

ICSW/local GUIDELINES

Introduction

ICSW/local is a partnership track within ICSW to bring more local voices to the global stage. ICSW/local events will support a smarter, more sustainable ICSW with better regional and global outreach.

ICSW/local partners will hold ICSW events at the local, national, or regional levels between January and March, in the lead up to ICSW 2019 in Belgrade, Serbia. The events will follow the ICSW 2019 theme, “The Power of Togetherness” and adhere to the ICSW partner and convening principles. Representatives from ICSW/local events will then travel to Belgrade to bring their diverse civil society and community perspectives into the global conversations in Serbia (*dependent on funding*).

Roles and Responsibilities

ICSW/local partners:

- Organise a local event between January and March in the lead up to ICSW 2019
- Adhere to ICSW themes, event principles and code of conduct
- Be responsible for event administration and logistics
- Ensure the attendance of 1 local representative at ICSW 2019 and organise their registration and travel to Belgrade, Serbia.
- Coordinate with CIVICUS and BCSDN communication teams to produce a [Lumen5](#) video to share key messages from local conversations for wider discussions during ICSW 2019
- Disseminate final ICSW 2019 report in the relevant regions.

CIVICUS/BCSDN:

- Provide financial support of USD 1000 support (and media support when possible) to offset event costs and travel to Belgrade, Serbia
- Ensure direct support to event partners for information sharing, knowledge exchange, and capacity building on local events
- Provide social media and communication support including ICSW/local design materials and messaging toolkit, and guidance on producing a Lumen5 video.
- Increase visibility and communication with centralised multi-lingual website and communication hub to showcase events before and during ICSW 2019
- Provide coordination and dedicated spaces to share key messages at ICSW 2019
- Provide coaching (as desired) and a media kit including tools to use for ICSW Ambassadors.

ICSW/local format

This year’s theme – ‘The Power of Togetherness’ – will explore ways that people and organisations around the world can work together to enable and defend the space for civic action, help ensure the resilience and sustainability of civil society at all levels and unlock the power of togetherness, in the context of the global transformations that are reshaping how civil society functions. The ICSW/local events can adopt any format that ensures a broad participation of civil society actors and other stakeholders. It can be a set of activities throughout one day, it can include a formal event, a conference and roundtable discussions, or a public event in a space that will engage citizens in the conversation.

Other activities are optional but could include a march or demonstration for the promotion of civil society space (or any other issue related to your event), a petition, a declaration, the screening of a film/documentary, etc.

ICSW/local events should follow one of the 3 programme tracks of ICSW 2019.

1. **Track 1: Bridges** Togetherness begins with shared work: clarifying goals, identifying and connecting to relevant actors, aligning interests, building alliances, defining roles and sustaining relationships fuelled by common values. The Bridges track will focus on understanding how the broader civil society context is changing, highlight what is required for sustainable collaboration and connect participants working in complementary areas.
2. **Track 2: Streets** There is no greater power for change than citizens acting together for a better society, from the community to the global level. The Streets track will consider the strengths of contemporary civic movements around the world, look into ways of communicating with citizens in order to build bigger constituencies and dive deep into the skills that civil society organisations need to engage with citizens for advocacy, community building, and philanthropy.
3. **Track 3: Stairs** The partnerships and movements we build together exist in a larger global context, in which international organisations, policies, and regulations are tasked with protecting and defending fundamental rights and democratic freedoms and ensuring sustainable development. At the same time, each day civil society is facing new challenges, including the challenge of developing and using mechanisms that can help us grow our influence, support, and constituencies. The Stairs Track will dive deeper into the methods and skills needed to use new technologies for building visible, transparent and resilient impact. This track will explore:

Promotion

ICSW/local event partners are responsible for the dissemination of the event locally prior to and during the event itself, and afterward to share the results of the conversations. It is advisable that event organisers produce high-quality photos and video footage that can be shared with CIVICUS/BCSDN and be used in the Lumen5 video.

CIVICUS/BCSDN will support ICSW/local event partners to disseminate the events through social media and CIVICUS channels (social media and design toolkit will be provided). Due to the number of ICSW/local events that will take place, CIVICUS/BCSDN reserves the right to determine the dissemination strategy. The higher the quality of photos and videos, the more visibility events will have.

CIVICUS/BCSDN will coordinate with ICSW/local event partners to try to match **ICSW Ambassadors** to provide part-time media support before, during, and after the ICSW/local events. ICSW Ambassadors are local social media influencers who are selected as official online communicators for ICSW. Unfortunately, CIVICUS/BCSDN cannot guarantee ICSW Ambassadors can be matched with every ICSW/local event but will work individually with each event to ensure key messages are shared.

Promotion during ICSW 2019

There will be a dedicated space to showcase ICSW/local events and the Lumen5 videos during ICSW in Belgrade. Additionally, there will be designated time during the conference week for selected representatives to connect and share their local event experiences with other ICSW participants. There will also be opportunities for ICSW/local event partners' staff, members and other local actors to also engage and participate through ICSW social media channels, CIVICUS/BCSDN mailers, online live events, and other activities.

After ICSW 2019

ICSW/local partners are responsible for the local dissemination of the ICSW 2019 messages, discussions and conclusions, and how they link up to the ICSW\local event, via social media (Twitter and Facebook), through organisational website, and mailers to members and partners.

Reporting

ICSW/local partners are responsible for preparing a short final report of the activities following the ICSW/local template (to be sent later) and share it with CIVICUS/BCSDN. This will inform the final ICSW 2019 report.

The selected local partners will sign an agreement with BCSDN, and will submit a financial report with listed detailed costs and supporting documents as per the agreement.

All local events will be funded by the Balkan Trust for Democracy BTM.

