

## **GRASSROOTS COMICS AS AN NGO COMMUNICATION MEDIUM**

**Organisations:** Names and addresses of the organisations involved

**Overall objective of the project:** To make the voice of the NGOs heard in the debate in the society.

**Project purpose:** To train NGO activists in producing comics for information purposes.

**Expected results:** Increased readiness and ability within the NGO community to use the highly attractive medium of comics in information work, e.g. advocacy, public education, or internal NGO communication. The participants will learn to produce grassroots comics for local information campaigns. Different inexpensive formats will be demonstrated and practised. After the workshop the participants should have the ability to start a comics communication project within their own NGO.

**Proposed activities:**

To run a grassroots comics workshop for xx association members in year xxxx

**Duration:** 4 - 5 days

**Location:** xxxx

**Participants:** 15 - 20 NGO activists, who are interested in using comics in their information work. The participants should have a good understanding of the issues their NGO are dealing with, as this knowledge is the basic building block for the information material. Artistic talent is not a must for participating in the workshop. The workshop will concentrate on the contents of the comics - the stories and how they convey the messages.

**Resource persons:** Two comics communication tutors from a World Comics-associated group

**Local resource persons:** Two local activists and/or artists (who will also act as interpreters when needed).

**Responsibilities of the two organisations:**

**External organisation:**

- Seek funding
- Accounting and disbursement of funds.
- Preparing the tuition material.
- Identifying and preparing the resource persons.
- Running the workshop
- Reporting on the workshop

**Local association:**

- Identify workshop participants.
- Contribute knowledge to the overall themes to be addressed at the workshop.
- Make arrangements for workshop location and catering.
- Make arrangements for distribution of the workshop comics
- Press contacts and documentation

**Programme:**

Day one:  
Comics communication basics - why it is clever to use comics.  
Samples from different parts of the world.  
Drawing exercises.  
Various formats of comics  
Discussion on thematic content of the comics

Day two:  
Inputs needed - steps in the production of comics.  
Thematic assignment (individual or in groups).  
Messages, desired change and target groups decided

Work on initial stories – feedback and discussions  
Making the stories into comics.

Day three:  
Work on the scripts.  
Visual scripts - feedback and discussions  
Start of artwork

Day four:  
Finalising artwork.  
Photocopying starts  
Critique session

Day five:  
Distribution/exhibiting of the comics in the community  
Collecting feedback from the community  
Feedback and discussion.  
Final discussion and evaluation

## **2. SAMPLE BUDGET for a comics workshop:**

The budgets should be realistic: first find out what everything costs, calculate with the number of people you will have, then make a budget.

**1. Resource persons.** You will need one or two resource persons to run your workshop. Most of the time they have to travel from somewhere and you will have to calculate with their professional fees, travel, accomodation and food allowances. Normally, they will give you an estimate on request.

**Sample budget for resource persons, two persons coming from abroad: (currency euro)**

1. Professional fees, two persons 8 days, e.g. á 200 = 1.600,-
2. Travel costs:  
air fare 850,-  
visa 100,-  
local travel 80,-  
travel insurance 60,-  
total = 1040, for two persons=2080,-
4. Accomodation and daily allowances  
hotel (alternatively, you will provide accomodation at the workshop) 6 days á 40 = 240  
allowances for food (alternatively, you can provide it at the workshop) 8 days á 20 two persons= 320,-

**2. Local team.** You will need at least two local facilitators at your workshop. Both should be familiar with the organisation that arranges the workshop. It would be good if one of them has some experience from drawing or other artwork.

**Sample budget for local team:**

1. Professional fees 2 persons á 80/day for 5 days = 800,-
2. Accomodation, daily allowances, travel = 400,-

**3. The workshop participants.** The participants should ideally be from the same area and background, but sometimes it is useful to invite some from other areas. Those who have to travel, must get funding for their travelling costs, meals and accomodation.

When you have local participants, normally you need only to cover their costs for daily transport to and from the workshop premises, and for meals during the day.

**Sample budget for workshop participants:**

1. Participants' food (lunch, midmorning and afternoon tea/coffee) 20 persons á 8 for 5 days=800,-
2. Local participants' local travel allowance, 17 persons á 4/day= € 340,-
3. Upcountry participants travel, allowances, accomodation, 3 persons á 150 = 600,-
4. Workshop premises, 100/day for 5 days= 500,-

5. Workshop materials  
paper, pens, inks, copying etc= 500,-

**4. Other project costs.** The host organisation will spend both time and money for administration. If this (extra) administration is not covered from other sources, you will have to calculate with telephone costs, e-mails, mails, photocopies, etc. To arrange a workshop will include quite a lot of negotiations, spreading information, preparation of tuition materials, and coordination work.

**Sample budget:**

1. Tuition material, handouts to the participants, photocopying = 250,-
2. Tuition material, photocopying transparencies/ OH- or LCD projector hire= 60,-
3. (if applicable) press material= 50,-

Administration

4. External team, mail, telephone, e-mail=100,-
5. Project audit (often compulsory for external funding)= 200,-
6. Local organisation, administration, telephone, mail, photocopying= 500,-

Budget 2 - 3% of the total amount for unexpected costs.

7. Contingency= 260,-

Project total: **10.000,-**