social-networking sites (Facebook for example), video and photo sharing sites, wikis, blogs and on-line tagging/content categorization and social indexing.

The proposal is to look at the use of new web 2.0 communications tools, identifying how they are being used in a personal capacity by students within the network, how People & Planet are using them and how they being used by other charities/campaigning organisations in order to map out where next.

The main points are to:

- Address whether there is scope to improve communications in campaigns and outreach within the network using web 2.0.
- Suss out whether the network feels that People & Planet should invest more time in developing these communication methods.
- Identify whether new communication tools should take precedent over current methods used, or whether there should be an integrated approach or neither.

*Why is this important for People & Planet? For example, why is it valuable to discuss or if implemented, how will it make P&P more effective?*

Discussion based upon new web 2.0 communications tools is important for People & Planet for a number of reasons:

1. Web 2.0 may make campaigning and outreach significantly more effective by reaching a wider audience through usage and, as an interactive tool, making campaigning/outreach more fun, exciting and innovative.
2. Use of web 2.0 could prove less labour/time intensive and for People & Planet, a charity with few resources, this could mean that ultimately the network can be more productive.
3. If web 2.0 is becoming a tool increasingly used by the network to communicate and campaign then there is the potential for People & Planet to isolate students within the network – this could have a negative impact upon the outcome/effectiveness of campaigns and the sustainability of groups within the network.
4. People & Planet should be making the most of the skilled students who campaign within the network. A failure to address the incorporate web 2.0

in campaigns and outreach may limit our scope for engaging with web 2.0 savvy individuals meaning that we cannot maximise the potential of network campaigns.

5. The Forum will be the first opportunity to get student feedback on the new web 2.0 tools currently used at People & Planet, and for the network to feed ideas into the development of these tools.

*How could it be implemented? (if applicable)*

Web 2.0 could be incorporated into People & Planet campaigns/outreach via a number of ways:

1. Identifying the web 2.0 tools that could really benefit P&P campaigns/outreach and in what ways each tool would be most effectively used.
2. Create Web 2.0 training for groups that could be rolled out across the network.
3. Build social networking elements in to existing training packages
4. Conducting a group skills audit across UK so that People & Planet can find out which students in what areas/regions are already web 2.0 savvy and up-to-date with social media tools.
5. Create a group of Social Media Reps who could provide web 2.0 training and updates to P&P groups, provide web 2.0 support and share best practice of creating successful campaigns using these new tools.
6. The development of web 2.0 within P&P campaigns and outreach could be initially trialled to see whether there are indeed significant benefits to the network that would warrant us People & Planet to incorporate web 2.0 into campaigns/outreach fully.

**If you need any help or advice relating to completing this form, please contact Harry: [forum@peopleandplanet.org](mailto:forum@peopleandplanet.org) or call 01865 245 678**

**When completed, please return by email to [forum@peopleandplanet.org](mailto:forum@peopleandplanet.org)**