



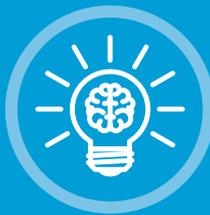
STRATEGIES FOR SUSTAINABLE PROTEST MULTIFACETED STRATEGIES

Effective protest movements often have multifaceted strategies for spreading their messages and targeting different groups of people in different ways. This could mean involving different kinds of interest groups, and tapping into different resources, influences and ideas. Diversity increases the likelihood of a movement sustaining momentum in the long term.



SHORT TERM AND LONG TERM GOALS

Setting clear short-term and long-term aims or goals involves creating a vision that extends beyond the immediate issues that gave rise to a movement and looks for practical ways to transform society. Goals and aims that are collaboratively agreed ensure everyone involved believes in them. Many movements are successful in the short term but dissipate once short-term aims have been met. Similarly, the failure to meet short-term goals does not necessarily minimise the impact a movement can have in the long term.



STRATEGIES

1 DIVERSE CAMPAIGNS
There are many approaches movements can take to spread their messages and achieve their objectives. However, no single way is always effective; different contexts require different strategies. It's important to consider a range of actors involved in bringing about change and design campaigns to target each of them.

2 WINNING HEARTS AND MINDS
Historically, successful movements focus their messaging on issues that will personally touch people and encourage them to learn more about the cause underpinning the movement. A universally applicable message, such as

prohibition against torture, climate change, housing, or access to basic water and sewerage services, will be most successful when people can relate to what this means to them.

3 DECENTRALISED LEADERSHIP AND MANAGEMENT STRUCTURES
A useful strategy for increasing the sustainability of a movement is to decentralise leadership and management structures to mitigate protest fatigue. Decentralisation ensures that all voices in a movement are accommodated, decision-making is not centralised within a group of a few individuals, and the management responsibilities of a movement are spread across its membership. Additionally, for larger movements, establishing various chapters or units across cities and jurisdictions can increase uptake. These individual acts combined to create a huge amount of noise.