

7 steps how to organize a street action

Step 1: Choose your topic and message

- Focus on one clear message, for example: ***change the world by what you wear***
- Decide if your action will be informational, artistic, performative, or a protest.

Step 2: Gather your group

- Invite friends, activists, people from local youth organizations.
- Make sure everyone has a role (e.g., social media manager, host, photographer).
- Schedule a preparation meeting.

Step 3: Plan the action

- When? (e.g., World Environment Day, Black Friday, weekend)
- Where? (city center, in front of a shopping mall, public square)
- How? (flashmob, happening, photo exhibition, second-hand fashion show, etc.)

Decide:

- What materials you need (banners, costumes, megaphone, leaflets)
- Do you need permission for the event? (Check local regulations)

Step 4: Prepare materials

Example slogans:

- “Choose style for life, not fashion for one summer”
- “Fast fashion? No thanks, I prefer slow future”

* Remember, the only limit is your imagination.

You can use:

- Banners with slogans
- Costumes made from recycled or second-hand clothes
- Posters with facts (e.g., “It takes 2700 liters of water to make one T-shirt”)

Step 5: Promote the event

- Create an event on Facebook or Instagram
- Use hashtags such as: #StopGreenwashing #SlowFashion #WalkTheGreenTalk
- Record a short video invitation

Encourage local or school media to promote the event.

Step 6: Conduct the action

On the day of the event:

- Gather your team early
- Set up materials
- Keep the atmosphere visible, creative, and peaceful
- Document everything: photos, videos, live reports

Step 7: Summarize and share

- Post a thank-you and recap on social media
- Write a short note for local media or the school newsletter
- Discuss as a group what went well and what can be improved next time
- Celebrate your achievements together