

IDEAL campaign framework

Investigate: find out about the problem that concerns you. This can be on ground investigations into pollution or biodiversity, reading laws, reviewing previous research, legal investigation, public attitude surveys or financial investigations into company structure, money and people.

Document: Document your investigation. Write a report, submission or briefing. Take photographs or record video, make a database or website of your findings.

Expose: Expose your findings to the public and decision makers. You can use the media to do this, or your own website, emails or social media. Leaflet the affected area, put up posters, hold a public meeting., Make sure people hear about the scandal!

Act: Take action to build pressure and engage people in your campaign. Engage the public with street theatre, marches, office occupations, banner drops, bear witness, ask questions at AGMs, organise a boycott, or use direct action and stop the pollution or destruction yourself!

Lobby: Once you've exposed the problem and got people supporting you, take your solution to the people that can deliver it. Send letters and meet politicians, public servants, company representatives, financiers.