

NAME

Collective Action Toolkit

AUTHOR/OWNER

Frog Design

SOURCE

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INTRODUCTION

The Collective Action Toolkit was created to help community leaders bring together groups to solve shared problems and act on them. It consists of an action map and activities arranged into six activity areas. The action map that follows can help you to understand what activities you might undertake when your group meets.



solve problems



build new skills



gain knowledge



NOTES

It all starts with the action map. At the centre of the action map is your shared goal. You want to make these goals real. This is where your group begins.

There are six activity areas that a team can move through in pursuit of their goal. The areas around your goal inspire how you move through the process of taking action. Each time you do an activity, you will learn something valuable that helps you better understand your goals and how to act to reach them.

Goals change over time, based on how you learn and grow as people. So while you will start your group by setting a shared goal, your group will continuously return to the centre of the action map to take stock of what still needs to be done to reach your goal.

USEFUL LINKS

- www.frogdesign.com/cat to download your own copy