

A pro-active political campaign on a specific issue

Group Project #1



70%

- of the European population are not allowed to speak their mind!

Religion and society

- ▶ **Secularists throughout Europe argue that:**
 - Public society should be neutral sphere regarding religion
 - Religious individuals and communities should not engage and interfere in public
 - Religion is the source of dangerous tendencies as fundamentalism, islamism and terrorism
 - Religion is in total opposition to democracy

Thus...

- ▶ Religious groups and individuals do not have the freedom of speech
- ▶ Apr. 70 % of the European population, who are members of a religious community do not have the right to freedom of speech

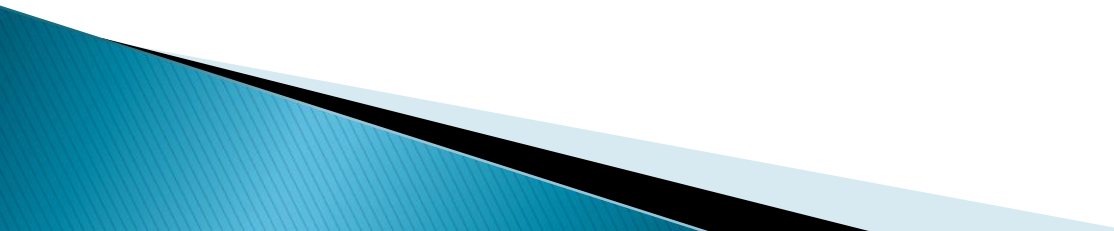
**"Can I say
something?"**



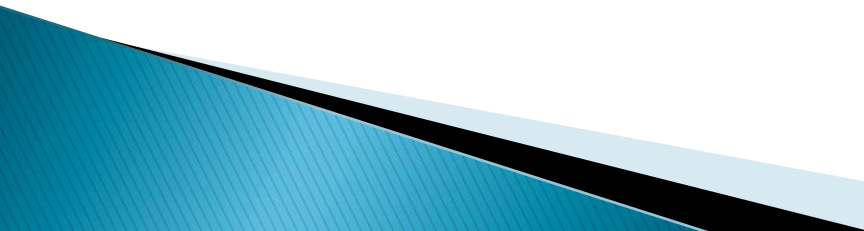
”Can I say something?”

- A political campaign on the freedom of speech

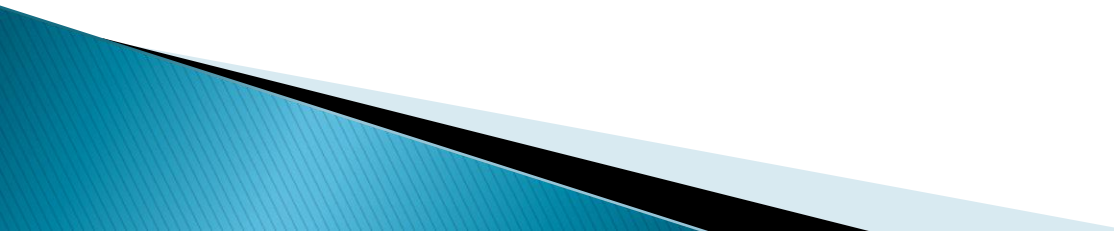
- ▶ Goal: To prevent or have legislation on limitations of the freedom of speech abolished
- ▶ Message:
 - The voice of people with faith are as legitimate as everyone else in democracy
 - Democracy is about protecting minorities rather than excluding them
 - Pluralism is positive for society

- ▶ Target groups:
 - MP's (who in fact have the influence)
 - Churches (to make them play on our team, funding)
 - The broader public (primarily voters)
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Methods of the campaign

- ▶ Co-belligerence
 - ▶ Approaching church leaders and networks
 - ▶ Approaching VIP's
 - ▶ Website, flyers, stickers, videos, Facebook, viral communication (sms)
 - ▶ Mass-demonstrations (photo opportunity)
 - ▶ Press conference
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How?

- ▶ Research (statistics etc.)
 - ▶ Fundraising and budgetting
 - ▶ Planning
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