FIVE PILLARS OF ACTION OF GLOBAL CITIZENSHIP EDUCATION

	WHY	FOR WHOM	WHAT	HOW	EDUCATIONAL PHASE	STRATEGY
BUILDING AWARENESS:	Informs, sensitizes to different topics	General pubic (formal and informal contexts)	Simple and often eye-catching message. Appeals to emotions, humour, empathy	Use of media: print media, billboards, internet…Public presentations	Memorable, breaks the vicious cycle of ignorance-indifference-ignorance, first step to building consciousness	Questions inequality, but doesn't necessarily delve into its causes
TRAINING:	Reinforces skills, power to act, promotes actions for change	Well-defined group	Complex message. Knowledge linked to building critical thinking and concrete practices	Concrete methodologies adapted to participants	Awareness-building, comprehension of issues and skills reinforcement	Analyzes and delves into the causes of inequality to promote engagement through action
RESEARCH:	Enriches or builds new knowledge on different topics	Non-profit organizations, institutions, social movements	Complex message. Informs about new knowledge developed	Documentary research, investigations, action research	If action research: learning though action	Analyzes, produces new understandings and shares them with others
MOBILIZATION:	Proposes and creates alternatives for change	Individuals/groups already aware	Message: necessity and possibility for concrete action at their level	Learning through action, appreciation of the collective	Oriented towards taking action	Develops the power to act in agents for social change
ADVOCACY:	Puts pressure on public processes and political decisions	Public and political decision-makers	Complex message. Actions linked to concrete proposals	Alliances between international solidarity organizations and NGOs from the North and South	Oriented towards political impact	Proposes alternatives at the social, political, economic and legal levels

Source: Inspired by *"Les cinq grands pôles d'action dans le champ de l'Éducation à la citoyenneté mondiale et solidaire"* from ITECO (inspired by the schema created by HEGOA, NGOs and the European Union and the Coordination of development NGOs, 2013).